

# This presentation premiered at WaterSmart Innovations

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# **Strengthening Customer-Utility Relationships with Leak Alerting and Self-Service Resolution**

**WaterSmart Innovations 2019**

October 2019

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WaterSmart Software

# I get bill forecasts from my electric utility

Move to Inbox

More ▾

PG&E Energy Alerts 

Inbox x

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

3/24/17 ☆


to 

me ▾

Add to Salesforce

Tracking

Follow-up



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](http://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 Fargo

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](https://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.

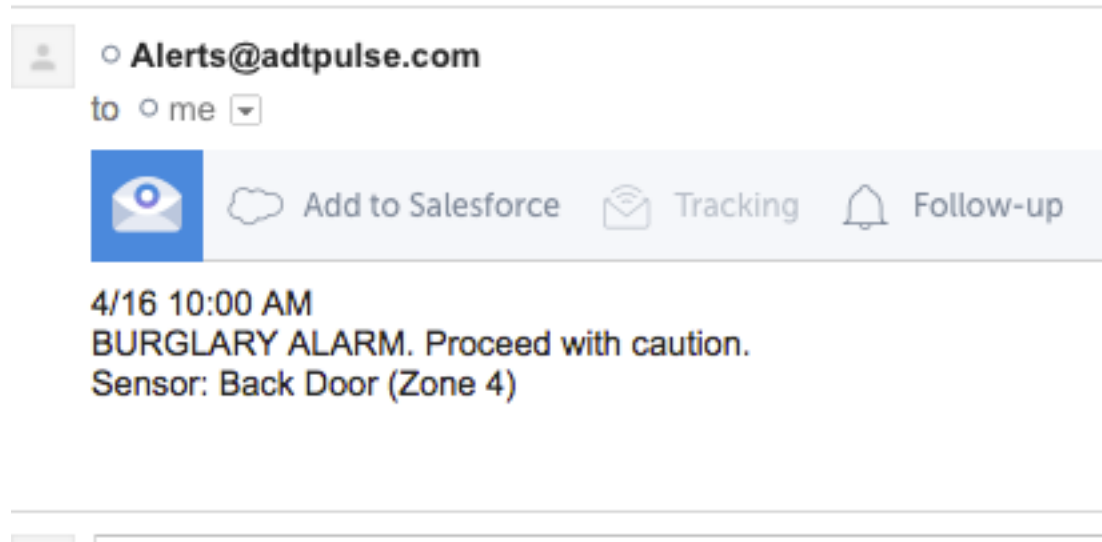
Wells Fargo Online Customer Service

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

Please do not reply to this automated email. Sign on to send a [secure email](#)



# My home security system sends notifications



# Current engagement with my water utility....

ACCOUNT NUMBER	ID #	SERVICE ADDRESS				STATEMENT DATE	DUE DATE	
						09/23/2010	10/14/2010	
METER NUMBER	CLASS	FROM	SERVICE TO	# OF DAYS	READ TYPE	METER READINGS (000's Gallons)		USAGE (000's Gallons)
	R	08/19/2010	09/21/2010	33	ACTUAL	316	312	4
USAGE HISTORY (000's Gallons)		BALANCE LAST BILL						\$ 29.31
ONE YEAR AGO		PAYMENT						(29.31)
3		BASE FACILITY FEE - WATER						10.36
LAST MONTH		BASE FACILITY FEE - WASTEWATER						11.63
3		WATER COMMODITY						4.12
12 MONTH AVERAGE		WASTEWATER COMMODITY						5.64
4								
<div>PAY THIS AMOUNT ⇒</div>								\$ 31.75
A Customer May Request That The Water Meter Serving Their Property Be Re-Read For A \$35 Service Fee In The Event That It Is Determined That The Initial Reading Was Incorrect, This Fee Will Be Waived								
In accordance with the provisions of ADA, this document may be requested in an alternate format.								

# The New Norm



instant  
information



self-service  
resolution



personalized  
communication



actionable  
insights



intelligent  
automation

# Why should water utilities care?

- Municipal utilities are governed by local, elected officials
- Need constituent support for infrastructure investments to maintain system reliability



# About WaterSmart

Founded in 2009, the WaterSmart platform surfaces actionable data insights for water utility staff and provides self-service solutions for end-use customers effectively reducing costs, improving operational efficiencies, and increasing customer satisfaction

