



Connecting with Customers

Gainesville City Commission

Dec. 4, 2014

FY15 Business Plan

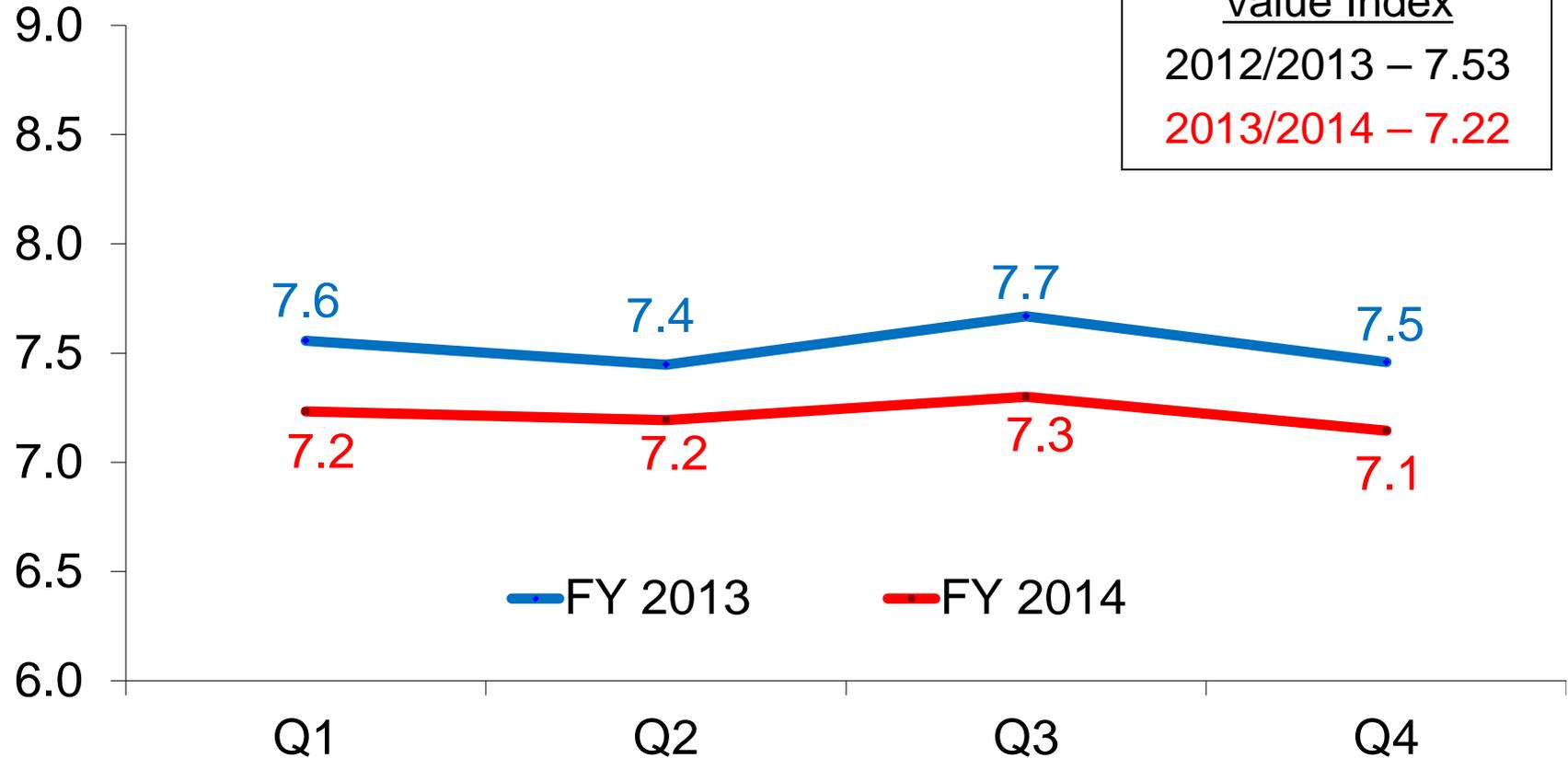
Focus on four key areas:

- Reduce Electric System Revenue Requirements
- Adapt to Customer's Changing Demands
- Improve Customer Trust
- Improve Employee Engagement



Residential Value Index

Average rating:

