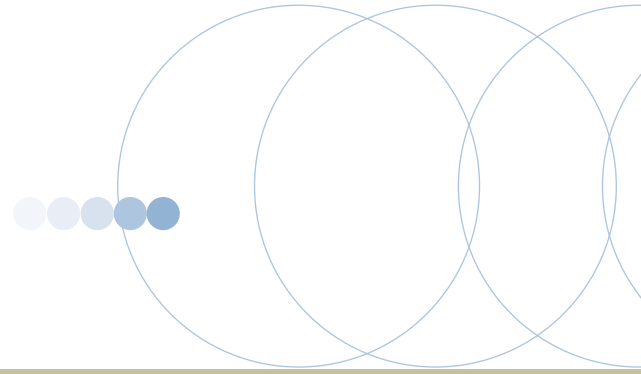


CASE STUDY



Unica allows Cinergy to customize and centralize web analysis, resulting in real-time content enhancements and improved services for visitors.

Cinergy Migrates Customers from Phone Service to Online Service using Unica's NetTracker® Web Analytics Software

OBJECTIVES

- Track migration of call center customers to new Online Services web site
- Implement an economic, easy-to-use, customizable web reporting tool
- Enable frequent web analysis of new site performance and content

RESULTS

- Identified usability problems on Online Services site in real time
- Easily targeted accounts for marketing campaigns to convert them from phone to online users
- Streamlined and updated web site content based on frequently visited sections to drive customer interest and conversion rates

THE CINERGY WEB SITE

An energy company web site, how boring—who would want to go there? This thought was all too familiar to the Residential Customer Strategy department at Cinergy Corporation (NYSE:CIN), one of the leading diversified energy companies in the U.S., which had just made a substantial investment in developing an Online Services web site. But, Cinergy's goal was to provide an optimal mix of service channels for customers by also providing a web self-service option, and therefore it built a web site where customers could service their accounts online—pay their bills, check account balances, due dates or billing history; turn on or off service, etc. "A steadily increasing trend in email inquiries prior to the development of the Online Services web site identified that this new contact channel would be favorable among our customers," said Nancy White, program manager for e-Bill and Online Services at Cinergy.

While the true goal was expanding the number of service channels, one result would also be offsetting the basic transactional-type requests its customer service representatives (CSRs) received, and therefore alleviating the CSRs' load so they could handle more highly involved customer contacts. In addition, while developing a self-service web site required a substantial investment, there was also evidence that it would likely pay off over the long term. For instance, according to the 2003 Chartwell Customer Care Report, the average cost for a telephone call in the utility industry is \$4.50, whereas, according to a (non-industry-specific) study by Gartner, a web-based transaction costs only twenty-four cents. The Chartwell

report even documented that one utility estimated its cost as low as four cents per web-based transaction.

THE CHALLENGE

Cinergy's Residential Customer Strategy group wanted to know how customers were using the new Online Services web site. Since it was determined that customers would receive the same level of service whether they contacted Cinergy's call center or utilized its Online Services, Cinergy also wanted to compare web site usage to phone-service usage. And since the investment had been made in developing the site, Cinergy wanted to migrate some customers from contacting the call center to Online Services.

The problem was that while Cinergy already owned a very expensive web analytics solution that should have been able to provide the online behavior information, it found this solution too complicated to use and extremely expensive to maintain. "We realized right away when we were ready to do intense, frequent tracking of the new Online Services section of our web site that we were going to need something more," said Billy Davis, Jr., research manager at Cinergy. "Our previous web analytics solution was not intuitive. Plus, it was slowing down our server. At first I was willing to just look for a desktop solution to replace it, but in shopping I realized that we just had to get NetTracker from Unica." In NetTracker, Cinergy found a server-based solution that was as easy to use as a typical desktop solution, but which would allow much more sophisticated web-based tracking for an unlimited number of Cinergy users.

"We looked at some low-end Web analytics solutions our IT Group had, but there was no flexibility in these solutions—just canned reports and no customization," explained Davis.

THE SOLUTION

NetTracker could not only help measure the migration, but could identify usability problems that were hampering customers' desire to use Online Services. NetTracker provided an easy-to-use solution that allowed the Residential Customer Strategy department to do flexible custom reporting at an affordable price.

THE RESULTS

Migrating Customers to Online Services

NetTracker is able to pinpoint exactly where visitors are abandoning Cinergy's Online Services web site, which is probably the point at which they turn to the telephone for service instead. "Preliminary studies indicate that some Cinergy web site users do not complete the registration or sign up process in order to perform various functions online such as viewing bill information, changing services, submitting meter readings and so on," said White.

In order to further quantify these losses and investigate why they occur, Cinergy will be putting pop-up surveys on the web site to collect information about why users are dropping out from the locations where NetTracker indicated that visitors were not completing registration and sign-on functions. This usability feedback will then be applied by making changes to the sign-up processes. Even the smallest migrations to Online Services from phone services increase the ROI that Cinergy hopes to achieve from its Online Services investment.

For that reason, Cinergy also uses NetTracker to help proactively identify accounts that make the most calls, and use the web site least, in order to market Online Services to those customers. Each Online Services user logs in with a unique username that can contain the user's account number. Since Cinergy also uses a Call Tracker which tracks callers by their account number, Cinergy is able to cross-analyze phone and Internet usage (provided by NetTracker) for each customer account number. Those cross-analysis statistics are used to pinpoint the accounts that will receive the marketing campaigns promoting Online Services, and then NetTracker

comes into play again. "NetTracker allows us to see which of these marketing campaigns result in converting callers to e-service users," says White.

Developing Site Content

Integrating online bill paying with online self-service has helped a lot in getting people to come to a utility web site. When customers can pay their bills online, they come to the site, and view other site content as well. Cinergy uses NetTracker to track content response in order to identify which content (saving on electricity, auditing your home usage, etc.) drives customer interest. For instance, clickthroughs on a link for more information about reducing electricity use via recommended home-cooling methods can be weighed against response to content on using a water heater more efficiently in order to determine which content to develop or discard.

As one might imagine, NetTracker confirmed that there is a direct correlation between the most frequently visited points of the Cinergy web site and customer calls that Cinergy receives—the busiest part of the site and highest number of calls are about billing information. As a result, the most popular content, correlated from phone calls and content usage, gets moved front-and-center on the web site and unused content is removed.

Performing Overall Site-Tracking

Cinergy.com links to four web sites for Cinergy's individual utility operating companies on separate servers. While a regulatory commission dictates that Cinergy needs to track the level of activity on all five of these sites separately, NetTracker also allows Cinergy to analyze logs from all five sites together to track features that are consistent across all the sites, such as its Home Weatherization Program, which provides energy-saving installations and energy education at no cost to income-qualified customers.

Scheduling Site Maintenance

NetTracker provides statistics regarding the number of pages viewed, number of unique visitors, load, and number of visits for each day of the week so that Cinergy can most strategically schedule maintenance during its lowest-traffic times.

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