



COMMUNITY OUTREACH



DELIVERING CUSTOMER SATISFACTION

SEEL partners with clients to increase customer communication and satisfaction while also letting those customers know about our client's full range of program offerings.

We take a grass-roots, community outreach approach, and our success comes from reaching customers where they live, shop, work, worship and play. We engage customers directly, with relationship-building activities that reach all demographics and customer types. And our world-class call center provides quick responses to customer needs.

SEEL has established relationships in the community that we use to connect to customers. These include community groups and other organizations, and they provide a foundation for targeted communications and activities.

Our ongoing community presence allows us to have multiple interactions with a customers, providing direct and meaningful engagement. Our approach uses faith-based organizations, workplaces, nonprofit partnerships, schools, local businesses and community events to deliver the client's messaging. The SEEL outreach team talks with customers face-to-face and then provides thorough follow-up on any issues – so the customers come away feeling "cared for."

Our outreach team also serves an educational role, by raising customer awareness of other programs and delivering energy-efficiency tips and training in the field. We provide on-site education through presentations and vendor-table interactions. We believe these opportunities are the first steps in helping customers adopt more energy-efficiency measures.

PROGRAM HIGHLIGHTS

- Direct customer engagement through established local connections
- In-the-field interaction and education
- Follow-up system to address customer needs
- Higher customer awareness of energy-efficiency programs
- Increased customer satisfaction ratings



SEEL was awarded the Alliance to Save Energy's 2011 Andromeda Star of Energy Award, which is among the highest national awards for the dynamic implementation and management of a successful energy-conservation initiative within a territory.