

# VertexOne Digital Customer Engagement—or “Ordinary” Customer Service? You Decide.



Gone are the days when all a customer expected of utility providers was a monthly statement in the mail. Today’s utility customers expect the same user-friendly, proactive and personalized experience they receive from interactions with other technology savvy businesses.

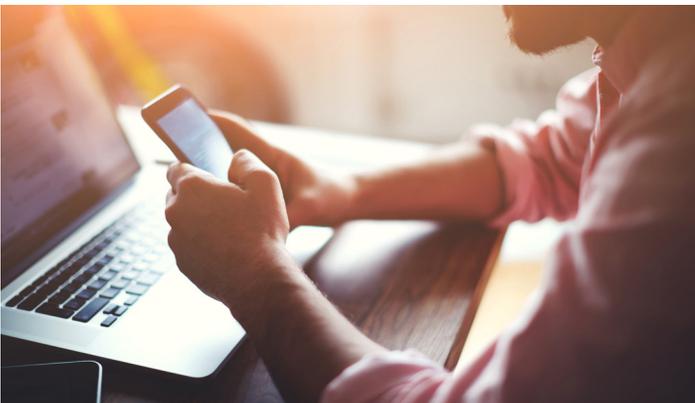
At VertexOne, we know customers expect more than to access their account, see their balance, and pay their bill online. They want to see their usage and payment history, update their account data, and initiate service requests—all without calling or waiting in a line. They want to receive relevant, personalized offers and to be informed regularly via their preferred channel of communication. And, being mobile and online savvy, they expect to interact with you on their terms, whenever and from wherever they happen to be.

That’s why we created **VertexOne Customer Advantage**, our web and mobile self-service platform purpose-built for utilities.

VertexOne Customer Advantage delivers all these capabilities and more:

- A responsive, reliable, modern and configurable solution that offers an excellent customer experience to end customers at a predictable total cost of ownership for the utility
- A fully hosted and managed, scalable and secure solution that integrates with most CIS systems
- A breadth of easy-to-use, self-service functionalities customers demand
- Dynamic messaging/display that is personalized based on customer attributes
- Integration with external websites, with utility specific branding/look-and-feel
- Improved payments, reduced bad debt, increased customer satisfaction and—in deregulated markets—reduced churn

**VertexOne has managed, hosted, and supported technology solutions for utilities and millions of their customers since 2000.** That means Customer Advantage is supported by seasoned resources with deep utility CIS/customer care experience. Our commitment to innovation and ongoing upgrades based on a defined product roadmap mean you will be able to keep up with customer demands in the future.



## That’s the VertexOne difference.

With Customer Advantage, you get a quick, customized implementation, excellent ongoing support, and SLAs that align with your business. Of course, you get the ability to deliver the capabilities your customers demand, but you also get to better allocate your resources and improve operational efficiencies. With all that taken care of, why would you ever go back to providing an ordinary customer service experience?

### End Customer Benefits

- Setup online and mobile 24x7 access to account(s)
- Update contact & account information
- View current & historical billing statements, payments and consumption insight
- Setup and make payments via multiple channels and payment methods
- Set communications preferences and opt-in for various account related notifications
- Submit online service requests and view status
- Enroll into programs, request payment extensions and manage installment plans
- View relevant branding, messaging & announcements

### Utility Benefits

- Lower Cost to Serve. Promote self-service adoption, which means fewer walk-ins, calls and field service requests
- Encourage Desirable Behavior. Improve collections and program enrollment through user friendly and targeted offers
- Stay current – Take advantage of product upgrades post go-live with a well-defined product roadmap
- Secure customer data. Rest easy knowing our dedicated IT security team uses a proactive approach to safeguarding your customers’ data
- Increase customer satisfaction. Deliver actionable consumption and payment insights that increase personalization and boost customer satisfaction

## Digital Customer Engagement Solution Components

### Customer Advantage

Cloud based, managed, device agnostic customer self-service portal solution that allows end customers to set up online account access, view billing/usage information, make payments and request service

### WaterSmart & Analytics

Cloud based advanced analytics that utilize customer consumption, transaction and behavioral data to enable personalized and relevant insights and conservation tools



### Communications Advantage

Cloud based multi channel proactive messaging solution that allows utility to schedule automated proactive communication to various groups of customers

### Document Advantage

Cloud based, managed electronic document management portal that allows utility employees a single source for all customer related documentation

**VertexOne Customer Advantage.**  
**So Much More than “Ordinary” Customer Service.**