



Modern Communication for Today's Always-On Customer

PNWS-AWWA Annual Conference

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Agenda

- Introduction of WaterSmart
- Always-On?
- Digital tools
 - Targeted group messages
 - Automated messages
- Questions?

About WaterSmart

The WaterSmart customer engagement and data analytics platform makes the lives of utility managers easier by reducing costs, protecting revenue, and improving customer satisfaction.

Our award winning software is designed, developed, and delivered in the United States.

UTILITIES



90+ Utilities in 19 states
4M+ Accounts
12.5M End-use customers

PARTNERS



Home Service Partners



Electronic payments



Advanced Metering Infrastructure



AWARDS



2016 World Economic Forum Technology Pioneer

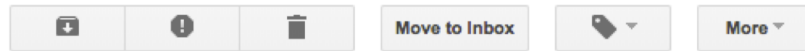


B Corp Best for the World Winner




2012 Global CleanTech 100 Winner

I get bill forecasts from PG&E

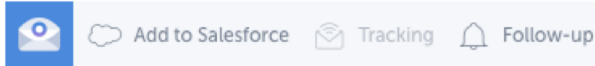


PG&E Energy Alerts Inbox x



 **PG&E Customer Service** <PGECustomerService@email-pge.com> [Unsubscribe](#)
to me

3/24/17 ☆



Dear PG&E Customer,

This is a friendly reminder that you will likely exceed your monthly bill alert amount of \$50 for your account ending in 0517. This is a personalized amount you can change at any time.

Based on your current usage pattern, we forecast that your bill will be \$127 for the billing period ending on 04/17/17.


With Energy Alerts, you can take steps to manage your energy use before receiving your next monthly bill. Log on to www.pge.com/myaccount to view your usage and find simple ways to help manage energy costs or change your settings regarding this alert.




If you have any questions regarding Energy Alerts, please call us at 1-866-743-0263.

Here are a few tips to help you save energy:

- Wash full loads of laundry using cold water. Today's modern detergents work great in cold water, and about **90 percent** of the energy used by clothes washers goes to water heating.
- Save on cooling costs by setting your air conditioning thermostat to **75-78°F** (health permitting) when you're at home and to **85°F** when you're away.

I get credit updates from Wells

Your recent FICO Credit Score is available at Wells Fargo 

 **Wells Fargo Online** <alerts@notify.wellsfargo.com>
to  me 



Add to Salesforce



Tracking



Follow-up

**WELLS
FARGO**

wellsfargo.com

View your recent FICO[®] Score

Your FICO[®] Score is now available to view for educational purposes. One of the simplest ways to understand credit scores is to view your FICO[®] Score regularly. Remember, viewing will not impact your score.

To see if your score has changed, [sign on](#) and select **View Your FICO[®] Credit Score** to access:

- Your FICO[®] Score
- Up to 5 Score Factors
- Your Score History
- Credit Education

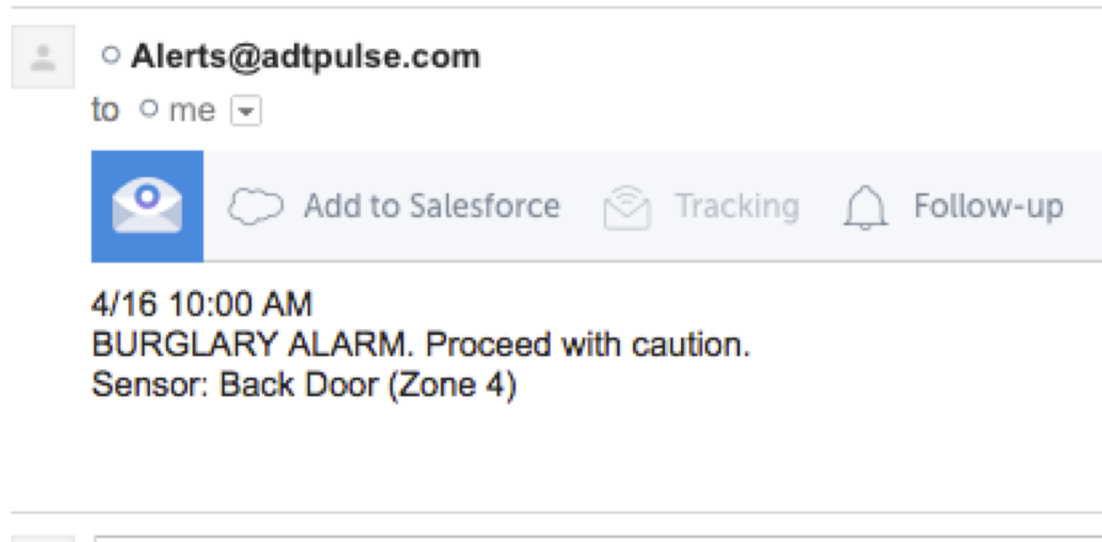
Thank you for banking with Wells Fargo.

