

5 WAYS TO PUBLICIZE YOUR FLEX PAY PROGRAM

(And increase enrollments in the process.)

Proactive outreach is vital. However, proactive outreach without a trace of empathy will drive your customers further away. **Embed empathy** into your message, and you've got a solid strategy for increasing enrollments.



Partner with a Communications Expert

One of the easiest and most effective ways to influence customer behavior is to reach them where they spend most of their time—on their mobile phones. **When communicating an empathetic message flow via mobile, utility flex pay enrollments have increased by 21%.** Furthermore, this method of outreach significantly reduces inbound call center activity.



Harness the Power of Local Media

Don't waste time sending a news release; instead, identify a reporter who covers human interest stories and reach them via social media. Pitch a ready-to-publish, shareable story driving viewers to a media-specific landing page.



Hear, Hear

Podcasts continue to be a rising media star and podcast ads can be geo-targeted, turned around quickly and enjoy a longer shelf life than radio ads. In the show notes, include a link to a channel that hosts your flex pay enrollment process.



Go Nextdoor

Utilities like Southern California Edison already use the Nextdoor app to share outage news. Sharing information about Flex Pay Programs is a natural next step. Include a link that guides your customers to an empathetic enrollment process.



Direct Mail Isn't Dead

If a segment of your customers has yet to go paperless, take advantage of what you're already sending—their billing statements. Create an eye-catching "ad" for the outside of the envelope with a QR code that sends them directly to your empathetic message flow.

Click here to talk to a communications expert today.



MESSAGE BROADCAST