BlastPoint

Energy Efficiency Solutions

Utilize A.I. to create a personalized customer experience at scale and meet energy efficiency benchmarks.

BlastPoint's Energy Efficiency Solutions leverage data and A.I., helping utilities engage their customers, increase participation in customer programs, drive adoption of energy-efficient technologies, meet regulatory requirements, achieve environmental goals and ultimately boost customer satisfaction.

Predict which customers are most likely to engage with EE initiatives.

Drive energy efficiency by **prioritizing best-fit customers** for EE technologies at the household level.

Analyze your customers through an energy efficiency lens to create **predictive EE customer segments.**

Increase engagement with hard-to-reach groups, such as **low-income customers.**

Understand customer motivations & craft messaging that resonates.

Tap into and integrate with high-quality external customer data for a more complete understanding of customer needs.

Create **personalized customer experiences** at scale by targeting customers with relevant messaging and meeting them where they are.

Drive engagement for customer programs to meet **revenue goals** & **regulatory requirements.**

Create effective campaigns that motivate customers to act.

Make the **most effective use of marketing resources** with AI-assisted media buys.

BlastPoint's customer intelligence **evolves over time**, staying up-to-date on customers' changing needs and circumstances.

Easily integrate with existing tech infrastructure and partners.

Achieve your energy efficiency goals & prepare for the future.

Meet targeted **enrollment benchmarks** while keeping revenue flowing.

Demonstrate leadership & innovation, achieving **sustainability goals** faster**.**

Build **customer satisfaction** by helping people stay current on bills, save money and reduce their carbon footprint.

BlastPoint
Discover the humans in your data.

Get in touch to learn more.
sales@blastpoint.com