

Keys to Successful Digital Engagement with Outbound Communication

July 21, 2016

How do you **engage** your customers?



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Dir. US Sales, AcceptEmail



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CEO, AcceptEmail



Jim Malcom
EVP, Apogee Interactive





25% INCREASE
in customer satisfaction



More than
3 TIMES AS LIKELY
to recommend their provider



37% INCREASE
In signups for energy products and
programs

Engaged Customers are a Valuable Asset

*Digitally engaged
customers show improved
customer sentiment**



American Customer
Satisfaction Index™

2015 Q3-Q4



RETENTION



SATISFACTION

Our Utility

80

84

Touchstone Energy

76

74

Municipal Utilities

75

68

Investor-Owned
Utilities

74

69

Energy Utilities

74

69

Partnering Criteria



Integrity



Credibility



Innovation



Value Proposition



And vs Or





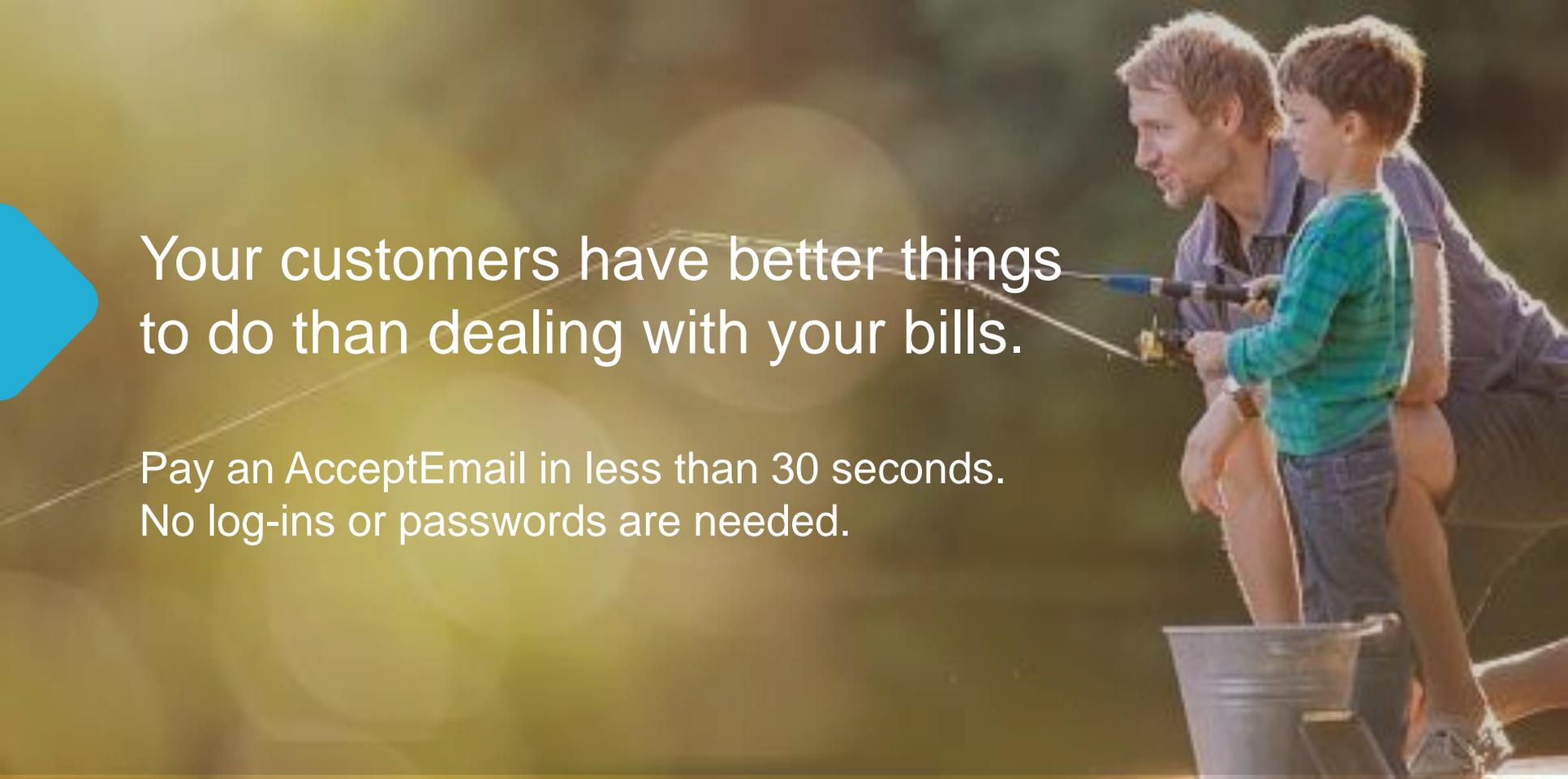
Implementation Experience for > 600 companies

- Telecom
- Insurance
- Health
- **Utility**
- Retail
- Charity
- Hospitality
- Consumer Finance
- Property Management



LIBERTY GLOBAL





Your customers have better things
to do than dealing with your bills.

Pay an AcceptEmail in less than 30 seconds.
No log-ins or passwords are needed.



Bill deliver & pay service
via email, text,
online or QR codes



Serving over
600 companies
reaching 10 million
consumers and
SMEs



International
Company with
operations in
6 countries



Proven platform
Award-winning
technology (BAI,
Google,
Accenture)



