Meter Moments

Customer Touchpoint Communication Guide

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IDENTIFYING MOMENTS

Meter Moments are key moments in the utility-customer relationship. By leveraging common moments for two-way communication, utilities can create a better experience for their customers and reduce their cost to serve.

ABOUT THIS GUIDE

This guide details the various touchpoints a utility may have with their customers. From handling a high bill to communication around an outage, it's critical to inform customers of the status of their service.

Program enrollment can decrease cut off costs, increase customer satisfaction, and enhance a community's standard of living. But how do you know who to enroll? Target customers in the geographical area or by demographics to ensure an exceptional customer experience.

Emergency outages can frustrate both utilities and customers. Keeping customers informed through group messages to affected communities can ease friction and solidify a positive customer relationship. But how do you know what to say? Use templated SMS or voice messages to update customers of outages and resolutions via their preferred method of contact.

High bill frustration can cause employees to spend precious time working through customer service calls their whole shift. Instead, empower customers to understand their bill, detect leaks, and mitigate their own issues autonomously. But when do you inform a customer of a potentially high bill? Using algorithms, automated communication and self-service options, customers can immediately take action.

The move-in process may be one of the first times a customer interacts with your utility. Make sure they start service on a positive foot with quick, efficient move-in communication. But how do you deliver the right message? Collect phone numbers and email addresses as a customer begins the process and deliver messages directly to their inbox via their preferred method of communication.

Moment in Focus

Outage Communication

First, redefine who should be considered a customer. Include account holders, leasing managers, service stakeholder, and customers. Next, timely and actionable communications are key. Define the message and target specific communities with outbound communication through quick, omnichannel marketing. In the end, downed power lines, floods, boil water notices, and unplanned service interruptions should convey the Utility's outage plan while effectively informing communities of their specific outage status.

DELIVER THE RIGHT MESSAGE

Make your content personalized and actionable by delivering different outage communication messages.

TO THE RIGHT CUSTOMER

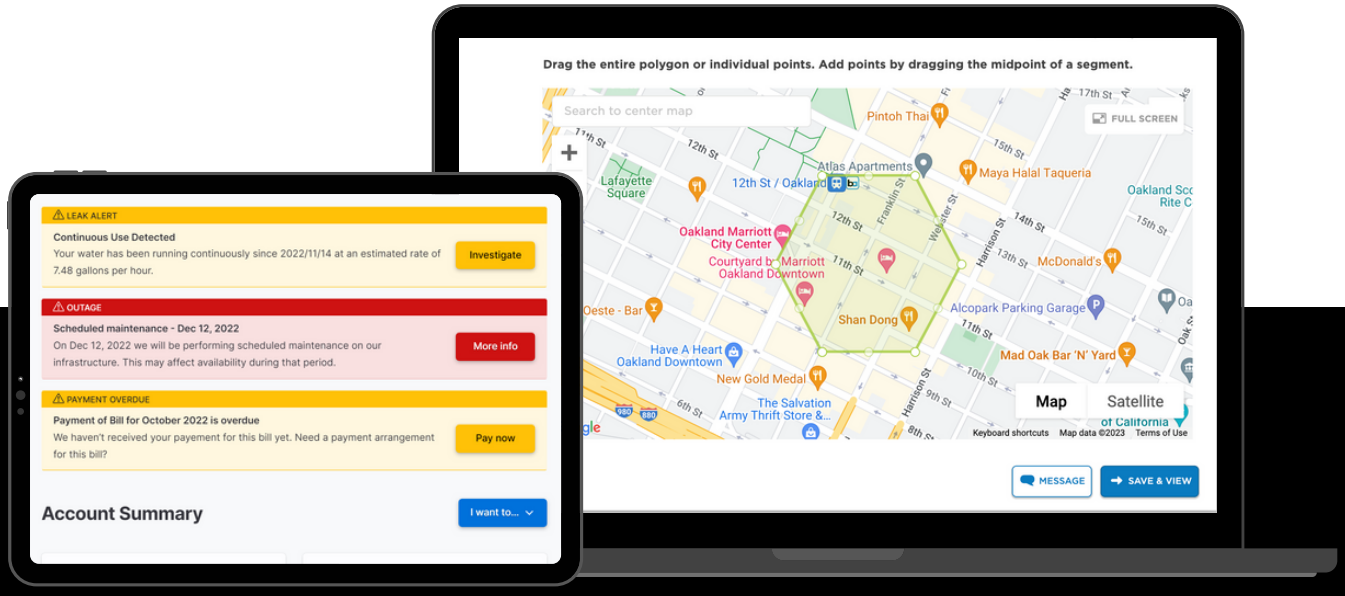
Increase your impact and avoid missed communication by dynamically targeting segments of customers.

