



Utility Customer Portals

Apogee...

- Leading provider of online solutions for Energy Industry
- Founded in 1993,
Headquarters in Atlanta
- Clients include more than **500** utilities:
 - Many Investor Owned Utilities,
 - The leading municipals and larger cooperatives,
 - And associations: **EEI, EPRI, APPA, NRECA,**
- A certified woman-owned business



What is a Customer Portal?

A Utility Customer Portal is typically a repository of customer self-service features/functionality.

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Why have a Customer Portal?

- Customer self-service reduces strain on utility CSRs/Call Center
- Cost effective means to serve utility customers
- More information and transparency increases customer satisfaction
- Maximize the value of AMI
- Customer education leads to “no call resolution”
- Promote programs/rebates/coupons – Screening agent
- 24/7 Branch Office

What is a Customer Portal?

Any combination of:

- » Online Bill Pay
- » Outage Information
- » Usage Presentment/Analysis
- » Account Self Service
- » Timely Information/Tips
- » Live Chat
- » Social Media Integration

What's in a Customer Portal?

Online Bill Pay

- » Customers aren't surfing the utility website on Friday night
- » Bill Pay is #1 reason customers come to your website
- » Should be a primary **anchor** (integrated or quick/easy access)
- » Make enrolling in the customer portal a requirement for online bill pay
- » Come for the Bill Pay, stay for the advanced features/functionality

What's in a Customer Portal?

Outage Information

- » Entire Service Territory and Individual (Map / List)
- » Opt-in for Outage Restoration Updates (SMS/email/phone)
- » Utility website usage tends to spike during outage events
 - Prime opportunity to expose your customers to your online offerings
- » Should be another **anchor** (integrated or quick/easy access)
- » Answers the question “Do they know my power’s out?”
- » Reduces calls to the Call Center during major outage events

What's in a Customer Portal?

Usage Presentment / Analysis

- » Most customer portals are built around usage presentment
 - Billing System / Meter integrated
 - Monthly, Daily, Hourly, Sub-hourly data
- » Proper analysis can promote sustainable engagement
- » Go beyond straight presentment
 - Usage Forecasting
 - Usage Alerts
 - TOU / Weather overlays
 - Appropriate Peer Comparisons
 - Intelligent Marketing/ Program Screening

 Your daily usage spiked above normal on Monday, JUL 29

  [Settings](#) 



Welcome Back,
Annabelle Leaferton

Account # 246721209
[Switch Accounts](#)

Current Bill Period
JUL 02 - AUG 03
[View a Previous Bill PDF](#)

Pay Your Bill Online?

[Go To BillPay](#)

Current Costs



[Details](#)

Your Rate Plan is BE_G_RES
General Service - Residential

Energy Usage



[Details](#)

This billing period so far compared
to last billing period at this time.

Environmental Impact



[Details](#)

Burning this much propane equals
your impact within this bill period.

Cut Energy Costs



Keep It Cool

Cool your home at 78° or warmer with the thermostat fan switch on "auto." For additional savings, raise your thermostat to 82° or warmer when you're away from home.

[More Savings Tips](#)

Be Energy Efficient



Consumption At A Glance

Though accounting for only 5 percent of the world's population, Americans consume 26 percent of the world's energy.

[More Usage Tips](#)

Reduce Your Impact



Renewable Energy

Within 15 years, renewable energy could be generating enough electricity to power 40 million homes and offset 70 days of oil imports.

[More Green Tips](#)

What's in a Customer Portal?

Account Self Service

- » Credit/Bank Draft, Budget Billing, Seasonal Program Sign-Up
- » Pre Pay (integrated or quick/easy access)
- » Opt in for proactive communications / newsletters
- » Creates 24/7 Branch Office
- » Younger generation accustomed to “taking care of business” online and at their convenience.

Online Support Hours:

Monday - Friday
8 am to 5 pm

Live Help.
Online.



Payments

My Account

My Alerts

Services

Tuesday, October 05, 2010

You are here: Customer Portal

Welcome to [redacted] Electric's online account portal where you can...

Set up your account to auto-pay

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What's in a Customer Portal?

Social Media Integration

- » Twitter /Facebook feed integrated directly into portal
- » Forums
 - The conversations are going to happen... hosting a forum gives the utility the ability to control the conversation and combat false statements.

