

How Clearview Energy works with Nexxa to **grow a solid customer base**

Situation

From its inception, Clearview Energy has always supported the environment while providing world-class service to customers.

As a retail electricity provider operating in fourteen states, the company aims to inform and empower positive environmental choices. While focusing on saving the environment, Clearview Energy is committed to educating customers on ways to reduce their carbon footprints.

To generate leads for new customers, the company leverages call centers, sales agents working inside retail stores, and third-party door-to-door vendors who canvas neighborhoods. When new enrollments came in, they had to be properly validated.



“Because we pay vendors a commission on each enrollment once it’s received, it’s critical that each enrollment is valid,” said Leticia Green, Director of Sales Operations and Compliance. “Since we had already been working with Nexxa for many years, I went to them for expert advice on what we could be doing to further improve the way we handled enrollments.”



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Nexxa is a solid company and a reliable, high-value provider of energy-marketing solutions.

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Leticia Green
Director of Sales Operations
and Compliance
Clearview Energy

Solution

Nexxa is a data expert in the energy sector specializing in creating unique solutions to industry challenges. Its premier solution is the Lead ID Management program, which creates a transparent closed-loop verification system that helps retail electricity providers like Clearview Energy reduce the risk of payouts to vendors for invalid enrollments.

“We are confident that potential Clearview Energy customers have the best possible experience when enrolling with us. And, with Nexxa’s Lead ID Management program in place, all leads are properly collected and coded. That provides us with key insights and the ability to efficiently track each lead all the way through to enrollment,” said Leticia. “All of our vendors know about Nexxa’s reputation for integrity in the industry, so vendors are more likely to deliver reliable leads.”

RESULTS + BENEFITS



Greater Insight and Control.

Clearview Energy is in a better position to track and verify enrollments supplied by its vendors.

Improved Cost to Acquire Customers. Nexxa’s work with Clearview Energy ensures accuracy to Telesales leads and ultimately improves costs.



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The Nexxa team truly knows what the word ‘partnership’ really means.

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Leticia Green
Director of Sales Operations
and Compliance
Clearview Energy