

# Reducing Calls Through Personalized Video Communications



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# Agenda

1. Meet Brillion
2. About JEA
3. Challenges, Goals, and Methodology
4. Video Bill Explanation Survey Results
5. Targeted Video Bill Explanation Survey Results
6. Pilot Results
7. Questions



# Meet Brillion

APOGEE®

AIQUEUS

energyOrbit™

energyX

are now



brilliant

The solutions you trust. The services you depend on.  
And now so much more.



## Background

# Why Did We Rebrand

- To offer one end-to-end solution for your customers' journeys.
- Single umbrella for all solutions to live under.
- Drive forward momentum and innovation.
- Become your trusted customer engagement partner:
  - ✓ Spark the interest
  - ✓ Streamline the process
  - ✓ See the progress

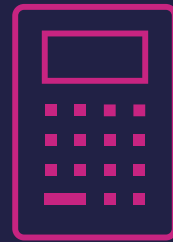


# Customer Engagement Applications



## Engage

Our outbound communication suite helps you send the perfect video message to each customer exactly when they need it.



## Educate

Virtual audits, videos, calculators, and more, our self-serve tools seamlessly explain bill and rate changes to your customers.



## Fulfill

Track program participation and energy savings while giving ratepayers the real-time status updates they're asking for.





# About JEA





# JEA has been serving Northeast Florida since 1895



## JEA Serves 1.3M People

JEA provides electric, water, sewer, and reclaim utilities to over 1.3 million people in Northeast Florida.



## Over 900 Square Miles

The JEA service territory includes Duval, parts of Clay, Nassau, and St. Johns counties.



## 4th largest GDP in FL

With a large service territory, Jacksonville has the 4th largest GDP out of all cities in Florida.





# Pilot Challenges, Goals, and Methodology



# JEA Challenges

- Pro-actively deliver month over month bill change information in a relevant way.
- Help customers understand “the Why?” in their bill changes.
- Reduce the volume of calls to the call center which had hit a very high number leading to Energy Advisor burn-out.
- Equip Energy Advisors with a tool to discuss customer billing changes.
- Show customers additional value from JEA.



# Methodology

- Created pilot group of approximately 17,000 (50% of total “frequent callers”).
- Measured pilot group vs control group.
- First three months of Pilot deployed full Video Bill Explanation.
- Fourth month of Pilot, deployed a shortened version of the Video Bill Explanation pointing customers to a targeted ending promoting a certain JEA initiative. JEA chose promoting customers to sign up for eBilling.



# Methodology

- Project kick-off sets expectations and reviews metrics of success.
- Weekly meetings to review data integration and deliverables from JEA and Brillion.
- JEA/Brillion collaborate on messaging, scripting and branding.
- Example videos are sent for internal review before deployment.
- After Go-Live weekly meetings to review analytics.



# Pilot Goals



**See a measurable reduction in calls after receiving video**



**Measure late payments after receiving video**



**Measure eBill sign-ups after receiving targeted video**

Use pilot analytics to determine if metrics of success were met.



# Video Bill Explanation

- Dynamic video created by Brillion pulling in billing data and running it through our analysis engine.
- Customers who met a designated bill threshold higher or lower, month over month would receive a video.
- Video reviews why a customer's bill changed based on weather, days in the bill cycle and other factors.
- Call to action at the end of each video.
- Survey at the end of the video.



# Video Bill Explanation Example



- [Video Bill Explanation](#)





# Video Bill Explanation Survey Results



# Customer Survey Results

Q1 Overall, how difficult, or easy was the bill explanation to understand?

Answered: 515 Skipped: 17

4.8★  
average rating



83% Very Easy

	VERY DIFFICULT	(NO LABEL)	(NO LABEL)	(NO LABEL)	VERY EASY	TOTAL	WEIGHTED AVERAGE
☆	0.78% 4	0.78% 4	4.66% 24	10.68% 55	83.11% 428	515	4.75



# Customer Survey Results

Q2 How useful was the information presented?

