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LEVERAGING AMI DATA - YOUR GOLDEN TICKET TO IMPROVING YOUR COMMUNICATION STRATEGY

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VertexOne

Laurie Loftin, Water Conservation Coordinator
Athens-Clarke County Public Utilities District

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Introduction



Craig McCandless

Regional Sales Director
VertexOne

Though he only joined VertexOne in June 2021, Craig McCandless has been in the utility industry since 1994 and has extensive knowledge and experience in the meter-to-cash processes. He has worked in both the utility sub-metering and water utility industry in the areas of metering system installations, utility billing operations, customer service operations, technology development, project management, and business development. Today he ask Laurie some questions Athens-Clarke County's experience with the VertexOne WaterSmart Customer Engagement & Analytics platform.



Laurie Loftin

Water Conservation
Coordinator
Athens-Clarke County
Public Utilities
Department

Laurie Loftin confesses to being a lifelong water user who is guilty of having taken this precious resource for granted. She now works with the Athens-Clarke County Public Utilities Department as the Water Conservation Coordinator, a job that has forever changed her perspective of water. After ten years in the water industry, she has discovered the challenges of raising awareness of our hidden infrastructure and the value of water in the community is real. She will share today how Athens, GA uses WaterSmart to further her mission of getting others to experience water the way she does.

About VertexOne™

VertexOne™ provides a suite of enhanced meter-to-cash software-as-a-service solutions to electric, gas, water, and wastewater utilities and municipalities across North America to reduce the cost-to-serve, improve operational efficiency, and build business resilience.

With our award winning **VertexOne Complete™** delivery model and our refined implementation approach, we provide an offering that eliminates risk, protects utility investments and ensures a high level of service for the utility and end customers.

UTILITIES



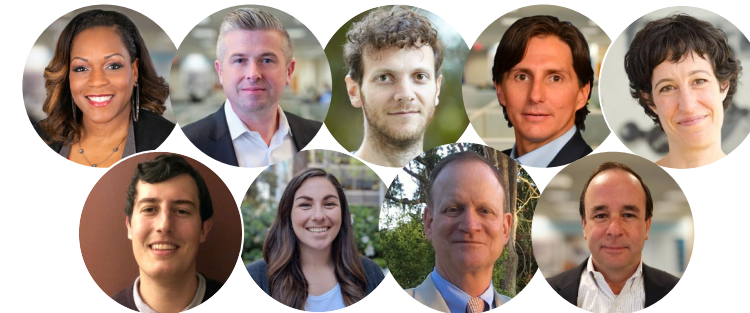
200+ Utilities | 39 states
17M+ End-use customers

PARTNERS



TEAM

VertexOne™ dedicates itself to execution, delivering on 100% of our implementations, meeting and exceeding SLAs



Athens-Clarke County Public Utilities Overview

The Athens-Clarke County (ACC) Water Works system in Georgia provides high-quality drinking water to nearly all ACC residential, commercial, governmental, and industrial users within its boundaries. The distribution system includes 827 miles of water lines and supplies service to approximately 41,300 customer accounts.

Athens-Clarke County Water Conservation Office (WCO)

Water conservation has been a significant consideration of ACC since 1995, with a dedicated Water Conservation Office (WCO) and staff to oversee the implementation of appropriate conservation measures.

The Water Conservation Office (WCO) mission is to:

provide the necessary resources to promote a water-efficient lifestyle through education, collaboration, and action to sustain water resources and elevate the value of water in Athens-Clarke County.

Conservation Initiatives:

- The Athens-Clarke County PUD operates a continuous meter replacement program.
- PUD upgraded to Advanced Metering Infrastructure (AMI), completing the installation in 2019.
- WaterSmart Customer Portal opened for customers in July 2019, before AMI install was completed.

The important investment in AMI unlocked a massive vault of consumption data.

It became critically important that ACC had the solutions in place to fully leverage this data and surface actionable insights.

Customers expect more from their utilities



**instant
information**



**self-service
functions**



**personalized
communication**



**actionable
insights**



**intelligent
automation**

Adopting a Proactive Approach

According to J.D. Power Water Utility Residential Customer Satisfaction Study:

- Frequent communication maximizes satisfaction
 - Customers who recall receiving 4-5 communications from their water utility have satisfaction scores that are 148 points higher than among those who do not recall receiving any direct communications
- Communication is key when implementing upgrades
 - When customers have previously been made aware of water utility system upgrade, satisfaction scores are 58 points higher than those who experience no service interruptions



Challenges & Opportunities

Challenge: Improving Water Conservation with AMI data Insights and Targeted Communication



