Fiveworx DSM platform takes customer engagement to new level

Evaluation shows impressive gains in energy savings, c-sat in pilot for Alliant Energy

KNOXVILLE, Tenn., August 24, 2015—Fiveworx (www.fiveworx.com), a digital customer engagement software company for the energy sector, today announced the third-party evaluation results of its first year pilot run at Alliant Energy (LNT, Madison, Wis.).

Alliant Energy’s pilot relied on Fiveworx patent-pending email marketing and marketing automation platform to engage with residential customers over a 9-month period. The results showed:

- Twice as many Alliant Energy customers in the pilot participated in a statewide energy efficiency program compared to the general population.
- Energy savings per customer in the pilot were 23.9 kilowatt hours and 1.5 therms over a nine-month period. Aggregate savings were roughly 525,301 kWh and 32,508 therms during the program year.
- Engagement with its email marketing was high: the pilot had a 68% increase in email open rates and a 100% increase in email click-through rates.
- The participants reported increased satisfaction with Alliant Energy and high satisfaction with the pilot experience.

The pilot, branded as Alliant Energy Advisor, is designed to address common consumer barriers and misperceptions about energy, including the fact that most Americans think they use less energy than they did five years’ ago and that their homes are already energy efficient. As a result, they are completing, on average, only 1-3 energy-saving improvements.

“We witnessed these consumer dynamics firsthand, on average, 2% of our customers were participating in the statewide Focus on Energy programs,” said Jeffrey Adams, Team Lead Energy Efficiency at Alliant Energy in Wisconsin. “That’s why we partnered with Fiveworx. We wanted to address these barriers, drive better customer engagement, and cross market our programs to help our customers fully reap the benefits available through the statewide programs.”

Fiveworx provided the program’s central software platform, including the content, features, and functionality that are designed to leverage insights from proprietary national polling of American consumers’ attitudes and behaviors around energy-efficiency and related topics. A key finding from this annual poll is that the U.S. residential consumer population can be broadly
categorized into four unique customer segments – or personas – each with their own distinct emotional and psychological drivers that influence their energy-related behaviors and program participation.

Understanding and leveraging these persona insights have been critical to Alliant Energy’s success. Relevant, value-added content helps to create a trusted relationship with customers so they continue to allow permission-based email marketing from the utility.

“Persona-based content is key to our ability to increase the effectiveness of our email campaigns for Alliant Energy,” said Fiveworx CEO, Patrick Hunt. “If you don’t understand whom you’re talking to and their deepest drivers/motivators, you cannot really connect with them and offer the right energy-related programs, services, and messages. We are thrilled to be working with Alliant Energy, whose passion for engaging and helping their customers makes them a great partner on this pilot.”

Alliant Energy has filed with the Public Service Commission in Wisconsin (PSCW) to expand the program into a second year with a larger group of customers. “We see Fiveworx platform as an effective customer engagement strategy that complements traditional marketing,” said Adams. “It’s also a way for us to continue to drive greater program participation and build stronger customer relationships. We sincerely appreciate the PSCW’s support of our exploration of new approaches, like Fiveworx, to engage and empower our customers to make smart energy choices.”

These results are based on data gathered over 9 months on a residential pilot program implemented by Alliant Energy in Wisconsin. Cadmus, a leading evaluation, measurement and verification firm, hired as an independent, third party to evaluate the effectiveness of the program through process and impact analyses, conducted the evaluation. Cadmus also calculated net savings based on a billing analysis, using participants set against a control group.

ABOUT FIVEWORX

Fiveworx is an email marketing and marketing automation solution created exclusively for the energy sector. The company’s best-in-breed platform is unlike any commercial off-the-shelf email marketing solution available on the market today. Fiveworx content, features, and functionality in its patent-pending solution are specifically designed to help utilities increase customer awareness of and participation in demand side management programs, products, and services, improve customer satisfaction and deliver energy savings – all through the cost-effective email channel.

Fiveworx software is grounded in insight derived from 10 years of proprietary polling of more than 75,000 Americans on trends, behaviors and attitudes related to energy and the environment. That research has identified distinct psychosocial personas of the US population that allow Fiveworx to deeply understand the various emotional drivers and spheres of influence related to
energy consumption and energy-efficient program participation for each persona. Fiveworx incorporates this insight into the persona-based email messaging delivered through its platform. Custom-built marketing automation and an adaptive learning engine further enable Fiveworx to refine the customer journey for each individual based on his or her persona and online behavior. This highly personalized customer experience helps utilities cross market their programs, and drive greater program awareness and participation and customer satisfaction. Visit fiveworx.com to learn more.

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