

Data Governance

“How do I stay compliant with state and local regulations?”

This Utility Corporation provides electric power, natural gas, and energy management services across the United States.

Industry: Energy

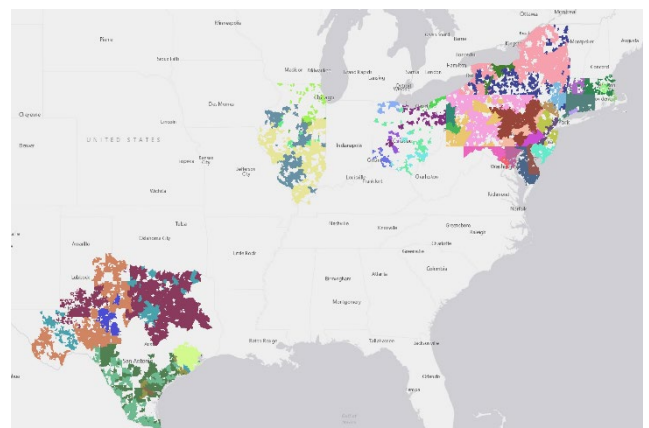
Annual Revenue: \$19.6 billion

The Situation

This client, a leading player in the deregulated energy market, was concerned with state and local regulations that impacted their acquisition efforts. Certain territories have legal constraints that must be adhered to when it comes to contacting potential customers. An additional piece of this challenge involved UDC (Utility Distribution Company) mapping required to establish an eligible marketing footprint.

How This Impacted the Business

Having to adhere to these regulations limited the client to a generic marketing approach, which made any acquisition efforts less effective. Another challenge was the time it took marketing to get legal approval for a campaign leading to current content often being re-used even if it was not relevant.



Partnering for Success

The main questions that needed to be answered was "Who is most likely to respond to a direct marketing campaign and how can they be targeted?" The creation and refinement of response models identified potential target within each territory. Then, each model required rigorous review by a variety of entities to ensure avoidance of any protected class targeting, either through implicit inclusion or exclusion. Once a model was approved, DataDelivers collaborated with the client's individual teams to validate eligibility to acquisition offerings created by marketing. This involved utilizing key features as predictive elements in the model and facilitated final legal review on the client side prior to campaign launch.



Delivering Results

Through this collaborative process, trust was built between DataDelivers and the client. As a result, the time required to receive legal approval diminished over time and many steps of the process were automated. The client is highly satisfied with DataDelivers' dedication to providing data-driven and customized solutions that align with the specific demands and legal frameworks of our clients. The program has seen very few compliance concerns even though millions of prospects have been targeted using this solution, while all campaigns are as timely and relevant as possible.

DataDelivers can ensure you remain compliant with state and local regulations!