



Allconnect in Action

Smart Usage Rates

Learn how Allconnect can help you drive time-of-use enrollments through email and outbound calling.

business.allconnect.com



Smart Usage Rates

SITUATION

A large utility in the Southeast created a 'smart' time-of-use rate in 2013 to:

- Give customers more rate options
- More accurately predict when and how customers use energy
- Help customers reduce overall energy consumption

The rate allows customers to save on their bill by adjusting their use of major appliances during certain times of the day and periods of high demand.

Through the utility's website, email campaigns and bill inserts, customers were encouraged to enroll in the rate plan online or by calling the utility. These initial efforts yielded low conversion and enrollments.

In early 2015, the utility tried to increase adoption of the rate plan by offering customers a free Nest thermostat upon enrollment, but results remained static and below expectations. In September 2015, they turned to Allconnect to explore additional solutions to reach their goals.



SOLUTION

Allconnect proposed a comprehensive pilot to test and optimize solutions to drive enrollment in the rate program, including:

EMAIL MARKETING

- Feature a digital ad for the rate program in the email confirmation page sent to customers who enrolled in other services via Move Advisor.

OUTBOUND CALLING

- The utility provides 2000 qualified/scrubbed leads to Allconnect.

EXISTING MOVE ADVISOR VOICE CHANNEL

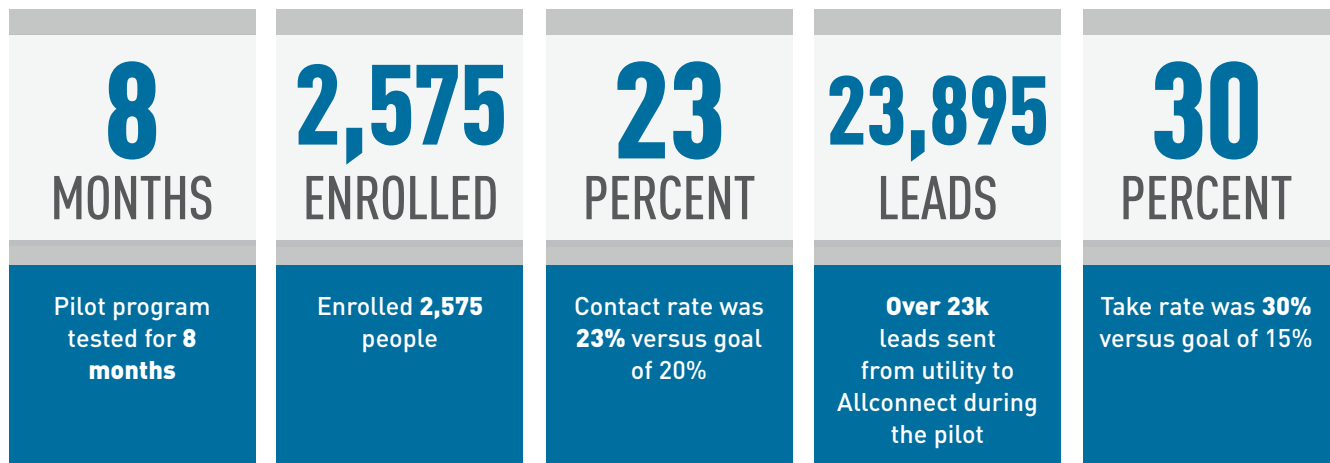
- Educate customers about the program and enroll them on the existing mover call.



RESULTS

The pilot of Allconnect's solution for the smart usage program launched in February 2016 yielded strong results, exceeding the utility's expectations.

SMART USAGE RATES 'BY THE NUMBERS'





ABOUT ALLCONNECT

Allconnect offers customers a convenient single source to compare and connect integrated media, broadband, home protection, energy and green products. Allconnect's services are available at allconnect.com, through utility and energy companies representing over 50 million households, and via affiliates. Through more than 20 million annual consumer touch points, the company acquires customers, increases revenue and generates higher customer satisfaction for its partners. Allconnect's 2016 customer satisfaction score of 86, as measured by the American Customer Satisfaction Index (ACSI), is the second-highest score of the publicly measured companies in 2016. Founded in 1998, Allconnect is headquartered in Atlanta, Georgia, with offices in Lexington, Kentucky and St. George, Utah. For more information, visit business.allconnect.com or follow the company on twitter.com/allconnect and facebook.com/allconnect.

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