



Strengthening Customer Relations via Social Media

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EVERSOURCE

What is Mass Save



- An initiative sponsored by Massachusetts' gas and electric utilities and energy efficiency service providers
- Provides a wide range of energy efficiency services to help residents and businesses manage energy use and related costs.
- Mass Save's social media channels are managed by its Residential Lighting and Appliance Program, supported by the electric Sponsors

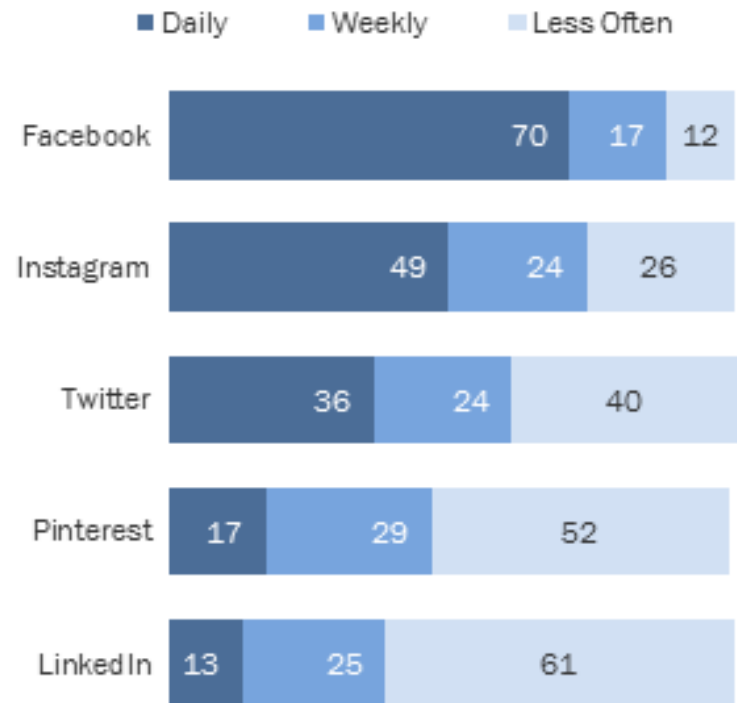


Surprise: people use social media

- 65% of U.S. adults use social media
- On average, people in the U.S. check their social media accounts 17 x per day
- Americans spend more time on social media than any other major Internet activity, including email