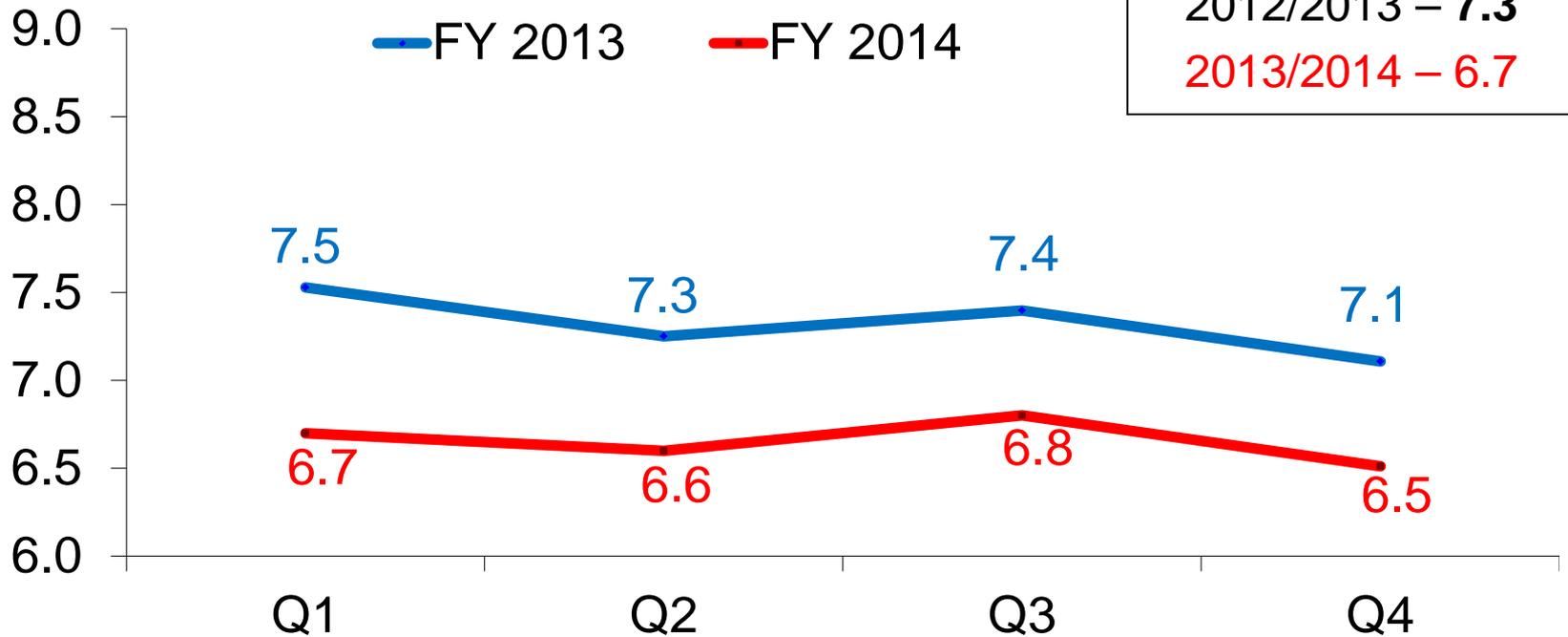


Scale: 0 (low) – 10 (high). [Gap average is .3]

Residential: Corporate Integrity



Mean rating



Scale: 0 – 10. Weight .35. [Gap average is .7]

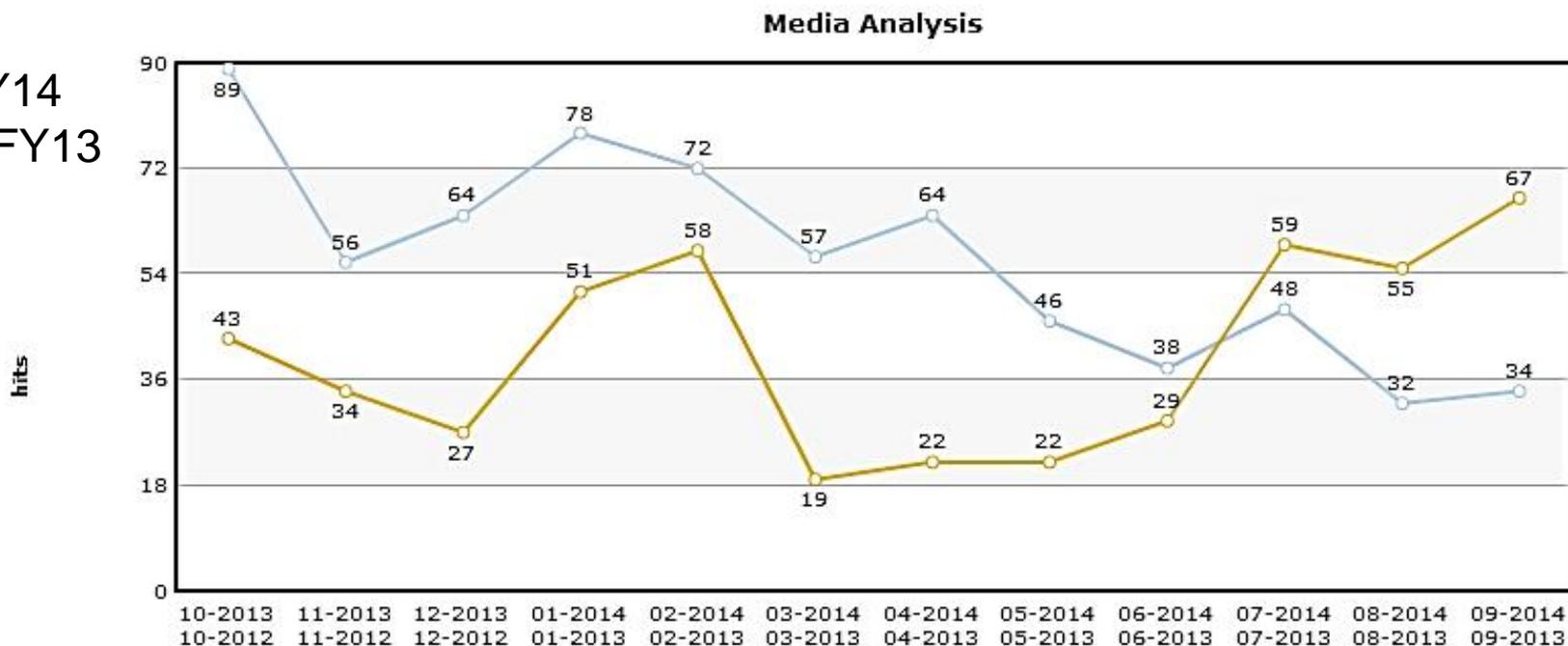
The Year in Review (media)