Answered: 516 Skipped: 16

4.5★  
average rating



72% Very Useful

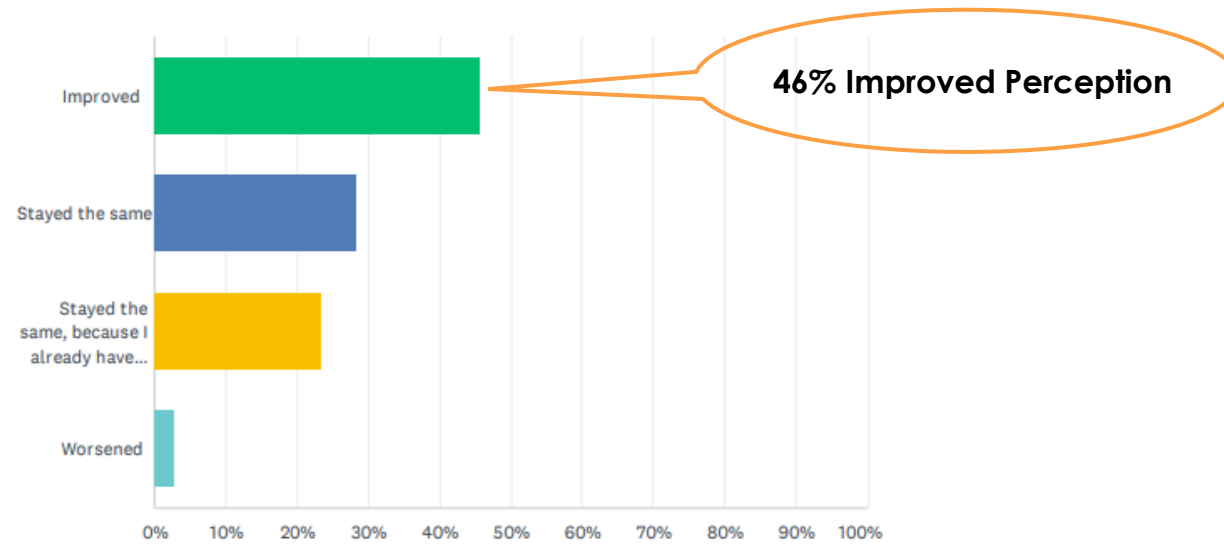
	NOT AT ALL USEFUL	(NO LABEL)	(NO LABEL)	(NO LABEL)	VERY USEFUL	TOTAL	WEIGHTED AVERAGE
☆	3.88% 20	1.36% 7	9.11% 47	13.18% 68	72.48% 374	516	4.49



# Customer Survey Results

Q3 After watching this video, has your perception of JEA...

Answered: 525 Skipped: 7



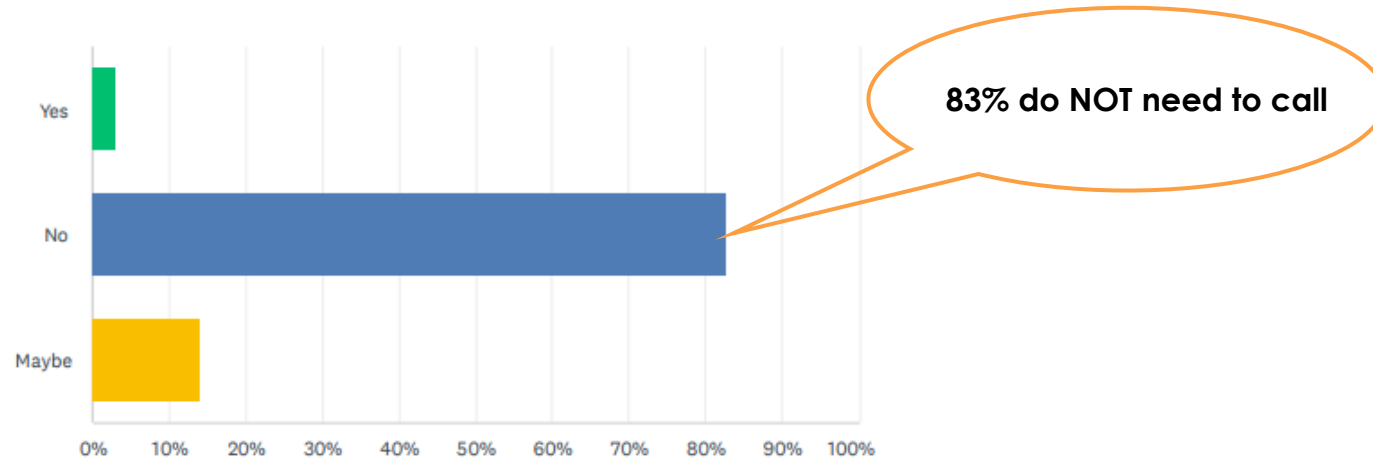
ANSWER CHOICES	RESPONSES	
Improved	45.52%	239
Stayed the same	28.38%	149
Stayed the same, because I already have a good perception	23.43%	123
Worsened	2.67%	14
TOTAL		525



# Customer Survey Results

Q4 After watching the video will you contact customer care about your bill?