AT THE RIGHT TIME

Send urgent messages like "Some customers are experiencing outages in your area" to customers immediately impacted.

THROUGH THE RIGHT CHANNEL

Create a seamless experience across all communication channels (i.e. portal, text,, email, and social).



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Moment in Focus

Program Enrollment

Transparency with customers can assist the utility in reducing delinquencies and debt. VertexOne provides multiple tools that can be used in combination to communicate key information & encourage program adoption. Programs include rebate programs, customer assistance programs, community event registration, and revenue generating services.

DELIVER THE RIGHT MESSAGE

Send personalized message like "based on your home profile, you are eligible for our new rebate program."

TO THE RIGHT CUSTOMER

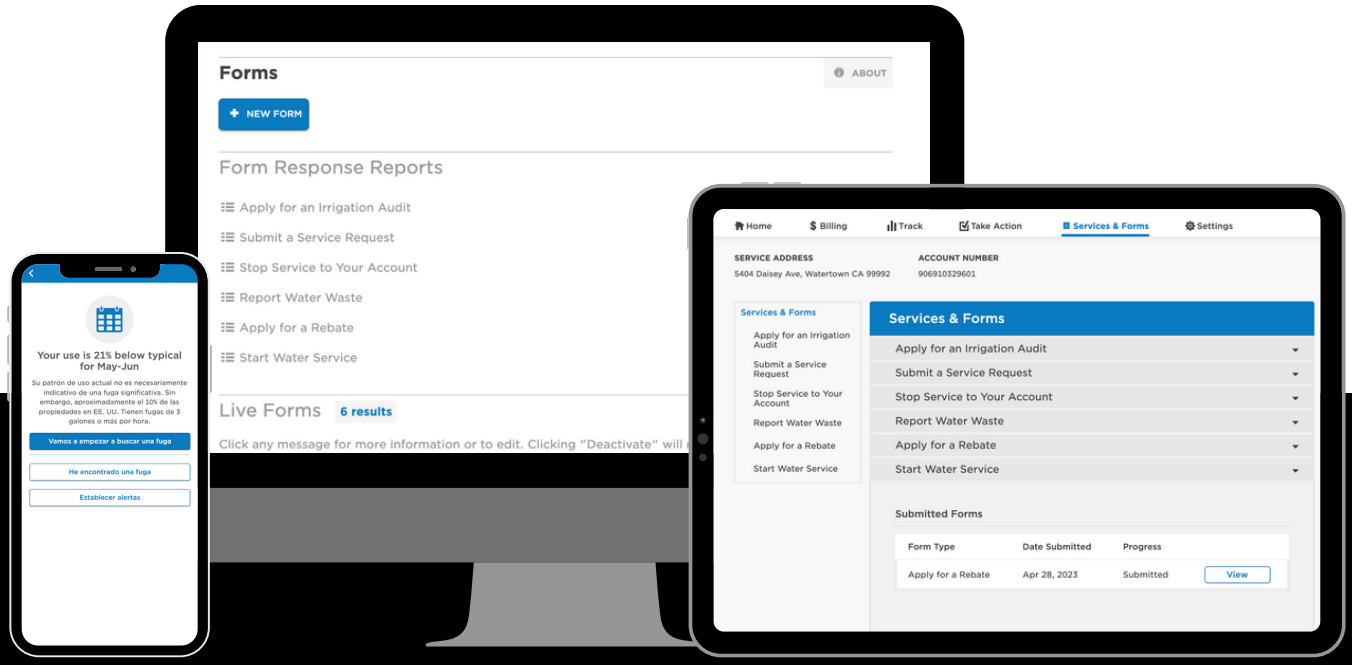
Set specific criteria to target specific segments of customers and track exactly which users received which campaigns.

AT THE RIGHT TIME

Notify users of promotional offers and program eligibility when they are already interacting with your utility.

THROUGH THE RIGHT CHANNEL

Allow customers to easily enroll in programs on desktop, tablet, or mobile device.



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Moment in Focus

High Utility Bill

High bills are the number one source of customer calls. Bill shock can be averted by using: a) algorithms to detect unusual use, b) automated communications and c) actionable information that enables self-service.

DELIVER THE RIGHT MESSAGE

Shortly after detecting a potential high bill, send the customer a letter or email with the projected cost of the bill.

