This presentation premiered at WaterSmart Innovations

[website link] watersmartinnovations.com
I get bill forecasts from my electric utility

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 Fargo

Your recent FICO Credit Score is available at Wells Fargo

Wells Fargo Online <alerts@notify.wellsfargo.com>

to ○ me ▼

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 home security system sends notifications

4/16 10:00 AM
BURGLARY ALARM. Proceed with caution.
Sensor: Back Door (Zone 4)
Current engagement with my water utility....

<table>
<thead>
<tr>
<th>ACCOUNT NUMBER</th>
<th>ID #</th>
<th>SERVICE ADDRESS</th>
<th>STATEMENT DATE</th>
<th>DUE DATE</th>
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<tbody>
<tr>
<td></td>
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<td></td>
<td>09/23/2010</td>
<td>10/14/2010</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>METER NUMBER</th>
<th>CLASS</th>
<th>FROM SERVICE TO</th>
<th># OF DAYS</th>
<th>READ TYPE</th>
<th>METER READINGS (000's Gallons)</th>
<th>USAGE (000's Gallons)</th>
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<tr>
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<td>09/21/2010</td>
<td>33</td>
<td>ACTUAL</td>
<td>316</td>
<td>312</td>
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</tbody>
</table>

**USAGE HISTORY (000's Gallons)**

- **ONE YEAR AGO**
  - 3
- **LAST MONTH**
  - 3
- **12 MONTH AVERAGE**
  - 4

**PAY THIS AMOUNT**

$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.
When do customers call?

My bill is too high 68%

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

City Water
6170 Remy Blvd
602295481306

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?

Check Your Toilets

Running toilets are a common source of household leaks, and are easy to fix.

- Locate a leak by listening for running water or doing a dye test.
- When the tank is full, check that the water level stops about one inch below the top of the overflow tube.
95% of customers want to continue receiving leak alerts

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

<table>
<thead>
<tr>
<th>Utility</th>
<th>Yes (%)</th>
<th>No (%)</th>
<th>Not sure (%)</th>
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</thead>
<tbody>
<tr>
<td>Utility 1</td>
<td>92%</td>
<td></td>
<td></td>
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<tr>
<td>Utility 5*</td>
<td>96%</td>
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</table>

*Utility 5 = AMR

Based on >2,000 customers at 5 utilities receiving WaterSmart leak alerts in 2017

Utility 5 = AMR
78% of customers were alerted to a leak or other irregular use they were not aware of.

![Pie chart showing the percentage of alerts.

- 50%: A leak you were not aware of
- 28%: Water use that was not a leak
- 13%: A leak you were already aware of
- 8%: Not sure

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?

Avril Dalin – Marketing and Sales Specialist
WaterSmart Software