



LAUNCH DIGITAL SOLUTIONS FOR CUSTOMER ENGAGEMENT & DECREASE CALL CENTER VOLUME

AEP's CX team utilized BlastPoint's customer intelligence to effectively drive customers to their new digital assistant.

American Electric Power (AEP), a large electric utility with seven operating companies serving territories throughout the midwestern and southern US, introduced a new website-based digital assistant called AEPril in April 2021. **Their goal was to make common customer service inquiries easier and faster by creating a digital solution to decrease call volume.**

To launch the digital assistant successfully, AEP utilized BlastPoint's customer intelligence platform to segment customers based on their engagement with payment assistance programs and other relevant behavioral data.

As a result, the CX team knew who to target, how to target them, and which areas in their territory had the highest saturation. Customer intelligence-driven social media campaigns **surpassed customer services CTR benchmarks by 30%** and converted thousands of customers.

Summary



Objectives



Provide a digital option for common inquiries

to make customer service faster & easier and to relieve pressure on call centers



Target customers most likely to engage digitally

using the highest impact messaging and channels



Improve customer experience

for customers who prefer messaging to calling or other communication types



Reach conversion benchmarks

to give AEPril a strong launch and to continue optimizing engagement

Solution

BlastPoint's industry-leading household-level customer intelligence showed AEP exactly which customers to target and how to reach them effectively. AEP was able to:



Activate customer insights

based on AI-powered data analysis and custom reporting



Predict early adopters

by understanding engagement patterns and channel preferences



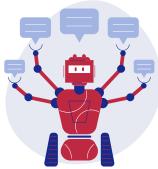
Optimize media buys with AI

in areas of highest impact, making the most of marketing budgets



Engage target segments with relevant messaging

to meet customers where they are on the customer journey



Continue to optimize campaigns

to boost post-launch engagement with AEPril

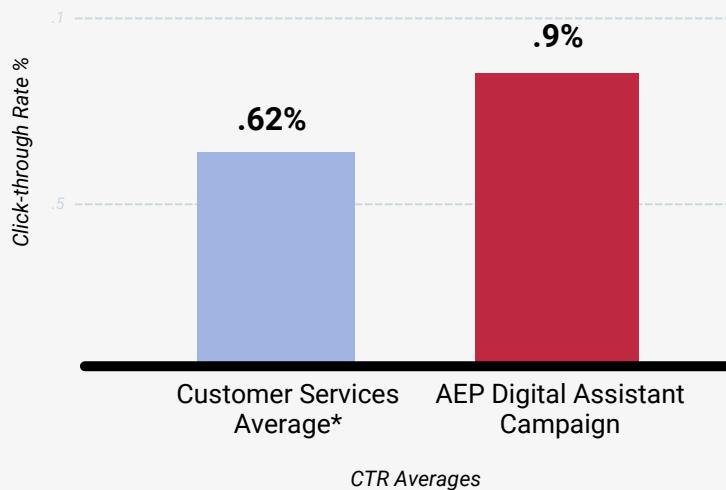
Results

As a direct result, AEP determined that **Facebook advertising** would be the best channel for reaching target customer segments. Operationalizing BlastPoint's data-driven insights, the CX Team achieved CTR rates **up to 30% higher** than the benchmarks for the customer services industry and in line with the CTR for all Facebook advertisements. This led to a successful AEPril launch across six operating companies.

AEPril launch campaigns surpassed CTR benchmarks.

While CTR benchmarks for Facebook campaigns are lower for customer services industries,* AEP's CTR was inline with that of all Facebook advertising during the launch timeframe.**

+ 30%
Above Customer Services Benchmark



The AEP CX Team continues to adapt BlastPoint's customer intelligence to optimize AEPril campaigns and achieve above-average campaign engagement.

