

OWEN ELECTRIC COOPERATIVE

Increases Customer Engagement and Satisfaction with Tendril

Background

Owen Electric Cooperative (OEC), based in Owenton, Kentucky is a member-owned utility dedicated to offering superior customer satisfaction to its members. OEC wanted to increase member engagement by providing information on energy usage. Specifically, the goals of the program were to drive awareness of energy efficiency programs and develop an understanding of how participants interact with technology to achieve energy savings. OEC also wanted to educate members by presenting recommendations on how to conserve energy.

Building a Successful Program

This pilot began in October 2012 when members were given access to both the Tendril web portal and mobile products. Tendril also worked with OEC to develop marketing collateral – both email and direct mail – to effectively recruit members into the program. Once members enrolled, OEC sent Tendril regular ingests of bill-data for the participants in order to offer an accurate view of individual's specific energy usage.

Products



CUSTOMER SATISFACTION

Solutions



TENDRIL WEB PORTAL



TENDRIL MOBILE



TENDRIL CUSTOMER MANAGEMENT



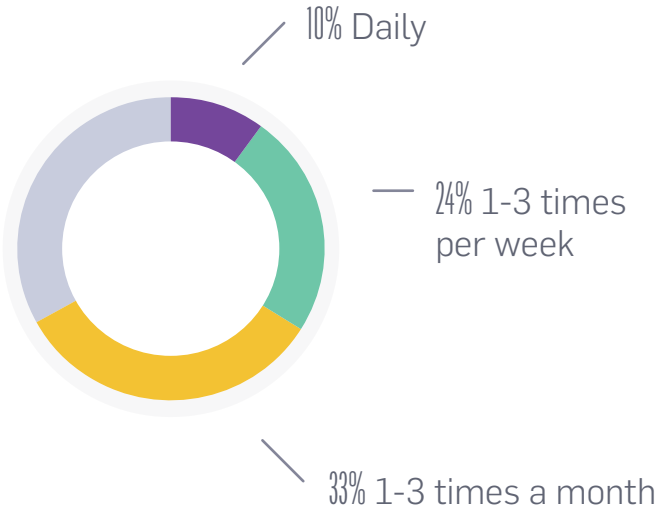
TENDRIL THERMOSTATS, LCSS AND VOLTS

Program Results

After participating in the program for at least two months, Tendril created and distributed a survey to determine satisfaction rates and learn how best to interact/engage with their members.

73% said they are **HIGHLY SATISFIED** with the web portal and used it most for Learning Energy Saving Tips and seeing how much money and/or energy they've saved.

65%+ **USE THE PORTAL** at least once per month



31,577 VIEWS | In addition, the site received 31,577 page views with users spending an average of seven and a half minutes during each visit.
7.5 MINUTES