Wells Fargo Online Customer Service

wellsfargo.com | [Fraud Information Center](#)

Please do not reply to this automated email. Sign on to send a **secure email**

My alarm system sends notifications



Hey Deb, send me your water company e-bill?



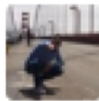
debsherwin 5:22 PM

see i totally would but

i don't get ebills

CUZ

i have to CALL THEM to get embills



brett 5:22 PM

stop, omg



debsherwin 5:22 PM

i don't get nuthin from NCCWD

just my bill

oh and a late notice once cuz i forgot

Customers expect more from their Utilities



instant
information



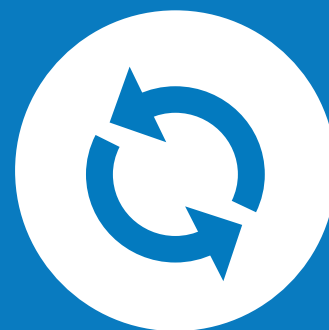
self-service
functions



personalized
communication



actionable
insights



intelligent
automation

**You think I'm talking
about her...**



But, really,
I'm talking
about her...



Opportunities in water



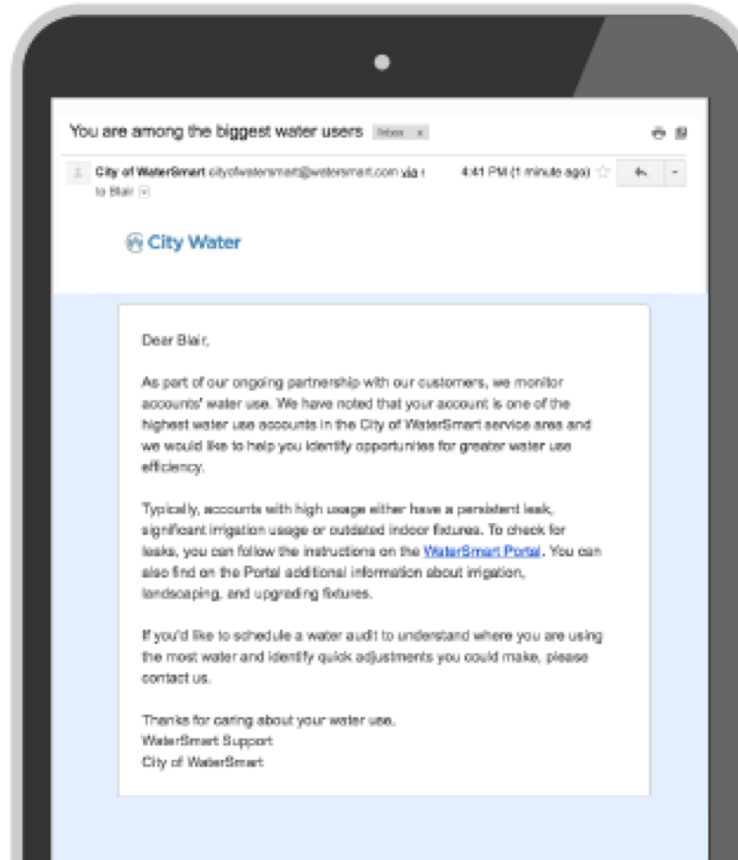
OLD APPROACH

- Sole focus on billing
- Reliance on bill inserts
- One size fits all approach for communication
- Waiting for customers to call in



NEW APPROACH

- Focus on entire customer relationship
- Use multiple channels: print, email, voice, SMS
- Timely, targeted, and personalized communications
- Combine automated & manual outreach



419,410 Group Messages sent

Includes email, text, and voice
(May 2016 – December 2017)

What is a group message?

