

TXU Energy Cashflow-Challenged Product Launch

Challenge

1. Segment existing customers to maximize response to a new bill payment program
2. Make customers aware of changes in payment options most relevant to them and track the results

TXU Energy had developed a new bill payment program aimed at improving the inconsistent payment behavior of key customer segments. With six different product offerings, Warren Douglas was charged with segmenting their existing customer base to offer the best bill-payment options to each customer group. Significant barriers in the legacy systems and call centers left no mechanism in place to track customer response.

TXU Energy was executing product-specific marketing tactics, and therefore needed a solution to bridge existing legacy systems, the call center, and the Web.

Strategy

Warren Douglas collaborated with TXU Energy to analyze customers, divide them into different segments, and match each segment to a specific product offering. Our team then developed a three-phase direct mail campaign to effectively market and track each of the six different offerings. Creative executions were specifically designed to be relevant to and engage their respective segments.

Warren Douglas met with the TXU Energy marketing team, call center, and IT and systems personnel to determine their operational limitations. Ultimately, we created measurability by going outside the central system. We collaboratively devised and implemented a cost-effective, simple solution, using 2-digit codes to track phone and web responses through call-center systems.

Results

The tactics employed by Warren Douglas prompted a significant response from all segments of TXU Energy's existing customer base.

- 100% e-bill enrollment among respondents
- 22% penetration in the "High Value" segment
- 8% response in the largest, most profitable group
- Error-free tracking throughout campaign

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