

Innovative Customer Education Ideas & Strategies

**RERC Annual Meeting
Columbus, Ohio**

John Egan
May 23, 2016



“Say What?”

Utilities are from Mars

- ▀ Technical
- ▀ Analytic
- ▀ Price
- ▀ Legal
- ▀ Precise
- ▀ Long-Term focus

Customers are from Venus

- ▀ Not technical
- ▀ Qualitative
- ▀ Value
- ▀ Does it come in blue?
- ▀ Is there a financing plan?
- ▀ Instant (gratification)



Product: Making Electricity Real

- ▀ Capital Credits
- ▀ Workshops (at Home-Improvement Stores?)
- ▀ Free Walk-Through Energy Audits
- ▀ In-Home Energy Displays
- ▀ Direct-Installation of Energy-Conservation Measures
- ▀ Pre-Pay Metering
- ▀ Employee Ambassador Programs



5/23/2016

6

Product

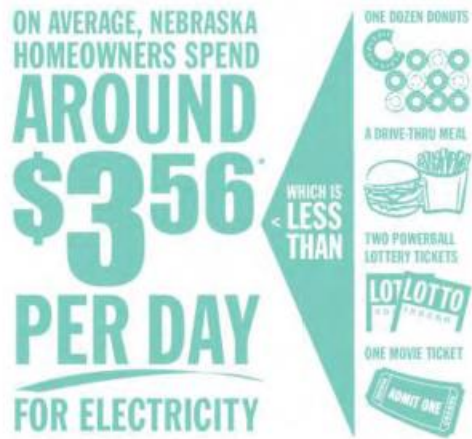


5/23/2016

Source: Benton REA

8

Price (Really, Value)



5/23/2016

11

Promotion: What MarCom Channel Works Best?

| Co-op | Members | Best channel | Second best channel |
|-------------------|---------|--------------------|---------------------|
| Crawford (MO) | 16,000 | Magazine | Social Media |
| Northwestern (PA) | 20,000 | Digital/Cinema ads | WeatherCam |
| Victory (KS) | 13,000 | Community events | Earned print |
| Kootenai (ID) | 22,000 | Email | Newsletter |



5/23/2016

13



5/23/2016

POWERLINES
APRIL 2016 KEC MEMBER NEWSLETTER

NATIONAL LINEMAN APPRECIATION DAY
On April 11, 2016, KEC will honor the dedicated individuals who often work in challenging conditions to keep the lights on. We already recognize linemen's sacrifice for the services they perform around the clock in dangerous conditions to keep power flowing and protect the public's safety. To celebrate National Lineman Appreciation Day, KEC invites members to take a moment and thank a lineman for the work they do. Use #thankalineman on social media sites to show your support for those who light our lives.

CUT WATER HEATING EXPENSES WITH A HEAT PUMP WATER HEATER
The GE GeoSpring Hybrid Electric Water Heater is one of America's most efficient 50-gallon water heaters. It's 70 percent more efficient than a standard electric water heater. The savings household will save \$259 a year by switching to a heat pump water heater. (1840739)

Limited Time Offer
KEC is offering members a special price on GE GeoSpring 50 and 80-gallon heat pump water heaters. Members can purchase the 50-gallon units through KEC normally \$1,000 for \$713.95 + tax before a \$300 rebate. That means members will have a net cost of \$413.95 after the rebate. The price on the 80-gallon will increase \$100 after June 30, 2016. The 80-gallon units are \$1,435.45 prior to a \$300 rebate, resulting in a net cost of \$1,135.45. A federal tax credit of \$300 may apply. Please check with your tax advisor. Call us today at 208.765.1200 to purchase your unit.

OFFICE: 2451 W. DAKOTA AVE., HAYDEN, ID 83835 KEC.com | 208.765.1200

14

Place



5/23/2016

20

Process



**"So, you're
thinking about
going solar.
There is a lot
to consider
before you
make a
decision."**



5/23/2016

22

Physical Evidence



5/23/2016

24