OUTAGE COMMUNICATION INNOVATION

• Purpose
• Problem
• Solution
• Communicating our tool
• Benefits
Maximize the use of technology to provide exceptional services to our customers.
THE PURPOSE

A customer service outage notification app supports our organizational mission and core values:

• Accountability
• Continuous Improvement
• Open Communications
• Satisfaction
• Collaboration
THE PROBLEM

A wind storm over the weekend caused a large, short-term outage that overwhelmed Dispatch and consumed all available IVR lines leading to rejected customer calls.

• During the first hour, we received 1,700 calls to Dispatch.
• During the second hour, we received an additional 800 calls.
• Most customers were put on hold and some were “dropped” … not a good situation.

This created an opportunity to improve communications.
THE SOLUTION

Modify our existing notification system

Current report and outage app
How do our customers communicate with us regarding Service Requests for outages?

- **Phone**
  - Calls directly to our Interactive Voice Response (IVR) System
  - Operator enters Service Request

- **Web Application**
  - Computers
  - Mobile devices
CURRENT COMMUNICATION

78% Phone

CUSTOMERS -> LIMITED! -> OPERATORS

22% Web

CUSTOMERS -> WEB APP -> NOT LIMITED! -> SERVICE REQUEST

SERVICE REQUEST
INNOVATIVE COMMUNICATION

78% Phone

22% Web

CUSTOMERS

IVR

OPERATORS

SMS TEXT MESSAGE

WEB APP

SERVICE REQUEST

SERVICE REQUEST

SMS TEXT MESSAGING FOR UPDATES
APPLICATION PROGRAM INTERFACE (API)

OPERATORS

WEB APP

API

API

API

CREATE THE SERVICE REQUEST

VERIFY LOCATION

VERIFY ACCOUNT STATUS
In 2015
190.5 million users in the U.S.
= 59.3% of the total U.S. population.
73.4% of internet users population.

IVR

Did you know that you can use our mobile app to easily report an outage? To receive a text message with a link to our mobile app, press 1 now.
Brownsville PUB: Thank you for reporting your issue, your request# is 261894

Brownsville PUB: Request# 261894 has been closed. If the issue is not resolved, please reply with “No”.

No

Brownsville PUB: Thank you for reporting your issue, your new request# is 261996
TWILIO (SMS TEXT MESSAGING SERVICE)

- Twilio allows us to send and receive SMS TEXT and VOICE over all carrier networks.
- Fees include a per-text fee and Short Number registration fee.
  - Short Numbers are registered with phone carriers to prevent messages from being blocked as spam.
- Compatible with our current software development tools.
- Widely used by many well-known companies:
  - Coca Cola Enterprises – Field Service Notifications with SMS and Voice
  - EMC2 – IT Service Alerts using SMS
  - Dell – Order Notifications with SMS
  - Uber – Arrival Alerts with SMS and Voice
CURRENT COMMUNICATION TECHNIQUES

The following solutions are used for communicating system outage information to our customers.

• IVR (2-way phone communication)
• Web Application
• Mobile Web Application
• SMS Text Messaging (NEW)

• Email
• Facebook
• Twitter
• Press Releases
COMMUNICATING THE OUTAGE NOTIFICATION TOOL

STRATEGIES AND TACTICS
COMMUNICATING A MOBILE APP

• The approach
• A mobile approach
• Understand customer behavior
• From strategy to tactics
Successful mobile campaigns have a strong understanding of the consumer behavior.
A MOBILE APPROACH

“61% of smartphone users are more likely to buy from mobile sites and apps that customize information to their location.”

Source: Micro-Moment: Your guide to winning the shift to mobile
COMMUNICATIONS PLAN

Mobile App Campaigns

Successful mobile campaigns have a strong understanding of the mobile platform, “mobile-centric, strategic thinking”. Three key features of the mobile platform:

• Frequent but Brief Usage
• “Reality-Based”
• Interactivity

Source: Marketing Magazine
BPUB COMMUNICATIONS PLAN

Translating Strategy to Tactics

Engagement centric with a traditional mix

- Geo-targeting online social media, online news, Yellow Pages, popups for online sites
- PR Events-Involvement/Customer Engagement
  - Hands-on demonstration
  - Naming or usage contest
  - Offer some “exclusive” incentive for using it

Traditional advertising methods

- General newspaper ads, billboards, bill inserts, back of bill, Yellow Pages (print)
THREE CASE STUDIES: COCA COLA
Demand and Trigger

<table>
<thead>
<tr>
<th>Digital Vendor</th>
<th>GIF the Feeling &amp; DUDE /DIVA:</th>
<th>SHAZAM:</th>
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<tr>
<td>Trigger: Thirst</td>
<td>Trigger: Reward/Social User</td>
<td>Trigger: Reward</td>
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<tr>
<td>Interactivity, Exclusivity, Brief, Convenience, Reality-based</td>
<td>Interactivity, Brief Use</td>
<td>Interactivity, Brief Use, Reality-based</td>
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BENEFITS

Customer
• Self-service is growing trend allowing for faster delivery.
• Always up to date with service updates via text-message.
• No time spent “on hold” waiting for a customer service representative.

BPUB
• Builds customer trust and increases satisfaction.
• Less customer service representatives required to answer calls.
• Frees IVR/Phone lines.
  • Auto-verification of systems data.
STRIVE TO BE THE BEST…

“**Innovation** distinguishes between a leader and a follower.”
– Steve Jobs

“The need to **communicate** effectively with your customers will come up again and again.”
– Bill Gates

“As a leader in our industry we must continually strive to implement **innovative** technologies to ensure effective **communication** with our customers.”
– Hector Leal