



How to Identify & Engage GREEN ZONE CUSTOMERS

PAYMENT BEHAVIOR

Green Zone customers are more likely than other groups to pay their bills in full and on time every month. They occasionally carry a small balance of up to \$300 from one month to the next but rarely ever proceed to the dunning process.



FINANCIAL STANDING



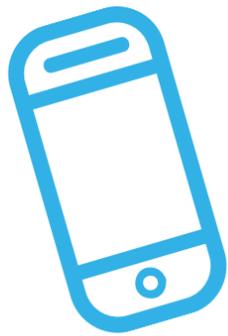
Green Zone customers exhibit steady job security and consistent access to resources. They do not typically request financial assistance for help paying their bills. They likely are employed in industries (e.g. tech, medical) that have not been affected by Covid shutdowns.

PROGRAM ENROLLMENT

Green Zone customers are more likely to be signed up for programs like Budget Billing, Direct Debit and e-billing, demonstrating they value consistency and cost savings in managing their money.



BEST PRACTICES FOR ENGAGEMENT



Reach Green Zone customers via digital channels like email, mobile alerts and social media. Target them with messaging about the benefits of paperless billing, weatherization, energy efficiency and advanced technologies, as they are more likely than other groups to respond positively to these topics.

PERSONA CLOSEUP

Michael Jacobs is married with two children. By conducting video therapy sessions with his patients, he has managed to maintain a steady income since the onset of the Covid-19 pandemic. He is enrolled in auto-pay and mobile alerts, and has paid late only once in the past 2 years.

Michael Jacobs, LSW

- Age 48
- Homeowner
- Customer since 2011
- Licensed Therapist
- Annual Income \$45K

