



Conquering Will-Call with Better Service

Amos Epstein, CEO

Background

- CEO of Tank Utility
- Connected devices + energy for 11+ years
- Built and ran grid-scale electricity metering and control systems
- Deep experience on using energy data to influence consumers



Why is Will-Call tough?

1. Tough to route efficiently
 - Extra customer support
2. Predictability
 - When will they call?
3. Loyalty
 - Will they call at all?

Who are will-call customers?

Why are customers on will-call?

- Customers STUCK as will call
 - Driven by the fuel suppliers' needs*
 - Variable Use: 2nd homes, generators, pool heat
 - No Credit Terms: Cannot get credit or poor credit
- Customers that CHOOSE to be will-call
 - Driven by customers' needs*
 - Focused on Control: Timing/price, lack of faith (runouts)

Solutions need to match why a customer is will-call

STUCK on Will-Call: No Credit Terms

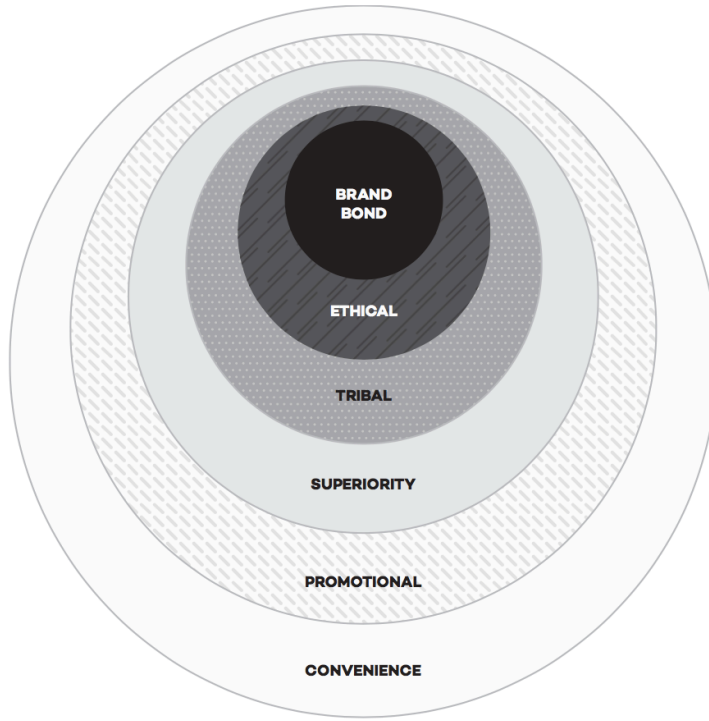
- Budget Plans
 - Monthly payments or capped prices
 - Benefit: Predictable, low monthly payment
- Advertised Specials
 - Notifying specific customer segments of special offers, loyalty programs
 - Benefit: Prompt customers, predict your scheduling
- Credit Programs
 - Streamline government assistance
 - Benefit: Good business, community-oriented

STUCK on Will-Call: Variable Use

- Tank Monitoring
 - Monitor where forecasting doesn't work
 - Benefit: Most efficient deliveries every time, move will-call to automatic
- “We-Call”
 - Track usage and proactively check in
 - Benefit: Prompt customers, predict your scheduling
- Last-Minute Delivery Surcharges
 - Surcharge for re-routing and urgent requests
 - Benefit: Helps customers understand delivery service and better plan for their next order

Customers who CHOOSE will-call have
tougher gaps to fill: Trust + Loyalty

Five Bonds of Brand Loyalty



Ethical

- Values-based business operation

Tribal

- Cause leader

Superiority

- Category leader

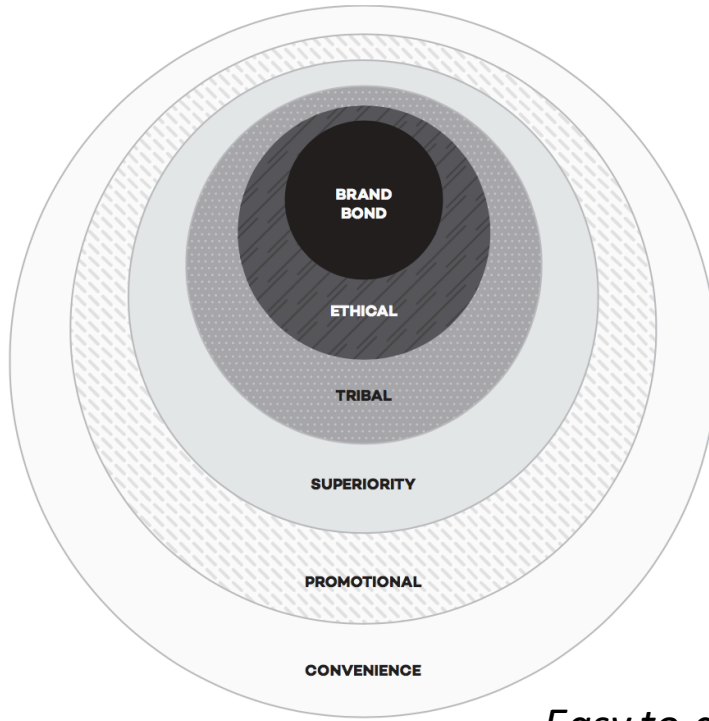
Promotional

- Offer-based, advertising-driven

Convenience

- Ease of access

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Easy to get stuck here!

