



# 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

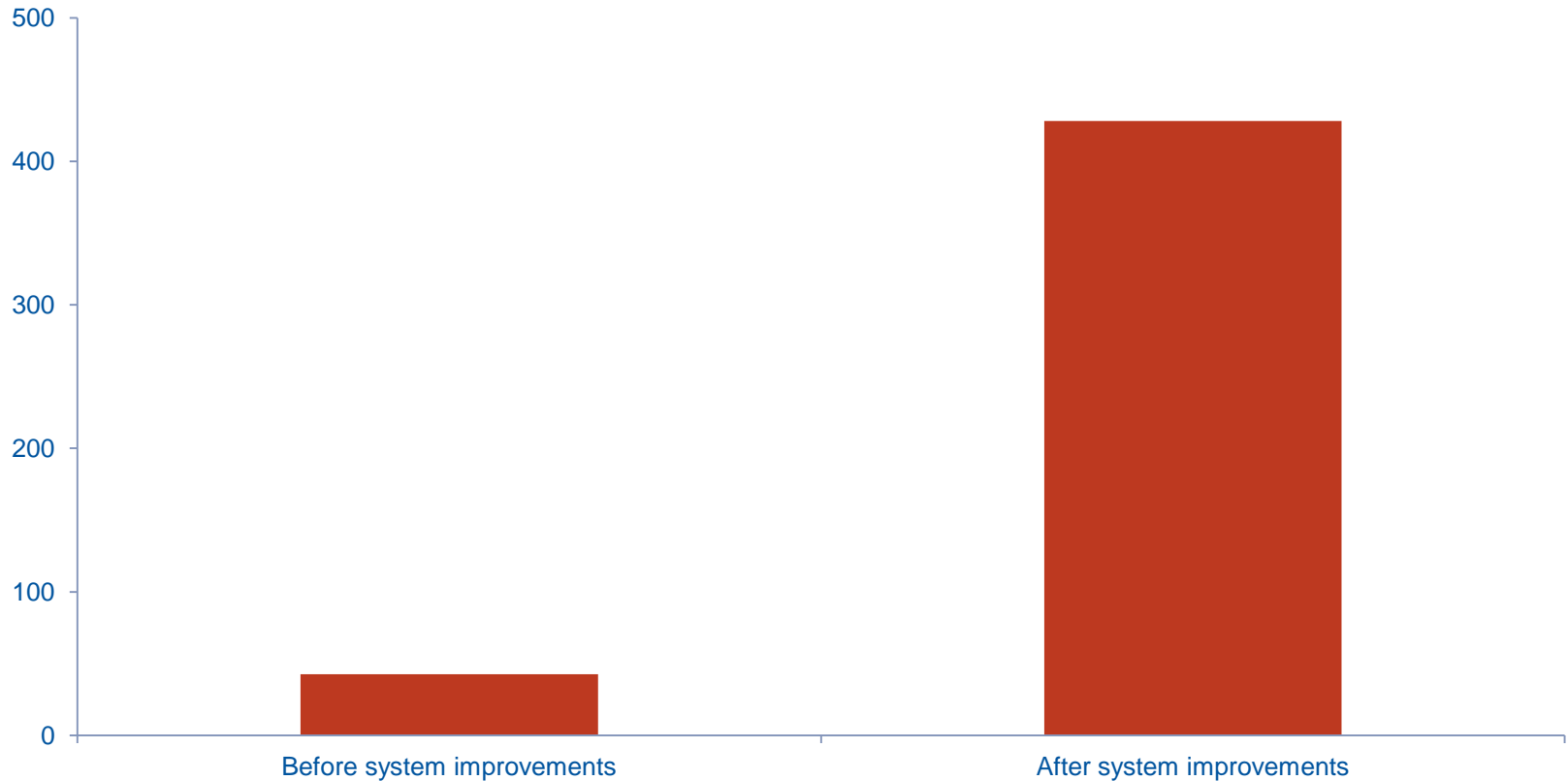
- Ease
- Efficiency

## Access to information

- Prompt screens
- Scripting

# Enhancements: Results

## Average enrollments per month





## Structures for consideration

System improvements

