

DRIVING A SEAMLESS CUSTOMER EXPERIENCE THROUGH PORTFOLIO DESIGN

When a Midwestern utility needed to create a dynamic, customer-first experience, they relied on Franklin Energy's expertise to bring together programs, implementers and participants under one personalized dashboard for a seamless customer journey.



12 PROGRAMS 8 IMPLEMENTERS Over 20,000 PARTICIPANTS 1 Seamless Customer Journey

The story: Serving 1.2 million customers in more than 500 communities, including the greater St. Louis area, this midwestern utility is committed to generating energy savings and a brighter future for Missouri residents. Their award-winning program portfolio delivers energy savings to all types of residential homes.

The goal: With a dozen programs already offered to their residential customers, the utility was in search of a program administrator to deliver a streamlined customer experience, increase energy savings and drive customer satisfaction.

The solution and results: Franklin Energy proposed their NGAGE customer engagement platform—an interactive, energy efficiency experience that allows the customer to take control of their energy usage. Branded as MyEE for the utility's customers, the platform delivers a cohesive, multi-program experience, featuring consistent messaging and marketing. Customers can view up-to-date program statuses and history, upcoming tasks and events, and total monetary savings from program participation—all in one location. For customers in the Home Energy Report program, Franklin Energy provides customized insights on energy usage and bills, estimates cost breakdowns, and compares usage with similar homes through different dashboard widgets. Rewards points, which customers can use to purchase products through the integrated online marketplace, are also displayed. These personalized insights drive customers to take action and educate themselves on how to adopt more energy-efficient behaviors.

The platform also significantly reduces utility management challenges with easy transferring of all program data between customers, implementers and utility stakeholders. In addition, MyEE features an auditing tool that allows for detailed customer support from a dedicated customer support team, as well as out-of-the-box, real-time analytic reports which easily include tracking behavior flows, click rates, bounce rates and conversions.

Within the first month of launch, MyEE was the programs' top referral source with a 26% conversion rate, twice as effective as traditional marketing methods.



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