



SMB Marketing and Customer Engagement



Delivering water and power™

Challenge

1. Customer engagement
2. Customer-centric experience
3. Email acquisition

Solution

- Restructure small business contact center
- New tools and utilize CRM
- Better alignment - Customer Service and Marketing



Small Business Account Management

We **ARE NOT** just a call center anymore;
We **ARE** a customer center.

Our number one goal is to **build relationships** with our small business customers.



Small Business Customer Center

- Personalized training
- Paperless billing default option for new customers
- Custom due dates
- Account alerts
- Email acquisition



Small Business Energy Managers

- Single point of contact
- Proactive customer outreach
 - Price plans
 - Outages
 - Smart alerts
 - Events
 - Past due accounts
 - Energy efficiency
 - Rebates



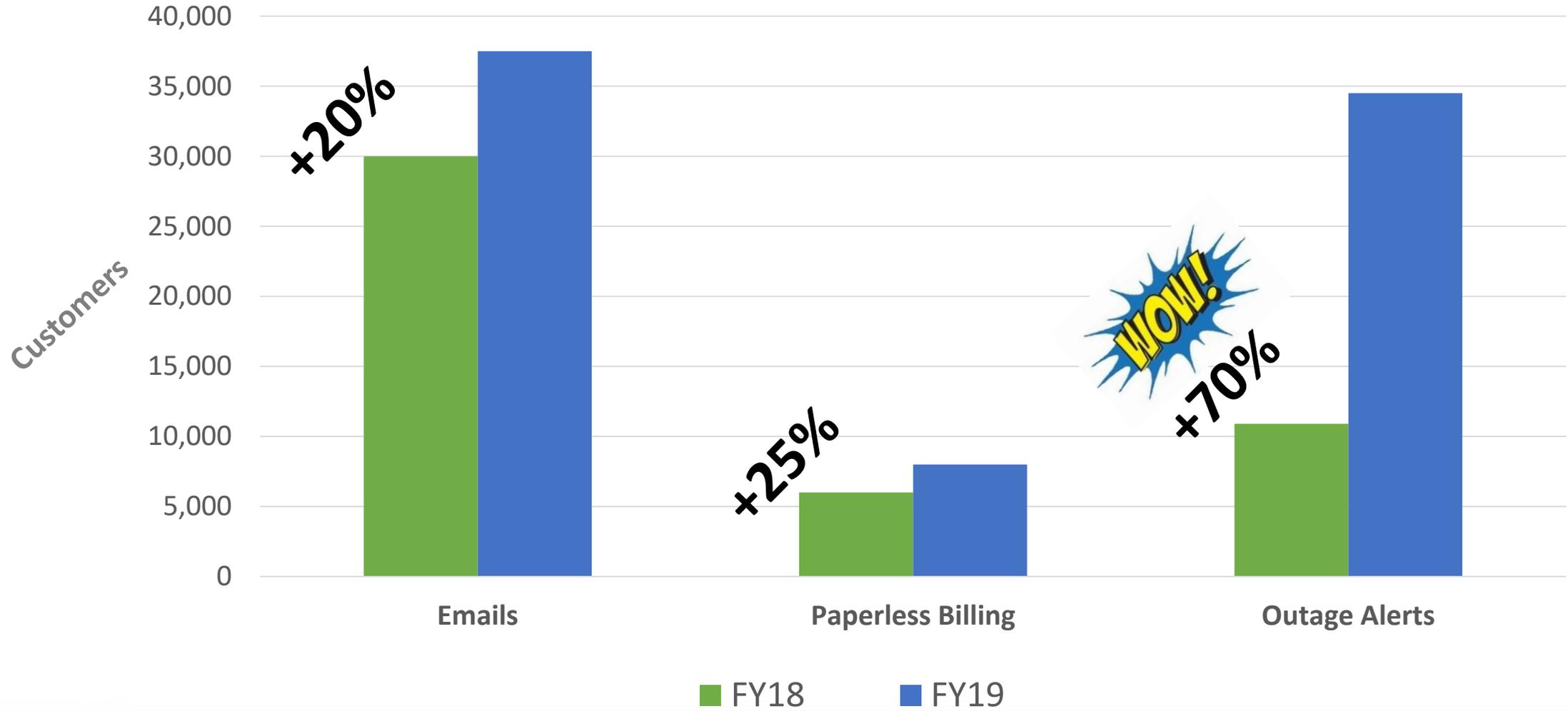
Bills

Energy Manager - Karen.Perez@srpnet.com

Direct 602-236-9637  General 602-236-8833



Progress



Business Energy Manager Tool



*Estimate
Your Savings*
WITH BUSINESS
ENERGY MANAGER

Is inefficient equipment costing you? Find out by using our free online calculator.

