

Customer Loyalty

Loyalty solution activates 275K+ total customers

A group of electricity and gas organizations engaged Augeo to build and manage a custom loyalty solution to engage and retain over 275,000 energy customers.

augeo

Talk to our experts to see how
Augeo can grow your business

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275K+

engaged customers

46%

increase in customer lifecycle

65%

communications open rate

12%

average monthly log-ins

Augeo implemented a captivating loyalty program for our client, driving engagement for over 275,000 customers. The program provided diverse opportunities to earn points—including education, testimonials, referrals and more.

Customers can redeem points for gift cards, merchandise, auctions and sweepstakes. Achieving a 10-month net retention increase, revenue per member growth and expansion into Canadian markets, the program delivered remarkable impact.