TO THE RIGHT CUSTOMER

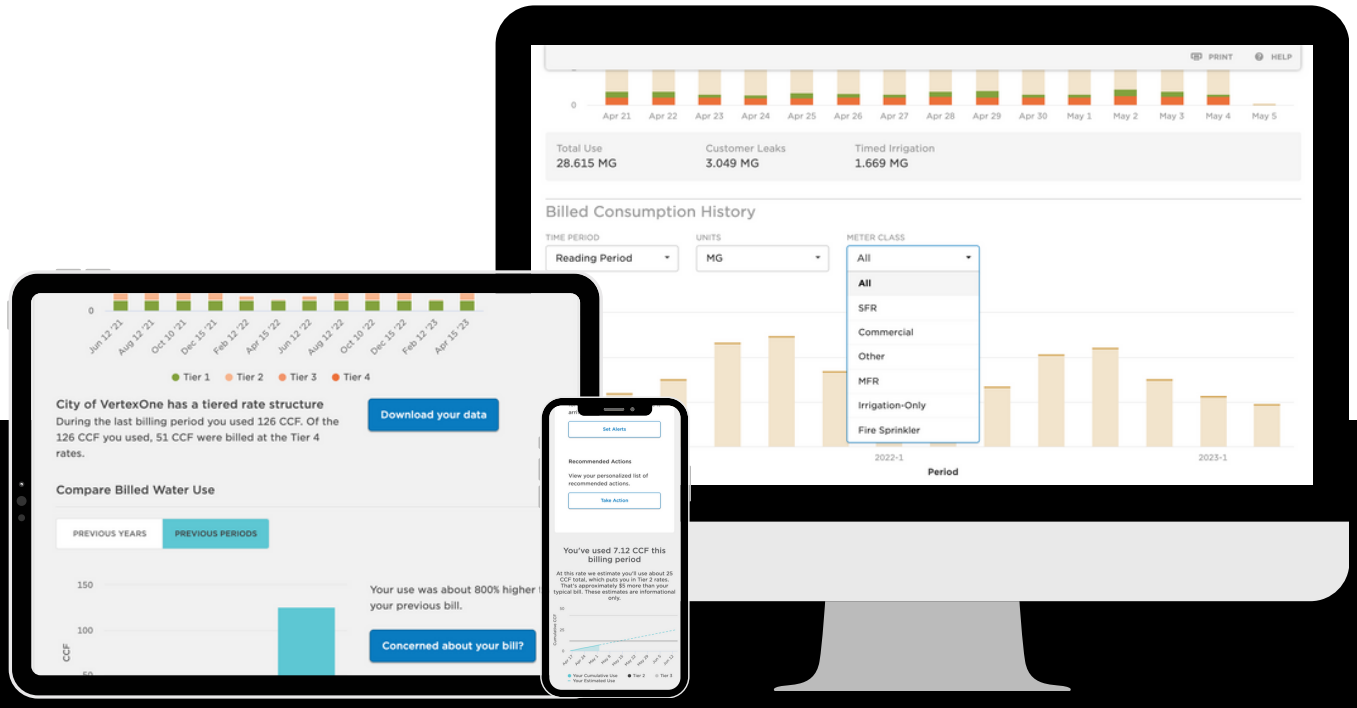
Offer enrollment in a Customer Assistance Program to the customers who most frequently make late payments.

AT THE RIGHT TIME

Promote utility audits to customers who recently had, or are about to have, a high bill.

THROUGH THE RIGHT CHANNEL

Empower customers with self-service tools and communication preference in order to message via channels they interact with routinely.



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Moment in Focus

Move-in and Move-out

Starting service may be one of the first interactions a utility has with a customer. Poor initial impressions can lead to dissatisfaction, complaints, or may even cause a utility to lose a customer. Through efficient, streamlined processes, customers can begin their utility journey with ease. Ensure end-users are satisfied through a combination of online move in/move out requests, automated service line care sign-ups, smooth transfers or disconnects, and customer support where needed.

DELIVER THE RIGHT MESSAGE

Engage moving customers with messages like, "Your scheduled start date is Tuesday" based on data pulled from your CIS and MWM system.