GOALS

1. Make AMI water consumption data accessible and easy to understand for staff and customers
2. Effective sustainable improvements in water use efficiency and conservation
3. Shifting from reactive to proactive communication strategy



OPPORTUNITIES

1. Automate analysis to surface actionable data insights, save staff time, and money
2. Incorporate social comparisons to provide a frame of reference for data
3. Distribute timely and targeted communications about water use and leaks that boosts customer satisfaction

Selecting a solution

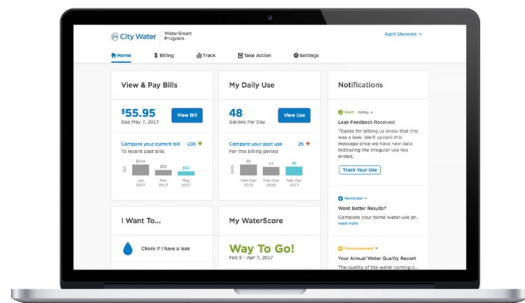
To accomplish our goals, we needed to find a platform that we could:

- Maximize the benefits of AMI data
- Increase water conservation efforts
- Expand customer engagement
- Improve the overall customer experience

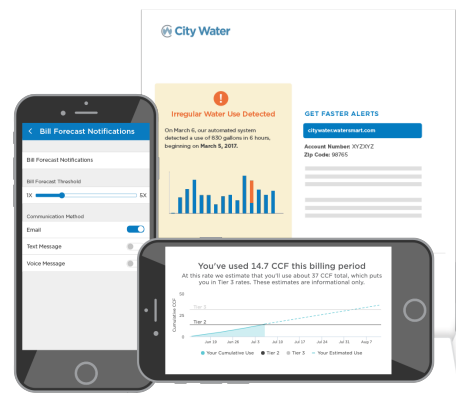
VertexOne WaterSmart™

Transform data into insights that drive customer engagement and lower service costs

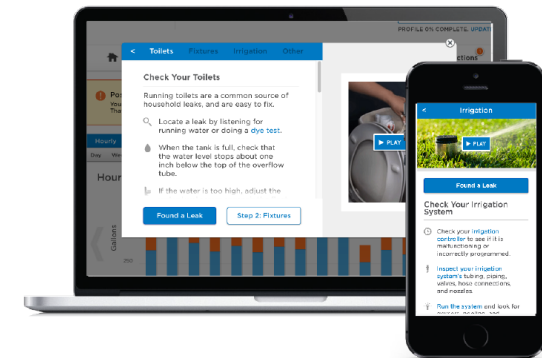
CUSTOMER EXPERIENCE



Customer Portal provides additional water use information and tips



Alerts can be sent by all channels (print, email, voice, text)

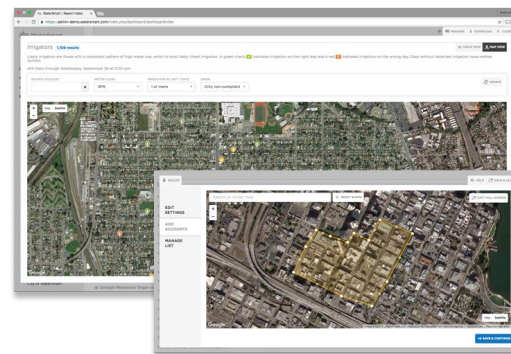


Leak Resolution & Bill Explainer help customers to resolve issues online

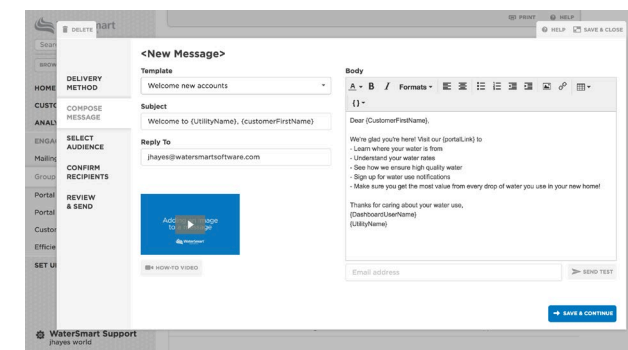
UTILITY EXPERIENCE



Consumption data analytics in aggregate and for individuals



50+ Reports and maps identify customers with leaks, unusual reads, rebates, and more



Group Messenger to send targeted, timely customer communications

The Benefits

ACC STAFF

- Operational Savings
- Leveraging of Meter Data
- Customer Satisfaction
- Ease of Use
- Leak Detection Benefits
- Robust Analytics
- Reduction in staff time

CUSTOMERS

- Multiple Self-Service Options
- Unplanned Use Notifications
- Monitor water consumption and bills
- Convenient access from anywhere
- Up to date communications from the utility
- Social Norm comparisons

AMI – Making Data Presentment Actionable

Utilities have massive volumes of data: customer information, meter readings, billing data, payment data, etc.