ISO 27001
security
certification

Billing: Still a major issue for utilities



US\$177 billion

Paperless adoption in
Utility overall 15%

Billing accounted for more than
8 out of 10 complaints in 2015

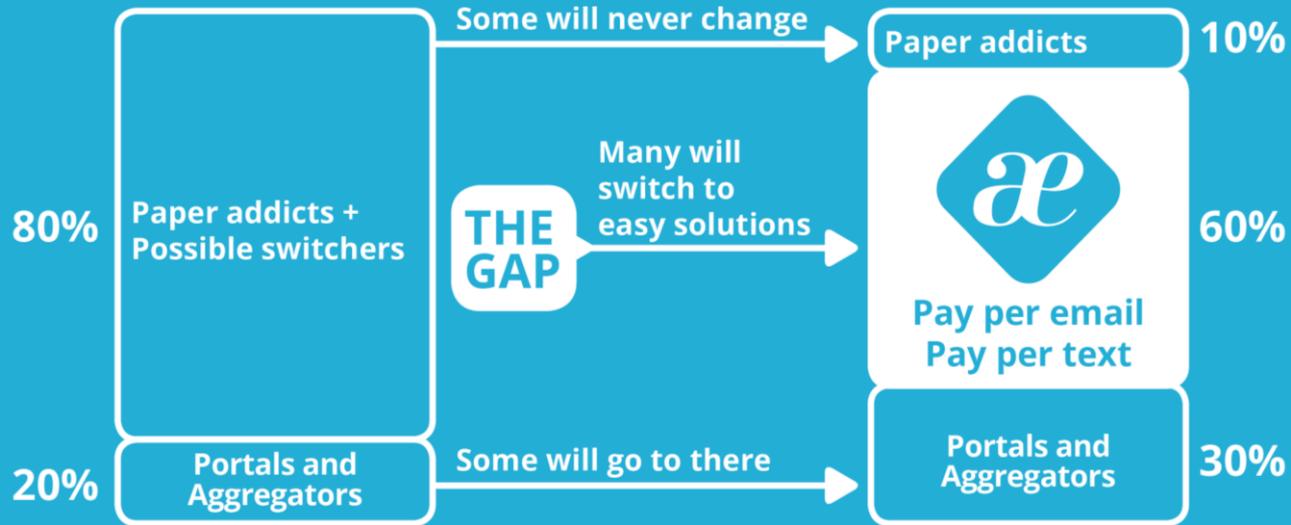
Only 20% of registered self-service
portal users regularly visits portal





Mind the Digital Gap!

Utility is in serious need of a customer-centric billing process





Making Impact

- Expand the menu with more options in bill presentation & payment (Bridge the Digital Gap)
- Improve Customer Satisfaction
- Change Billing & Collections Landscape



Any type of messaging to pay bills



E-MAIL



TEXT



WEB



APP

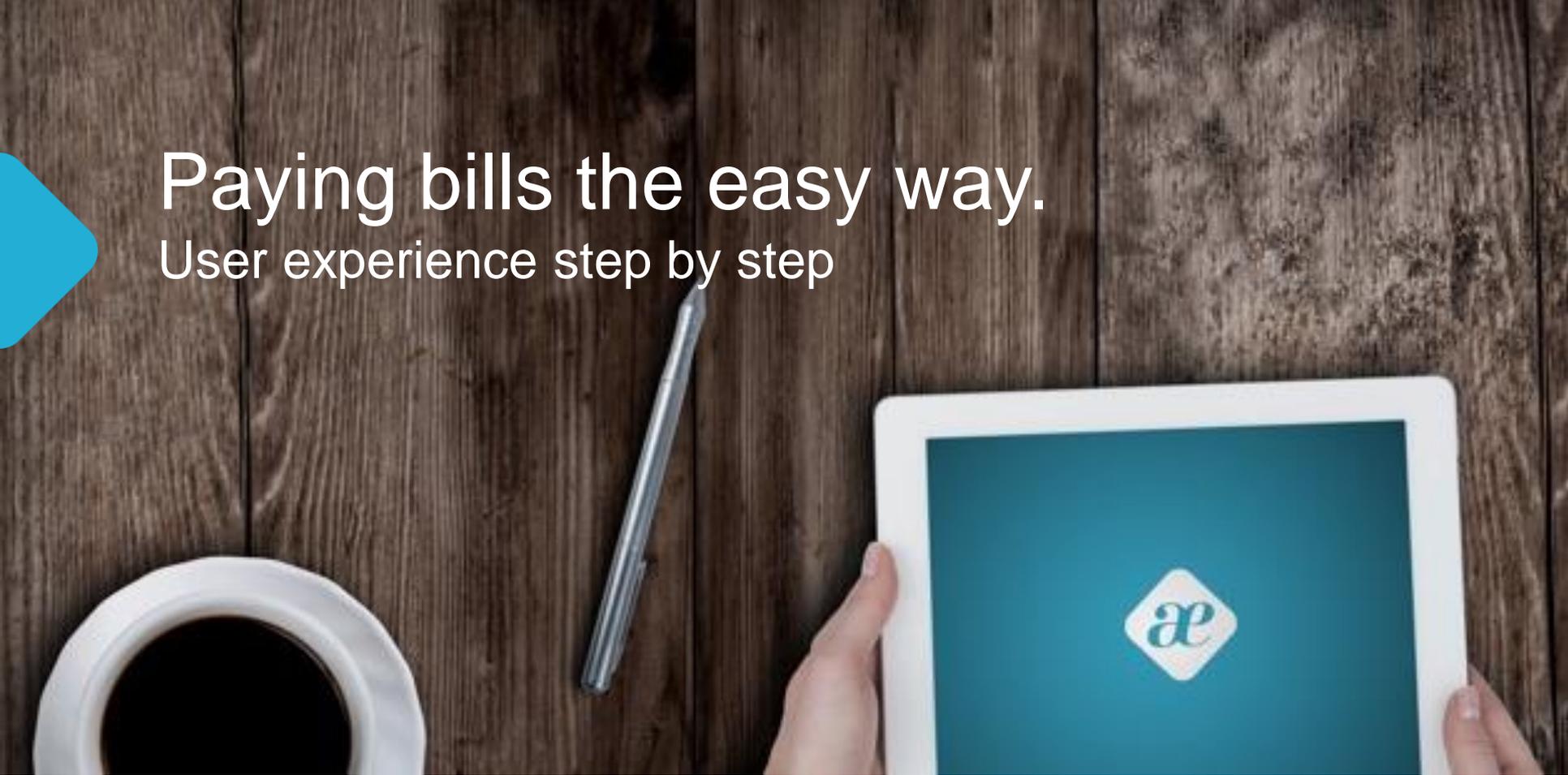


QR



Does your digital bill adoption rate meet your expectations?

- a. No, it is too low
- b. Yes, but it could be improved
- c. Yes, it meets our objectives



Paying bills the easy way.

User experience step by step



Mail Search e-mail

COMPOSE

Inbox 8

★ Starred

✉ Sent mail

📁 Concepts 3

🗑️ Trash 3

Your Company <contact@yourcompany.com> 09:49 AM (49 min ago)
to me

do 21-4-2016 10:05
CleanNRG USA
Description

			Amount \$ 121.00 Beneficiary CleanNRG USA Description Description Reference Reference Status Pay before 2016-05-31
--	--	--	--

Dear Peter Kwakernaak,

We kindly request you to pay the attached bill with reference Reference before May 31, 2016. Click on the AcceptEmail banner or button to make the payment.

When paid, the AcceptEmail banner will turn from blue to green. You will always find the payment status by the color. Clear and simple.

