

WaterSmart enables utilities to proactively engage hard-to-reach disadvantaged communities with messages that encourage timely online payment, participation in low-income assistance programs, and actions that help save water and lower bills.



Best practices for low-income engagement

IMPROVE COLLECTION PRACTICES

- Promoting electronic and auto pay options increases payment reliability and reduces delinquency and bad debt
- Utilities that consistently enforce collection practices experience increased customer satisfaction because they free up time to provide high-quality customer service¹

LEVERAGE BEHAVIORAL EFFICIENCY

- Behavioral water efficiency reduces water consumption by up to 5%, lowering bills for those most in need

PROVIDE A MOBILE SOLUTION

- 50% of low-income adults in the US own a smartphone
- 13% of low-income adults in the US are “smartphone-dependent” for getting online²

The bottom 20% of earners spend almost 3% of their after-tax income on water, almost five times the portion that the top 20% spends.³ This makes them vulnerable to service disconnections.

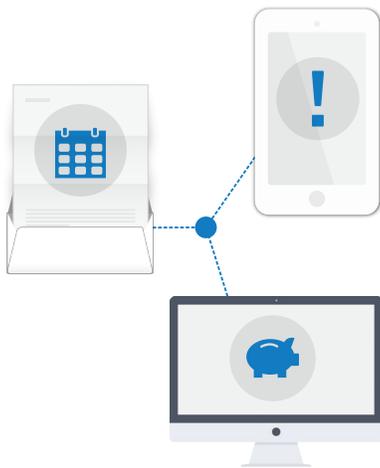
We deliver

2.3x CUSTOMER ENGAGEMENT

36% HIGHER SATISFACTION

MORE >

WaterSmart makes it simple to reach your goals



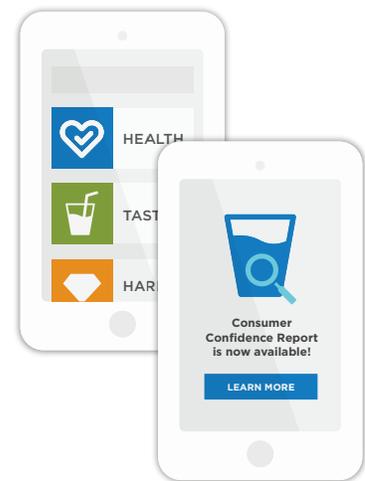
ENGAGE CUSTOMERS

- Give customers easy ways to pay online, including autopay
- Target promotion for community assistance programs to low-income customers
- Keep the conversation going via multiple channels: mobile, email, web, text, voice, or print



IMPROVE AFFORDABILITY

- Help customers understand where they use the most water
- Alert customers to high use and leaks
- Suggest personalized actions that help customers save water and lower bills



BUILD TRUST

- Build transparency and trust with water quality updates
- Build community support with value-of-water messages

THE RESULT

Happier customers, lower costs to serve, and fewer expensive, unpopular service disconnections.

FOR MORE INFORMATION

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¹ West Monroe Partners. "Six Best Practices Utilities can Employ to Improve Collections Performance". <http://www.westmonroepartners.com/Insights/White-Papers/Six-Best-Practices-Utilities-Can-Employ-to-Improve-Collections-Performance>

² Pew Center. "U.S. Smartphone Use in 2015". http://www.pewinternet.org/files/2015/03/PI_Smartphones_0401151.pdf

³ Bureau of Labor Statistics. "Consumer Expenditure Survey, 2014".