



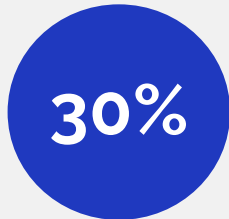
CASE STUDY

Launch Digital Solutions for Customer Engagement & Decrease Call Center Volume

American Electric Power (AEP), a major electric utility serving the Midwest and South through its seven subsidiaries, launched a new digital assistant on its website. Utilizing BlastPoint's data-driven insights, AEP achieved **click-through rates (CTR) 30% above customer services industry benchmarks** within **less than 2 months** from launch!

RESULTS

Engagement Rates



higher than customer services industry benchmarks within 2 months from launch



OVERVIEW

American Electric Power (AEP), introduced a new website based digital assistant called AEPriI 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.

OBJECTIVES



Provide a digital option for common inquiries and relieve pressure on call centers



Improve CX for customers who prefer messaging to calling or other communication types



Target customers most likely to engage digitally



Reach conversion benchmarks to give AEPriI a strong launch and to continue optimizing engagement

SOLUTION

Harnessing AI for Targeted Customer Engagement

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

AEPriI Launch Campaigns Surpassed CTR Benchmarks

BlastPoint Solutions helped AEP determine 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.

*Source: Instapage, Facebook Advertising Benchmarks for Your Industry. <https://instapage.com/blog/facebook-advertising-benchmarks>. **Launch timeframe is 2 months.