Any questions? See the answers on [frequently asked questions](#) or contact us via +1 404-259 25 06 (mo - fr, 08:30 AM - 05:00 PM). Or reply to this email.

View your [bill details](#) online

CleanNRG USA 228 E 45th Street, Suite 9E 10017 New York	www.acceptemail.com bill@acceptemail.com +1 404-259 25 06	Pay \$ 121.00
---	--	----------------------

The payment always starts from: <https://transaction.acceptemail.com>. More information can be found on [the AcceptEmail website](#).



**Click on received
email
To Pay**





Menu

AcceptEmail

AcceptEmail B.V. [NL] transaction.acceptemail.com/Landing

			Amount \$ 121.00
			Beneficiary CleanNRG USA
			Description Description
			Reference Reference
			Status Pay before 2016-05-31

Payment method

You're almost there! Continue by choosing your preferred payment method.

- ACH
- Amazon
- Apple Pay
- Mastercard
- PayPal
- VISA

Pay now

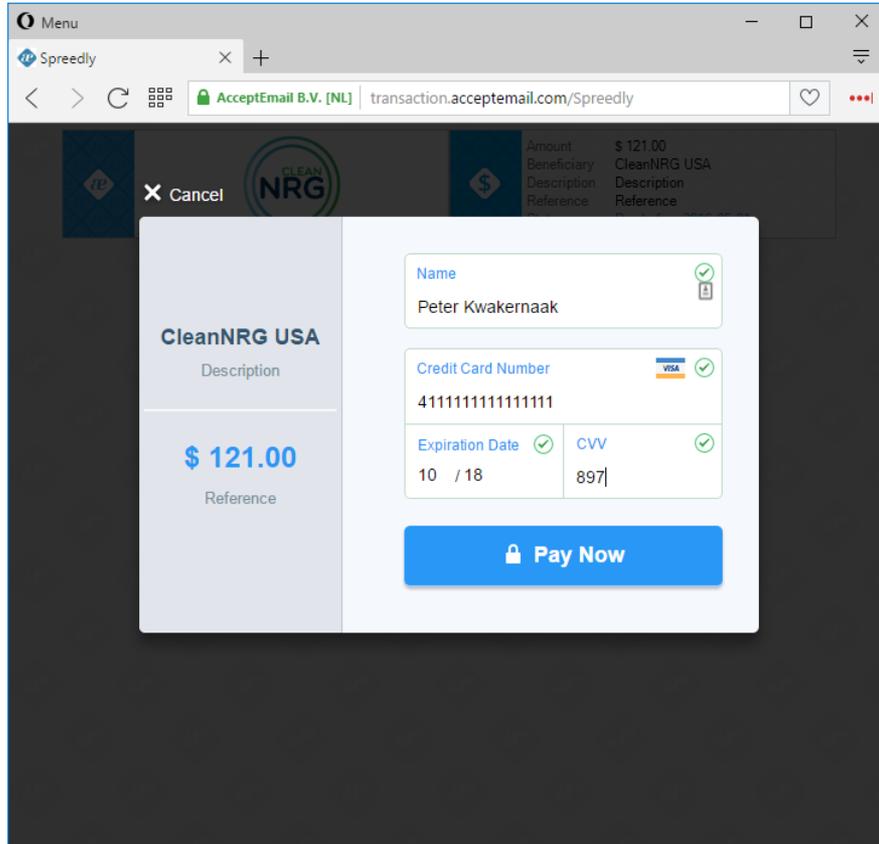
This AcceptEmail was originally addressed to operations@acceptemail.com.

English (US)

© AcceptEmail BV AcceptEmail AE 4.8.2 Node 2



Select *Payment Method*



Authorize

With Credit Card



Authorize
with ACH
avoid credit card fees



Menu

AcceptEmail

AcceptEmail B.V. [NL] transaction.acceptemail.com/Return.aspx

		Amount	\$ 121.00
		Beneficiary	CleanNRG USA
		Description	Description
		Reference	Reference
		Status	Paid on 2016-04-21 03:19 AM

Success Your payment was successful. The payment status is updated.

Payment Successful

Purchase ID: Reference
Transaction ID: 3WAidFeMAYSBMeQTAsQ7efhxHGX
Status: Success
Date: 2016-04-21 03:19 AM

Your Trusted Partner in Customer Engagement
View your **personal bill analysis...**

English (US)

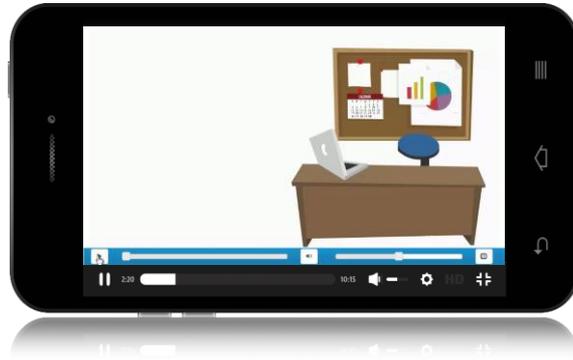
© AcceptEmail BV AcceptEmail AE 4.8.2 Node 1

Video Bill



**Payment
Confirmed**

Video Bill Explanation



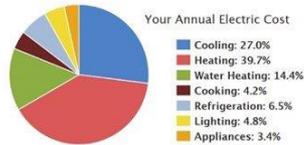
Having trouble viewing this email?
[Click here](#) for online version.

Your 2015 Year-End Summary

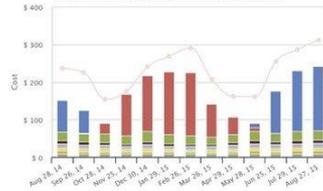
Dear Bob Johnson,

Thank you for being our valued customer. For your convenience, we've prepared this year-end summary of your energy use along with top tips for saving energy in your home. We hope you'll find it helpful. Please feel free to call us at 800.123.4567 with any questions.

Here's where your energy dollars are going:



Your Monthly Electric Bills vs. Our Estimate by End-Use



Here are some easy tips and recommendations to lower your energy costs in your home:

- Set your thermostat at 78°F in the summer and 68°F in the winter and leave it alone. With each degree decrease on your thermostat in the winter and increase in the summer, you can immediately realize a 3 to 4 percent decrease in energy use.
- Turn down your water heater thermostat. A setting of 120°F is fine for most homes.
- Take quick showers instead of baths. This greatly reduces the amount of hot water used.
- Install and preset an ENERGY STAR® programmable thermostat to automatically reduce energy usage when you are away or sleeping. Constantly changing the temperature causes your system to work harder.
- Use ENERGY STAR® qualified compact fluorescent light bulbs (CFL) or LED light bulbs. They use three-quarters less electricity, generate 75 percent less heat and last up to 10 times longer than standard incandescent lighting.