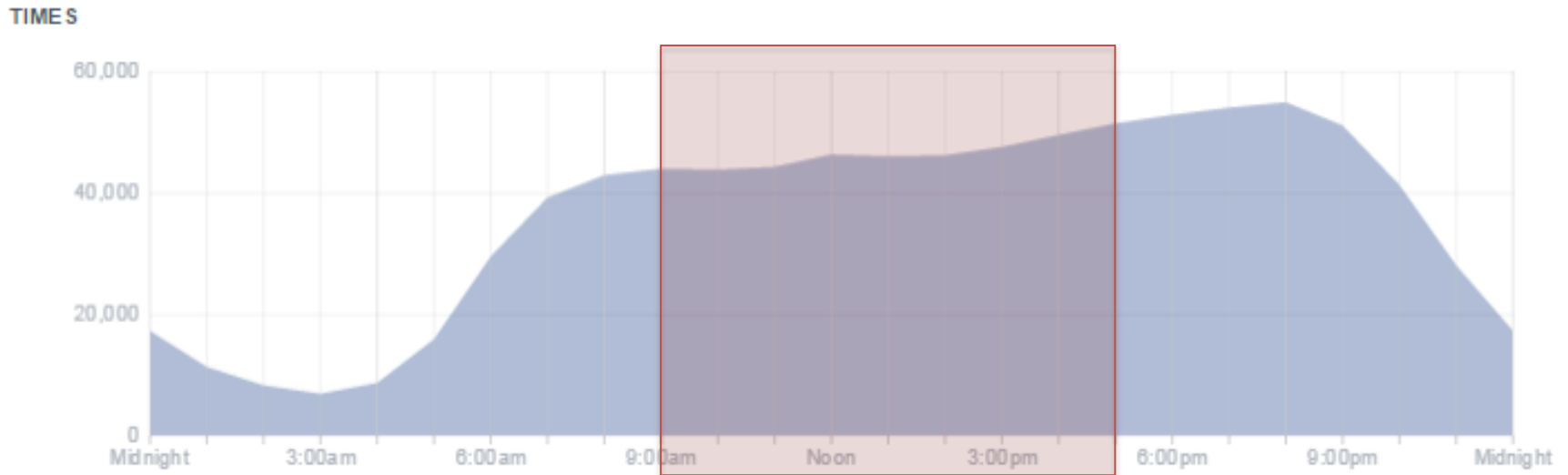


Frequency of Platform Use by Registered Users



9 to 5 doesn't apply to today's customer

Mass Save Facebook traffic



Mass Save's approach to social media

Facebook



Twitter




- Deliver relevant content
- Offer exciting ways to engage
- Provide timely customer service
- Build brand advocacy

How to make content relevant

Mass Save
Published by Victoria Newell [?] · February 10 · Edited [?] ·

With slightly warmer temperatures later today, check your roof. If snow is melting rapidly and forming an ice dam, your heating system could be working overtime by heating your attic. Here are ways to fix ice dams from This Old House: <http://bit.ly/1dxWoMO>

Ice Dam at Work



281,088 people reached

516 Likes 120 Comments 2.5k Shares

Mass Save
Published by Victoria Newell [?] · March 7 · Edited [?] ·

The color temperature of your home lighting can effect how you live and work. Are you more of a "warm" or "cool" light person?



2,847 people reached

33 Likes 3 Comments 2 Shares

Mass Save @MassSave · Nov 22

8 energy saving tips to gobble up this #Thanksgiving! ow.ly/UU7hu

3 2

- Timely and seasonal
- Addresses customer pain points
- Builds on current conversations
- Offers:
 - News and events
 - Tips and tricks
 - Educational nuggets

Make your blog work harder for you

- Mass Saver Blog
 - Relevant content
 - Owned content
- Why invest in content development?
 - Increases engagement with the program
 - Brings the audience into your site
 - Provides opportunities to link to program actions



Score a Touchdown for Energy Efficiency

September 23, 2015

Fall is a great time of year – school has begun and apple flavored coffee are taking over bakeries, coffee houses, baseball season is winding down while fall TV programs football are just kicking off, which can make for some gr While our use of home electronics changes as we begin couch season, you can change how much energy they u better home electronic efficiency.



Make it interesting for your customers

Video content

- Social channels are increasingly rewarding video content



Giveaways and contests

- Giveaways and contests offer an opportunity to capture customer information for future communication



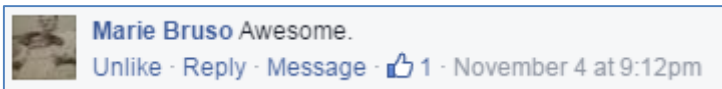
Make it exclusive to them

Exclusive limited-time offers

- Everyone loves a good deal
- Urgency adds excitement

2015 Mass Save online sales

- 48,700+ EE products sold
- 7,500+ unique customers



Mass Save
Published by Jenna Peters (?) · October 20 ·

Clean indoor air, eliminate odors and add fresh scent. Click below to learn more!

Save \$50!

Available through 10/25/15, while supplies last.

Special Offers from Mass Save
Great deals available to Mass Save residential electric customers!

TECHNIART.COM

Mass Save @MassSave · Jul 17
Easy savings! Get an Evolve Showerhead and 6 Maxiite globe LEDs for only \$15 (Retail \$99)

SAVE 85%

START SAVING WITH 6 ENERGY STAR® CERTIFIED MAXILITE GLOBE LEDs AND A WATER SAVING SHOWERHEAD

JUST \$15!