Topic	FY14 Number
Rates	231
Biomass	221
Governance	72
Executive resignation	36
Orrick	12
Chamber Energy Study	6
Investigative review	5

Media Analysis

Number of times GRU appeared in the media FY13 and FY14

Blue = FY14
Yellow = FY13

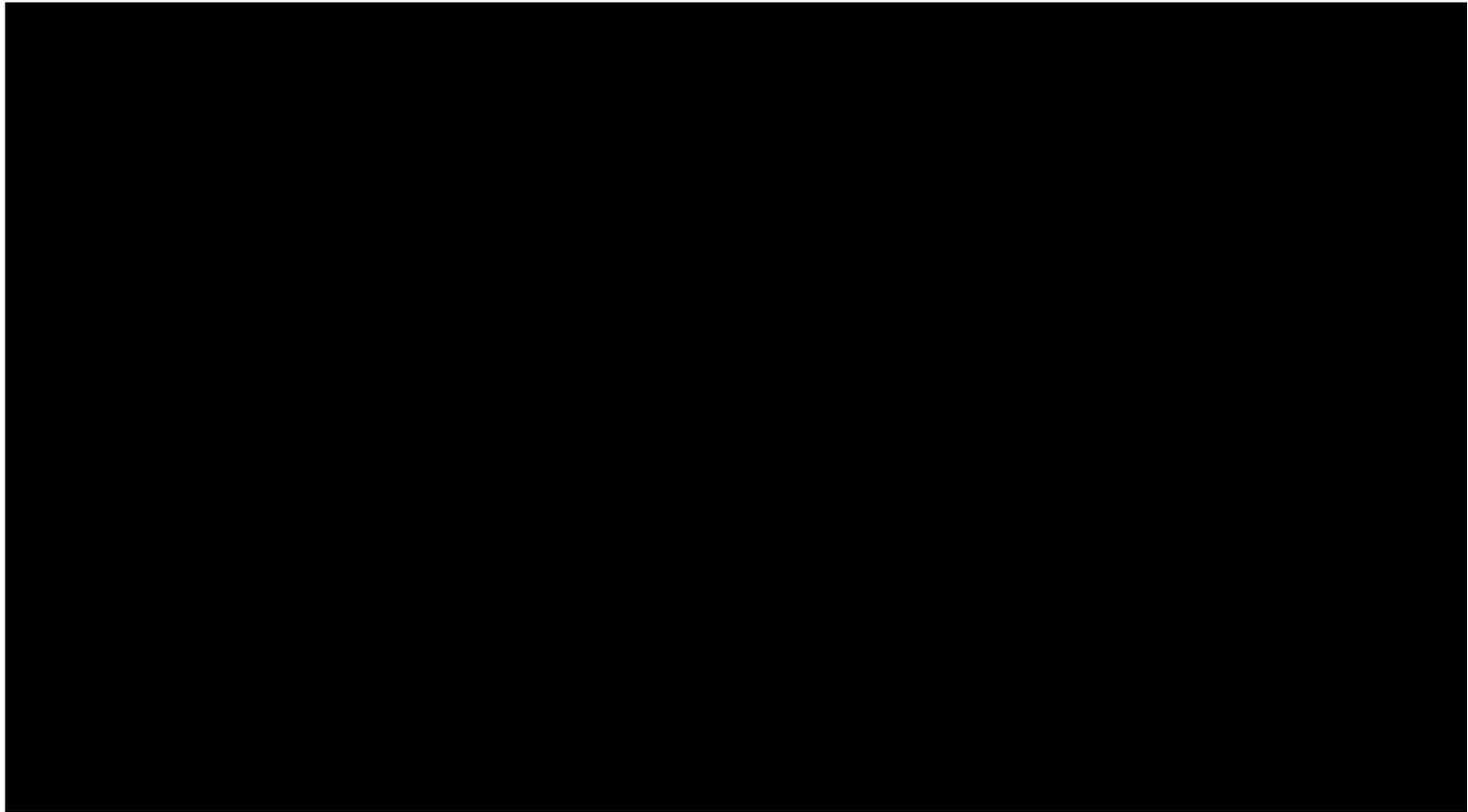


How to Improve

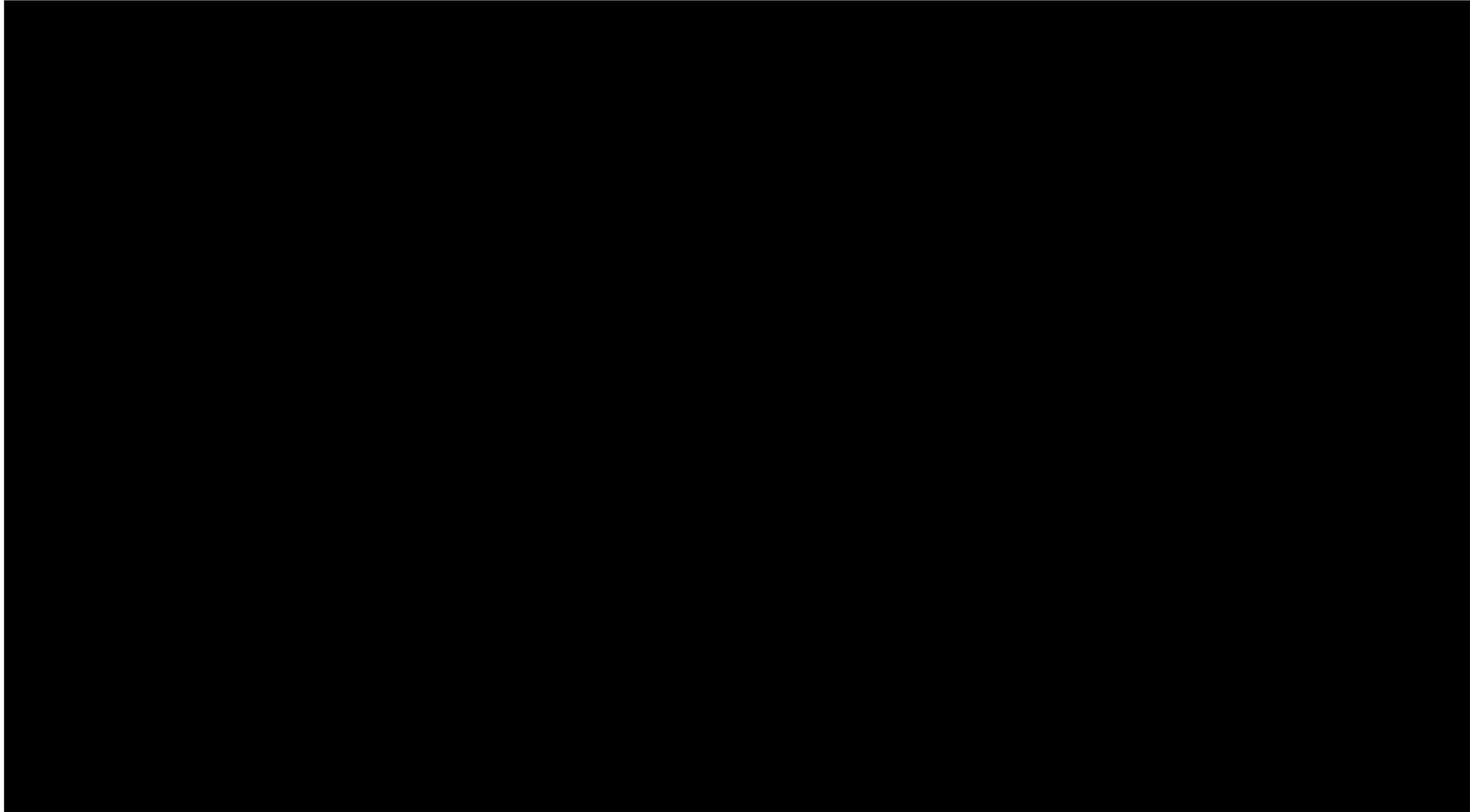
Customers' perceived **Relationship** with their utility has shown to be a key to building and retaining strong performance scores:

- Customers who report they have an *active relationship* with their utility award the highest *Value, Trust and Satisfaction* scores.
- In tandem with the **Customer-Utility Relationship**, *Effective Communication* ratings, and satisfaction with utilizing customers' *Preferred Communication Channels* are also key in building and retaining strong satisfaction and value scores.

What Interests Customers?



What Interests Employees?



Our Approach – active relationship

Customers who report they have an *active relationship* with their utility award the highest *Value, Trust* and *Satisfaction* scores.

- eBill
- Self service options
- Home Energy Calculator
- Energy saving tips
- Water saving tips

Our Approach – preferred channels

In tandem with the **Customer-Utility Relationship**, *Effective Communication* ratings, and satisfaction with utilizing customers' *Preferred Communication Channels* are also key in building and retaining strong satisfaction and value scores.

- Expanded use of video, GRU.TV (internal and external)
- Facebook and twitter
- Online advertising to drive customers to landing pages
- Engagement on their terms and schedule

Connecting with Customers

Campaign budget: \$30,000

- \$23,000 for media placement
- Remainder for ad design and campaign management
 - Design and campaign management provided under FY15 professional services agreement with Gainesville-based marketing agency Liquid Creative Studio, LLC



GRU Connecting with Customers “I AM GRU”

Purpose of Connecting with Customers

- **Humanize GRU**

- We want customers to feel like they're dealing with people, rather than a corporate office.
- These ads will familiarize the public with the various GRU departments and what they specifically do.
- Unlike ads that solely promote GRU services, these ads will emphasize GRU's true culture as a community-oriented company, while also connecting customers with services and tips that will help their lifestyles.

- **Promote GRU's services**

- Promoting what GRU does for the community is important for its image, and by linking those services to the actual people who provide them, they should be more well-received.
- Services and tips promoted include: customer service options, energy- and water-saving tips, etc.

- **Increase positive engagement with customers**

- The primary two-way engagement from this campaign will be through social media.
- Positive content and comments on GRU's Facebook page has proved to minimize negative engagement and helps GRU control the conversation. This allows us to communicate benefits and services to the public, rather than dealing with customer service issues online.

Timeline: January 2015 – June 2015

January: Kris' story | Water supply

February: Patrice's story | Energy supply

March: Kinnzon's story | Customer service

April: Line worker employee story

May: Natural gas employee story

June: Telecommunications employee story

Why feature GRU employees?

Gainesville Regional Utilities
August 26 · 🌐

To commemorate Florida Lineworker Appreciation Day, we got together with lineman Gary Sutton, who was gracious enough to answer five questions about himself and his profession.



01:50

2,691 people reached

Boost Post

Like · Comment · Share · 46 4 14

Gainesville Regional Utilities
August 26 · 🌐

Thank you for your continued service to our community!



Today is
LINEWORKERS
Appreciation Day

Thank the ones who
keep the lights on.

GRU
More than Energy

1,498 people reached

Boost Post

Like · Comment · Share · 45 3 20

Gainesville Regional Utilities
August 24 · 🌐

55 customers remain without power. Estimated time for restoration is later this afternoon. Thank you for your patience.

192 people reached

Boost Post

Like · Comment · Share · 1

Gainesville Regional Utilities
September 5 · 🌐

We're right in the midst of storm season. Prepare your supply kit this weekend! And follow us on Twitter @GRUStormCentral <http://bit.ly/YWB3cu>



We're right in the midst of **storm season**. Prepare your supply kit this weekend!

GRU
More than Energy
#StormCentral

200 people reached

Boost Post

Like · Comment · Share · 1 2

15

Based on social media content analysis, the Gainesville community responds more positively and with greater frequency to content that focuses on the people at GRU, rather than just its services and updates.

"My dad worked at GRU for 38 years.
I plan on beating his record."

I am a father. I am a hard worker.
I am a water inspector.

I AM GRU.

Read Kris' tips about using
our clean water efficiently,
and request a home survey
at gru.com/iamgru.