Answered: 522 Skipped: 10



ANSWER CHOICES	RESPONSES	
Yes	3.07%	16
No	82.76%	432
Maybe	14.18%	74
TOTAL		522



# Customer Survey Results

Q5 How would you rate this video overall?

Answered: 518 Skipped: 14

4.1★  
average rating

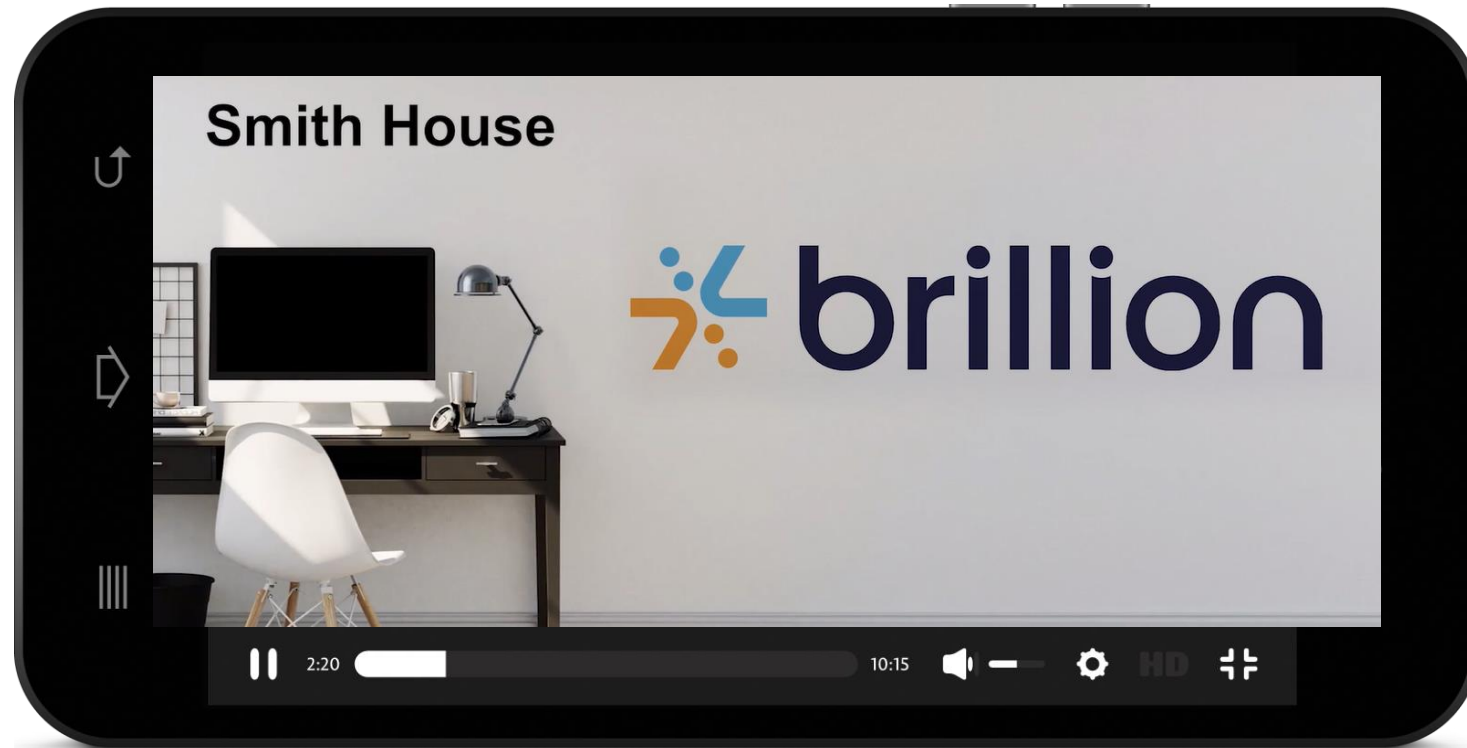


73% Great/Excellent

	POOR	JUST OK	GOOD	GREAT	EXCELLENT	TOTAL	WEIGHTED AVERAGE
☆	2.32% 12	5.98% 31	18.73% 97	26.83% 139	46.14% 239	518	4.08



# Targeted Video Bill Explanation Example



- [Targeted Video Bill Explanation](#)





# Targeted Video Bill Explanation Survey Results



# Customer Survey Results

Q1 Overall, how difficult, or easy was the bill explanation to understand?

