

Custom Variable Printing for Energy Sector: Increasing Customer Retention

A CASE STUDY - POWERED BY MTI CONNECT

BACKGROUND:

Aclara Technologies is a smart infrastructure solutions (SIS) partner that offers data-driven solutions to predict, plan, and respond to system conditions across electric, gas or water distribution networks. With a suite of solutions centered around smart meters, sensors and controls and software solutions, they support utilities primarily gas, water, and electric utilities worldwide, actionable insight with real-time visibility of their distribution networks to optimize operations and engage with their consumers to promote energy efficiency and conservation.

CHALLENGES:

- Offer realistic, cost effective options to save money on seasonal gas supply prices to the homeowner, which can be difficult as market prices change daily, weekly, and seasonally.
- Provide solutions and options pending on energy usage/consumption.
- Take measures to protect employees and customers with on-going account support 24/7 (e.g. inbound call center, direct mail, mobile, and more).
- Help customers understand AFUE (Annual Fuel Utilization Efficiency), which measures how efficiently your furnace uses fuel as well as UEF (Uniform Energy Factor), which is newly developed metric for water heater energy savings. Despite the difference and educating customers, the easiest point to remember is that: *the higher the rating, the lower the bill.*

SOLUTION:

In the wake of deregulation, the energy sector, like most consumer-service industries, has been experiencing an influx of new competitors and a steady rise in customer churn. Supporting Laclede Gas (now acquired by Spire, Inc.), who supports residential and commercial owners to fuel their daily lives through gas utilities serving Alabama, Mississippi and Missouri), the solution was to show high level cost and energy savings to the homeowner in a simple, effective, and direct fashion on existing utility bills. There were multiple customer retention marketing campaigns and offerings that highlighted:

- Home's annual natural gas use
- How other homes use natural gas
- Actions to lower energy use

Digital variable printing methodology was used to communicate saving opportunities related to:



Home Energy Advisor program (integration to Laclede's Customer Connection web portal for savings)



Rebate offerings and cost saving per year (e.g. appliance rebates for Southern California Gas)



Plan savings based on insulation improvements (e.g. home energy audits for United Illuminating, Southern Connecticut Gas)



Cost effective energy-efficient programs (e.g. digital thermostats and smart meters for Wisconsin Electric Power Co)



Companies that provide personalized content can **increase sales by 10%**

(McKinsey, Retail Energy Client, 2019)



75% of consumers like it when brands personalize messaging and offers.

(Aberdeen Group)



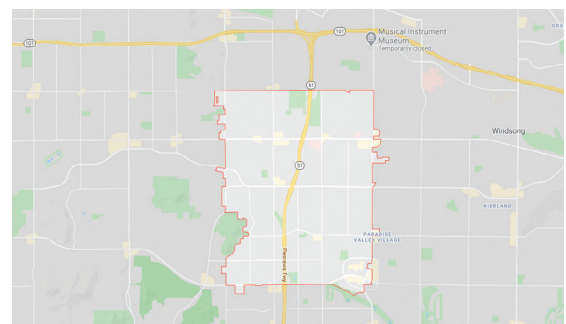
86% of consumers say personalized marketing leads to a buying decision.

(Infosys)



80% of consumers like it when retailers provide personalized suggestions.

(DigitalCommerce360)





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RESULTS:

