

# American Energy Company

## CUSTOMER EXPERIENCE OPTIMIZATION

As one of the largest American energy companies, our client empowers their customer base with tailored, sustainable solutions for businesses and residents' energy needs.

The development of a customer-centric, scalable personalization engine to power their multi-brand online channels was a key part of their digital transformation roadmap.

So, when the 2020 pandemic hit and their face-to-face customer experience projects were side-lined, Content Bloom helped guide our client in the decision to focus online where they could support their customer base best by delivering unique, customer-focused experiences.

In doing so, personalization and customer experience optimization has become a key component in keeping their visitors engaged and loyal, ultimately strengthening the online experience enough to increase revenue by \$1.4M a year.

## The Challenge

Customers want to feel seen and heard through the offers, recommendations, and services they are presented and while there's a certain glamour that comes with capturing new customers, retaining customers will faithfully result in greater ROI.

Historically, our client's teams were very successful with traditional in-person marketing and data collection. However, this left a large gap to fill when COVID-19 eliminated those go-to sales strategies.

Our client wanted to serve the right content, to the right users, at the right time to encourage customers to renew and/or upgrade their energy plans instead of leaving for another provider all-together.

With a renewed drive to provide optimized digital experiences and an understanding of how powerful and valuable personalization can be, we would need to move quickly to implement a system integration between their primary digital technologies – Adobe Audience Manager, the platform of choice housing all of their persona and segmentation data, and RWS, their content management system.

When done properly, the careful fusion of these two systems enables granular, targeted marketing messaging over any or all of their brands' sites.

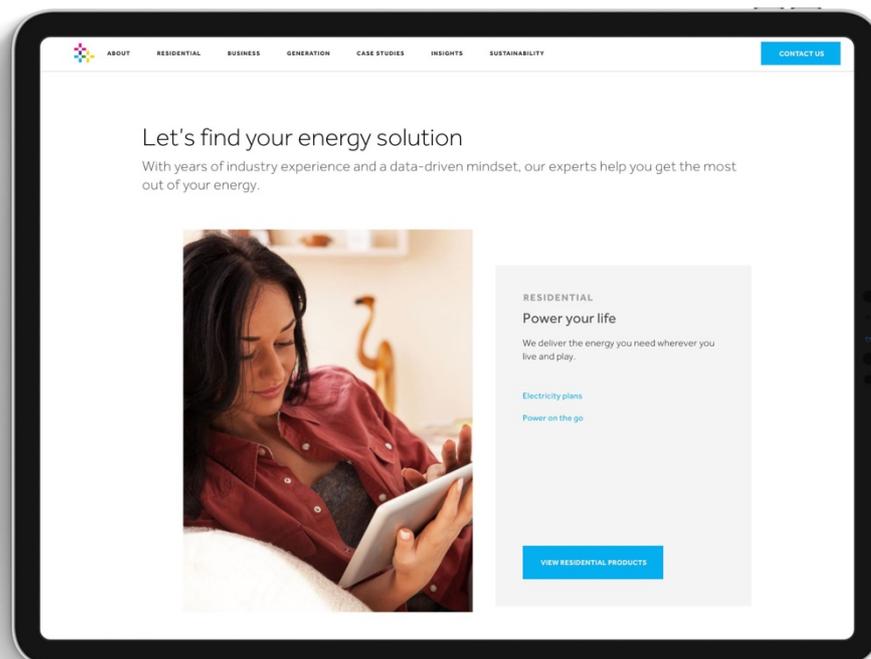
## The Strategy

Having worked closely with our client's stakeholders on other ventures since 2017, we have a good understanding of the key user personas and user journeys for their websites.

By focusing on the data driven view of the customers, we understand what motivates and engages users to arrive at any given touchpoint. This allows for informed decision making about what and where to optimize and deliver the personalized experience users want and expect.

After reviewing our client's end-to-end digital supply chain, and with a good understanding of the users' behaviours and motivations, we armed the marketing team with the information needed to target customers based on their implicit activities and explicit data.

In addition, Content Bloom identified how to personalize the workflows their marketing team will need moving forward, as well as the best way for them to surface relevant information based on users' traits.



## The Solution

Our client now has a “plug and play” digital solution that seamlessly integrates their core user management and content delivery platforms.

By successfully connecting these systems, we delivered audience segmentation/personas with the RWS Tridion content management system and experience optimization through Adobe Audience Manager to give them a user-friendly, scalable personalization engine to be used across all of their sister sites and micro sites.

This system integration between platforms grants non-technical teams – like content authors and editors – the autonomy to make changes and measure campaign success. With that, they are empowered to fine-tune when, where, and how to provide more relevant content to the proper end users without having to rely on technical teams for assistance.

## The Impact

Our client is now capable of smoothly delivering optimized experiences for every visitor through data driven personalization.

By improving the customer experience through controlled experimentation and dynamic experience delivery, the integrated personalized promos:

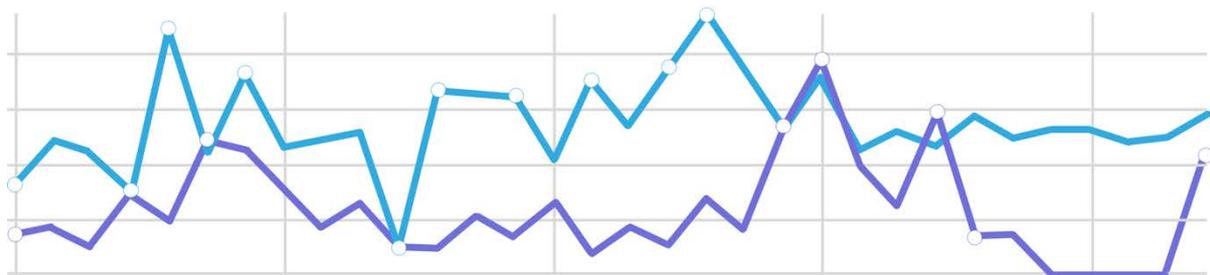
- Drive over 40% more traffic to promoted resources than pages without personalization enabled
- Encouraged 202% more upgrades and renewals per visitor

With those figures, this implementation alone has an estimated value of \$1.4M dollars in additional revenue per year.

## Users Who Upgraded and/or Renewed

**Personalized User Experience**

**Original User Experience**



## **About Content Bloom**

Since 2011, Content Bloom has been implementing content managed solutions to create everything from web and mobile sites through to digital products and online marketing campaigns.

### **Creativity, technology, and digital marketing**

Our expertise is a unique blend of creativity, strategy, and technology that accelerates digital performance, delivering value that exceeds our clients' expectations.

### **Delivering results that matter**

Our expertly trained team of consultants, developers, designers, and engineers have amassed many years of experience developing enterprise solutions around the globe.

Our extensive experience ensures the highest quality deliverables throughout your project.

By focusing on quality, we've exceeded our clients' expectations and have enjoyed mutually beneficial, long-standing partnerships built on trust.

<http://www.contentbloom.com>