Call center challenges

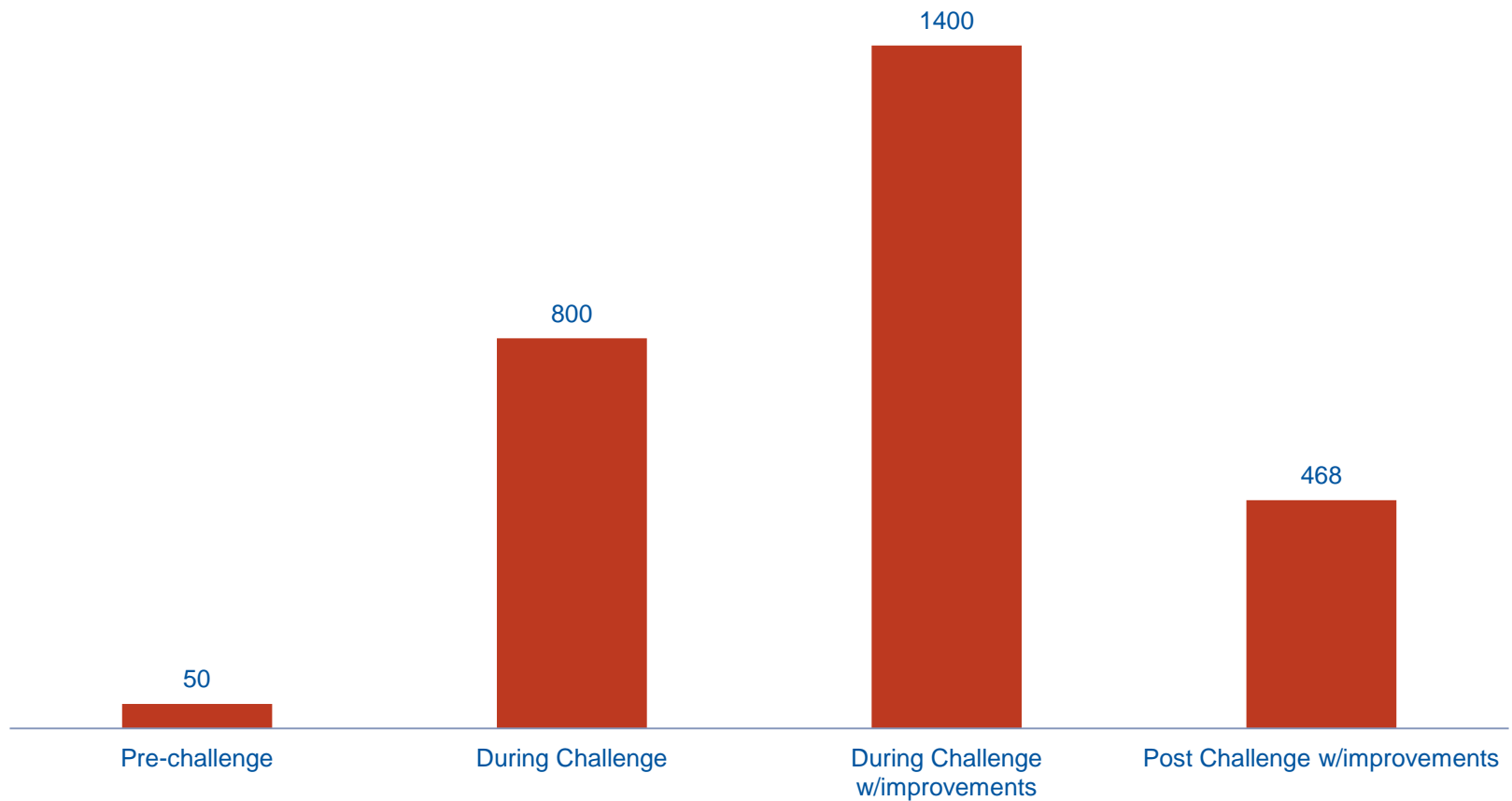
Ongoing call center initiatives



## 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

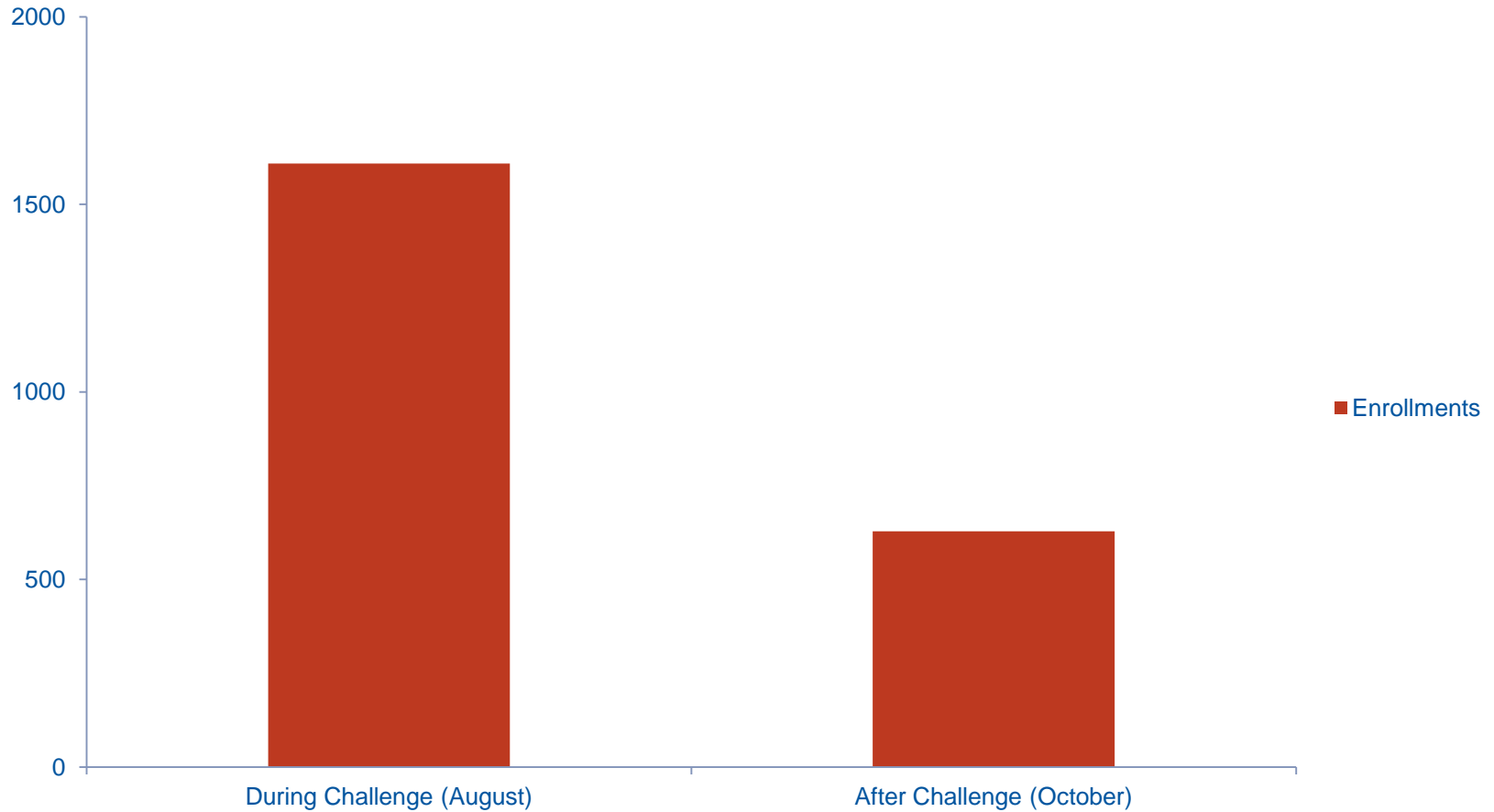
- Decreased cost per enrollment to \$3-5
- Effectively trained over 300 employees
- No impact on call-handle time
- Increased morale and teamwork in call centers
- Improved the relationship call center staff have with Green Power program

# 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