BETTER BATHROOM KIT

Save 85%! 6 globe-style LEDs & efficient showerhead for only \$15.

techniart.com

Shop now

Surpass your customer's expectations

- Customers appreciate a direct channel to submit questions
- The social media team fields questions and works with program Sponsors as needed
- Interactions are personal, genuine and prompt, improving customer experience

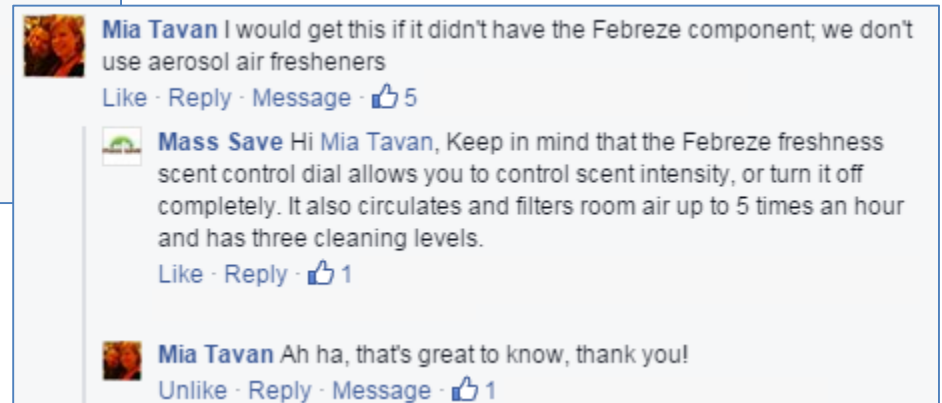


A screenshot of a Facebook conversation. At the top, a user named Brian Saxby asks a question about finding an LED light fixture. Below, a user named Mass Save provides a helpful link. Brian Saxby then thanks Mass Save for the information.

Brian Saxby Can't seem to find an LED light fixture that will work in an enclosed light fixture
Like · Reply · Message

Mass Save Hi Brian Saxby, check out this link - it outlines LED bulbs suitable for enclosed fixtures: <https://www.earthled.com/.../led-light-bulbs-suitable-for...>
Like · Reply

Brian Saxby Thanks for the information
Unlike · Reply · Message · 1



A screenshot of a Facebook conversation. Mia Tavan asks a question about a Febreze component. Mass Save provides a detailed answer about the Febreze freshness scent control dial. Mia Tavan then thanks Mass Save for the information.


Mia Tavan I would get this if it didn't have the Febreze component; we don't use aerosol air fresheners
Like · Reply · Message · 5


Mass Save Hi Mia Tavan, Keep in mind that the Febreze freshness scent control dial allows you to control scent intensity, or turn it off completely. It also circulates and filters room air up to 5 times an hour and has three cleaning levels.
Like · Reply · 1

Mia Tavan Ah ha, that's great to know, thank you!
Unlike · Reply · Message · 1


Build brand advocates


- 81% of people said they're influenced by what their friends share on social media

 **Steve Langlois** These guys just put 50 led light bulbs in my house for free. Hello...
Unlike · Reply · 👍 2 · 7 hrs

 **Dave McDonough** That's nothing, Steve. They insulated my entire house (attic and walls) for Zero.
Unlike · Reply · 👍 1 · 50 mins


 **Marrilee Costa** Tyler u should check into this
Unlike · Reply · 👍 1 · 5 hrs


 **Carol Wolicki** @cwolicki · Jul 25
#MassSave at my house today. Gettin energy efficiency audit & new energy-saving light bulbs. Thank you @MassSave

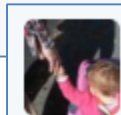
 **Lauren Conti** ▶ Mass Save
10 hrs · 🌐

Thank you Mass Save! I had an energy audit and subsequently had my home insulation reinforced last year. My house is the only one in my neighborhood that doesn't have icicles or leaks....not one!

Like · Comment · Share

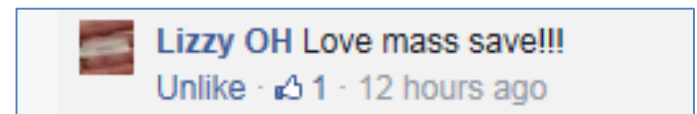
 **Amanda Kōan Ivey** Having our attic insulated thanks to Mass Save on 2/18! Very excited and grateful for the subsidy. The whole job will only cost us ~\$350 out of pocket!
Unlike · Reply · 👍 1 · 13 hours ago

 **Chris Tina Maria** Just called and got the appointment, ty sooo much Cheryl Christine, lose a fridge gain \$100 and here I was giving stuff to the scrap guy figuring it was free removal!
Like · Reply · 🔄 1 · January 16 at 9:57am

 **Torin Zender** @zTorin · Aug 5
Tonight I finally completed the whole-home-upgrade to 100% LED bulbs. Thank you @MassSave Smell that? That's the smell of MONEY! #MassSave