Targeted

- Segment customers by characteristics, location, or build a custom list
- Integration is important
- Easily exclude customers who shouldn't receive a message

Channel selection

- Email, text, voice, paper? What is right for the subject matter

Message creation and sending

- Include personalization variables to make your message more relevant
- Send thousands of messages in a few clicks

Tracking

- Open and click rates; voicemail or person
- Customer interactions and results, call backs



Power of alerting to drive operational efficiency

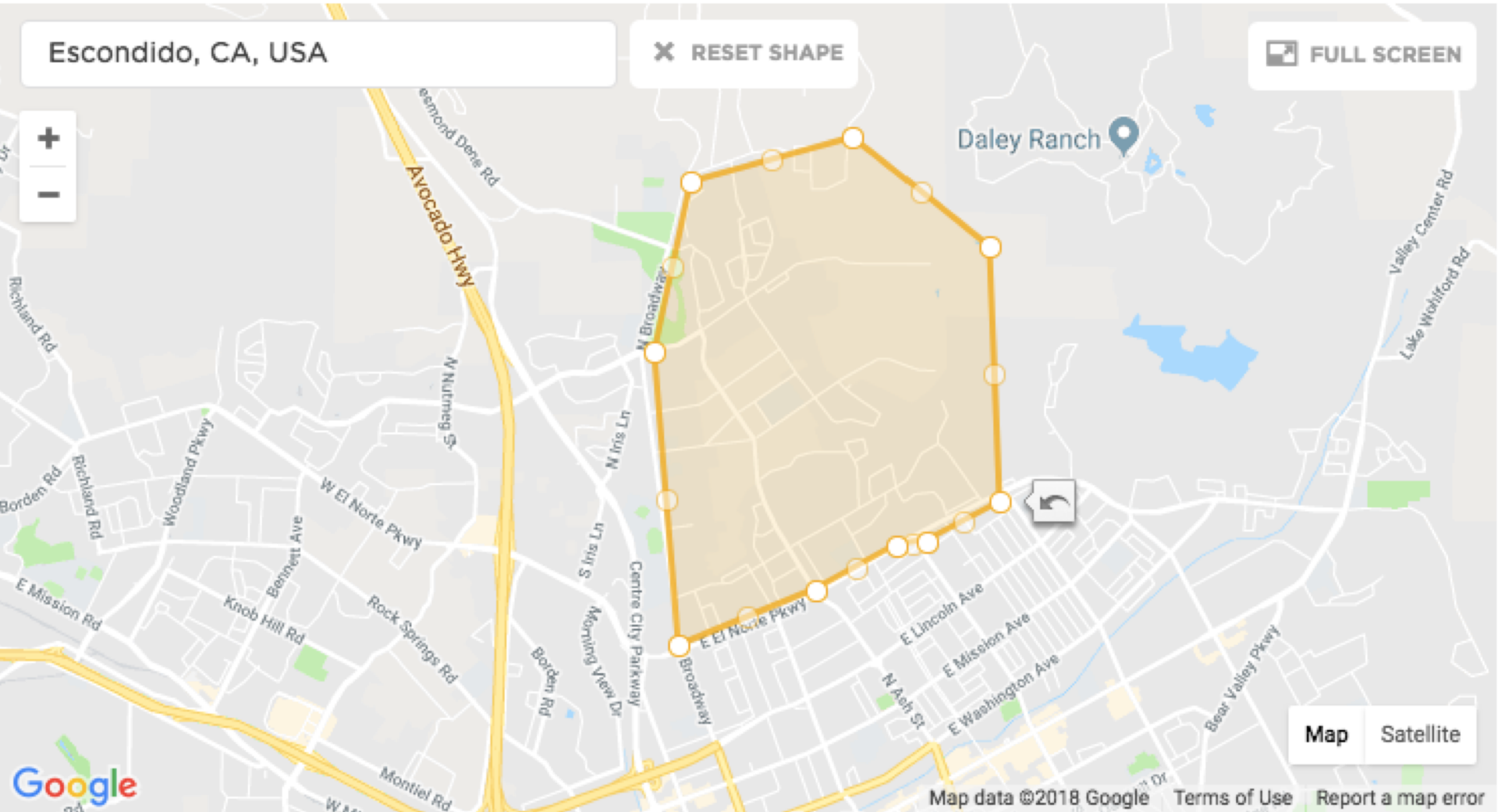
- Mid-sized community in Oregon east of the Cascade Mountain Range
- Previously, Utility staff would contact more than 300 customers who had not paid their water bills
- Past due notifications by automated voice call reduced the number of customer shutoff visits by 30%



