



## Increasing Self-Service With Push Notifications, In-App Messaging Content & Mobile Data

### E.ON's Objectives

Deliver brilliant experiences for customers by:

- Encouraging customers to use E.ON's website and its self-serve capabilities
- Drive interest for new products and services
- Support customer retention while trying to attract new customers

### Urban Airship Solutions

- Push Notifications (with A/B testing)
- In-app message center content
- Mobile Analytics & Data

Around 4.6 million people get their electricity and gas from E.ON at home or at work making the company one of the leading energy providers in the U.K.

The E.ON mobile app allows users to track their energy use over time, view and pay bills on the go and submit meter readings. It is one of the many ways in which E.ON customers can manage their account.

#### A MISSION FOR MOBILE:

E.ON's mobile mission statement is to create experiences with customer needs at their heart, allowing users to interact effortlessly with E.ON where they want to be. Mobile provides a unique opportunity to allow customers to interact with E.ON when and where it works best for them. For E.ON – this is key.



*E.ON uses push notifications and message center content to support customer retention and empower app users to self-serve.*

### RESULTS

 **35% read rate**

E.ON's message center reminder content had rates as high as 35%.

 **23% conversion rate**

From message center page. (A conversion counted as a user who submitted a reading via app.)

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*“Our innovative mobile engagement strategies have **positively impacted our business goals** and objectives and most importantly – have helped us create an app that drives value for our customers. **Urban Airship’s products and team have been great partners and have supported us** as we work towards consistently taking our mobile engagement efforts to the next level.”*

*Daniel Stevens, Digital Experience Manager, E.ON*

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### **E.ON FOUND THAT THEIR MOBILE APP USERS:**

- Login to their accounts more frequently and complete more tasks than website-only users
- Call into customer support lines less frequently
- Churn at a lower rate

Because of these benefits E.ON decided to put a larger emphasis on mobile and set out to optimize its mobile engagement strategy.

E.ON worked closely with Urban Airship’s strategic consulting and managed services teams to implement several campaigns to help take mobile engagement to the next level.

### **DRIVING ACTION THROUGH PUSH NOTIFICATIONS**

In the U.K., for customers who do not have smart meters, energy companies estimate the amount of gas or electricity being used by a household, usually based on historic data about the customer’s use, and bill them based on these estimations. Exact usage numbers are tracked on meters found in or outside the home. In order to ensure accurate billing amounts, and as well as regularly sending out its own meter readers, E.ON therefore encourages its customers to check and send in their own meter readings.

The E.ON app allows users to submit their meter reads easily from their mobile devices. To remind customers to do this, E.ON launched a push notification campaign

which resulted in a significant uplift in both open rate and conversion rates. Over the course of this campaign, many meter reads were submitted through the app.

“Meter read submissions are a massively important function of our app. The reminder campaign has proven that a simple push notification can have a massive impact on our number of submissions and ultimately on customer satisfaction and overall retention rates,” said Daniel Stevens, Digital Experience Manager at E.ON.

### **SENDING REMINDERS WITH CUSTOM EVENTS AND MESSAGE CENTER**

In collaboration with DigitasLBI and the Urban Airship strategic consulting and managed services teams, E.ON set up custom events tracking to monitor users who had started and completed a certain task. Tracking this allowed them to target users who had forgotten to finish the task, similar to what a retailer might do with an abandoned basket. E.ON could then access this data and build segmented lists to be used for targeting via Urban Airship’s mobile analytics tool Insight.

Using data from Insight, E.ON encouraged users to complete their task through reminder content in the in-app message center. The reminder pages were persistent, meaning that they stayed in a user’s message center unless the user deleted it. Considering most users do not use the E.ON app daily or even weekly, allowing the reminder to remain in the message center meant that it wouldn’t be missed.

The pages had read rates that reached as high as 35%. The message center reminders resulted in a 23% conversion rate from the rich page views.

“We see tremendous value in having partners that not only work well with us as a business but that also collaborate together to ensure we are all driving the best possible results,” said Daniel Stevens.

## **A/B TESTING TO BOOST BOILER INTEREST**

Generating interest in new products and services is a key priority for all of E.ON’s digital channels – including mobile. For this initiative, E.ON wanted to test which messages worked best for their customers and determine how the app was performing against other channels.

Working with Urban Airship, E.ON’s mobile team implemented a push notification A/B test to ensure they were sending the kinds of messages that their customers engaged with best. They sent out three separate messages with the intent of driving interest in new boilers. Users who clicked through were driven to a landing page where they could setup a free home survey for their boiler.

The app user base was split into a test group consisting of 45% of users and a 55% control group. Three different push notifications were sent, each to one third of the test group and the best performing message was then sent to the control group.

The campaign was one of the most successful push notification campaigns for E.ON to date, outperforming other paid media channels.

## **CUSTOMER FEEDBACK**

Listening to customers and incorporating their feedback is very important to E.ON. In order to ensure the customer voice was at the core of their mobile strategy, E.ON ran an interactive push messaging campaign aimed at boosting app store reviews and collecting feedback on the app experience.

The interactive push notification asked users “were you happy with our app?” If the user pushed “yes,” they were brought to the app store to leave a review, if they pushed “no,” they were brought to a survey page on the E.ON website.

The initial results were positive and the feedback collected was used to drive priorities for the next app update.

## **THE VALUE OF URBAN AIRSHIP**

Daniel Stevens concluded, “We constantly remind ourselves that it is not E.ON’s app – it’s the customers. Our innovative mobile engagement strategies have positively impacted our business goals and objectives and most importantly – have helped us create an app that drives value for our customers. Urban Airship’s products and team have been great partners and have supported us as we work towards consistently taking our mobile engagement efforts to the next level.”