

CASE STUDY

Proactively Protecting CSAT During Infrastructure Modernization



OVERVIEW

An electric service company set a goal to increase overall CSAT by one full point while investing in a major substation upgrade to improve long-term reliability for a concentrated customer base. Recognizing that infrastructure projects are also pivotal customer experience moments, the company aimed to ensure the modernization effort strengthened customer perception rather than creating friction during construction. By proactively communicating the project's purpose, progress, and benefits, the company achieved a **12.7% increase in CSAT** for the targeted segment, **reaching 30% of its 1-point improvement goal** before construction was completed.

PROBLEM STATEMENT

Historically, customers in reliability-challenged areas primarily heard from the utility during outages or service disruptions. Construction activity and heightened visibility of infrastructure work often amplified frustration rather than trust, especially among customers with repeated outage history or prior service complaints.

Without a predictive, targeted engagement strategy, the substation project risked reinforcing negative perceptions among already at-risk customers, and slowing progress toward the one-point CSAT improvement goal.

SOLUTION

The company leveraged BlastPoint's predictive CSAT Model and Campaign capabilities to precisely target high-risk customers and proactively manage sentiment before degradation could happen.

Campaign Strategy

Engage the right customer, at the right time, with the right message. Rather than waiting for physical improvements to speak for themselves the utility actively shaped their own narrative. Outreach included:

- Pre-construction expectation setting around reliability improvements
- Progress updates with visuals of crews and equipment in action
- Benefit reinforcement messaging at key milestones
- Multi-channel engagement including email, direct mail, and community-based communication

Segmentation & Targeting

BlastPoint identified a high-impact micro-segment to ensure outreach focused on the customers most likely to perceive reliability challenges and experience sentiment decline by layering:

- Customers living within a 3–5 mile radius of the substation
- Customers who experienced 10+ outages in the past year
- Customers with call center interactions related to flickering lights and service quality

RESULTS

12.7%

CSAT improvement within the targeted micro-segment in less than two months

30%

Progress toward goal of one-point CSAT increase with a single effort