



Transforming outreach with Conversations

Leading utility provider

USE CASE

Customer engagement Conversations

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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