You'll get a personalized energy report in minutes with energy advice, estimated savings potential and even a list of equipment rebates you may qualify for.

[Start calculating](#)

Want more ways to save? Visit SaveWithSRPBiz.com.

Your SRP Energy Manager,
Jonah Roehl
(602) 236-5479
Jonah.Roehl@srpnet.com

Benefits

- Customer engagement
- Qualified lead generation
- Retargeting opportunities

Key Performance Indicators

- 65% completion rate



Welcome Email Journey

Launching soon

- Automated Emails to onboard new small business customers:
 - From Energy Manager
 - My Account, billing and payment
 - eNotes/outage alerts
 - Time-of-Use price plan
 - Energy efficiency, rebates, resources



Welcome to SRP

Hi Denise,

We're glad you're part of the SRP family! Let's get you settled in.

Take a moment to set up SRP My Account[®] for secure, online account access anytime and on any device. You can:

- View and pay your bill.
- See your energy costs by the day or hour.
- Get text alerts and bill projections.

All you need is your SRP business account number and a few minutes.

[Create My Account](#)

Don't know your account number? Give me a call at (602) 236-8833. As your SRP Energy Manager, I'm here to help you meet your energy goals and be successful.

Best,
Anita Adams
srpbiz@srpnet.com

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Champions of Energy Efficiency Awards

- Recognize customers of all types and sizes
- Senior leadership visibility
- Increase customer satisfaction
- Promote business solutions programs



Segment Strategy

Goal: Make the customer experience more customer-centric and relevant on digital

- Industry-specific landing pages
- Animated videos
- Digital channels (i.e. social)
- Digital assets (i.e. webinars)
- Digital media

Restaurant energy efficiency rebates

Cut energy costs and get up to \$300,000 in SRP rebates for energy efficient equipment at your commercial kitchen, restaurant or food service facility.

Menu of savings

SRP offers rebates, facility audits, complimentary events, training and more to help your restaurant save energy and money. Whether it's replacing inefficient equipment, upgrading HVAC controls, or installing LED lighting and signage, we have a solution to help you lower your energy costs.

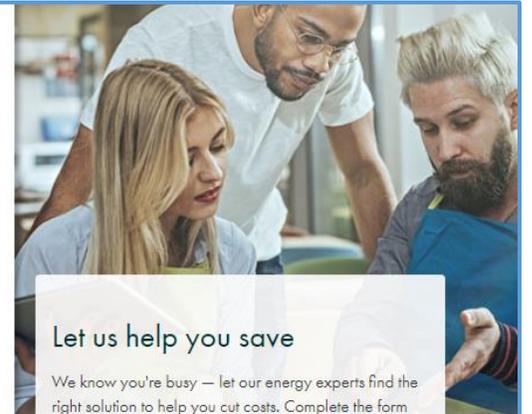
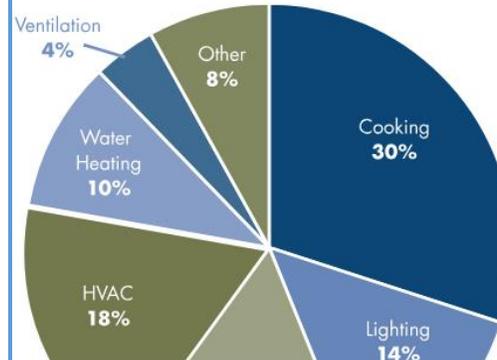
Most popular restaurant energy efficient upgrades:

- Gaskets
- DC fan motors for walk-ins
- Network thermostats
- Lighting
- Strip curtains
- HVAC
- Economizers
- Evaporative coolers

In addition to lower energy bills, other benefits include improved comfort, better lighting, increased employee productivity and an enhanced dining experience for customers. Contact SRP today to get started.

Restaurant energy use

Why energy conservation? Restaurants are the one of most energy-intensive commercial buildings in the United States, with energy consumption per square foot exceeding the average commercial building by nearly three times. Up to 80% of this energy is wasted on heat and noise generated by inefficient appliances, HVAC systems, lighting and refrigeration.



Let us help you save

We know you're busy — let our energy experts find the right solution to help you cut costs. Complete the form below or call **(602) 236-3054** and we'll be in touch.

* Name

* Email / Phone

How do you prefer to be contacted?
 Email Phone

Your question or comment

[Let's do this](#)