

DELIGHTING CUSTOMERS AND GENERATING NEW REVENUE

Franklin Energy and Georgia Power increased non-electric revenue and boosted customer satisfaction by helping customers protect their homes through a surge protection program that encourages households to expect the unexpected.

23,000
CUSTOMERS

MORE THAN
25,000
INSTALLATIONS

\$2,000,000
ANNUAL REVENUE

ANNUAL GOALS
EXCEEDED BY 10-50%
DURING FIRST 3 YEARS OF PROGRAM

The story: Georgia Power serves more than 2.6 million customers in 155 of Georgia's 159 counties. They have ranked #1 in customer satisfaction by JD Power for three years in a row by diligently focusing on providing customers with outstanding services and affordable rates well below the national average.

The goal: While looking to achieve high reliability, low prices and high customer satisfaction, Georgia Power was searching for an option to provide customers with expanded services that leveraged their brand as a trusted energy services provider. Through this approach, they were aiming to generate significant new revenue and increase customer perception and satisfaction.

The solution and results: To protect customers' homes from electric surges coming from the local electric system, Georgia Power launched their [SurgeDefender™](#) program. By utilizing a meter-based device installed by a Franklin Energy licensed technician, the damaging impacts caused by surges to a home's refrigerator, dishwasher, air conditioner, and more are drastically reduced. Through this program, Georgia Power offers protection and compensation for damaged equipment—something rare in programs of this kind.

The [SurgeDefender™](#) program is available to all of Georgia Power's individually metered residential customers with service up to 400 amps. Customers enroll in the program with Georgia Power's customer care team, who schedules installation of the surge protection device. Installation is completed by Franklin Energy's technicians, who manage all installation work order appointments, inventory, and repair and claims appointments.

Through this program, Georgia Power has created a revenue generation tool by charging customers \$9.95 per month on their electric bill for their participation in the program. In the first three years of the program, more than 23,000 customers have enrolled (more than 10,000 enrolled in 2018 alone). As of 2020, the [SurgeDefender™](#) program is on track to generate more than \$2,700,000 in revenue. With the combination of customers regularly remaining enrolled in surge programs for years down the road, and post-enrollment service and claim rates of .1% and .02% respectively, the program will consistently generate significant revenue for years to come. In fact, surge protection programs regularly provide ROI's of more than 250%.



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