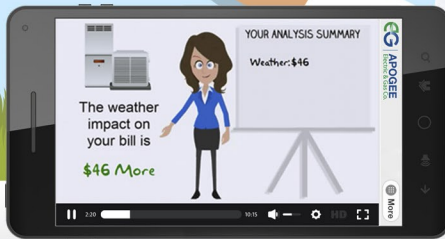
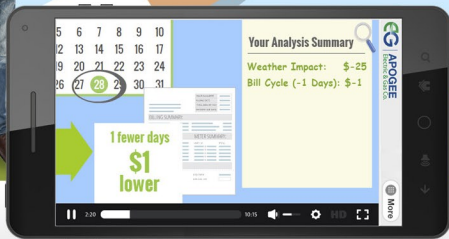


# Revolutionize the Customer Experience with

## Personalized Video Messaging

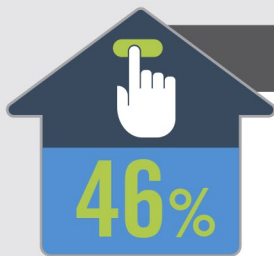


Today's marketers know that personalization is the best way to WOW customers and keep their attention. Reaching customers when it matters most with proactive and personalized information regarding their energy use can have a huge impact on the customer experience and customer satisfaction.

When the weather changes, so do home energy bills, using actual billing data, and the local weather customers can watch a personalized video customized just for them.

So far the results have been astounding!

## THE RESULTS OF 25,000 EMAILS SENT...



### OPEN RATES

Utility open rates exceed most businesses expectations.



### CLICK THROUGH

Most click through rates average 4%.

OVER 9,500 VIDEOS VIEWED IN JUST ONE BILLING PERIOD

## CUSTOMER RESPONSE

95%

Customers found the information easy to understand

94%

Customers found the information useful

92%

Felt the video format was an effective way to communicate bill changes

72%

Want to see a video every month.  
27% Quarterly

99%

Want to see more videos!

OVER 1,000 CUSTOMERS TOOK THE TIME TO ANSWER THE FEEDBACK SURVEY



*OUTSTANDING – Very informative .*

*Surprised - never received a video presentation before.*

*I thought it was creative and proactive.*

*It was good to find out that I saved money (which was my goal, by lowering the thermostat).*

*Excellent-very helpful in presenting the reasons for changes in the bill month to month.*

*Super and very helpful. Congratulations on an innovative user friendly approach to customer service.*

*Loved it! Amazed. Very cool. Fantastic !*

