

ENGAGE

Grab Your Customers' Attention and Exceed Their Expectations

Customer Engagement Solutions for Energy Providers and Service Companies

Exceed customer expectations by giving your customers the first-rate experience they expect. Powered by AI and behavioral science, our outbound communication suite helps you send the perfect video message to each customer exactly when they need it.

Every message is highly targeted, personalized, and automatically delivered at key interaction points. We make it easy to explain consumption and rate changes while recommending the best way for a customer to optimize their energy use and lower their bill. Plus, built-in analytics make it easy to track and report on the effectiveness of your campaigns.



Engagement Moments of Truth:



Move in/out



Extreme weather



Considering solar



Bill explanations



Outages



EV purchase



High-bill alerts



Renovations



Program onboarding



Season rate changes



Equipment replacement



EOY summaries

What Can I Do with Brillion Engage Applications?

Improve CSAT scores and build trust with customers.

Occupancy turnover—whether at a residence or business—is a tremendous opportunity make a positive impression and provide a quality customer experience. If overlooked, customers will be disappointed, and you'll always play catch-up to shape their critical renovation and equipment replacement decisions. With Brillion's move-in welcome, programming onboarding, and move-out video series, you'll wow customers before they even turn the lights on.

Better communicate rate changes and lower call center volume.

With flat energy use, spiky demand, and aging infrastructure, utilities are raising rates to cover the costs of delivering today's grid. When customers aren't aware of these changes or don't anticipate how the seasons impact their bills, they can become angry, confused, and distrustful. Brillion's personalized video bill and event series grabs your customers' attention and engages them with our best-in-class rate and bill change messaging.

Increase participation in programs and initiatives.

Drive enrollment in the energy efficiency and demand-side management programs you need to grow. Building upon Brillion's video bill and event series, our industry-leading home energy reports tailor recommendations based on a customer's account usage, building, and prior participation data. Aside from capturing behavior-based savings, the solution even helps your team increase engagement, track KPIs, and meet your requirements.

Help customers make the right decisions at the right times.

Struggling to capture your customers' attention during a renovation or relocation? Need them to shift their energy use from evenings to early mornings? Save on costs and let Brillion's customer engagement application suite do the work for you. We'll help your team engage customers over longer, complex sales cycles and during emergency events.

Powered by Brillion's data insights engine.

At the core of every Brillion solution lies our data insights engine. It's what supercharges our customer engagement applications and turns utility data into actionable insights.

Integration

Pre-built connectors offer effortless integration with enterprise systems and third-party data sources.

Synthesis

Leverages customer, property, program, usage, and rate data to provide a seamless customer experience.

Intelligence

Our adaptive learning model continuously improves with every interaction to deliver optimal recommendations.

Ready to learn more about Brillion? Let's chat.

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