Brand Loyalty in Propane



- Ethically-based brand bond
 - Environmental benefits from efficient delivery schedule
 - Benefits of supporting your local community
 - Charity-focused profit share
- Tribally-based brand bond
 - Engage your community
- Superiority-based brand bond
 - Customer-accessible Tank Monitoring service
 - Mobile app for customer service

Don't take our word for it...

Net Promoter Score (NPS): Measure customer sentiment



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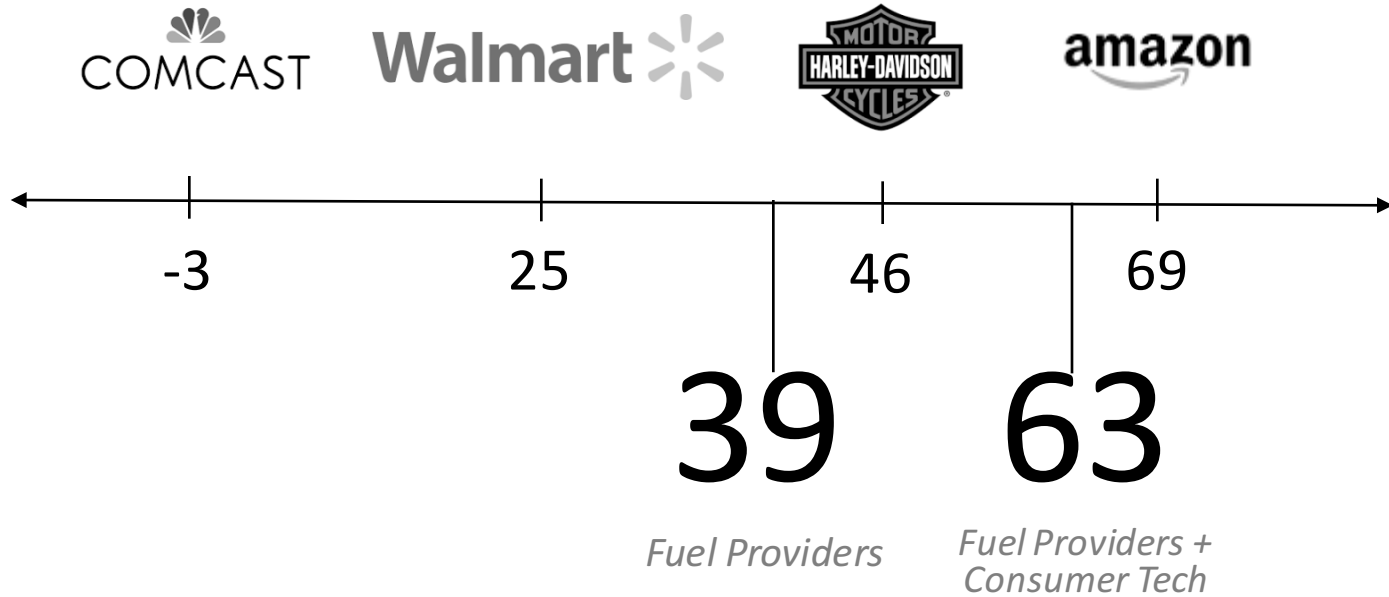
In a recent survey of propane consumers

39 vs. 63

*Net promoter score (NPS)
of fuel providers*

*NPS if they include a
monitor w/ customer-
facing mobile app*

Don't take our word for it...



That means customers are

62%

more likely to recommend their fuel provider if that provider includes a customer-facing service like Tank Utility

CHOOSE to be on Will-Call: Solutions

- Differentiating Technology
 - Invest in customer-facing tech to offer with your service
 - Benefit: Commands loyalty by elevating your offering to a new level
- Engage Your Community
 - Host community events, encourage customer discussion
 - Benefit: Allows customers to be part of something
- Engage in Ethically-Driven Operations
 - Track and advertise delivery miles avoided, jobs created
 - Benefit: Shows your higher purpose, drives loyalty for believers




Recap: Solutions vs. Benefits

	Budget + Credit Programs	Price Specials	Urgent Delivery Charge	Forecast Reminders	Tank Monitors	Consumer Apps	Engage Community	Ethically Driven Operations
Addresses Credit-Risk Will-Call?	✓	✓	✓					
Addresses Variable Use Will-Call?		✓	✓	✓	✓			
Addresses Loyalty Will-Call?					✓	✓	✓	✓

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Thanks!

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