My Account

Track your Daily usage and sign up for alerts when your daily or monthly usage hits certain levels.

[LOGIN NOW](#)

Self-Service Energy Survey

For a more precise and personalized energy report, log in and give us details about your household.

[CONDUCT SURVEY](#)

Proactive Outbound Communication:

- ✓ Powerful
- ✓ Proactive
- ✓ Personal
- ✓ Mail or eMail
- ✓ Quarterly/Annually
- ✓ Bumped Satisfaction 16%
- ✓ **100 pts. JD Power**



Menu

AcceptEmail

AcceptEmail B.V. [NL] transaction.acceptemail.com/Return.aspx

Amount	\$ 121.00
Beneficiary	CleanNRG USA
Description	Description
Reference	Reference
Status	Paid on 2016-04-21 03:19 AM

Success

Payment Successful

Your payment was successful. The payment status is updated.

Purchase ID: Reference
Transaction ID: 3WAidFeMAYSBMeQTAsQ7efhxHGX
Status: Success
Date: 2016-04-21 03:19 AM

The payment was successful.

The status in the e-mail is Paid after refreshing.

English (US)

© AcceptEmail BV AcceptEmail AE 4.8.2 Node 1

Upsell Opportunities:

Default:

Thank you for your payment.

The payment status Paid is also shown in the email.

Tailormade:

Go for the paperless billing and save lots of energy. Visit our website >

View your personal bill analysis...

Mail Search e-mail

COMPOSE

Inbox 8

- ★ Starred
- ✉ Sent mail
- 📁 Concepts 3
- 🗑️ Trash 3

Your Company <contact@yourcompany.com> 09:49 AM (49 min ago)
to me ▾

do 21-4-2016 10:05
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[View your bill details](#) online

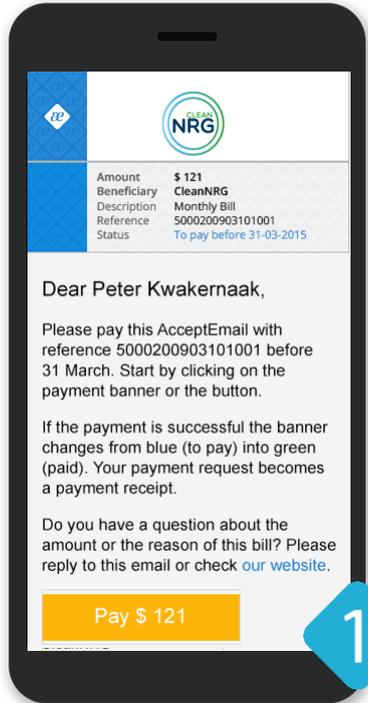
CleanNRG USA 228 E 45th Street, Suite 9E 10017 New York	www.acceptemail.com bill@acceptemail.com +1 404-259 25 06	Pay \$ 121.00
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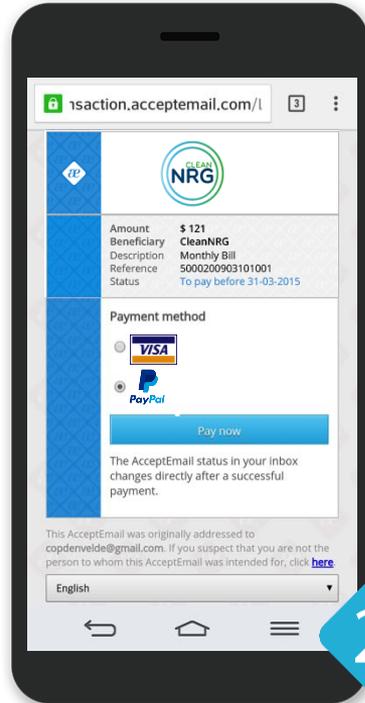


