

Today's customers share content via social media to boost visibility by celebrating their contributions to their community. In a world of mentions, retweets, and posts, why not recognize customers via social channels that increase brand awareness and create a digital call to action. Delivering personalized, digital badges that acknowledge customer behaviors promotes your brand while enhancing engagement. Digital badges create the vehicle for virally marketing your programs to drive enrollment.

Example use cases

- ✓ A customer is awarded a digital badge via Twitter for achieving energy savings and retweets and likes the badge. Clicking the badge takes others to the program page.
- ✓ A customer shares a picture with the utility of equipment damage and receives a "Good Neighbor" badge via Facebook that is shared.
- ✓ A commercial customer receives a LinkedIn "Green Office" badge for energy savings. The badge is liked across social media.
- ✓ A utility employee is publicly acknowledged for completing training and promotes their accomplishment on social media.

Badging engagement solution

The REACH Preference platform's BadgeCert module is integrated with program triggers, customer social preferences, and social channels to deliver personalized animated digital badges. In a single click, badges expose the criteria by which the badge was earned as well links to the utility's program. The BadgeCert module creates a seamless workflow for engagement with numerous social and text and email sharing options. This encourages active engagement and provides public recognition to promote the utility's programs and marketing initiatives.

- Authoring tool to create animated digital badges and landing pages
- Easy, frictionless workflows for issuing and sharing badges across digital platforms
- Integration with social media tools
- Customer social preferences and templates
- Program triggers and rules to issue digital badges

