

CUSTOMER SELF-SERVICE PORTALS FOR THE ENERGY INDUSTRY



The inVue™ suite of services delivers an attractive, easy-to-use, integrated customer self-service portal. Designed for fuel retailers, inVue™ integrated portals update your account data software to reduce paperwork and account processing, increase communications and marketing opportunities, and offer your customers convenient account management.



Customer Account Management Portal

- ✓ Online payment, delivery and service requests
- ✓ Automated personalized, email, text and on-portal marketing
- ✓ Tank monitoring, service contracts, budget & price protection status



Remote Service Calls

- ✓ Reduce unnecessary service calls
- ✓ Minimize face-to-face interactions
- ✓ Shorter on-site service calls
- ✓ Prioritize and schedule service by urgency and repair time



Points-based Loyalty Program

- ✓ Daily calculations
- ✓ Rewards for all services and deliveries
- ✓ Bonus points and coupon codes
- ✓ Enhanced rewards: third-party fulfillment with thousands of options



Price Protection Enrollment System

- ✓ Pre-paid, Capped and/or Fixed Price plans
- ✓ Control protected gallons with risk management alerts
- ✓ Lock in pricing, tiered & local discounts
- ✓ Digitize existing contracts
- ✓ PDFs of executed agreements



Online Account Onboarding

- ✓ Real time credit check
- ✓ Enrollment in auto-delivery, budget, price protection and service plans
- ✓ Follow-up for incomplete applications



Service Contract Enrollment System

- ✓ Multiple contract types and add-ons such as water heater coverage
- ✓ Residential/commercial and multi-zone agreements
- ✓ Utilizes existing agreements



Text Messaging and Communications

- ✓ Send daily pricing, promotions, follow-ups, coupons
- ✓ Inbound customer balance inquiries and service, delivery and support requests, payments
- ✓ Automated delivery, billing and renewal reminders
- ✓ Communicate during weather emergencies



Paper-to-Paperless Invoicing

- ✓ Transition to "Green" billing
- ✓ Invoices issued within 24 hours
- ✓ Reduce postage and printing costs
- ✓ PCI compliant, data encrypted



Integrated Lead Tracking

- ✓ Centralize leads and sales prospects
- ✓ Access data in the field
- ✓ Easily convert to new accounts
- ✓ Automated follow-up reminders and alerts
- ✓ Reduces paperwork

PriMedia is a full service agency, serving the energy industry since 1993. Contact us for a free consultation and demonstration of our customer portal applications as well as advertising and marketing campaigns, direct mail, website development, customer communications, search engine marketing and optimization, digital marketing and more.

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GetWeb360.com



(800) 79-MEDIA
(800) 796-3342