**Payment request
becomes payment
receipt**
in original email

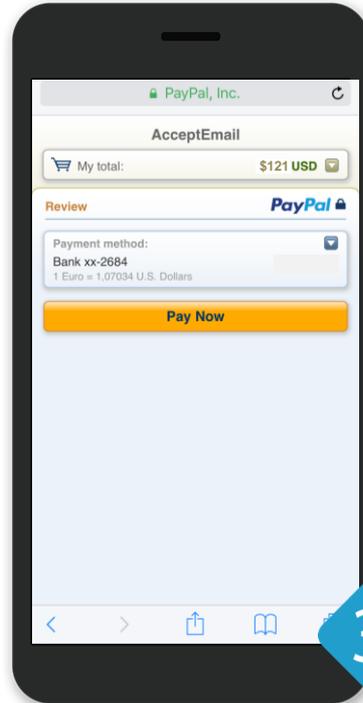
Payment via mobile email



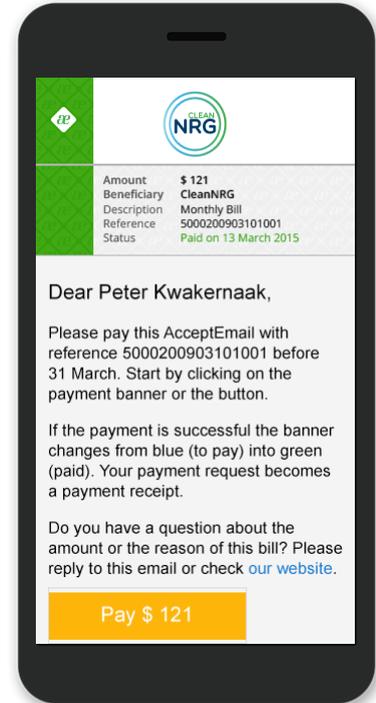
Receive bill via email



Select payment method

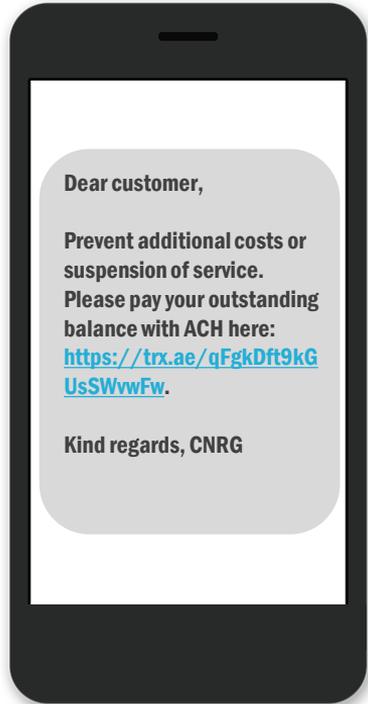


Authorize Payment

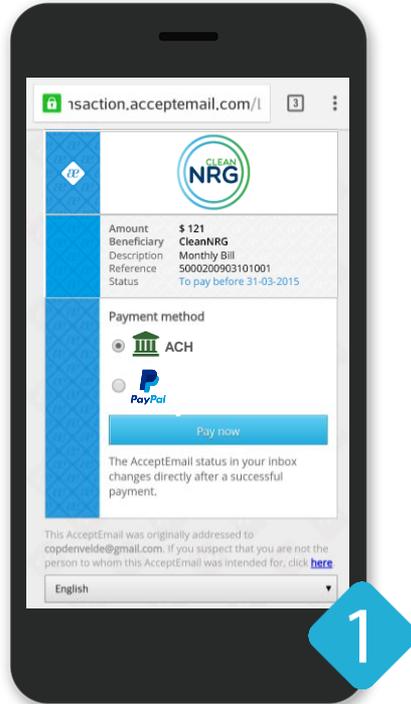


See updated email

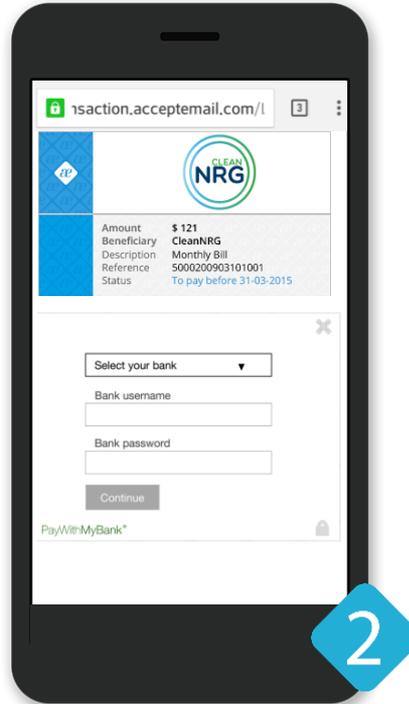
Payment via Text Message



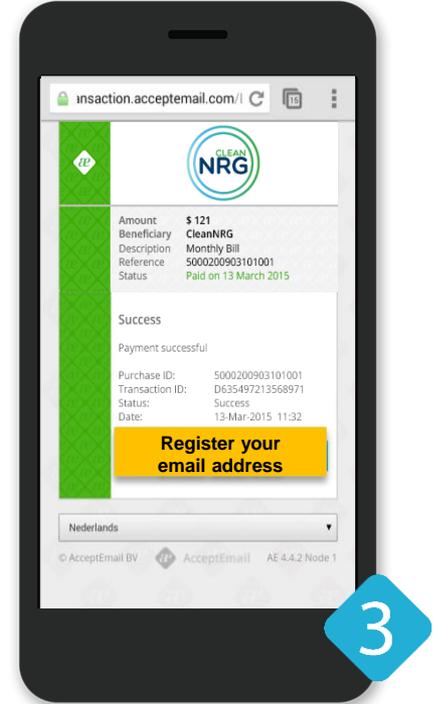
Payment request via Text



Select payment method



Authorize payment



Register your email address

Payment via Social



Description:
Outstanding bill

Payment Reference:
1234567890123456

Amount:
100

Send AcceptEmail:

	Amount \$ 0.50
	Beneficiary AcceptEmail
	Description AcceptEmail demonstration
	Reference Demo-us-083856
	Status Play before 07/20/2016

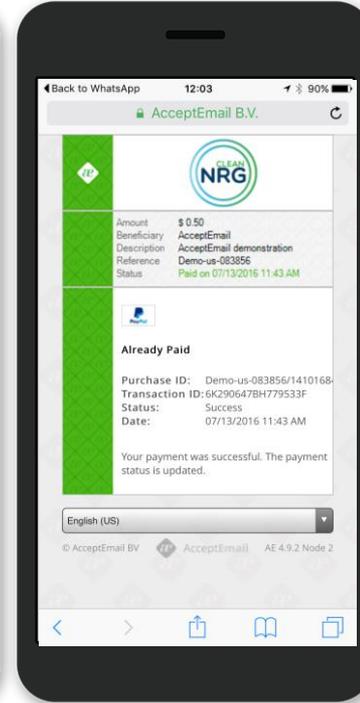
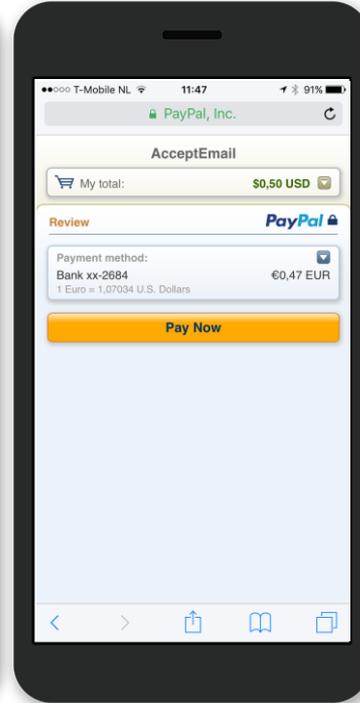
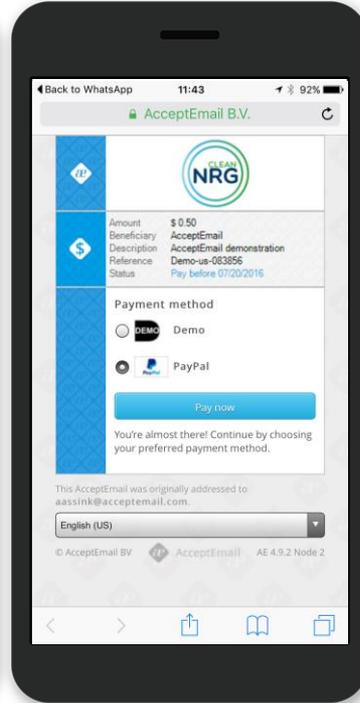
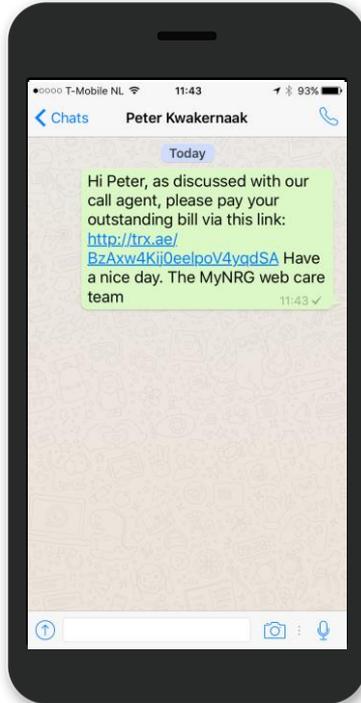
Via Twitter (mobile & desktop)
[Next →](#)

Via WhatsApp (mobile only)
[Open in ↗](#)

Via SMS (mobile only)
[Open in ↗](#)

Via Facebook (mobile & desktop)
[Send](#)

Other, copy URL to clipboard (mobile & desktop)





How much time would *you* like to spend paying a bill?

