



# Transforming outreach with Conversations

## CLIENT

Leading utility provider

## USE CASE

Customer engagement  
Conversations

## PRODUCTION

July 2024

## THE CHALLENGE

A **leading utility provider in North America's High Energy Usage (HEU)** program was providing essential energy efficiency retrofits and home improvements for low-income customers struggling with high utility bills. Despite offering valuable services, the program faced significant challenges with customer engagement and enrollment:

- Traditional outreach channels achieved only a 1.6% conversion rate.
- Teams struggled to meet aggregate program signup quotas.
- The qualification process created friction for potential participants.
- Many eligible customers remained unaware of available benefits.

## PERFORMANCE BREAKTHROUGH

The implementation of our conversations delivered immediate and significant improvements to program performance:

- **Over 5× increase in conversion rate:** From 1.6% through traditional channels to 9% with proactive text messaging.
- **Streamlined qualification process:** Reducing customer effort and abandonment rates.
- **Enhanced channel engagement:** Meeting customers where they are with accessible technology.
- **Accelerated quota achievement:** Helping the leading utility provider reach program goals faster.

# Enrollment, efficiency, experience, impact: The Conversations advantage

## THE VALUE PROPOSITION

For utility programs focused on customer assistance, our approach through conversations offers:



### Higher program enrollment

Dramatically improved conversion rates mean more customers receive needed assistance



### Cost-effective outreach

Automated pre-qualification reduces resource requirements



### Improved customer experience

Simplified process creates positive engagement



### Greater community impact

Helps utilities fulfill their mission to support vulnerable populations