Call to action: **Visit gru.com/iamgru to
request a home survey.**

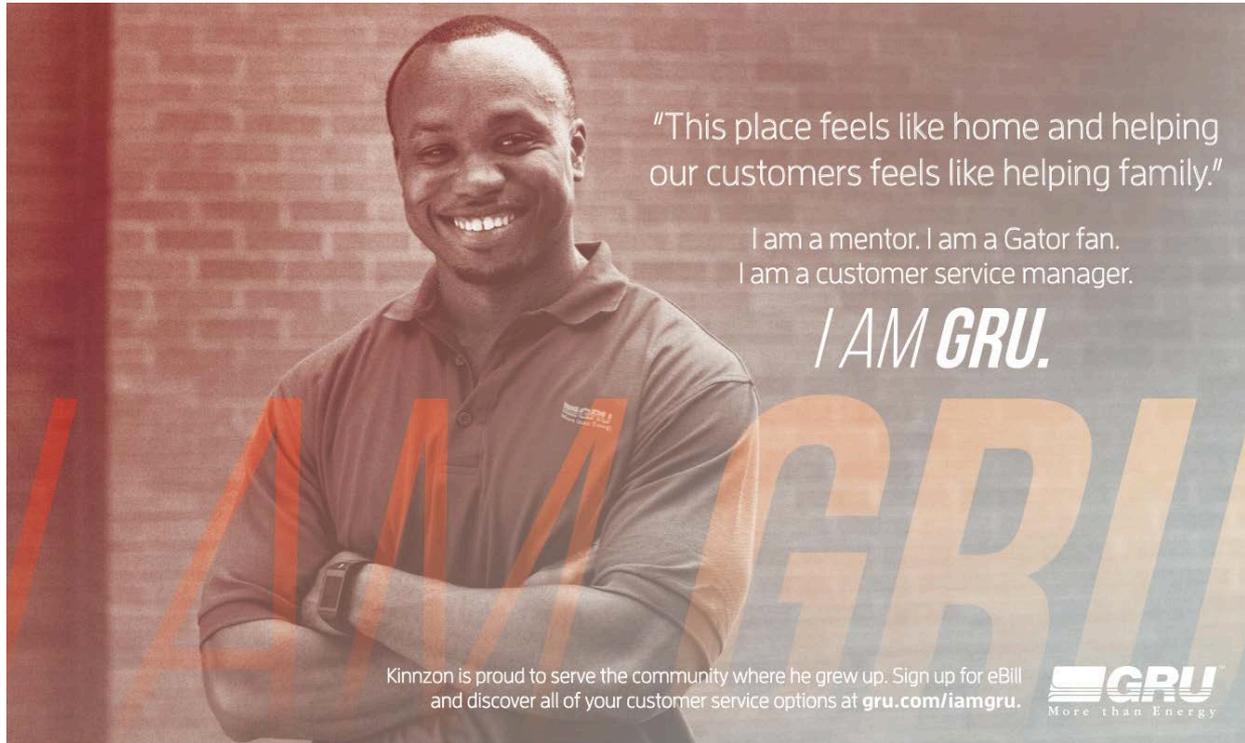
"Ensuring my family has clean, healthy
water is a priority for me as a dad.
Making sure your family has the same
quality is my job."

I am a father. I am a hard worker.
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our clean water efficiently,
and request a home survey
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"This place feels like home and helping our customers feels like helping family."

I am a mentor. I am a Gator fan.
I am a customer service manager.

I AM GRU.

Kinnzon is proud to serve the community where he grew up. Sign up for eBill and discover all of your customer service options at gru.com/iamgru.



"This place feels like home, and helping our customers feels like helping family."

I am a father. I am a mentor.
I am a customer service manager.

I AM GRU.

Kinnzon is proud to serve the community where he grew up. Get advice from him about customer service options that could help you at gru.com/iamgru.



Call to action: **Visit gru.com/iamgru to sign up for eBill.**

"I moved to Gainesville to make a difference for my family. I work for GRU to make a difference in Gainesville."

I am a mother. I am a leader.
I am a senior energy analyst.

I AM GRU.

As a customer herself, Patrice is passionate about minimizing the cost of energy. Visit gru.com/iamgru to complete our Home Energy Calculator, and discover Patrice's tips for saving energy.

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#iamgru

 **Gainesville Regional Utilities**
Sponsored

"My dad worked at GRU for 38 years. I plan on beating his record."



Tips from Kris
Kris is a water inspector at GRU. He makes sure that safe, clean water is transported to your home. Click here to get to know Kris and to learn more about requesting a free home survey.

[GRU.COM](#) [Learn More](#)

 **Gainesville Regional Utilities**
Sponsored

"This place feels like home, and helping our customers feels like helping family."



Tips from Kinnzon
Kinnzon is a customer service manager at GRU who grew up right here in Gainesville. Click here to get to know him and find out about all our customer service options.

[GRU.COM](#) [Learn More](#)

 **Gainesville Regional Utilities**
Sponsored

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[GRU.COM](#) [Learn More](#)

#iamgru



Gainesville Regional Utilities
Sponsored

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GRU.COM [Learn More](#)

Purpose of landing page:

- More information on each featured employee's story.
- Links to resources discussed in the ads.
- The number of visits to this landing page will be a primary indicator of campaign engagement.

The screenshot shows the GRU website landing page. At the top left is the GRU logo with the tagline "More than Energy". To the right is a navigation menu with links for "About GRU", "Contact Us", and "Home", along with a Google Custom Search bar. Below the navigation are tabs for "My Account", "My Home", "My Business", "Our Community", and "Work with GRU". The main banner features a group of employees in a meeting on the left and a close-up of a worker in a hard hat on the right, with the text "I AM GRU." overlaid. Below the banner is a "Resources" section with links for "Sign up for eBill", "Home Energy Calculator", and "Self-Service Options". The "GRU's Stories" section contains three employee profiles: Kris, Kinnzon, and Patrice, each with a photo and a short bio.

GRU's Stories

GRU has hundreds of employees who make possible our mission of providing safe, reliable utilities while enhancing the quality of life in Gainesville. Collectively, they make a difference. Individually, they each have a unique story to tell.