- a. Less than 30 seconds
- b. More than 30 seconds
- c. I do not mind how much time this takes



Facts and results



\$ 2.50

Saving per Bill



14 days

Earlier payment



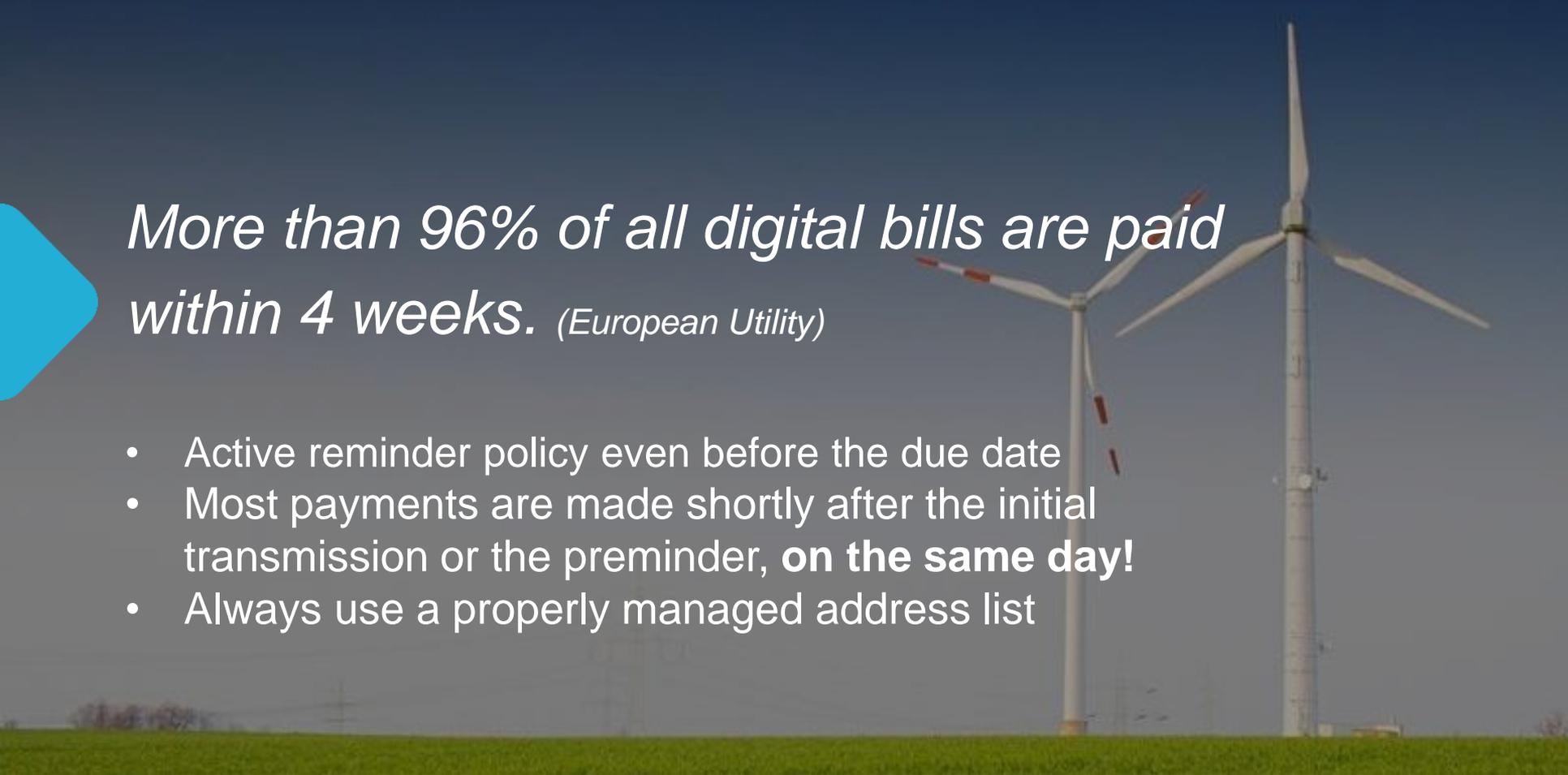
10%

Less inbound calls



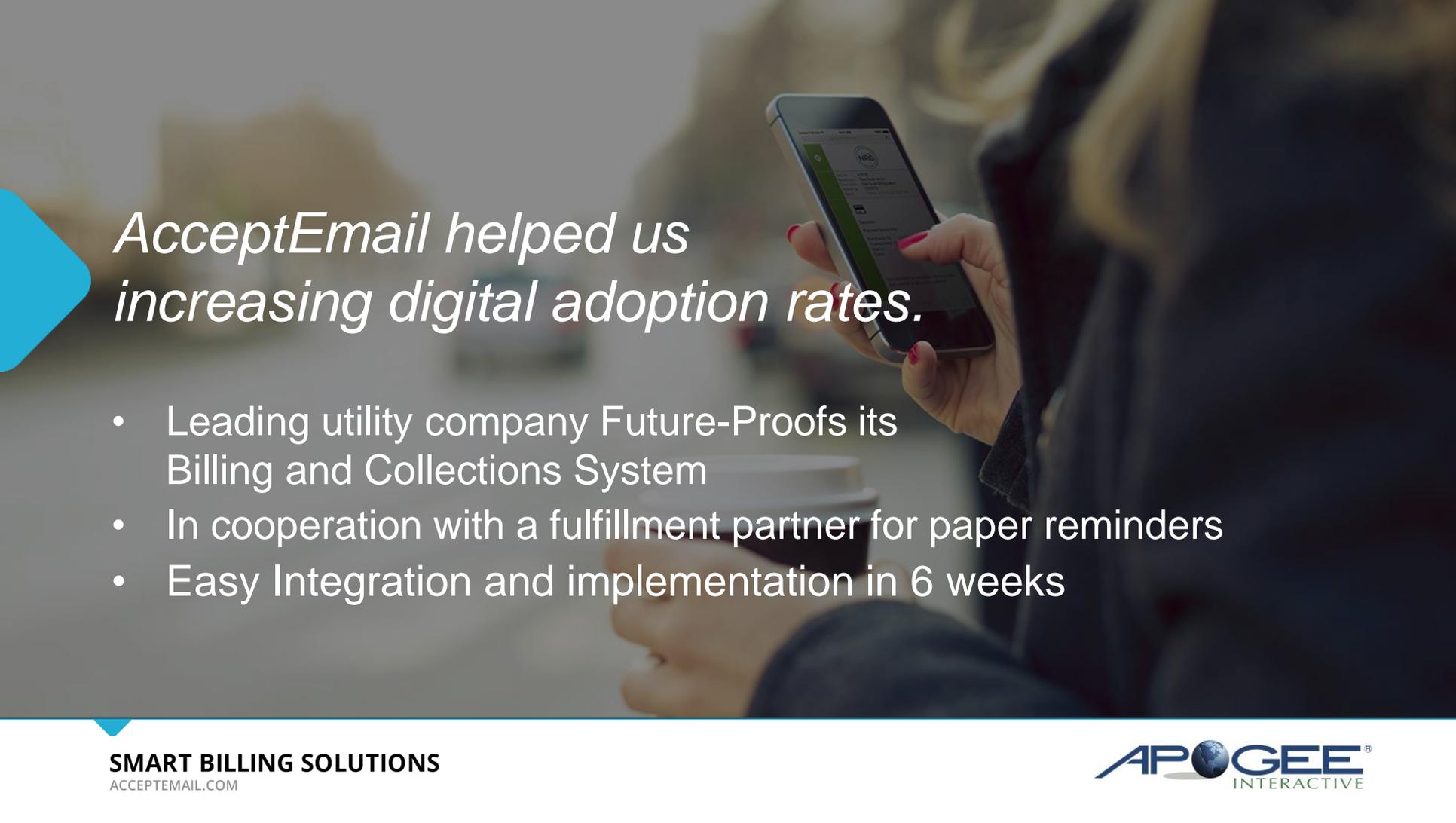
50%

More Digital



More than 96% of all digital bills are paid within 4 weeks. (European Utility)

- Active reminder policy even before the due date
- Most payments are made shortly after the initial transmission or the reminder, **on the same day!**
- Always use a properly managed address list

A person is holding a smartphone in their right hand, displaying a utility bill interface. The phone screen shows a green header with a logo, followed by text including 'NIG', '1234', and '5678'. The background is a blurred image of a person in a dark jacket holding a coffee cup.

*AcceptEmail helped us
increasing digital adoption rates.*