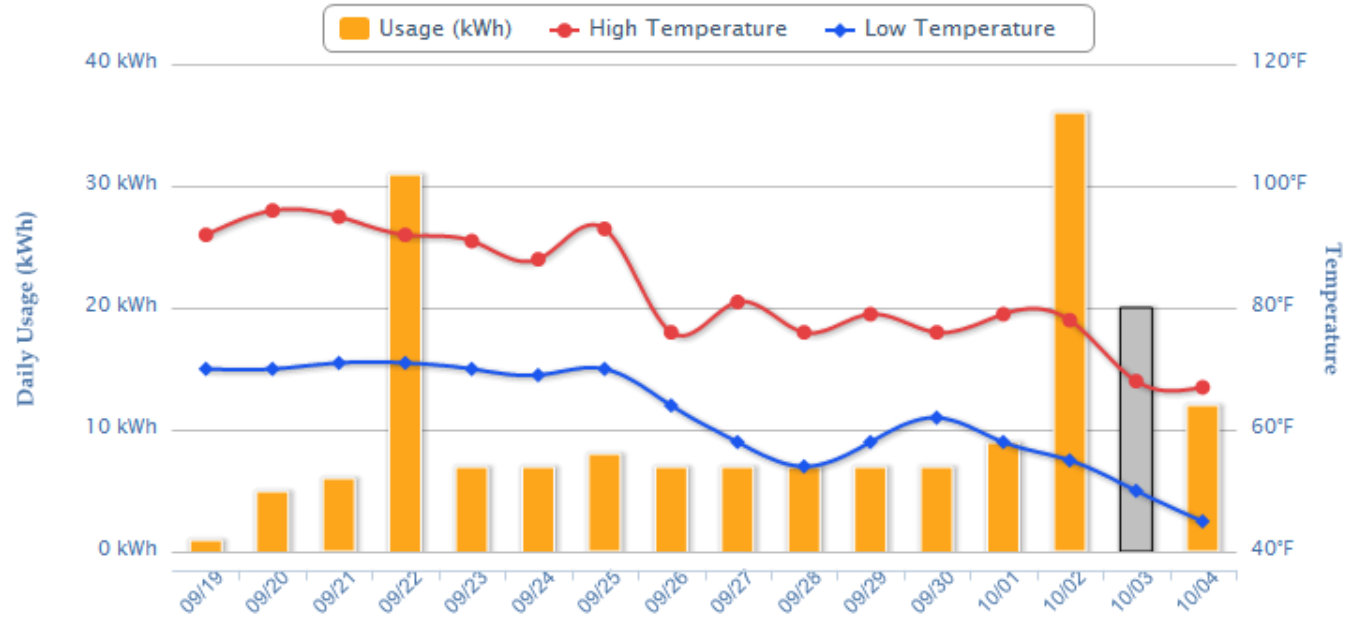
Customer Portal Best Practices...

- » **Single Sign-on (promote portal cohesion)**
- » **Install meters that read in fractional kW (usage analysis/presentation)**
- » **Go mobile**
- » **Present only conditioned interval meter data (MDM)**
- » **Avoid portal “fluff”**

Total Usage : 177 kWh

Un-Billed Daily Usage

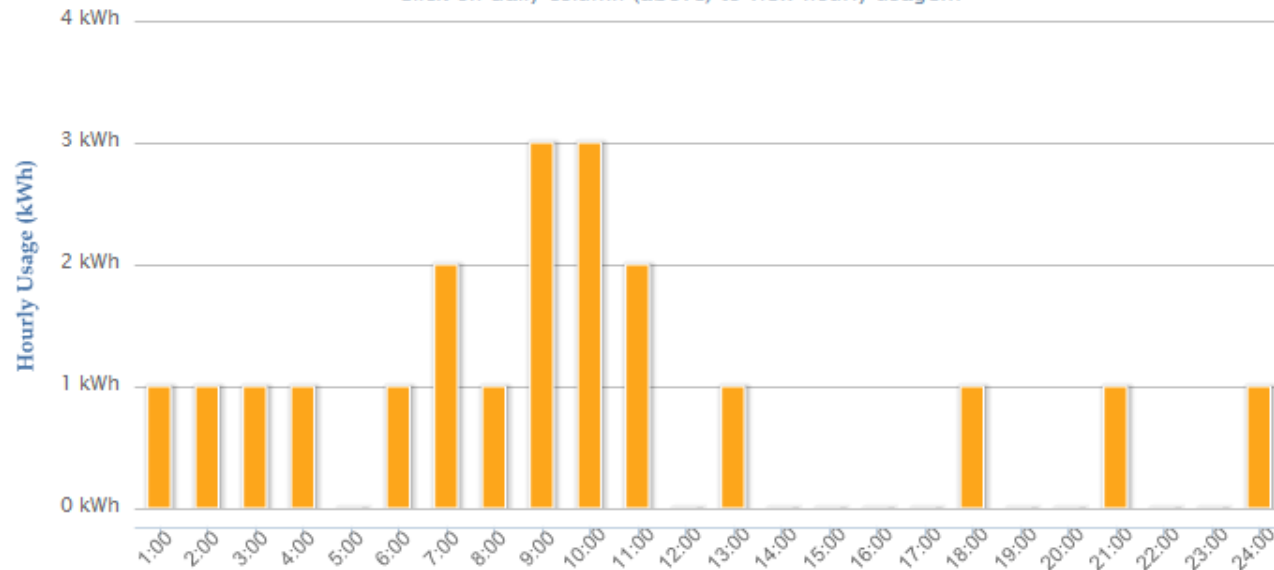
Click on a daily column (below) to view the hourly usage in the lower chart



Date: 10/03

Un-Billed Hourly Usage (Detail)

Click on daily column (above) to view hourly usage...





Questions?