Kris
Kris has been a GRU employee for the past 20 years, working his way up from a temporary position to his current role of water inspector. But there's a reason why he knew that GRU was the right place for him... [Read more.](#)

Kinnzon
Kinnzon was born and raised right here in Gainesville and through hard work and determination has become a customer service manager. But one thing you may not know about him until you step in his office is... [Read more.](#)

Patrice
After visiting friends in Gainesville, she decided to move here because she was drawn to its sense of community. Working at GRU has been one of the ways she gives back... [Read more.](#)



“No one looked more at home on the worksite out in Jonesville than Kris. Maybe it was because of the large white cowboy hat he was wearing, or just his demeanor, but either way, you could tell that he was the expert.”

For more water-conservation tips, visit

www.gru.com/SaveWater.

To request a free home survey, where our trained staff will inspect your home to identify ways that you can save water, visit

www.gru.com/HomeSurveys.



“When I came back, they threw a party, and it felt like I was coming home.”

Discover all our customer service options by selecting from the customer service menu on our [home page](#).



“Fuel management is where I feel like I can make a difference. Being a customer myself, knowing that I have a hand in directly impacting people means a lot to me.”

For more seasonal and year-round tips about how to save energy in your home go to www.gru.com/SaveEnergy. Take a few minutes to answer questions about your home and daily activities for a comprehensive breakdown of your energy use. You may even win a free energy savings kit! Visit www.gru.com/hec.

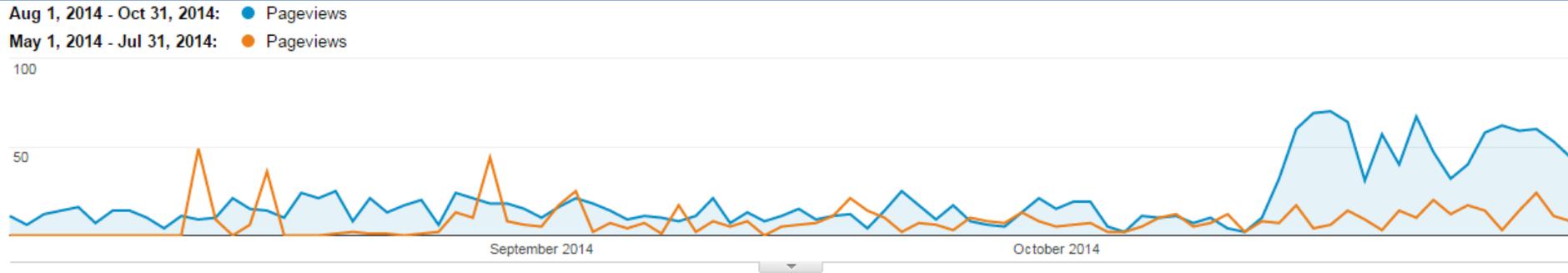
Purpose: Strengthen the feeling of pride in the work each department and individual does at GRU.

- **Tactic:** Post flyers and send an e-line with the “I AM GRU” materials to all employees and encourage them to Tweet #iamgru with a one-line explanation about why he or she loves working for the utility.
- **Timeline:** This secondary element of the campaign will not launch until the I AM GRU campaign is launched and evaluated. Tentatively scheduled to begin April 2015.



Call to action: Visit gru.com to access the Home Energy Calculator

- Print ads
- Radio spots (4)
- Facebook ads
- Google ads



Primary Dimension: Page Page Title Other ▾

Plot Rows Secondary dimension Sort Type: Default ▾

/MyHome/LowerMyBill/Sav 🔍 advanced

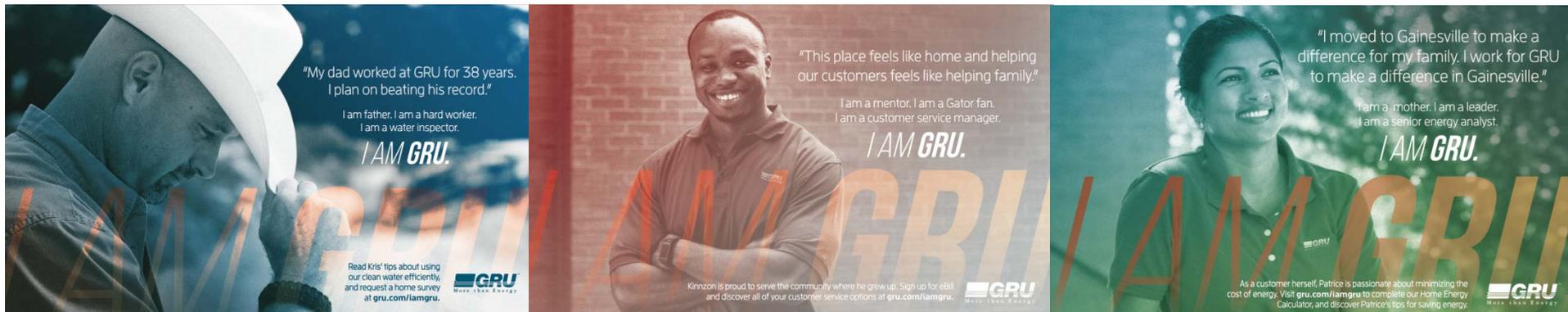
Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?	Page Value ?
	161.10% ↑ 1,893 vs 725	245.65% ↑ 1,590 vs 460	17.41% ↑ 00:03:07 vs 00:02:39	1,191.55% ↑ 917 vs 71	53.88% ↓ 86.70% vs 56.34%	117.68% ↑ 64.55% vs 29.66%	0.00% \$0.00 vs \$0.00

