



## DISCOVER NEW CUSTOMERS

How BlastPoint Helped Peoples Natural Gas Co. Increase Revenue by Unveiling Over 60% More Potential Commercial & Residential Customers.

### Overview

With BlastPoint's AI-powered, real-time analytics platform, PNG uncovered and captured thousands of new customers in its territory, lifting the roof off sales throughout 2018.

#### Company Profile



**Large, mid-Atlantic U.S. natural gas provider**



**1 million customers across three states**



**Competes with other gas & alternative heat providers**

#### Main Goals



**Grow service footprint**



**Increase revenue**



**Boost efficiency for Sales, Marketing & Customer Service teams**

#### The Challenge

As a regulated public utility, PNG can't just raise rates. Revenue growth must come from converting new customers or expanding their territory. PNG's Sales, Marketing, Road Technicians and Customer Service teams had a lot of customer data; it just wasn't necessarily being shared across the organization.



They had no way of knowing what kind of households or businesses were situated near their pipelines, if not current customers. And they didn't know where those homes or businesses were getting their heat.

### Identify Leads.

BlastPoint's proprietary algorithms took PNG's internal company data and layered in nuanced analytics from external sources. **In less than 3 months, departments across the organization were accessing this new, interactive platform.**

### Score. Rank. Reach.

BlastPoint identified households and businesses on a map that were using other heating sources. Those **homes and companies were assigned a rank, score, and persona to determine who would be the best customer lead** and what would be the best method of reaching them.

### Craft Messaging.

Based on BlastPoint's persona identification of potential new customers, PNG knew whether these **targets would best respond to messaging** about cost savings, environmental values, or access to services.



#### Wood-Burning Joe

- Non-PNG customer
- Lives within 150 ft. of pipeline
- Heats home with a wood-burning stove
- Household income ~\$50K
- Resident since 2007
- Donates to environmental groups through snail mail



#### Electricity Jane

- Non-PNG customer
- Lives within 300 ft. of pipeline
- Heats home with electricity
- Household income \$100K
- Resident since 1998
- Facebook user, responds to digital ads



#### Competition Cafe

- Customer of PNG's natural gas competitor
- Local business within 100 ft. of pipeline
- In business since 2011
- Experiences fluctuations in revenue
- User of e-mail marketing

## The Results

**PNG identified an average increase in potential new customers of 61.7% in one county alone.**

*"We're extremely satisfied with BlastPoint. I couldn't be happier with how things have gone and are going." –Jeffrey Nehr, Vice President of Business Development, Peoples Natural Gas*



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