Delivering actionable customer engagement

PREPARED FOR THE MWRA’S WSCAC, MAY 4TH, 2016

Subodh Nayar, Market Development
snayar@watersmart.com

Frances Yuhas, Regional Sales Manager
fyuhas@watersmart.com
Agenda

• Introducing WaterSmart Software
• What water utility problem do we solve?
• Platform overview
• Measurable results
• Summary
WaterSmart

WaterSmart empowers utility managers with actionable insights to increase customer satisfaction, reduce non-revenue water, and improve operational efficiency.

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

**HEADQUARTERS**
San Francisco

**FOUNDED**
2009

**AWARDS**
Global CleanTech 100
Global Water Intelligence Top 20
BCorp Best for the Environment 2009
Sustainia 100 2015

**OUR PARTNERS INCLUDE**
50+ UTILITIES IN 9 STATES
3M+ ACCOUNTS
MA utilities face

Rising operating costs with flat-falling demand

Large infrastructure investments to maintain water quality and safety

Customer demand for data transparency and digital engagement

**The Challenge:**

Funding the continued, reliable delivery of clean water requires an evolution in customer engagement.
How WSS drives actionable engagement?

Delivering the right message at the right time to each customer.
Using WSS provided customer insight

Customers

- Understand Water Use
- Water Use Comparison
- Detect & NotifyLeaks

Utility

- Turnkey Customer Engagement
- Detect Irrigation Violators
- Program Management
Using the WSS platform

**UTILITY DATA**
Meters, Rebates & Incentives, Violations

**EXTERNAL DATA**
Surveys, Property, Climate

**ANALYZE**
Utility Dashboard

**MEASURE**
Report results, outcomes, and trends

**ENGAGE**
Customer Portal, Outbound Comm.
Current utility partner results
Measurable sustained increases in water-use efficiency

2–5%

SUSTAINED REDUCTIONS IN USE

Cumulative Water Savings

CUMULATIVE SAVINGS BY MONTH, WEIGHTED ACROSS 28 UTILITIES
High impact customer engagement

Do you recall getting a personalized home water report by mail or email in the past year?

- CA Utility 1: 79%
- CA Utility 2: 90%
- CA Utility 3: 89%
- Texas 1: 86%

If yes, did you look at these monthly reports?

- CA Utility 1: 83%
- CA Utility 2: 90%

Would you like to continue to receive home water reports?

- CA Utility 1: 91%
- CA Utility 2: 84%
- CA Utility 3: 90%

Did the reports prompt you to be more water efficient?

- CA Utility 1: 77%
- CA Utility 2: 71%
Operational Efficiencies

36% INCREASE

*Before WaterSmart  *After WaterSmart

% CUSTOMERS WHO RATED THE UTILITY “EXCELLENT”

23% AVG. REGISTRATION RATE

% REGISTERED ON CUSTOMER PORTAL

Engaged users receiving more than 6 water reports. Utilities w/ more than 10,000 households engaged.

Improved customer satisfaction

.... Paving the way for rate increases

Increases in digital engagement

Reduce communication costs

WATERSMART SOFTWARE
Partner Story
Roseville, California

Tackling Customer Education

Roseville was looking for a better way to educate households on water use and rebate programs. Customer confusion over billing was quickly resolved with the deployment of the WaterSmart Customer Portal and Home Water Reports.

“The greatest benefit is that customers understand their usage, so it makes communications easier.”

Lisa Brown
Water Conservation Administrator

Accounts: 36,000
Improved Efficiency: 5.9%
Engagement Increased: 46%
In conclusion
What sets WaterSmart apart?

**PLATFORM**
- Analyze and engage all meter classes
- Best-in-class content engine
- Personalized communications
- Best user experience

**PROGRAM**
- Measurable outcomes
- Independently verified
- Largest community of utility partners
- Benchmarks across large data set (3M+ meters)

**PEOPLE**
- World-class client services team
- Industry leading NPS (100)
- Trusted partner (Renewal = 86%)
- Expertise and focus on water
Questions and comments?

... and thank-you

WaterSmart contacts:
Subodh Nayar          Franny Yuhas
snayar@watersmart.com  fyuhas@watersmart.com
+1 703-596-4150       +1 410-375-9420