Energy Communication Goes

Moving the Masses with Personalized Movies
21 Years of Service
650+ Utility Clients
56 Million Homes
46% of US

~4% reduced energy use
Late Breaking News:
People Love Videos
People Love Videos
People Love Videos
Any Device, Any Time
Best of All?

It can look however you want!
Generate personalized video messages for your customers “on the fly” using customer information

**Video Examples:**
- Bill analysis and explanation
- Rate changes with bill impact
- Tailored outage information
- Personalized program offers

**Integration/Delivery Options:**
- eBill
- Customer Portal
- Outbound email
- Marketing Materials
Proven Results

50% click to open

87% of viewers found videos useful
JD Power 2014 Industry Scores

- Pharmacy: 847
- Full Service Investor: 807
- Home Appliance Retailer: 804
- Homeowners Insurance: 790
- Retail Banking: 785
- Hotel: 782
- Credit Card: 778
- Rental Car: 773
- Home Improvement Retailer: 768
- Auto Insurance: 758
- Wireless Total Ownership: 750
- Wireline Telephone: 719
- Airline: 712
- Television Service Provider: 711
- Texas Electric Retail: 706
- Internet Service Provider: 685
- Health Plan: 669
- Residential Electric: 647
- Residential Gas: 644
- Residential Electricity...: 626
Learn from Leaders

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