



Customer Experience Optimization Maximizes Customer Engagement to Drive Higher Program Retention

MEASURABLE IMPACT:

76%
INCREASED EMAIL OPEN RATE

92%
IMPROVED CLICK-THROUGH
BEHAVIOR

19%
REDUCTION IN
APPOINTMENT
CANCELLATIONS

668
APPOINTMENTS SAVED IN
THE FIRST QUARTER OF
IMPLEMENTATION

THE STORY

Serving over 7 million customers across multiple states, a large investor-owned utility in the Southeast was seeking to reduce persistently high cancellation rates for its free in-home energy assessment program. Despite the program's clear value, nearly one-third of scheduled appointments were cancelled, undermining energy savings goals and increasing delivery costs.

THE GOAL

To address this challenge, the utility turned to Franklin Energy to strategically reduce appointment cancellations, increase completed assessments, and ultimately boost program performance and customer satisfaction—all without adding complexity to the customer journey.

Franklin Energy embraced the opportunity by taking a customer-centric approach: mapping the full appointment lifecycle, identifying key friction points, and optimizing every interaction to increase confidence, reduce drop-off, and improve follow-through. The objective was clear—maximize the value of each scheduled appointment by transforming passive interest into active participation through a smarter, more seamless experience.

THE SOLUTION AND RESULTS

Franklin Energy led a comprehensive customer journey mapping effort to uncover pain points and drop-off triggers throughout the appointment lifecycle. The team implemented a series of enhancements grounded in direct response marketing best practices, data-driven messaging, and cross-channel communication strategies.

Key enhancements included:

- Optimized confirmation and reminder emails with clearer messaging and timing
- A new “abandoned cart” recovery series to re-engage customers who did not complete scheduling
- Personalized nurture content to maintain momentum between sign-up and appointment
- Data-informed adjustments to subject lines and email cadence to improve engagement

Together, these enhancements prioritized the customer experience across every touchpoint—making it easier, more intuitive, and more rewarding for customers to stay engaged. Improvements were immediate and sustained, proving customer experience isn't just a marketing concern—it's a program performance strategy.

“THESE ENHANCEMENTS TO OUR CUSTOMER JOURNEY ARE PROVING SO POWERFUL THAT WE ARE WORKING WITH FRANKLIN ENERGY TO EXPAND THEIR WORK ACROSS OUR PORTFOLIO OF PROGRAMS.”

- CLIENT PROGRAM MANAGER

