BlastPoint

BOOST LOW INCOME ENGAGEMENT WITH AI-DRIVEN CUSTOMER INTELLIGENCE

Duquesne Light Co. increased engagement with customer assistance programs up to 670% over industry benchmarks using BlastPoint's data-driven customer insights.

DLC, an electric utility serving western Pennsylvania, needed to mitigate rising customer debt levels during the Covid-19 crisis and its immediate aftermath.

BlastPoint's objective-based customer intelligence helped DLC quickly target the customers most likely to need assistance programs and determine the highest-impact way to engage them.

Adopting BlastPoint resulted in **email engagement up to 9 percentage points above industry benchmarks** and **web page views that more than doubled.** DLC was therefore able to achieve strong low-income campaign engagement.
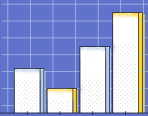
Summary

Objectives

Mitigate customer debt and help struggling, vulnerable customers

Target customers with the most relevant programs for the customers' situations

**Increase engagement** with a notoriously hard-to-engage group

Optimize messaging through the most effective channels

Solution

Results

BlastPoint's industry-leading household- & neighborhood-level customer intelligence showed DLC exactly which customers to target and how to reach them effectively. DLC was able to:
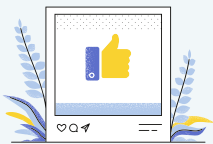
Generate and activate insights

with out-of-the-box tools
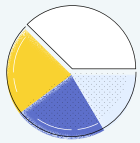
Understand & prioritize customers

based on 360-degree customer profiles

Personalize customer experiences at scale

by determining best-fit program matches with automated tools

Engage Target Customers

using the highest-impact channels & messaging

As a direct result, DLC effectively targeted individual lower-income customers in the most impactful ways, dramatically increasing engagement rates with email campaigns and website content.

Unique email open & click rates surpass industry benchmarks by as much as 9.2 percentage points

Engagement Rate (%)

- 9.2 pp
- 7.7 pp
- 6.4 pp
- 1 pp

LIHEAP Campaign Unique Opens | LIHEAP Campaign Unique Clicks | CAP Campaign Unique Opens | CAP Campaign Unique Clicks

Industry benchmark for program promotions | DLC engagement data after adopting BlastPoint

Assistance webpage engagement more than doubled over the previous period

Page Views

- CAP: 62%
- LIHEAP: 131%
- Watt Choices: 79%
- Pymt. Plan: 102%

Specific Pages from DLC website

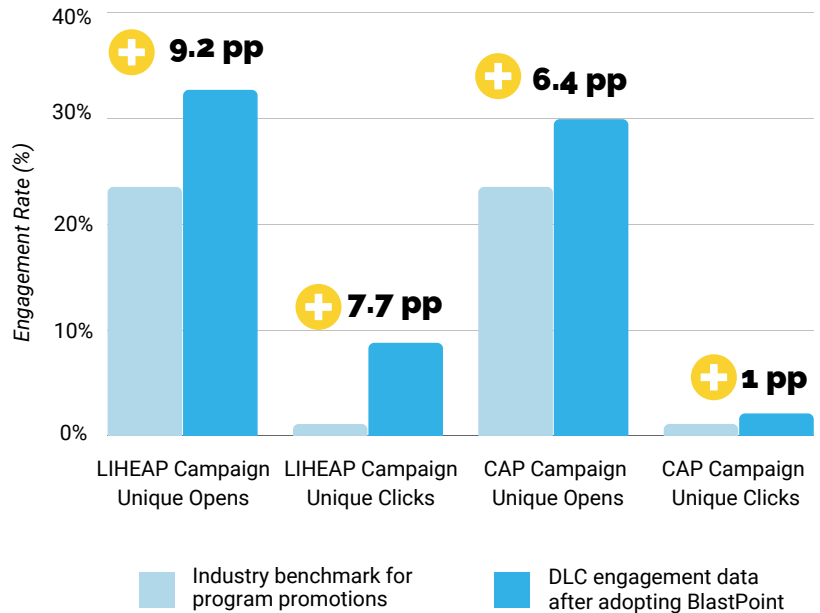Before BlastPoint | After BlastPoint

> Getting customers the help they need is a priority for DLC, and we've seen notable jumps in low-income-focused campaign engagement thanks to DLC's partnership with BlastPoint.

- Katherine Scholl
Director, Billing & Revenue Management, DLC