

Employees & Retirees: A No-Cost, High-Impact Communications Channel

EUCI Customer Engagement Conference

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Facts vs. Feelings

- ▶ “Getting people to **feel** something is a more powerful motivator than getting them to **know certain facts.**”

— Tina Rosenberg, *Join the Club*

- ▶ “People will forget what you said or did, but people will never forget how you made them **feel.**”



— Maya Angelou



Services Marketing Mix



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Effective Communications

Message



Messenger



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Selling Solar, Door-to-Door



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How Best to Engage Customers?

- ▀ Seeking Optimal Blend of Tech & Touch
 - ▀ Capital Outlays Earn a Profit
 - ▀ Cost Savings Go Straight to the Bottom Line
- ▀ Face-to-Face: All that's Old is New Again
 - ▀ Colorado Anti-Fracking Ballot Initiative
 - ▀ Georgia Power's Vogtle Outreach
 - ▀ LG&E/KU Retiree Ambassadors



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Something Else Colorado is Known For ...

- ▀ Strong environmental and NGO support for ballot measures to effectively end oil & gas production in Colorado.
 - ▀ \$10 billion state-wide economic impact
- ▀ Oil company employees and professional canvassers knocked on 1.5 million doors across the state over 18-month period.



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After Two Near-Death Experiences...

- ▀ Colorado's leading oil & gas producers have instituted cradle-to-grave training on the oil and gas operations for all employees and mobilized them as a communications resource.
- ▀ "We need to listen better — listening is critical. And we need to practice message discipline. But don't preach, because people don't want to be preached to."



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— Chip Reimer, SVP, Noble Energy

KG&E/KU Retiree Ambassadors



- Mobilizing retirees for >20 years
- Retiree benefits, price increases, hydro relicensing and more
- “Retirees can talk to their neighbors on a ‘guy next door’ level, without sounding corporate. We are consciously using them to expand our reach into the community.”



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LG&E/KU's View on Retirees

- “Our retirees have an emotional connection to the people and the utility where they spent their working years. They want to keep that alive. Without a doubt, retirees are one of our most important communications and community relations assets.”

— Sandy Gentry, LG&E



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