Escondido, CA, USA

✕ RESET SHAPE

🖥️ FULL SCREEN



Map Satellite

Map data ©2018 Google Terms of Use Report a map error



“Using this notification method diverted all but 4 calls from our night answering service. ...administrative staff time was reduced compared to what we have spent on other similar events in the past!”

Rincon Del Diablo Municipal Water District



“Sharon has been using Group Messenger coupled with the List Polygon tool to let customers know (in phases, geographically) of upcoming line flushing and brown water.”

Sharon Water Department

Partner Story

Davis, CA



Targeted, Timely Group Messages

- The City of Davis needed to test water samples in homes built from 1982-1986, per US EPA's Lead and Copper Rule.
- WaterSmart provided a targeted list of homes that met construction age criteria to allow the city to bulk email affected homes with water testing information.
- Davis achieved a 50% open rate and saved hours of work compared to the manual process prior to Group Messenger.

“Group Messenger is really simple to use. We can easily target the right customers for our Water Quality Testing program while tracking open and click rates.”

Richard Tsai

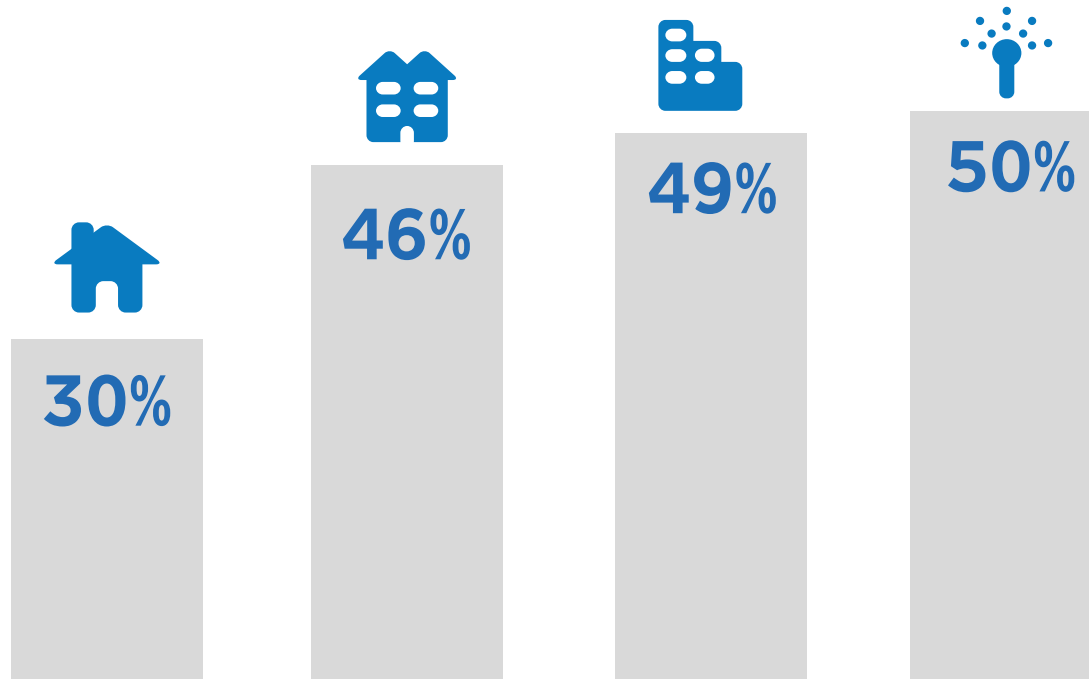
ENVIRONMENTAL RESOURCES MANAGER



ACCOUNTS:
14,000

EMAIL OPEN RATE:
50%

INCREASE IN CUSTOMER SATISFACTION:
28%



Higher open rates than industry average

Across all industries, the average open rate in 2016 was 25%

Automated, event based communications

Irregular Water Use: You May Have a Leak



WaterSmart
Program

658 Jesusita Ave
704346380501

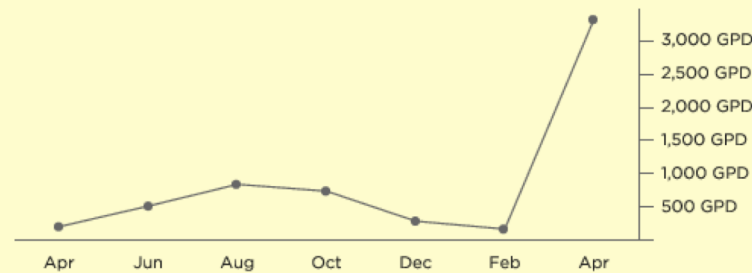


