

Comprehensive Customer Engagement Platform with Online Energy Audit

As the Hometown Connections Partner for Customer Engagement, Apogee is uniquely positioned to cost-effectively deliver the impressive services they provide to leading IOUs to smaller cities through Joint Action Agencies.

Their comprehensive engagement platform allows small cities to provide a robust solution for use by customers, CSRs, energy auditors, trade allies, and utility staff.

The package includes: _____

Benefits...

- Improves Brand Image
- Saves Energy & Money
- Extends Marketing Staff
- Promotes Programs
- Drives Engagement
- Builds Trust



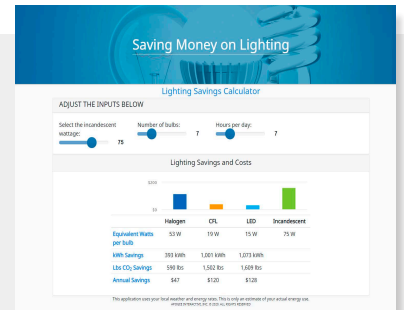
Energy Advisor:

This easy, self-serve energy audit analyzes the home's energy use, and provides valuable savings tips, bill breakdown, and points customers to programs. A comprehensive report can be downloaded, emailed or printed.

Special Purpose Calculators:

These are friendly, slider-bar, calculators that evaluate specific areas of the home letting users compare options. Each has a short, promotional video to engage customers from the website and in social media.

Select 4: • Appliance • Electric Vehicle • Space Heater • Electric Vehicle • Lighting • Television • Cooling • Phantom Load • Water Heater



Marketing Resources:

Save money AND extend your staff by leveraging artwork and content for digital or print ads, articles for newsletters, press releases, social media posts, and much more.

Analytics:

Quarterly usage reports are provided and reviewed with an account manager to determine impacts, assess the digital strategy, and evaluate the applications' value.

Training:

Video-conference and recorded training sessions are provided covering use of the applications, enhancements, best practices for using marketing resources and analytics, plus one-day of onsite training and presentation at your annual Association member meeting.

