

Aclara ACE Solutions

Behavioral Alerts



Today, it's that much more difficult to reach your customers to drive continual engagement and energy efficiency savings. In a world where automatic e-billing is becoming prevalent, many of your customers no longer receive information from a paper utility bill or through regular visits to your online portal, effectively eliminating a valuable touch point between you and your customers.

Overcoming the challenges of building relationships with customers is difficult, and relying on traditional methods leads to lower adoption of utility programs, unachieved energy-efficiency savings, and lower customer satisfaction. To continue the conversation with your customers, you need to meet them where they are, on smart phones and tablets, with information they can use.

OVERVIEW

Aclara ACE® behavioral alerts deliver to your customers informative and insightful content that keeps them engaged with you and drives energy efficiency and cost savings. Our weekly e-mails offer insight into energy use, with up-to-date information including current bill status, calculated bill-to-date, and end-of-month projections. Further, Aclara ACE Alerts also inform customers when they are using the most energy and offer personalized *Ways to Save* to reduce consumption.

Our alerts provide your customers with the resources – at their fingertips – that they need to save money and make informed decisions. The end result is more engaged customers with a heightened awareness of how they can control their costs, which ultimately translates into reliable energy savings, and customers who are satisfied with the services you provide them.

BENEFITS

- **Bill-to-Date Alerts** – Leverages our analytics and robust rates engine; provides your customers with up-to-date costs on a weekly basis.
- **Bill Projection Alerts** – Enables your customers to take charge of their budgets by providing them with a month-end bill projection.
- **Weather Sensitivity Alerts** – Informs your customers about when they are consuming the most energy so they can reduce their consumption when it matters most.
- **Easy to Deploy** – Offers alerts templates that can be configured to your utility's priorities.
- **Targeted Messaging** – Provides messaging that is specific to individual users, making your customer's experience that much more meaningful.
- **Ways to Save** – Guides your customers towards energy efficiency by providing them with ways to save so they have all the information they need to take action.
- **Cross Promotion of Utility Programs** – Drives adoption of other available utility programs such as e-billing or rebates/incentives.
- **Track Engagement** – Monitors up-to-date e-mail open rates and click-throughs through a reporting portal.