- Leading utility company Future-Proofs its Billing and Collections System
- In cooperation with a fulfillment partner for paper reminders
- Easy Integration and implementation in 6 weeks



A Billing Solution that truly makes an impact.

- **Waste call reduction by 10%** saving approx. \$1m a year
- Reduce the time for customers dealing with bills by 50%
- Customer **satisfaction** (Net Promoter Score) increase by 20 %
- Less manual handling, 30% costs reduction on valuable staffing costs



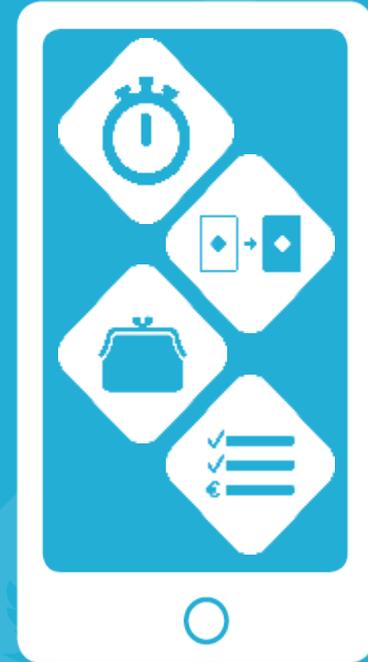
Results that pay off

Faster Payments

Increase Customer Satisfaction

Significant Savings

Easy Implementation





Exchanging data with AcceptEmail

1. Web Users

Manual sending

- Manual Data Entry
- Web form
- Individual
- Reports and analyses



- **Typical for a/o call center applications**

2. Managed Account

File drop system

- File Drop mechanism
- Dedicated SFTP host
- Automated batch process
- End-to-end workflow



