

Direct Options partners with Arizona utilities to launch Home Energy Report Program to residential customers.

Opt-in HER program to bring energy insights and ways to save money for TEP and UES residential customers.

Cincinnati, OH—April 10, 2017— Direct Options, a leading customer marketing and analytics firm, will partner with Tucson Electric Power (TEP) and UniSource Energy Services (UES) to deliver Direct Options' award-winning DirectEngage™ Home Energy Report Program to the utilities' customers across Arizona. The program, which is unique in its opt-in approach, educates customers on energy saving behavioral changes. It includes customized energy tips, rebate offers, benchmarking against similar homes and promotions for other programs customers are likely to adopt.

“We are excited to work with TEP and UES on the development and delivery of the Home Energy Report program. Customers who receive the reports appreciate their value, strengthening their partnership with their energy provider,” said Mike Raulston, SVP Client Engagement.

Customers who opt-in to the program complete a Home Profile Survey, which provides valuable insights into their home energy profile as well as to how they use energy. This data drives the report personalization with accurate and relevant information tailored for each customer and helps TEP and UES suggest other programs that will interest them. The report creates high levels of customer engagement and motivation to achieve savings.

“We look forward to launching DirectEngage home energy reports with TEP and UES, helping customers save money and energy while contributing to the long-term sustainability of their communities,” said Amy Jude Uhl, VP of National Accounts.

Direct Options

Direct Options is a full-service analytics, marketing and consulting agency with an emphasis on customer intelligence. The company has been working with utilities to engage their customers for 26 years and offers a full suite of energy efficiency and unregulated marketing solutions. Direct Options is guided by the knowledge that a deeper understanding of customers will create a more personal and trusted relationship with their utility.

Tucson Electric Power and UniSource Energy Services

Tucson Electric Power (TEP) provides safe, reliable service to approximately 417,000 customers in and around Tucson. UniSource Energy Services (UES) provides electric service to approximately 93,000 customers and natural gas service to about 150,000 customers in northern and southern Arizona. TEP, UES and their parent company, UNS Energy, are subsidiaries of Fortis, which owns utilities that serve more than 3 million customers across Canada and in the United States and the Caribbean.

 **Direct Options** *Transforming customer data into engagement*

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