Irregular Water Use

Your water use increased significantly during the period of
February 27, 2018 to April 25, 2018.

[Investigate possible leak »](#)

Your use averaged 3,310 gallons per day.



What's next?

If you are aware of what caused this increase, please let us know what you found.

[I found a leak »](#)

[This was not a leak »](#)

Have you heard about San Diego?

City Water Bill Mess Puts Attention on the Water Department and Its Lack of Oversight

San Diego's independent auditor is looking into the city's water billing issues. But a water department leader is dictating what the auditor can and can't investigate, raising questions about a lack of oversight.

Water Department Says 99.8% of Water Meters Re-Read Citywide

Responding to a wave of water billing complaints, San Diego's Public Utilities Department vowed to re-read all water meters by this week.

By Bob Hansen, Tom Jones and Erica Byers

Published at 5:19 PM PDT on Apr 12, 2018 | Updated at 5:51 PM PDT on Apr 12, 2018

Water Bill Investigation: City unveils new water testing equipment

Posted: Apr 02, 2018 12:41 PM PDT

Updated: Apr 02, 2018 6:42 PM PDT

Have you heard about San Diego?

San Diego officials: New testing ensures future accuracy of water meters

City Holds Face-To-Face Meetings To Address Water Bill Spikes

San Diego Public Utilities customer service reps met with concerned homeowners in Kearny Mesa

By [Steven Luke](#)

Published at 2:07 PM PST on Mar 10, 2018 | Updated at 3:22 PM PDT on Mar 11, 2018

City officials apologize for water bill errors

Meter readers face public backlash as water bills continue to surge across San Diego