FY15 Q3 – Q4 Home Energy Calculator webpage traffic comparison:

- **161 percent** increase in page views.
- **245 percent** increase in unique page views.

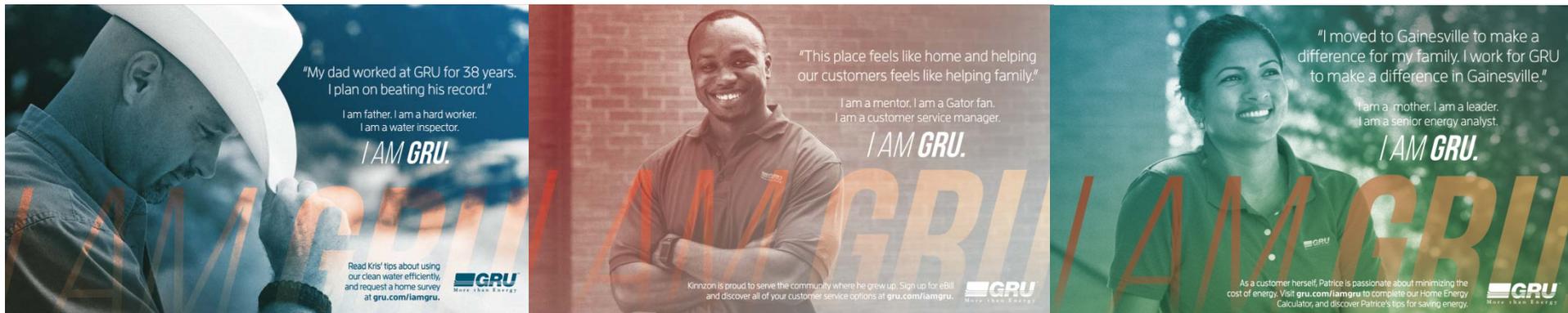
Purpose of I AM GRU Connecting with Customers strategy

- Humanize GRU
- Promote GRU's services
- Increase positive engagement



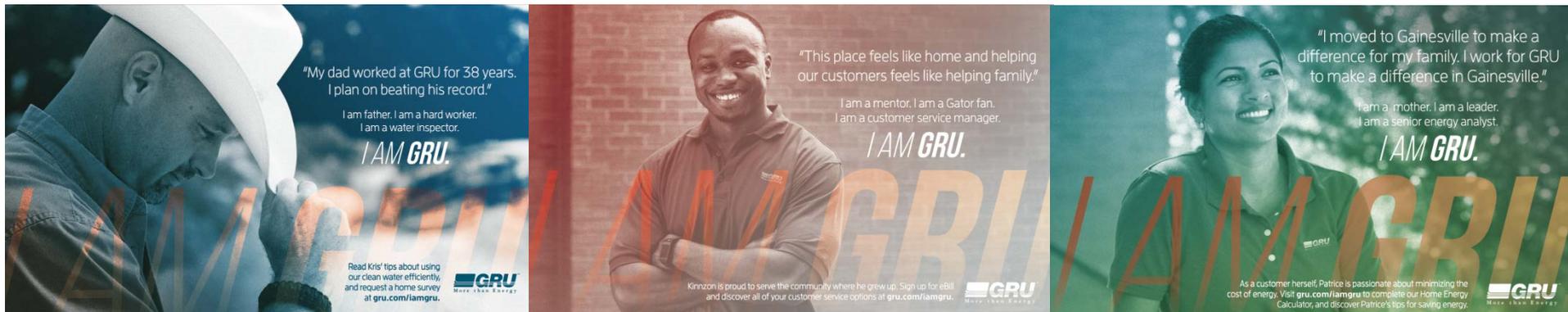
Goals:

- Improve customer trust
- Improve overall satisfaction with GRU
- Increase awareness of GRU services
- Increase positive social media sentiments



Measuring effectiveness:

- Third quarter 2015 RKS survey results
 - Trust rating = 6.8 | Satisfaction rating = 7.5
- Landing page visitors
 - At least 1,000 views



- Social media engagement
 - 12,000 organic impressions | 100,000 paid impressions | 200 post engagements