



Green Power Marketing in Call Centers

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3Degrees™



3Degrees' Mission

To mitigate the impact of climate change by accelerating the low-carbon, renewable energy economy.

3Degrees' intelligence, efficiency, and reliability enable its partners to utilize environmental markets to build stakeholder value.



Overview

Why work with Call Centers?

Structures for consideration

Take-aways...



Why work with Call Centers?

High touch vs. low touch trends

- Cost per customer
- Enrollment levels
- Trends overtime

The right approach

- Don't treat them like sales people
- Make customer education about renewable energy options fun
- Provide program training
- Engage all call center staff
- Encourage teambuilding

Structures for consideration

System improvements

Call Center Challenges

Ongoing call center initiatives



System improvements to call center: Considerations

Enrollment process for call center staff

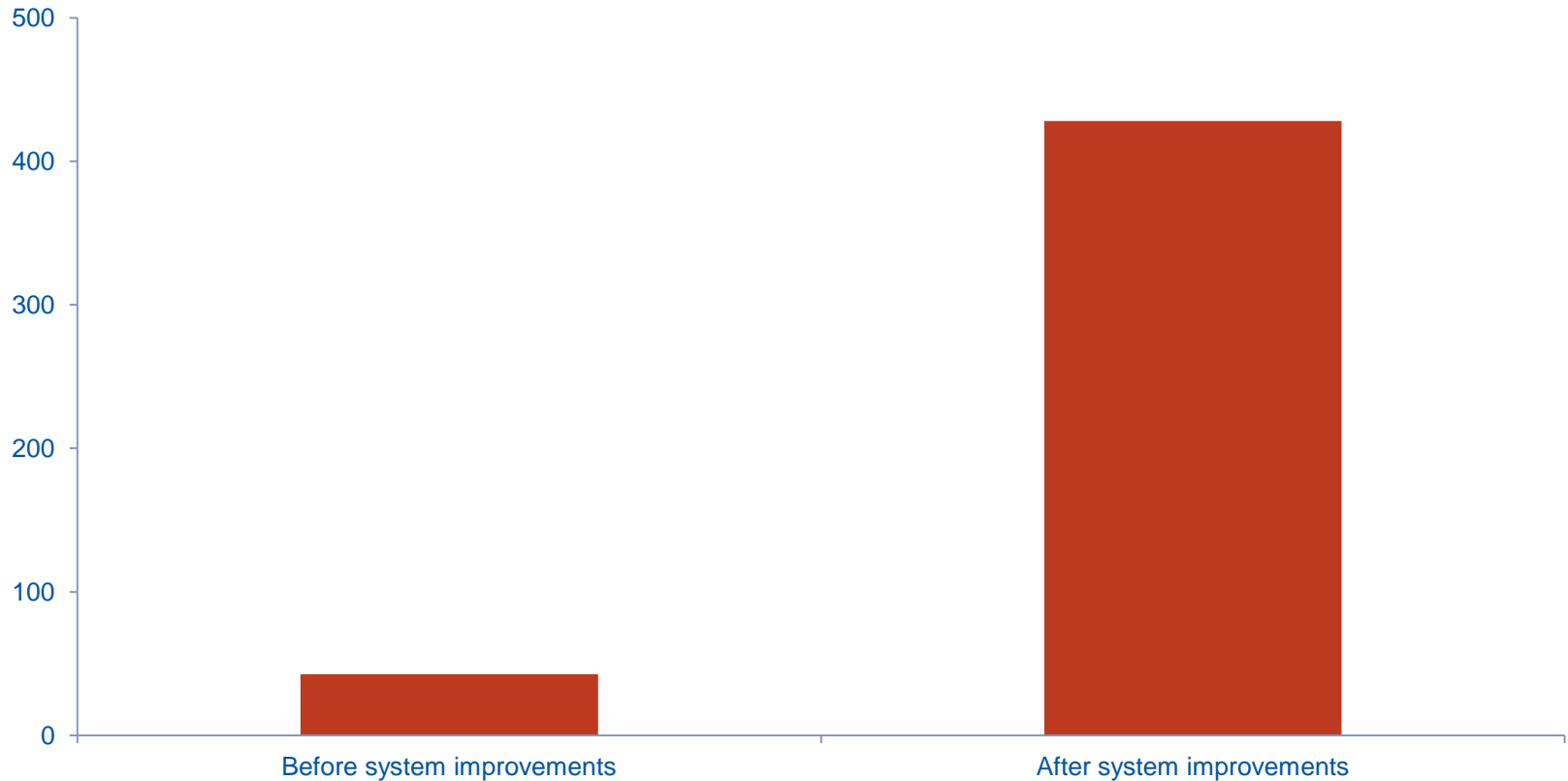
- Ease
- Efficiency

Access to information

- Prompt screens
- Scripting

Enhancements: Results

Average enrollments per month



Structures for consideration

System improvements

Call center challenges

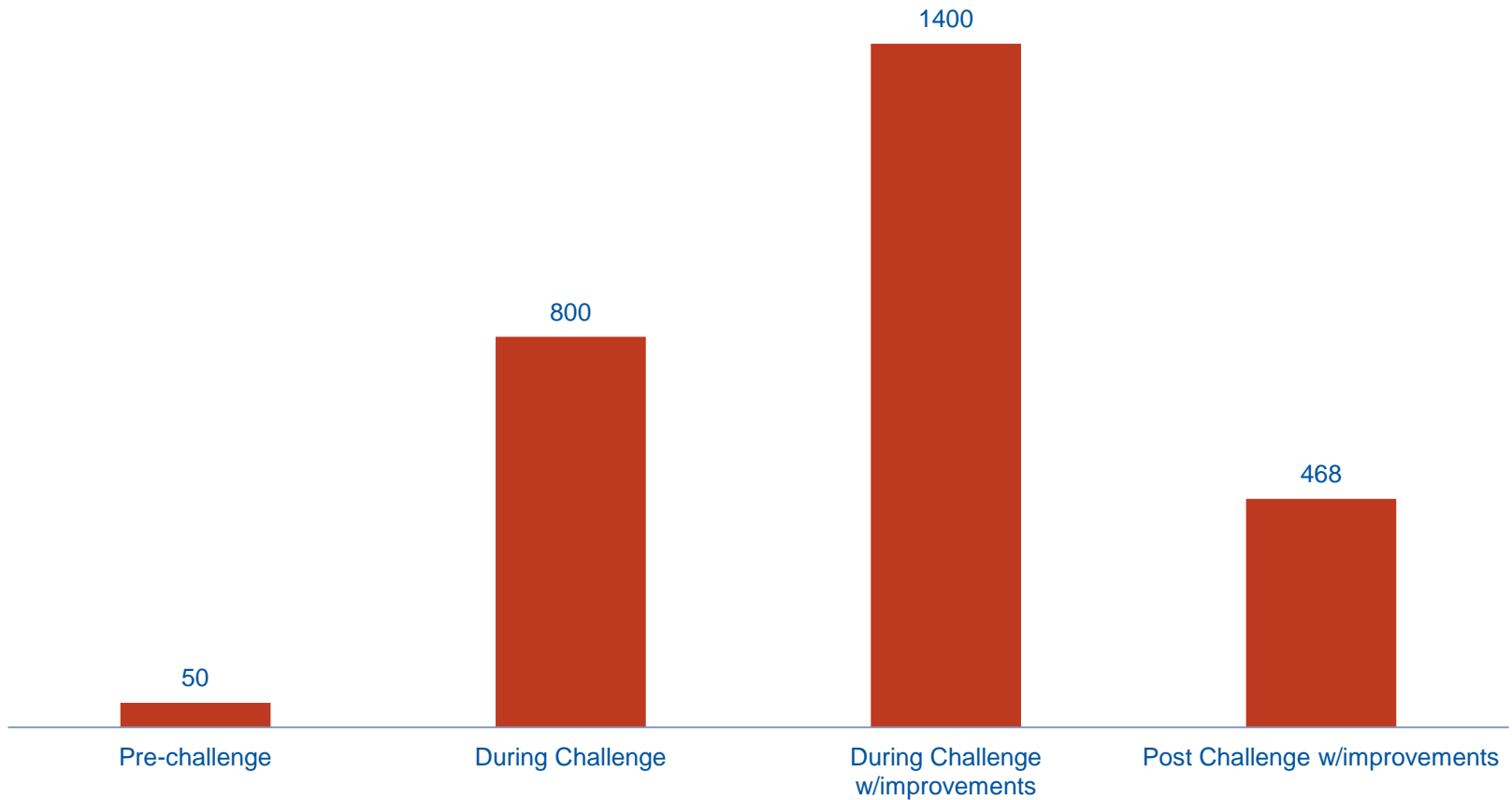
Ongoing call center initiatives



Call Center Challenges: Considerations

- Time frame
 - Time of year
 - Duration
 - Other initiatives in the call center
- Tracking system
- Goals
- Incentives
 - Encourage individuals for efforts large and small
 - Create a team atmosphere
 - Reward everyone for reaching a goal