Missed Opportunity San Diego, CA

AMI Implementation Faces Rebellion

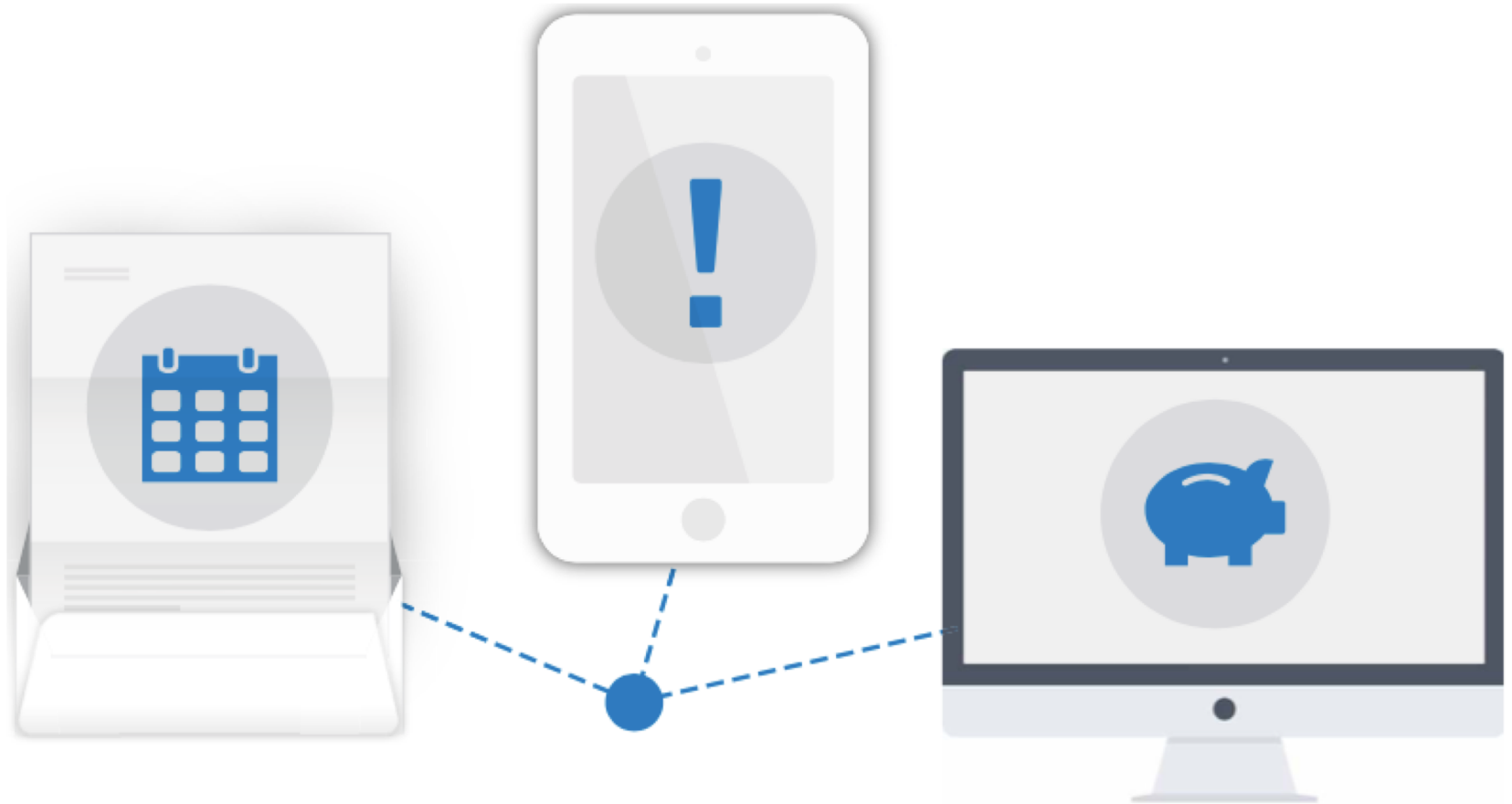
- Forced to spend additional \$400K on new meter testing equipment
- The water department and city council have been challenged in multiple public meetings on the accuracy and fairness of their new meters
- High causes included:
 - Leaks
 - Inaccurate manual reads
 - Register/multiplier issues
 - People jumping on the band wagon.

A man in a grey suit and purple tie stands in a utility room, looking towards the camera. In the background, another person is working at a computer terminal. The room is filled with water meters and testing equipment.

“My office has started receiving complaints from customers detailing their skepticism...This trend is hampering our efforts to restore trust in our Public Utilities Department.”

Barbara Bry
SAN DIEGO CITY COUNCILWOMAN

Water utilities are meeting the demands of today's consumer



Questions?



bforeman@watersmart.com