- Suitable for most clients
- Ease of use

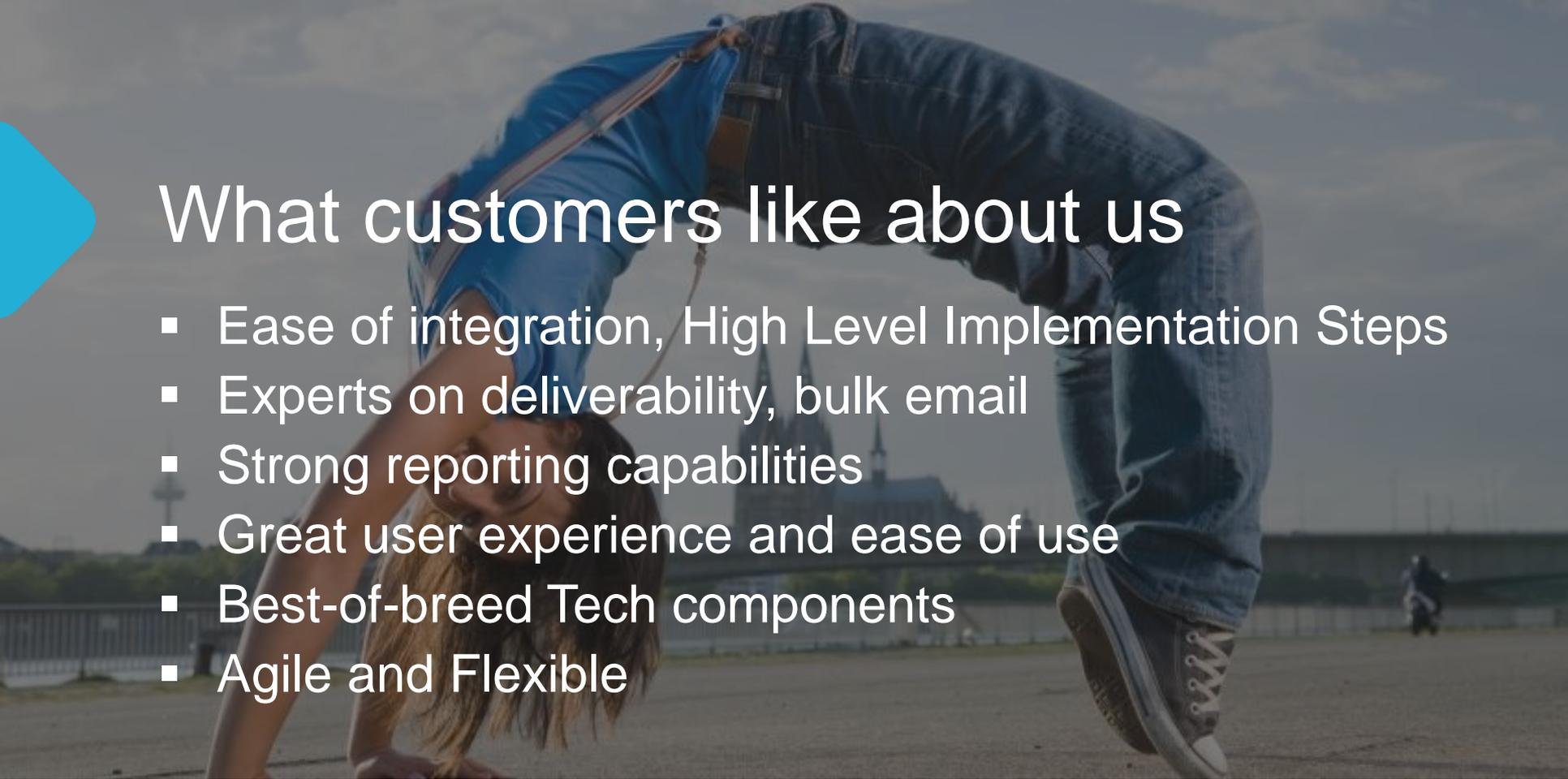
3. API

Web service

- Java and .NET toolkits
- SOAP and REST
- Individual & batch
- Real-time

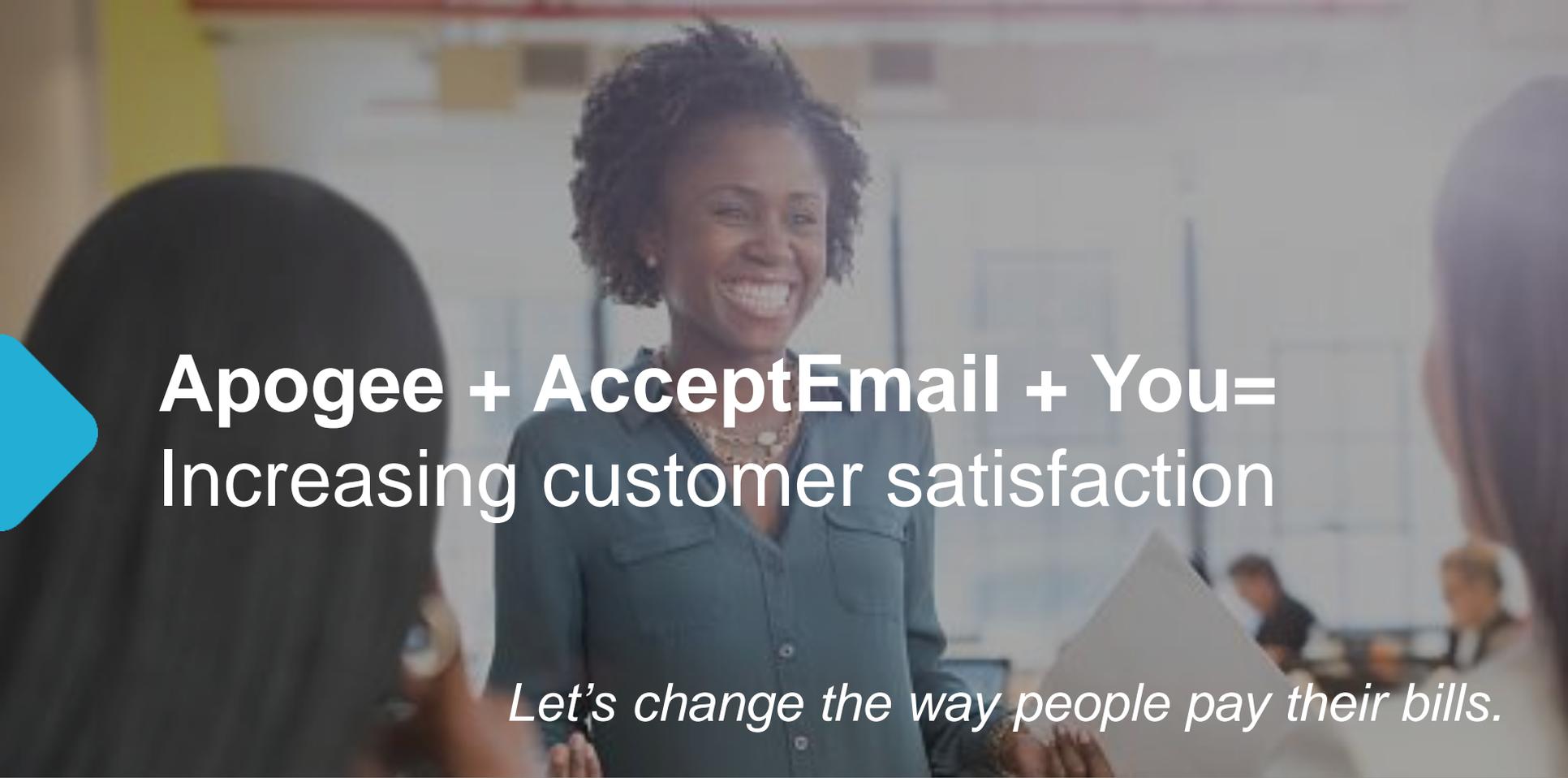


- Real-time and in-session application



What customers like about us

- Ease of integration, High Level Implementation Steps
- Experts on deliverability, bulk email
- Strong reporting capabilities
- Great user experience and ease of use
- Best-of-breed Tech components
- Agile and Flexible



**Apogee + AcceptEmail + You =
Increasing customer satisfaction**

Let's change the way people pay their bills.

Coming Soon...

Digital Engagement:
The Empower Platform

Questions

Contact us to discuss digital engagement strategies that are right for you.

info@apogee.net

678-684-6801