



Data Intuitive, Multi-Channel Approach

Blū Paper

Data Intuitive, Multi-Channel Approach Drives Big Response For New Jersey Natural Gas (NJNG)



2010 requires marketing initiatives to be a highly intuitive, multi-channel process. Reflex blu breaks down the barriers to our customers' success using our seven question one answer process (www.7questions1answer.com). Anyone can make claims, but listen to what Micah Rasmussen, Director of Corporate Communications for New Jersey Natural Gas, says: "blu has provided New Jersey Natural Gas with a detailed project plan and methodology, and they are able to execute and deliver great results for us. We are excited to have them as a partner and look forward to a long-term partnership."



THE BUSINESS CHALLENGE:

New Jersey Natural Gas was incentivized by the State of New Jersey for each home energy audit that they were able to complete that met specific criteria. NJNG's ability to manage the audit process gives them a great opportunity to help home owners become more environmentally sensitive and save money as well. NJNG partnered with blu to drive audit appointments with customers and prospects.

THE SOLUTION:

Blu's systematic approach yielded the rallying cry: "The SAVEGREEN Project" as the targets who went through the audit process and acted on the professional recommendations contained therein would save money and be more environmentally friendly. Blu used sophisticated data segmentation methodology and married that with a multi-channel push to drive responders.



DATA INTELLIGENCE:

Blu's analytical approach uncovered that the following three groups would be the most likely to respond to the offer of an energy audit. They were:

- Customers whose equipment was entering the replacement time frame
- Customers who had a specific financial capacity threshold
- Customers and Prospects who exhibit Green behaviors



The BluGreen Effect is our proprietary model and methodology of accurately identifying green focused consumers.

Visit us at <http://reflexblu.com/bluGreen.php>



MARKETING CHANNELS:

Blu used a multi-channel approach to ensure that the offer would be considered by our target audience. Channels used:

- Direct mail: 389,033 pieces
- Micro Site (web) www.savegreenproject.com
- Statement Stuffers 200,000+
- Word of Mouth

THE RESULTS:

- Micro site visitors: 9,400+
- Received phone calls 4,300+

We are still working as partners to accomplish the 2010 goals of NJNG but as of 3/30/10 our research has shown that NJNG has the most completed audits in the country. While other gas companies have spent much more money, NJNG has spent more time completing audits, upgrading equipment and making money.

Reflex Blu is where the art and science of influencing behavior lives. We use our 7 questions, 1 answer methodology to discover profitable solutions that puts money on our clients' bottom line. If you sense that the questions are puzzling you, give us a call and we will help you unpack the answers!