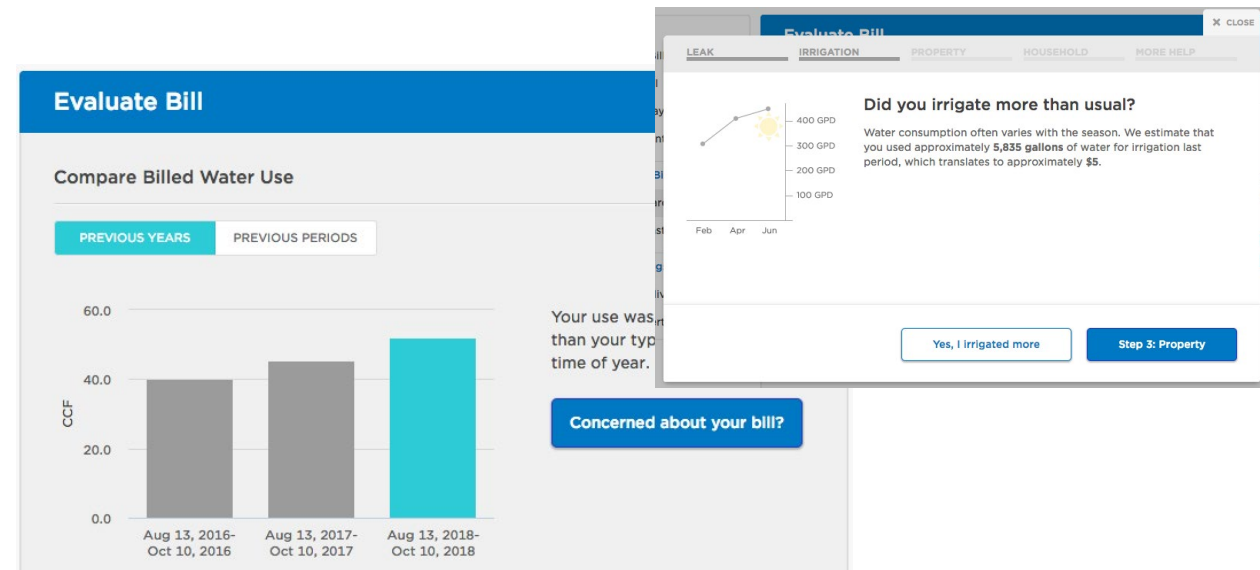
- *How to make the data usable for staff?*
Aggregate and individual accounts representation in reports, charts, and graphs make the data user-friendly and usable for utility staff.
- *How to translate data to customers' actions?*
Customer engaging with their data in near-real time increases customer self-service and reduces bill shock and customer support costs.



What is your utility's data governance, analytics, and management plan?

Comparing Water Use through Social Norms

- Take advantage of behavior science based social comparisons to foster sustainable water improvements
- Highlighting water usage and changes in behavior
- Encouraging conservation through personalized recommendations and step-by-step leak & high bill resolution modules that put the savings power in the hands of customers



My WaterScore

Way To Go!

Dec 23 - Jan 21, 2021

Way to go, WaterSaver!
You ranked in the top 20%.

Who am I compared to?

You **35 GPD**
Efficient **81 GPD**
Average **115 GPD**

My WaterScore

Nice Work

Dec 3 - Jan 4, 2021

Nice work, WaterSaver.
Continue to use water wisely.

Who am I compared to?

Efficient **105 GPD**
You **124 GPD**
Average **130 GPD**

My WaterScore

Take Action

Dec 1 - Dec 30

You used more water than similar households.

Who am I compared to?

Efficient **105 GPD**
Average **133 GPD**
You **775 GPD**

Boost Satisfaction with Timely & Targeted Communication

- Leverage data to provide timely communication about leaks, water use, and service-related issues
- Ongoing engagement about crisis communications, conservation programs and community events
- Targeted communication based on regional, GIS mapping, behaviors, and characteristics / attributes
- Communication distribution via preferred platforms – text message, social media, email, phone, customer portal



The Results

109,040
Leaks Detected In
12 months

52%
Engagement Rate
on Leak Alerts

38,000+
Multi-Channel
Communications
Sent

**100% Positive Sentiment from Customer Feedback
Regarding Leak Alerts**

What can you do next?

- Find the best approach to making the necessary changes at your utility
- Identifying vision for the future
- Creating a roadmap that integrates AMI data with customer technology stack
- Finding the right partner





Thank you & Questions?

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