

CASE STUDY

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!

RESULTS

CAP CAMPAIGN ENGAGEMENT

300%

increase over industry benchmarks

ASSISTANCE WEBPAGE ENGAGEMENT

131%

increase over previous period

UNIQUE EMAIL OPEN AND CLICK RATES

9.2

percentage points above industry benchmarks

OVERVIEW

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.

OBJECTIVES



Mitigate customer debt and help struggling, vulnerable customers



Increase engagement with a notoriously hard-to-engage group



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



Optimize messaging through the most effective channels

SOLUTION

Harnessing AI for Targeted Customer Engagement

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 and 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

Reach Customers With the Right Message When They Need It Most

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.

“ 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