

Natural Gas Company Offers Free Boilers to Homeowners Willing to Switch From Oil to Gas

Public, private electric, retail and other utilities are under increasing pressure to expand their client base and deliver outstanding customer service-whether notifying customers of special promotions, service changes or collecting on delinquent balances. To make the grade, utilities companies require highly cost-effective ways to reach large numbers of customers.

SOUNDBITE BENEFITS

- Campaign generated 2% direct connect response rate
- Qualified sales appointments increased by 25%
- Significant decrease in cost-per-lead versus traditional marketing methods

“SoundBite has given us a new channel to reach a large amount of customers with a warm, non-threatening message. The fact that they have the power to direct connect back to our inbound call center is giving us better and more qualified leads than through our traditional outbound calling system. As a result, we’re planning to use SoundBite as a key part of our marketing calendar.”

Leading Natural Gas Provider

The Business Challenge

A leading natural gas provider wanted to offer free boilers to homeowners willing to switch from oil to gas. The benefits of making the switch are numerous and the company thought it best to explain the offer in a face-to-face selling situation with the homeowner.

The company's ultimate goal was to generate appointments for their sales force; however, they faced the problem of decreasing response rates from their other marketing solicitations. Response rates to past solicitations were hovering under 1/2 percent and the conversion rates to scheduled appointments were only a fraction of those responders.

The SoundBite Solution

A SoundBite Interactive Message was sent to customers who utilized gas for cooking but not heating. They were told about the free boiler offer and given the opportunity to direct connect back to the company's inbound call center for additional information.

The Results

The natural gas provider saw dramatic results and success by using SoundBite as the key driver in its campaign. Utilizing SoundBite resulted in a 2% direct connect response rate.

In addition, qualified sales appointments increased by 25%, allowing the company to reach and secure those appointments at a much lower cost-per-lead than through traditional marketing methods. Due to the success of this program, the company continues to use SoundBite for its customer communications strategy.

About SoundBite Communications

SoundBite Communications is a leading provider of OnDemand Customer Communications solutions. SoundBite enhances the way organizations communicate with their customers through professionally recorded interactive voice messages. Hundreds of Global 2000 companies are rapidly increasing collections, improving customer retention, and cross-selling new services leveraging SoundBite's ASP platform. SoundBite is headquartered in Burlington, Massachusetts. For more information, visit www.soundbite.com.