

CASE STUDY



# Immediate Results with Brillion Engage and Educate

Fairfield Electric Cooperative partnered with Brillion to implement outbound communications and the home energy advisor.

## OVERVIEW:

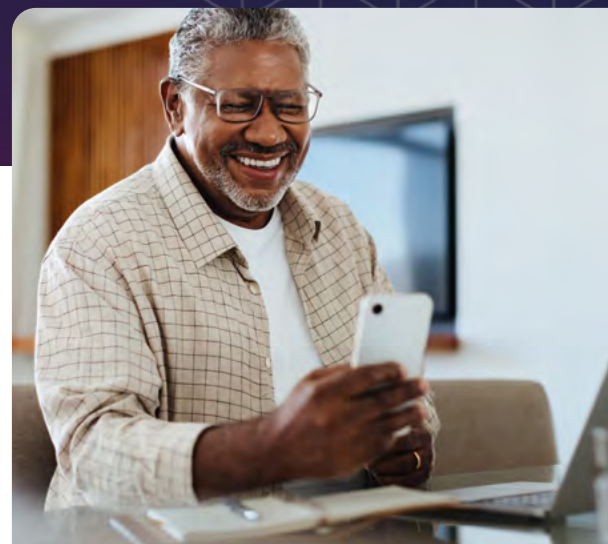
Fairfield Electric launched its member engagement platform in a staged, three-month approach with weekly check ins to keep the project on track. While early results after one month showed promising value, the impact after six months has exceeded expectations.

### Transforming Member Engagement

After adding outbound communications to their initial launch of video bill explanations, Fairfield Electric saw an impressive 968% increase in home energy advisor usage. The shift from passive to proactive engagement has dramatically improved member interactions and awareness.



**ENERGY ADVISOR TOOL**  
**+968% Usage Increase in Six Months**



<b>Profile:</b>	<b>Fairfield Electric Cooperative</b>
Total Customers:	32,000
Location:	South Carolina
Primary objective:	Enhance member satisfaction

#### BEFORE

- Traditional marketing efforts
- Low customer engagement
- High call volume

#### AFTER

**The phased rollout of its member engagement platform led to *drastic* increase in usage of its home energy advisor tool within six months.**

(Continued)

## RESULTS:

### Strong Engagement, Fewer Calls

The team has continued to see high open and click-through rates, showing that members are not just receiving the information but they're engaging with it. As a result, the cooperative has experienced a noticeable drop in call center inquiries, with many members finding the answers they need through the on-demand video bill explanations and home energy advisor tools.

### Looking Forward to the Future

Fairfield Electric is actively promoting the home energy advisor tool through multiple channels, including outbound communications and CSR conversations. With a strong foundation and proven results, the cooperative is excited to keep building momentum, using new insights to deepen member relationships and offer even more personalized, helpful experiences.



Personalized video bill explanations and home energy reports for households.



## By the Numbers



**69%**

### VBE Email Open Rate

VBE Email Click Through Rate (CTR): 16.1%  
(4.6x the industry standard CTR)



**98%**

### Content Understanding

98% of members said the VBE information was easy to understand



**+968%**

### Home Energy Advisor Usage

after VBE's were sent out



**96%**

### Satisfaction of Explanation

96% of members felt that they did not need to contact customer care after watching the VBEs