Answered: 101 Skipped: 2

4.8★  
average rating



89% Very Easy

	VERY DIFFICULT	(NO LABEL)	(NO LABEL)	(NO LABEL)	VERY EASY	TOTAL	WEIGHTED AVERAGE
☆	0.99%	0.99%	2.97%	5.94%	89.11%	101	4.81
	1	1	3	6	90		



# Customer Survey Results

Q2 How useful was the information presented?

Answered: 102 Skipped: 1

4.5★  
average rating



72% Very Useful

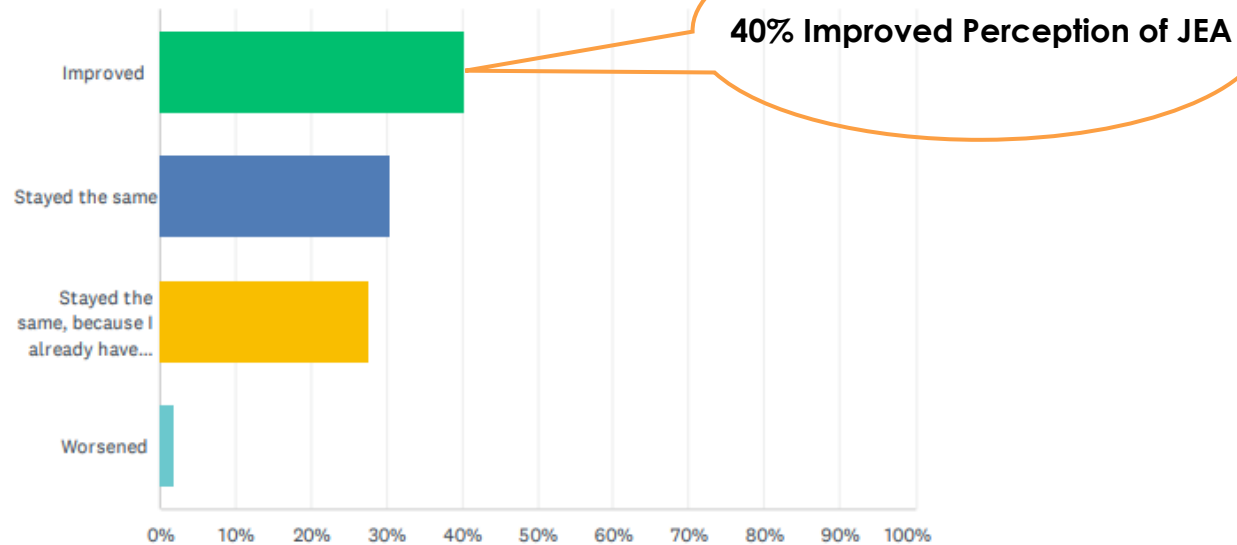
	NOT AT ALL USEFUL	(NO LABEL)	(NO LABEL)	(NO LABEL)	VERY USEFUL	TOTAL	WEIGHTED AVERAGE
☆	2.94% 3	1.96% 2	6.86% 7	16.67% 17	71.57% 73	102	4.52

# Customer Survey Results



Q3 After watching this video, has your perception of JEA...

Answered: 102 Skipped: 1



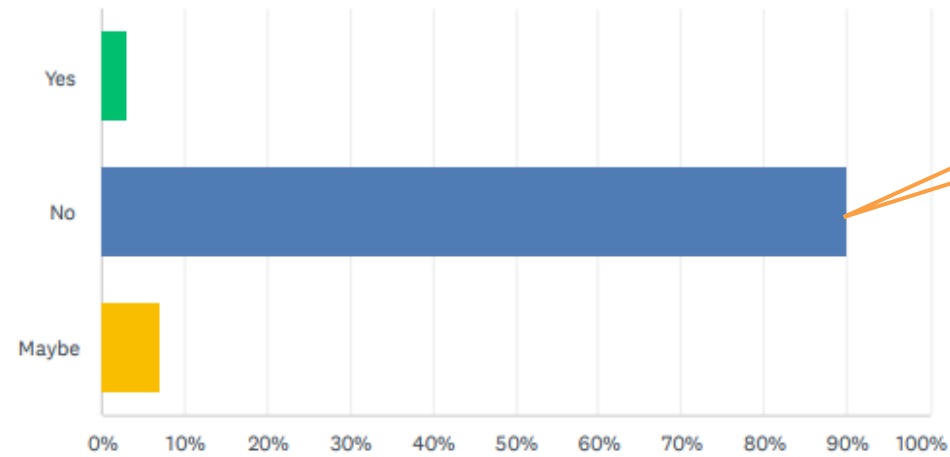
ANSWER CHOICES	RESPONSES	
Improved	40.20%	41
Stayed the same	30.39%	31
Stayed the same, because I already have a good perception	27.45%	28
Worsened	1.96%	2
TOTAL		102



# Customer Survey Results

Q4 After watching the video will you contact customer care about your bill?

