

7 CATEGORIES TO PRIORITIZE FOR SOCIAL LISTENING



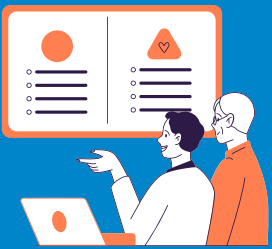
1



BRAND AND IDENTITY

- Company Name (and common misspellings)
- Acronyms / abbreviations
- CEO name
- Executive leadership team names
- Customer-facing program names
- Branded initiatives or campaigns

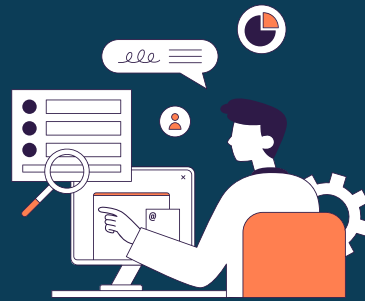
Listen for opportunities by combining core identifiers such as brand and company name with topic-specific terms and phrases across key priority areas.



2

OUTAGE AND SERVICE DISRUPTIONS

- Outage
- Power out[age]
- No power
- Line down
- No electricity
- Restoration time
- Service interruption
- When will power be back



3

SERVICE EXPERIENCE

- Customer service
- Can't get through
- On hold
- Long wait
- No response
- Not helpful
- Frustrated with [utility name]
- Bad service
- Great service
- Thank you [utility name]



4

BILLING AND PAYMENT

- [High] Bill
- How to pay
- Bill too high
- Bill increase
- Bill help
- Rate increase
- Why is my bill so high
- Payment due
- Past due
- Payment plan
- Financial assistance
- Don't understand my bill



5

AFFORDABILITY

- Can't afford my bill
- Struggling to pay
- Choosing between bills
- Behind on payments
- Financial hardship
- Need help paying bills
- Shutoff notice
- Disconnect notice



6

PROGRAMS AND OFFERINGS

- Rebate
- Energy efficiency
- Discount program
- Energy savings
- Discounts
- Enrollment
- Solar program
- Heat pump
- Energy assistance
- EV program
- Bill credit



7

RISK, ESCALATION, AND REGULATORY

- File a complaint
- Public service commission
- Annual report
- Board meeting