

Program Spotlight

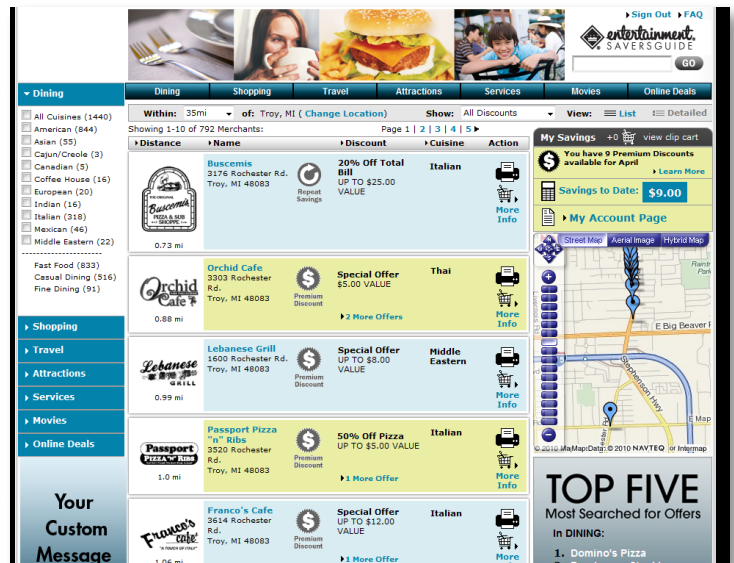
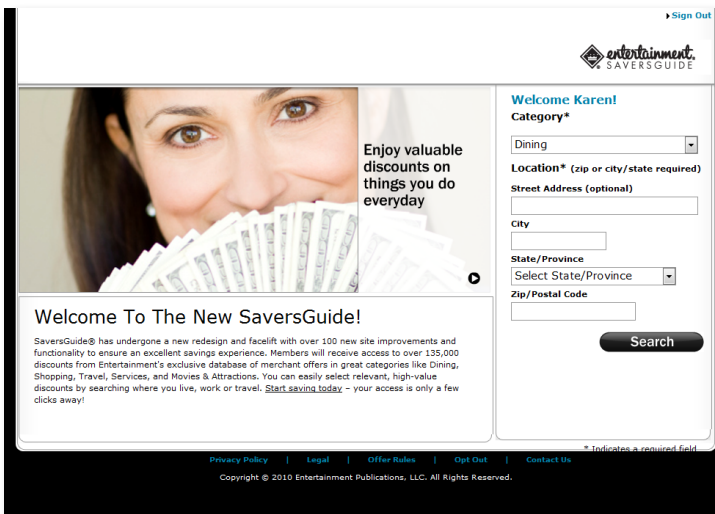
Acquisition • Frequency • Retention • Loyalty

Energy Services Provider

Company: This client, a confidential company, is one of the fastest growing retail natural gas and electricity suppliers in North America, serving over 500,000 customers in 39 utility territories in the United States and Canada. Focused in deregulated energy markets, they help residential customers and small business owners control their energy bills by providing both fixed and variable rate plans.

Marketing Objective: At the time they engaged Entertainment, this supplier was adding roughly 100,000 customers per year. Their goals were to acquire new customers, and do a better job retaining existing ones. After reviewing their tactics and strategies, they decided that the best way to do this was by adding some "umph" to existing marketing efforts. That "umph" came in the shape of Entertainment's SaversGuide – an interactive, online discount program that allows customers to access over 500,000 offers/locations from Entertainment's exclusive database of merchant discounts.

CMS Solution: This supplier offered SaversGuide as an incentive in their various acquisition methods including direct mail, outbound telemarketing and direct door to door sales. Additionally, SaversGuide was used by the customer service department for inbound calls as a save tool or renewal incentive. These tactics helped them strengthen their relationship with existing customers by building value with an ongoing benefit, and acquire new customers with a more attractive value proposition.



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