

REACH + ENGAGE + ENROLL LOW-TO-MODERATE INCOME CUSTOMERS

DEVELOP HOLISTIC, EQUITABLE SOLUTIONS

Address the root causes of LMI challenges.

SEGMENT

Based on household-level insights generated from your customer data.

REACH

Them through the **right channels** at the **right time**.

LMI CUSTOMERS



Can make up 10-30% of a utility's customer base.



Notoriously hard-to-reach.



Spend twice as much of their income (as % of income) on energy than other customers.



This group is multi-dimensional, with income being just one aspect.

RESULTS

Customer Assistance Program Enrollments

20%

in 1 quarter

**Actual Results Achieved
by Our Partners*

LIHEAP Disbursements

Grew

X2

in 1 year

Customer Assistance Program Engagement Rates

+300%

in 6 Months

Targeted Email Engagement

57%

Open Rate

225% Higher than
Industry Benchmarks