TO THE RIGHT CUSTOMER

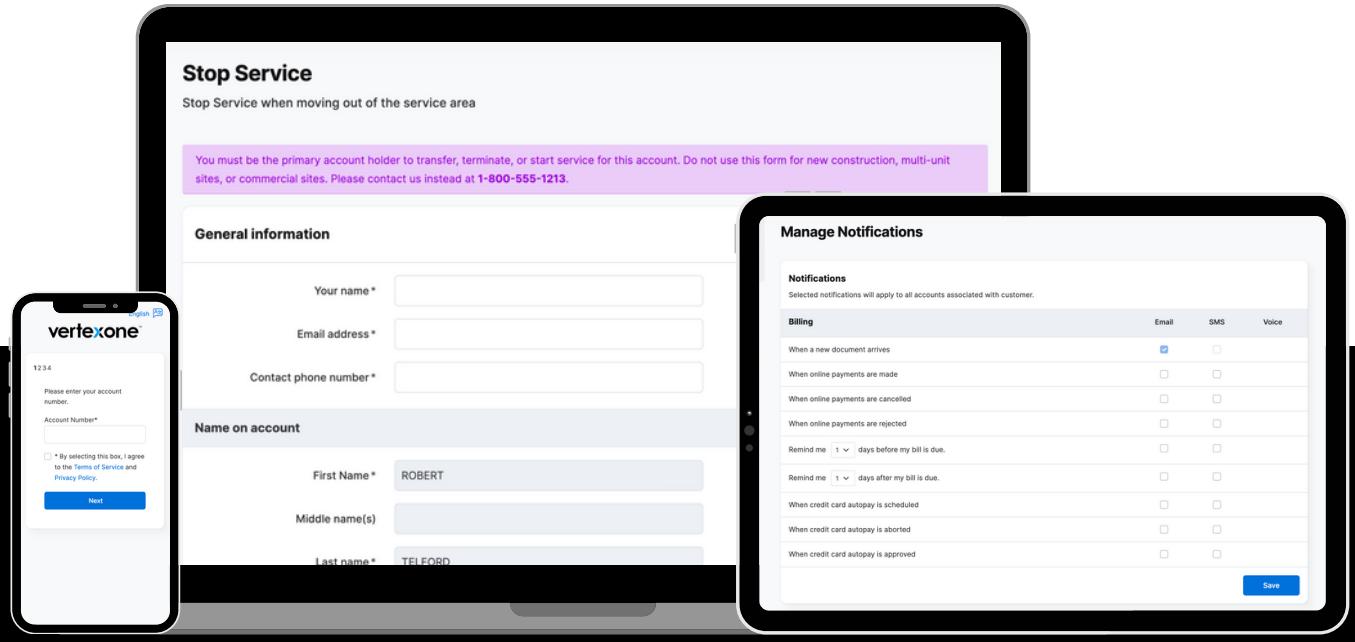
Send templated messages with personalized account information to encourage them to enroll in the portal or configure communication preferences.

AT THE RIGHT TIME

Automate workflows to immediately add service connection to the field workers task list and send templated emails with configurable connect/disconnect process flows.

THROUGH THE RIGHT CHANNEL

Send customers messages via their preferred channels via user-friendly digital forms instead of printed forms.



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OUR SOLUTIONS

VXengage is designed to help utilities lower cost to serve their customers, improve collections, influence desired customer behavior, and ultimately increase customer satisfaction and self-service adoption. It also manages customer communications, notification templates, and document archiving.

Through our communication tools, you can deliver targeted, personalized messages, and get more time to focus on what really matters: to promote community events, target efficiency appliance rebates, promote payment assistance programs to low-income customers, notify customers in a specific area of scheduled maintenance or outages, and drive customer portal registrations.

VXfieldwork is a Mobile Workforce Management that is both a standalone solution and one that integrates with your CIS, connecting your dispatchers with field technicians to centralize work management and optimize scheduling of work assignments, while putting customer info, work orders, and analytics right in your field workers' hands.

VXsmart aids in alerting customers of leaks and help them find and resolve leaks on their own, without calling their utility. VXsmart also helps to reduce customer support costs through an automated self-help system that allows customers to identify and resolve concerns over high bills.

VXpay provides a single point of contact for customer experience and billing/payment solutions, full billing document composition, print and mail services, not to mention PDF and e-bill generation and delivery, all with a single vendor POC. Your customers get numerous PCI compliant payment options—traditional lockbox, credit/debit card drafts, e-Wallet support, text to pay, and retail kiosks, to name a few.

ABOUT VERTEXONE

VertexOne is the leading provider of cloud-based SaaS software solutions powering the next generation of customer experience for utilities, energy retailers, and energy transition providers. With over 30 years of experience and more than 350 customers in the cloud, we capitalize on our deep expertise to provide a wide range of innovative solutions for digital transformation, revenue optimization, and data-driven efficiency operations surrounding the customer. From Customer Information Systems (CIS) and Mobile Workforce Management (MWM) to Electronic Data Interchange (EDI) and Digital Customer Engagement and self-service portals, we empower our customers to deliver a compelling customer experience, reduce costs to serve, increase operational efficiency, and improve customer satisfaction. For more information on how VertexOne allows you to enhance the digital customer experience, improve revenue management, and leverage data analytics, visit https://www.vertexone.net.

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