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

## UTILITIES



130+ Utilities | 30 states  
4M+ Accounts  
12.5M End-use customers

## PARTNERS



Home Service  
Partners



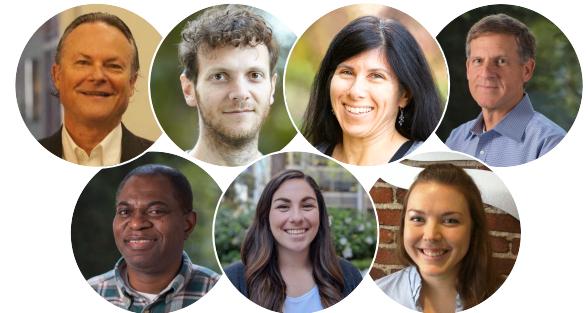
Electronic payments



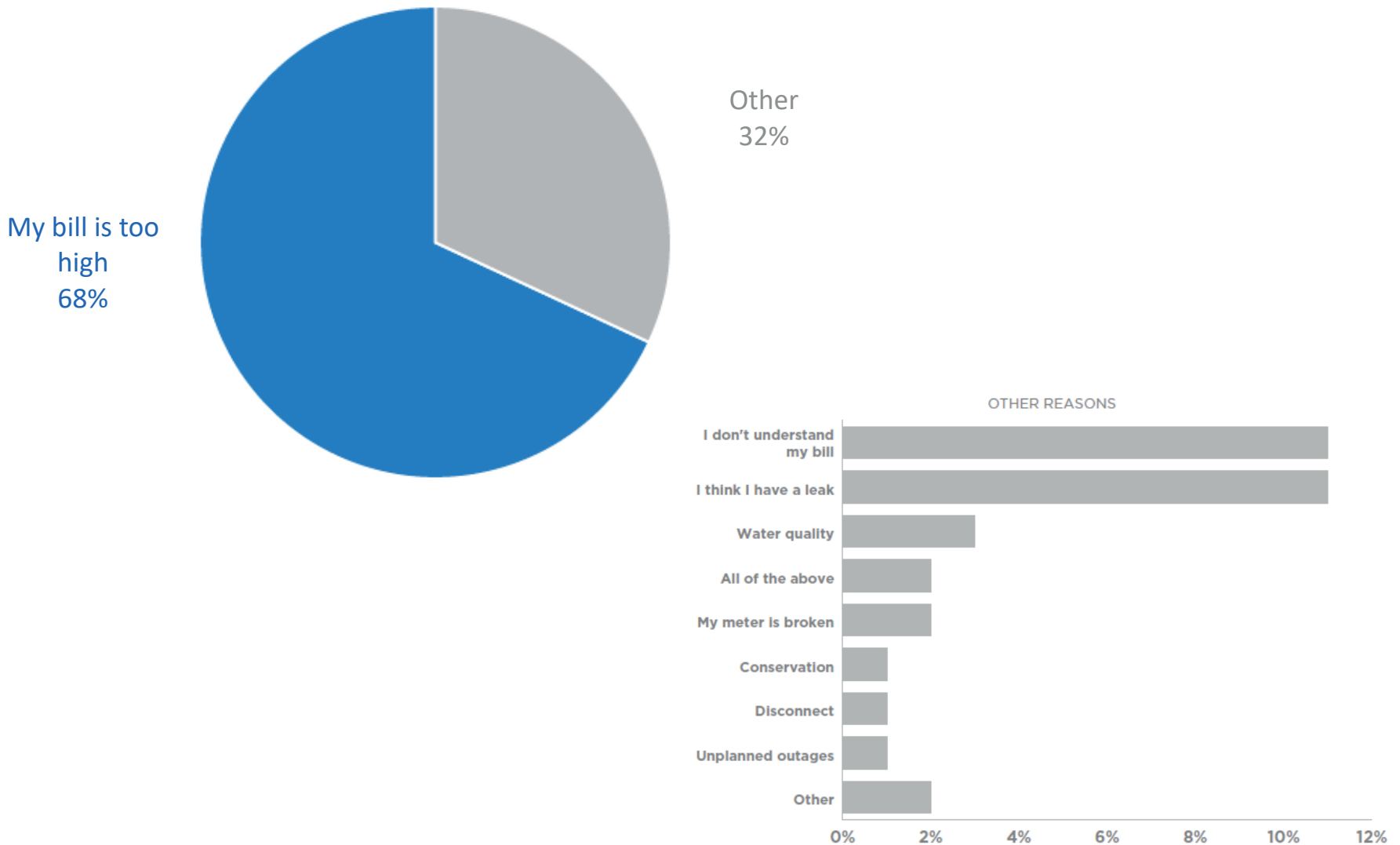
Advanced  
Metering  
Infrastructure

## TEAM

WaterSmart dedicates itself to execution, delivering on 100% of our implementations



# When do customers call?



# How to strengthen the customer-utility relationship

- Approach must be proactive
- Messaging needs to be timely and targeted
- Self-service resolution needs to be available



# Empower Customers with Automated Alerts

## Irregular Water Use: You may have a leak



WaterSmart  
Program

6170 Remy Blvd  
602095481306

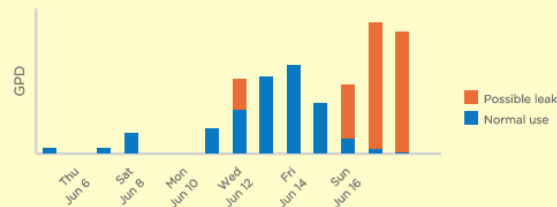


### Irregular Water Use

You used 2,715 gallons of water in 22 hours, beginning at 2:00 AM on Tuesday, June 18, 2019.

