

Re: E-blast

From: "Teliszewsky, Andrew (ENERGY)" </o=govon/ou=exchange administrative group (fydibohf23spdlt)/cn=recipients/cn=teliszewsky, andrew (energy)4fe">
To: "Conrad, Bryce" <bryceconrad@hydroottawa.com>
Date: Thu, 16 Mar 2017 04:43:14 -0400

Good Morning:

Thanks for this.

I'm going to have to assume the silent majority (open rate less 400 replies) are enthusiastic supporters!

Hope that you are well, otherwise?

Take care and chat soon.

Andrew

Original Message
From: Conrad, Bryce
Sent: Wednesday, March 15, 2017 1:58 PM
To: Teliszewsky, Andrew (ENERGY)
Subject: RE: E-blast

Andrew:

Just to give you sense as to the relative success of the emails...

We sent out the message to about 130,000 ebilling customers.

English
55.7% open rate (industry average 19.3%)
1.7% click rate (industry average 2.8%)

Links to Provincial Announcement clicked: 1,671

French
70.0% open rate (industry average 19.3%)
1.7% click rate (industry average 2.8%)

Links to Provincial Announcement clicked: 55

The good news is that the open rate significantly exceeds the industry average and our normal billing procedures. The flip side - the message did provoke about 400 responses (vast majority were negative). Our call centre did see a spike in numbers on the Monday - specifically people asking about how to access and whether they were qualified, etc.

Have a good one.
bryce

-----Original Message-----
From: Teliszewsky, Andrew (ENERGY) [mailto:Andrew.Teliszewsky@ontario.ca]
Sent: March 4, 2017 5:58 PM
To: Conrad, Bryce

Subject: Re: E-blast

Notice: External Email

Thanks - have a great weekend!

Andrew Teliszewsky

Chief of Staff | Office of Hon. Glenn Thibeault Ministry of Energy andrew.teliszewsky@ontario.ca
416-327-3550 (o)
416-436-6370 (m)

> On Mar 4, 2017, at 9:40 AM, Conrad, Bryce <BryceConrad@HydroOttawa.com> wrote:
>
> Andrew
>
> This is what we sent out. We have also provided scripting to our call centre and customer agents.
>
>
>
> This communication is intended solely for the information and use of the individual or entity to which it is addressed. Its contents may contain information that is confidential, privileged and exempt from disclosure under applicable law. Any use, disclosure, printing or copying of this communication by anyone other than the intended recipient(s) is strictly prohibited. If you have received this communication in error, please immediately notify the sender, delete the message and do not retain a copy. Thank you.
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>
> [<https://hydroottawa.com/resources/images/signature/awards2014.gif>]
> <Ontario Fair Hydro Plan - Email to E-Billing Customers -
> Mar2_330.docx>
>
>
> As I told minister Chiarelli yesterday, let's hope we can stop talking about electricity prices now!
>
> Bryce Conrad
> President & Chief Executive Officer
> Hydro Ottawa Group of Companies
>
>
> Sent from my iPhone

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