Maintain their loyalty

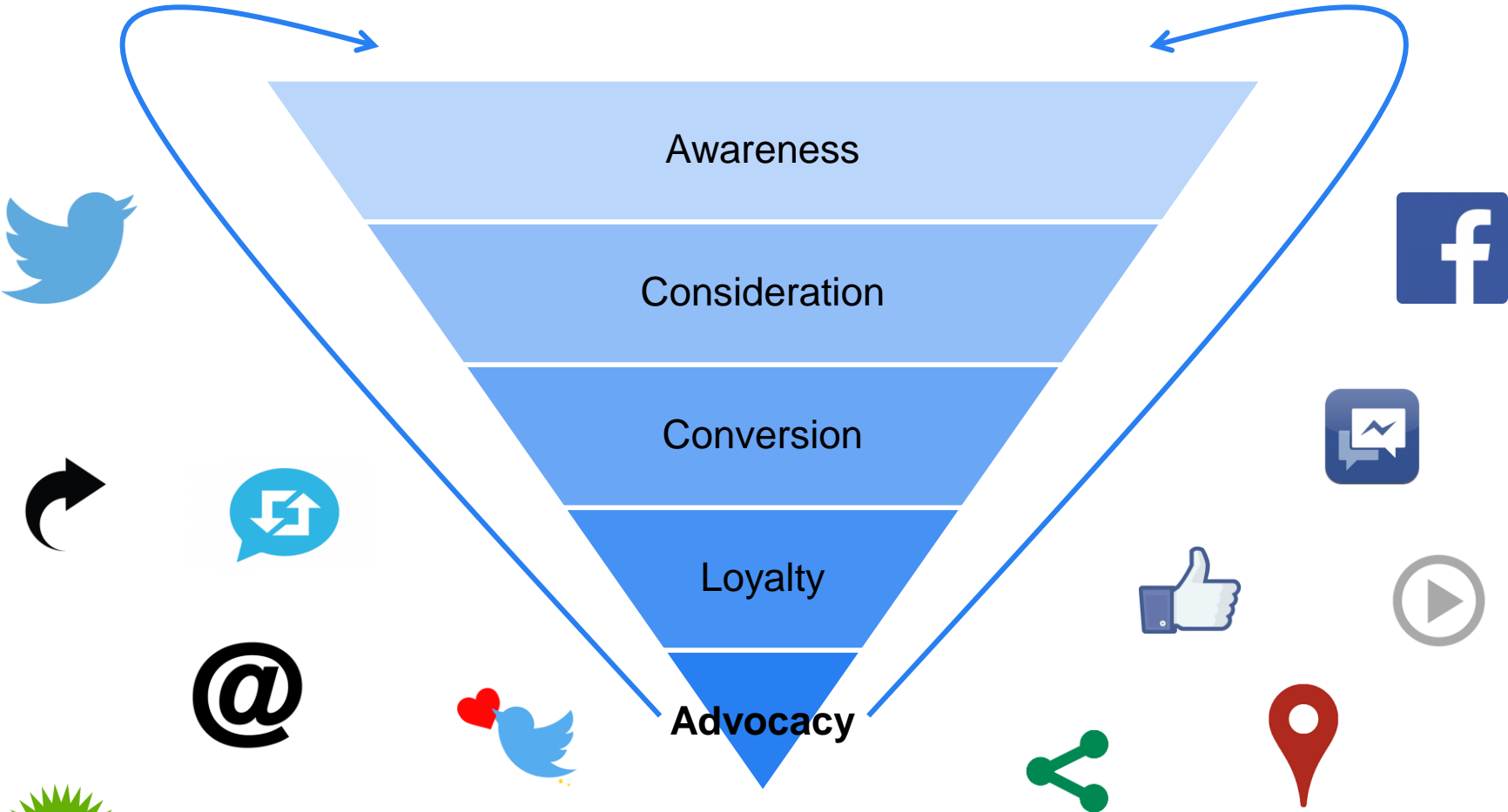
- Mass Save has used social media to:
 - Spread awareness
 - Grow engagement
 - Establish trust
 - Increase program participation
 - Build loyalty



Mass Save Google Searches



An old story with a new twist



Thank you!

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