Answered: 99 Skipped: 4



90% Do Not Need To Call

ANSWER CHOICES	RESPONSES
Yes	3.03% 3
No	89.90% 89
Maybe	7.07% 7
TOTAL	99



# Customer Survey Results

Q5 How would you rate this video overall?

Answered: 100 Skipped: 3

4.1★  
average rating



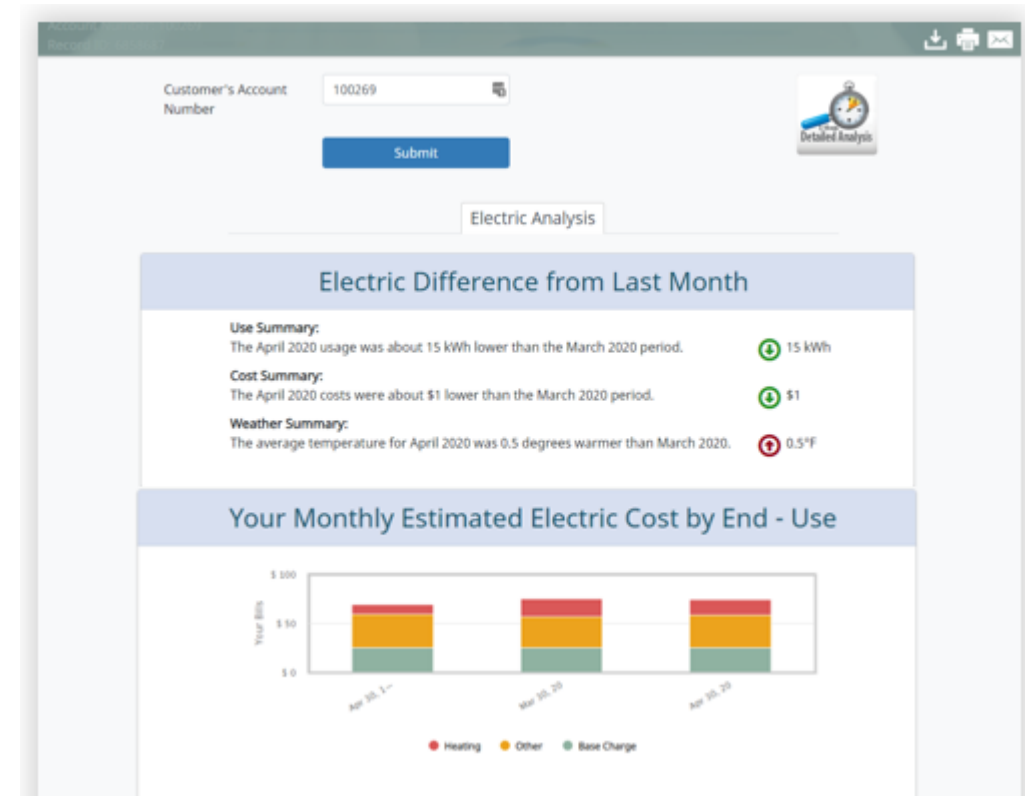
77% Great/Excellent

	POOR	JUST OK	GOOD	GREAT	EXCELLENT	TOTAL	WEIGHTED AVERAGE
☆	2.00% 2	4.00% 4	17.00% 17	34.00% 34	43.00% 43	100	4.12



# CSR Tool

- A tool for JEA Energy Advisors which resides on their desktops containing the exact same information that the customer received in their video.
- Allows for JEA customers to have a consistent experience if they do need to call in with a question about their video.







# Pilot Results

# Engagement Results

36,461

Emails Sent

68.62%

Unique Email Open Rates

11.79%

Unique Click Through Rate

5-6x

Higher than Industry Average Unique Click Through





# Metrics of Success Measurement

7%

Reduction in calls to the call center during pilot from members of the pilot group who received the videos.

7%

Reduction in late payments from members of the pilot group who had received the videos

12%

Increase in eBill enrollment from members of the pilot group who received the targeted video pointing to eBill enrollment.





**Questions?**



# Thank you.



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