

[CASE STUDY] by VIRTUAL INCENTIVES



Constellation Enhances customer experience though digital rewards

When Constellation, a leading national supplier of retail power, natural gas, renewable energy and energy management products and services, sought solutions to enhance the customer experience it had a specific approach in mind.

With approximately two million residential, public sector and business customers—including more than two-thirds of the Fortune 100—Constellation needed a platform to meet customer demands for speed and choice, while also providing integrated measurement capabilities.

The Challenge

With a broad audience all across the United States, Constellation needed a rewards solution that met the demands of a competitive marketplace. Based on customer feedback, the company knew that reward requests needed to be fulfilled quickly and that customers needed an array of reward choices. Because its audience base is large, reporting to measure the health of a rewards program was important in order to stay ahead of customer desires.

“This new digital platform will allow us to more quickly fulfill customer reward requests.”

JASON BERNIS
Executive Director of Marketing
& Business Analytics
for Constellation

SOLUTION

Constellation selected Virtual Incentives as the exclusive provider of a new rewards platform for its customer campaigns and consumer promotions. Through direct systems integration, digital rewards for Constellation’s consumer promotions program are delivered to consumers and allow them to shop at a variety of retailers, online or in-store.

The companies collaborated on promotional strategies focused on education, customer acquisition and retention, loyalty, and brand building. Constellation utilized Virtual Incentives’ proprietary GiftCard PASS and Visa® virtual accounts, which provide on-the-spot rewards for consumers to make purchases at any online merchants. The program architecture includes both open and closed loop products used to reinforce and reward specific customer behaviors, including acquisition, retention, referrals, auto bill pay, product and service upgrades, paperless billing and more.

RESULTS

The new rewards program will deliver on-the-spot rewards and help garner loyalty among Constellation’s customer base. Because today’s consumers value immediate results, the program’s virtual delivery and easy integration worked well for Constellation’s programs. Virtual Incentive’s solutions also allowed Constellation to take advantage of new tracking and reporting capabilities to measure program appeal.

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VIRTUAL INCENTIVES CAN PARTNER WITH YOU
ON YOUR NEXT PROGRAM?

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