

3Degrees Courtesy Call

Drive customer participation with personal conversations.

3Degrees delivers trusted, reliable outbound and inbound calling services for utility voluntary programs. Engaging your customers with a personal call helps grow awareness, satisfaction, and program enrollments. Whether calling is deployed as a quick-start standalone tactic or as a powerful touchpoint in an integrated marketing effort, 3Degrees helps you develop, launch, and deliver results with high-quality calling campaigns.



HOW WE DELIVER



COLLABORATIVE PLANNING Our partnership starts with clear alignment on your goals and a detailed outline of how we plan to achieve those goals.



CUSTOMIZED TRAINING Our agents are trained to be experts on the intricacies of your program and answer customers' questions quickly and accurately.



CALL SCRIPTING We collaborate to develop customized call scripts that fit your program, your goals, and your brand.



EFFICIENT TARGETING Whether you want to reach a specific region or type of customer, we'll develop targeted lists and call the right people to reach goals efficiently.



SEAMLESS INTEGRATION We call from local area codes, use the utility's caller ID, and validate numbers through telecom carriers to ensure the best possible deliverability and response.



ACTIVE MANAGEMENT We closely monitor campaign performance, from week-by-week performance down to the individual call, and adapt scripts and tactics to optimize results and customer service.



STRICT COMPLIANCE Our calls comply with all relevant FCC outbound calling guidelines, including Do Not Call lists and autodialing rules.

KEY BENEFITS

- ✓ **ADAPTIVE** *Calling is nimble. Set up, scale, and make changes, all in a matter of weeks.*
- ✓ **EXPERT** *We deliver the expertise you need to drive enrollments in your program.*
- ✓ **PERSONAL** *With a focus on customer experience, we offer a personal connection that positions your utility as a trusted energy advisor for each customer.*
- ✓ **SECURE** *We call from a secure environment and follow strict data security protocols. Personally Identifiable Information (PII) is never downloaded and is always encrypted while in transit or at rest.*
- ✓ **INSIGHTFUL** *Calls with your customers deliver crucial insights that can inform improvements to your program and marketing strategy.*
- ✓ **EFFECTIVE** *Deliver up to tens of thousands of enrollments per year.*

Calling During COVID-19

Responsible advice for utilities and sensitive messages for customers.

Human connection is a powerful part of the green power marketing toolkit. Prior to the current health crisis, 3Degrees' utility partners saw strong ROI from our person-to-person channels (door-to-door, event tabling, and outbound calling). Introducing real-life experts to customers to explain green power programs is a powerful motivator to enroll.

Today, utility leaders need the right approach to marketing in a time when in-person connections are limited. When the COVID-19 crisis emerged, the 3Degrees outreach team pivoted quickly to expand access to secure, remote calling. With an expanded set of guidelines, we deploy highly adaptive calling campaigns that connect with customers and achieve utility goals.



IN UNCERTAIN TIMES, UTILITY CUSTOMERS WELCOME A CALL AND AN OPPORTUNITY TO TAKE POSITIVE ACTION.

For two U.S. utilities in March 2020, 3Degrees calling campaigns resulted in higher answer rates and higher enrollment rates compared to 2020 year-to-date averages.

HOW WE ADAPT



SAFE, SECURE REMOTE CALLING

Our agents call from home using only 3Degrees-managed equipment and infrastructure, using secure, hard-wired systems.



CAREFUL TARGETING

In addition to leveraging propensity models and customer segmentation, 3Degrees has developed a methodology to identify communities that are not actively in crisis and responsibly target customers residing in those communities.



APPROPRIATE SCRIPTING

Customers are in charge on every call. Our agents deliver information and offers in a way that is sensitive to each customer's situation and interests. Our priority is protecting the customer's relationship with the utility.



ADDITIONAL SENTIMENT TRACKING

An expanded Quality Assurance process tracks mentions of COVID-19 and financial stress, informing strategy adjustments on a daily and weekly basis.