Call Center Challenges: Results



Call Center Challenges: Results

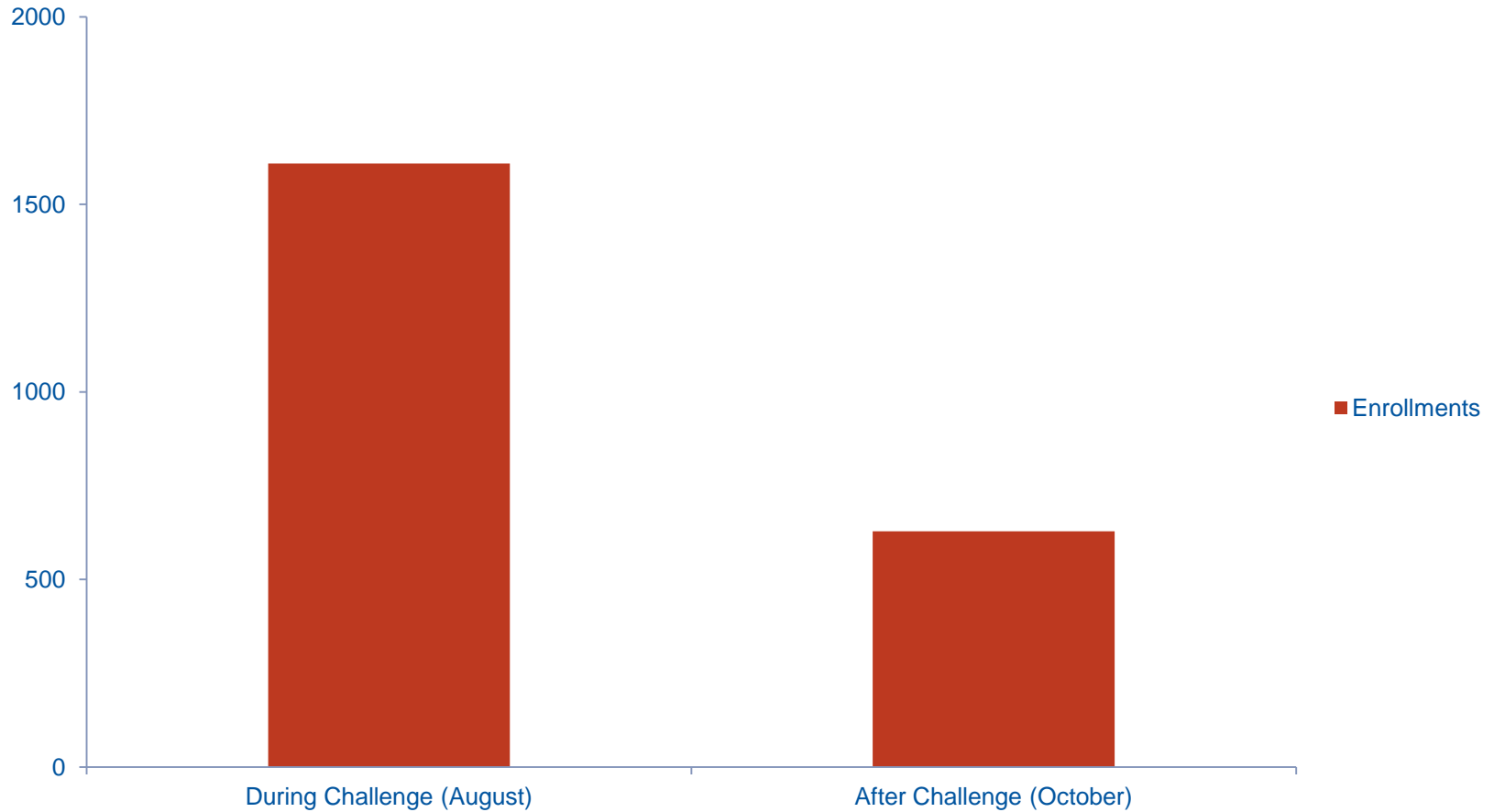
- Decreased cost per enrollment to \$3-5
- Effectively trained over 300 employees
- No impact on call-handle time
- Increased morale and teamwork in call centers
- Improved the relationship call center staff have with Green Power program

Call Center Challenge Concerns: Intensity

Quick bursts of work produce a higher burden on all staff

- Reinventing the wheel
- Keeping it fresh
- Managing expectations

Call Center Challenge Concerns: Post challenge, enrollments drop



Structures for consideration

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Ongoing Call Center Initiatives: Considerations

Long term

- Administrative levels
 - Tracking
 - Incentives
- Visibility
- Budget

Ongoing Call Center Initiatives: Results

- Better resource management
- Better customer service
- Customer satisfaction
- Low cost channel → lower cost program

Take-aways...

Make their job easy

- Ease of enrollment process
- Accessible talking points

Make their job enjoyable

- Recognize, reward, and acknowledge group and individual success

Make it work

- No limitations; just creative solutions

