



## 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



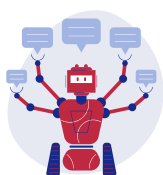
## Optimize media buys with AI

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

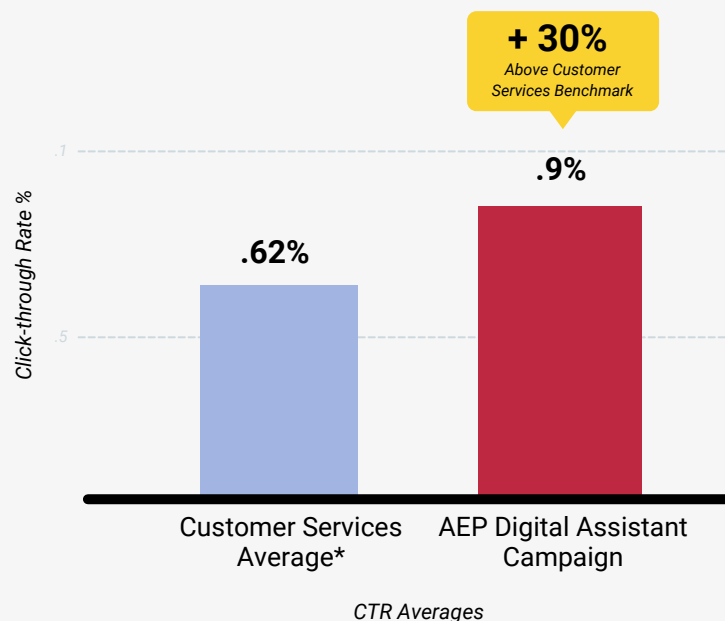
to boost post-launch engagement with AEPriI

# 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 AEPriI launch across six operating companies.

## AEPriI 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.\*\*



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