[Investigate possible leak »](#)

Your most recently recorded water use:



### What's next?

1. Check for leaks.

[Here's how »](#)

2. Tell us what you found

[I found a leak »](#)

[This was not a leak »](#)

This is an automated message from City of WaterSmart, based on the data from the water meter at 6170 Remy Blvd. The links above will direct you to the City of WaterSmart WaterSmart website.

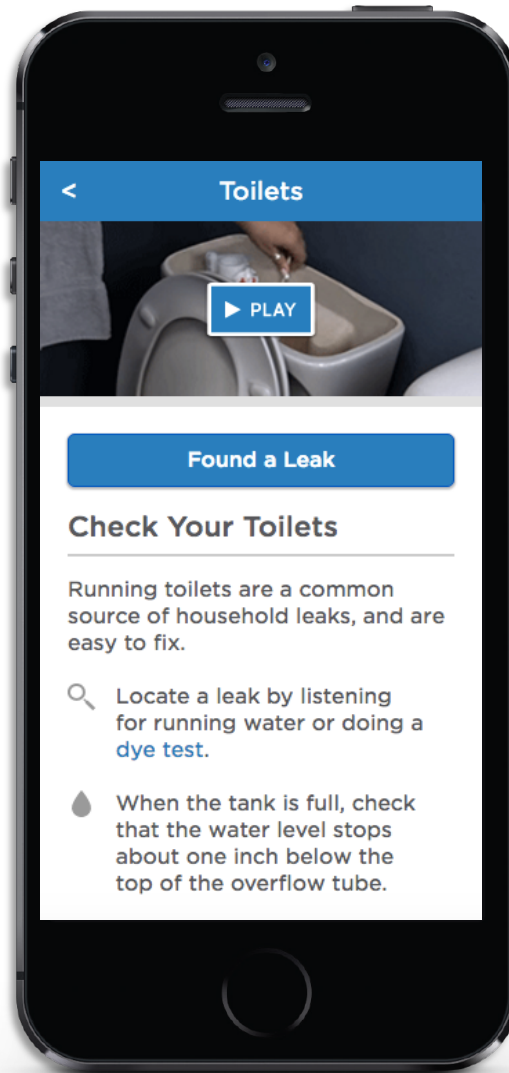
These notifications are a free service.

© 2019 WaterSmart Software

[Change your communication preferences or unsubscribe.](#)

