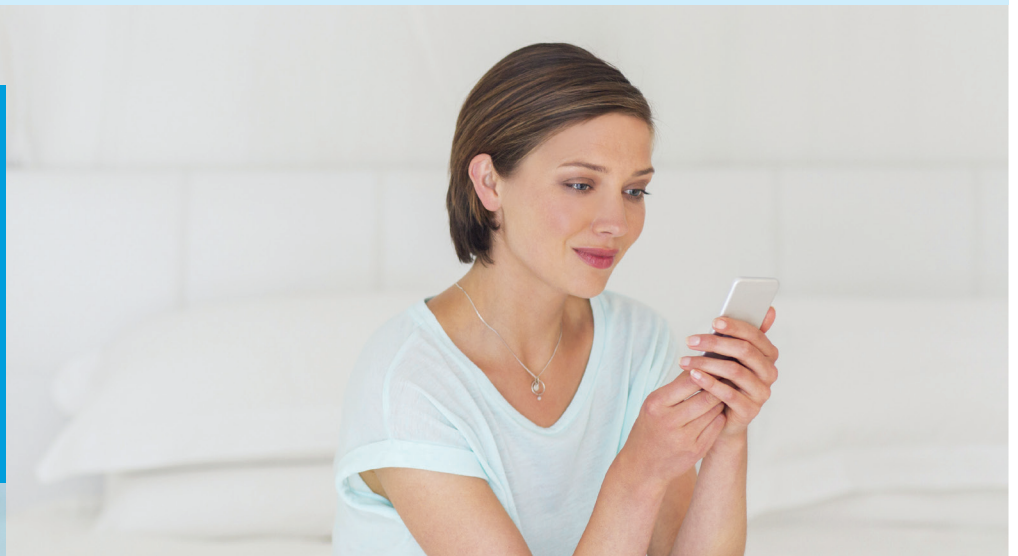Increase program enrollment and optimize marketing spend through precision customer insight

Even compelling marketing communications can fall on deaf ears if sent to the wrong customer or prospect. That's why reaching the right customer, with the right message, in the right way, has become a top priority for utility companies seeking to drive enrollments in paperless billing, automatic payment plans, and energy efficiency programs. With VertexOne Predictive Analytics for Customer Enrollment, utilities can develop tailored strategies based on predictable customer behavior. This approach has proven to increase offer acceptance by three times or more.

What is VertexOne Predictive Analytics for Customer Enrollment?

- A predictive model which determines the likelihood of each customer to participate in utility programs and initiatives

- A mechanism which identifies the characteristics of customers most likely to accept offers and/or respond to marketing

- An insight engine which identifies the optimal marketing mix

- An experience-based and data-driven approach which provides answers to critical questions such as: *Which customers should I be targeting for paperless billing / online payments / energy efficiency programs? How do I get the biggest bang for my marketing dollars?*

Agent view shows customers' propensity to enroll in conservation programs.

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Business value delivered?

- Improved customer interaction
  - Engage with customers about programs and initiatives that are of interest to them

- Increased customer satisfaction
  - Reduce communication clutter. Provide relevant messages via the right channel

- Improved offer uptake rates
  - Identify and adopt consistently successful up-sell and enrollment techniques

- Increased profitability

By utilizing a customer-focused, data-driven analytics-based strategy, utilities can maximize program participation by targeting the right customers for the right program at the right time and through the right combination of channels.

CONTACT US

CHIRAG SHAH
Director, Applied Analytics
chirag.shah@vertexgroup.com
847-903-9864

vertexone.net

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