

# Green Power Program Services



3Degrees is a national leader in the design and implementation of voluntary green power programs. We provide customized services to launch and grow successful programs for utility clients across the country. Our approach brings clients increased customer satisfaction and meaningful opportunities for continuous customer engagement. Below is a high-level outline of 3Degrees' green power program services.

## **PROGRAM PLANNING + IMPLEMENTATION**

3Degrees' recognizes that the green power goals of each utility are unique. We work closely with our clients to guide them through the planning, development and successful implementation of a customized program. 3Degrees' collaborative utility partnership approach ensures that all program elements are discussed and prioritized prior to launch, and that effective strategies are employed throughout the life of the program. Key program components that 3Degrees works to customize for each of our clients include:

- + Understanding impacts on the billing system and how to mitigate costs
- + Enrollment data processing
- + Defining program ramp-up requirements

- + Forecasting customer and MWh demand by year
- + Enrollment management
- + Continuously evolving marketing plans based on campaign results
- + Cost per customer ranking by marketing channels
- + Waitlist management
- + Strategies for continuous program improvement

## **PROGRAM BRANDING, MARKETING + OUTREACH**

3Degrees is a leader in the creation, implementation and continual refinement of marketing and outreach tactics that drive green power program enrollments and growth. 3Degrees' in-house marketing and creative services team manages the creative design and development of all materials, and is experienced working within the parameters of utility-specific design and branding guidelines. In addition, 3Degrees has built a well-trained outreach organization capable of delivering services anywhere in the country. Our outreach teams provide the highest level of customer service via person-to-person engagement within communities and at local events. Some of the marketing and outreach tactics that 3Degrees has successfully employed across the country include:

### ***Program Branding and Marketing***

- + Logo development
- + Web content (website, microsite, video, interactive tools)
- + Direct mail
- + Social media
- + Advertising
- + Earned media

### ***Program Outreach***

- + Event staffing
- + Door-to-door customer outreach
- + Community challenges
- + Refer-a-friend programs

## 3DEGREES GREEN POWER PROGRAM SERVICES CONTINUED

### CUSTOMER SERVICE STAFF TRAINING

3Degrees is skilled in developing customized, comprehensive training programs for all customer service, marketing, account management and customer-facing utility personnel. Training typically includes an overview of the program, FAQs, role-plays, and a training manual/reference guide. 3Degrees' ongoing engagement with utility customer service staff ensures that they have a thorough understanding of the program as it evolves and grows. Examples of training services provided include:

#### *General Training Programs*

- + Training presentations during team meetings or manager meetings
- + New-hire and refresher trainings for all utility staff
- + Creating job aids like flip cards or laminates that customer service representatives can use to quickly access program information

#### *Training for Call Centers*

- + Creating an audio or computer training that allows a call center staff member to take training on their own schedule
- + Updating online call center resources
- + Pre-scripted e-mail response content for FAQs posed via email
- + Rootbeer float parties – 3Degrees creates a presence in the call center's cafeteria and call center staff may visit the table for a sweet treat and receive important updates and/or training materials on their break
- + Call center contest for gift certificates at the six-month mark of the program to reward both team and individual performance

### ONGOING CUSTOMER ENGAGEMENT + RETENTION

3Degrees helps clients increase customer satisfaction and build the utility brand through ongoing engagement with their green power program participants. This involves both creative development and back-office project management across many tactics and channels. Examples of ongoing customer engagement projects include:

- + Post-enrollment email thanking the participant
- + Mailed welcome kits
- + Quarterly newsletter with program updates
- + Annual holiday electronic card
- + Coupon offer—residential program participants receive coupons from business program participants
- + Thank you ad in community newspapers for local businesses
- + Annual thank you letter to participants quantifying positive impacts of participation
- + Hosted tours of facilities supported by the program
- + Annual program report