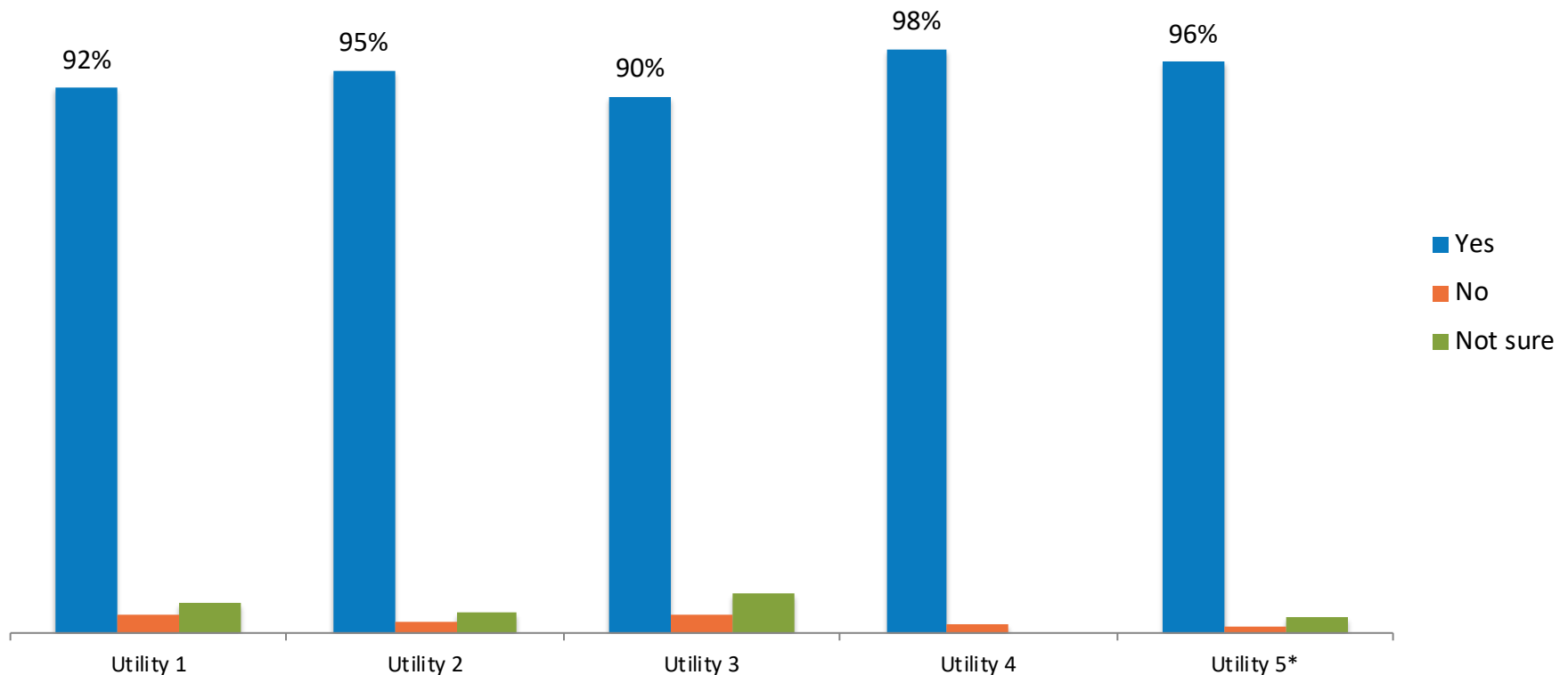


# But what do they do next?

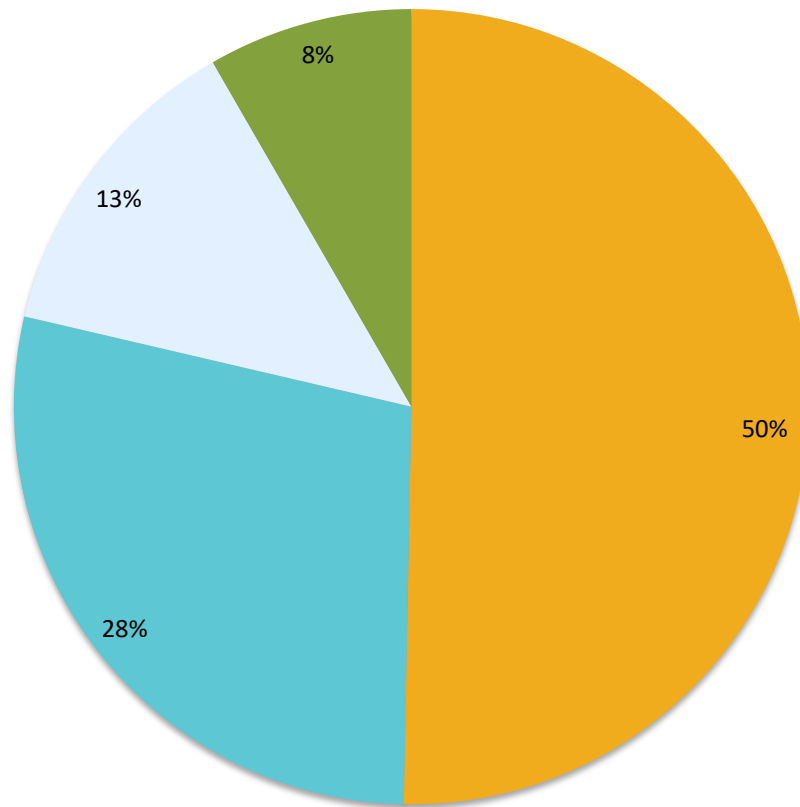


# 95% of customers want to continue receiving leak alerts

Do you find leak alerts valuable and wish to continue receiving them?



# 78% of customers were alerted to a leak or other irregular use they were not aware of



## Was this alert about...

- A leak you were not aware of
- Water use that was not a leak
- A leak you were already aware of
- Not sure



# Success Story Glenview, Illinois

## Digitizing manual staff processes

**Problem:** Glenview staff was spending 10 hours each week manually notifying customers of leaks and had almost no customer emails

**Solution:** Glenview began sending automated Print Leak Alerts

**Outcome:** WaterSmart helped Glenview staff save 10 hours each week and convert 20% of Alert recipients to digital alerts in less than 3 months

“We are extremely pleased with print leak alerts. It saves staff a lot of time and effort”

**- Jody Ruiz**  
Resolution Center Supervisor



**ACCOUNTS:**  
16,131

**STAFF TIME SAVED:**  
10 hours per week

**RESPONSE RATE:**  
20 percent registration

# Strengthening relationship with self-service

- Customers empowered to solve their own problems with self-service tools
- Call volume decreases, enabling utility staff to spend time on high value activities
- When customers do call, more positive and productive conversations take place



# Questions?



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