



Program Optimization

VOLUNTARY GREEN PROGRAM SOLUTIONS

Revitalize existing voluntary green programs using proven strategies

3Degrees' Program Optimization delivers a strategy to revitalize an existing voluntary green program and chart a clear path to achieving broader awareness, higher enrollments, and program growth — both in the short and long term. With our services, you can turn an underperforming or stagnant program into a vehicle for increased customer satisfaction and industry leadership.

3Degrees Services



CUSTOMER INTELLIGENCE

Audit past and current marketing results against national benchmarks and identify new opportunities to gain customers. We'll also analyze your customer base against 3Degrees' proprietary green power participant profile and provide clear, data-driven insight into the potential of your program.



SUPPLY ASSESSMENT

Get clarity on the current supply landscape and determine the need for new or adjusted supply strategies to reduce price and volumetric risk, and align with customer and regulator priorities.



OPTIONS ANALYSIS & RECOMMENDATIONS

Combine utility goals with the marketing and supply assessments to evaluate options and develop a set of customized recommendations for adjusting your program strategy. We'll develop a work plan to implement the chosen strategy.

KEY BENEFITS

- ✓ **EXPERT PARTNERSHIP:** As the leader in supporting utilities' voluntary green programs, our seasoned staff will deliver proven value to your program.
- ✓ **EFFICIENCY:** Following industry best practices, we'll develop a plan and deploy campaigns to start delivering on program goals.

WE DELIVER

- ✓ Confidence and clarity about how to get more value out of your voluntary green pricing programs.
- ✓ Specific tactics and targeted audience segments to help achieve enrollment goals within your budget.

3Degrees helps utilities build, launch, and grow successful voluntary programs.

- + Serving utilities since 2002
- + Trusted partner for many of the nation's top voluntary programs for electric and gas utilities
- + Solutions for every customer segment and program type
- + Best-in-class marketing and outreach capabilities, including digital marketing, direct mail, courtesy call, and more



Adam Field, *Solution Sales Manager*
+1 714 - 318 - 5012 | 3degrees.com | afield@3degreesinc.com

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