



Delivering actionable customer engagement

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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



AMERICAN WATER

MA utilities face



Rising operating costs with flat-falling demand



Large infrastructure investments to maintain water quality and safety

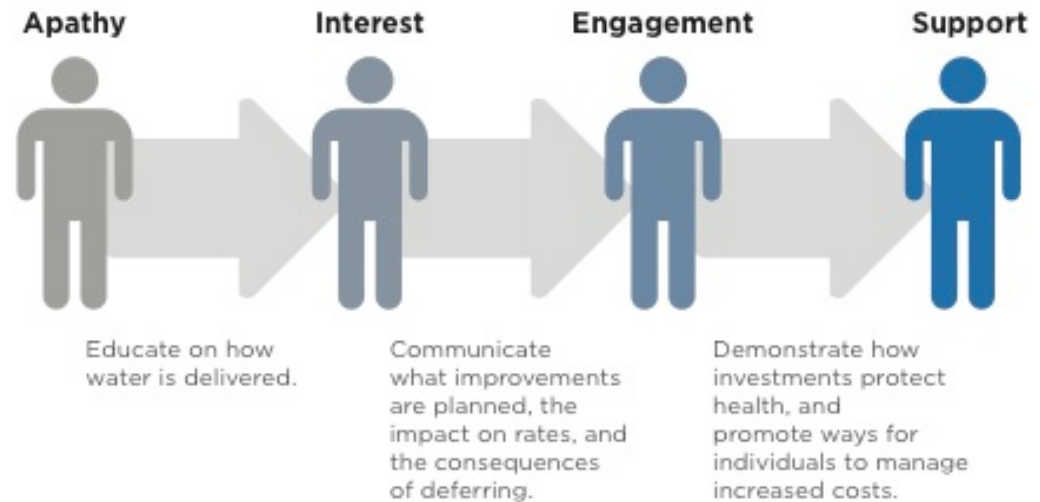


Customer demand for data transparency and digital engagement

The Challenge:

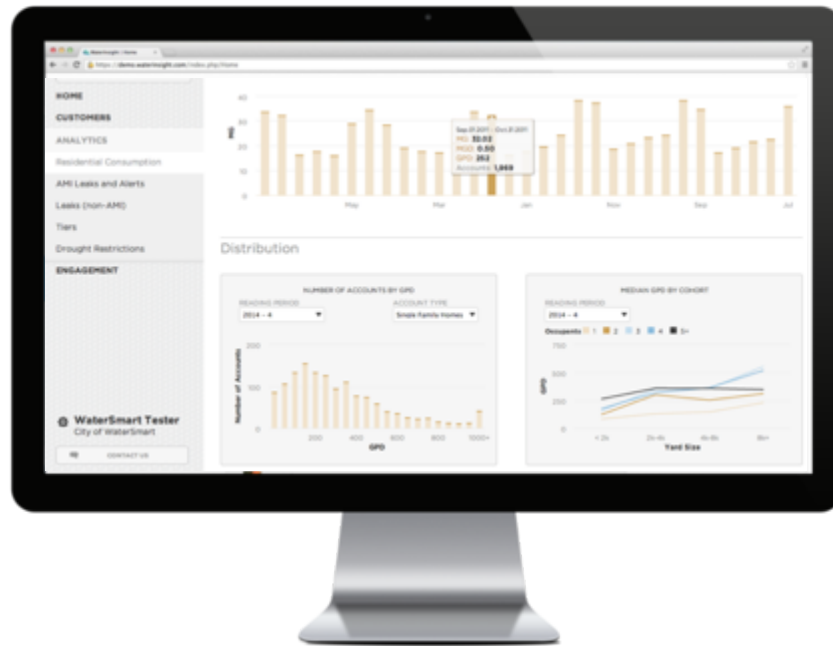
Funding the continued, reliable delivery of clean water requires an evolution in customer engagement.

Build Ratepayer Support for Investing in Real Water Loss Reduction



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

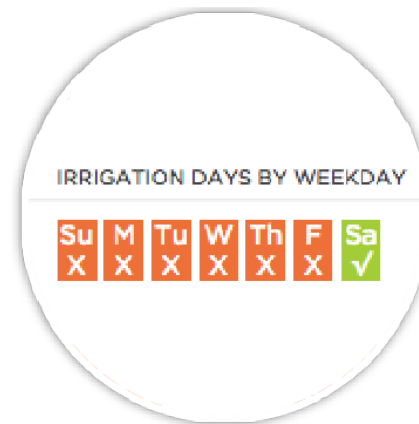


Detect & Notify Leaks

Utility



Turnkey Customer Engagement



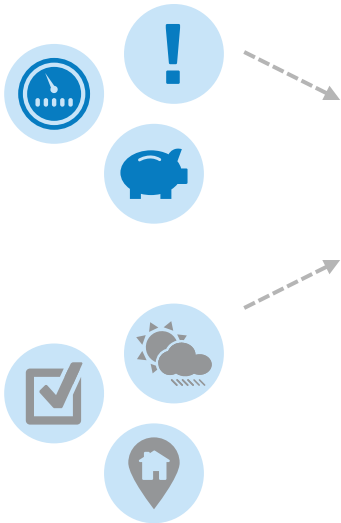
Detect Irrigation Violators



Program Management

Using the WSS platform

UTILITY DATA
Meters, Rebates &
Incentives, Violations



ANALYZE
Utility Dashboard



EXTERNAL DATA
Surveys, Property,
Climate



MEASURE
Report results,
outcomes, and trends



ENGAGE
Customer Portal,
Outbound Comm.

Current utility partner results

Measurable sustained increases in water-use efficiency

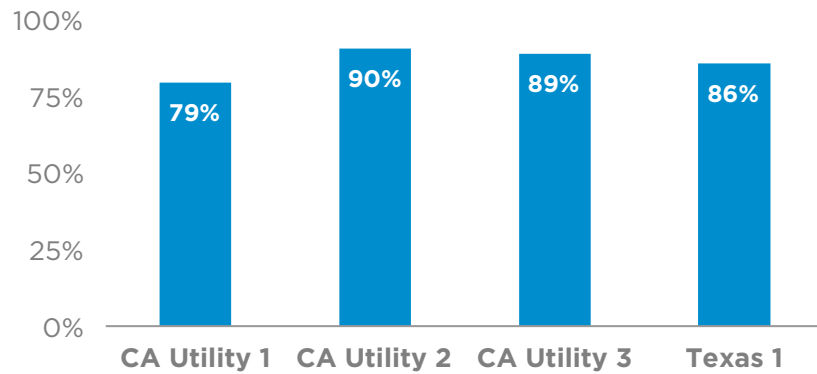
2-5%

SUSTAINED REDUCTIONS IN USE

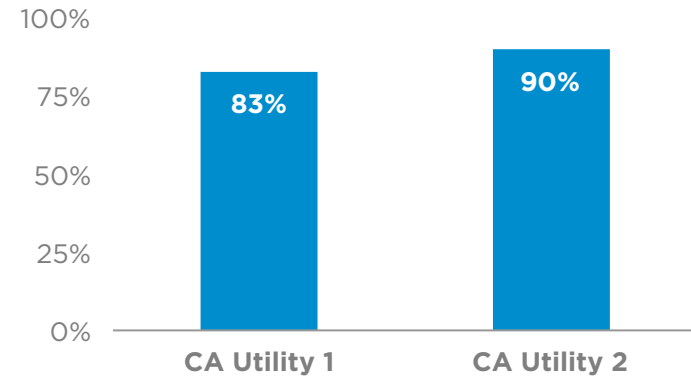


High impact customer engagement

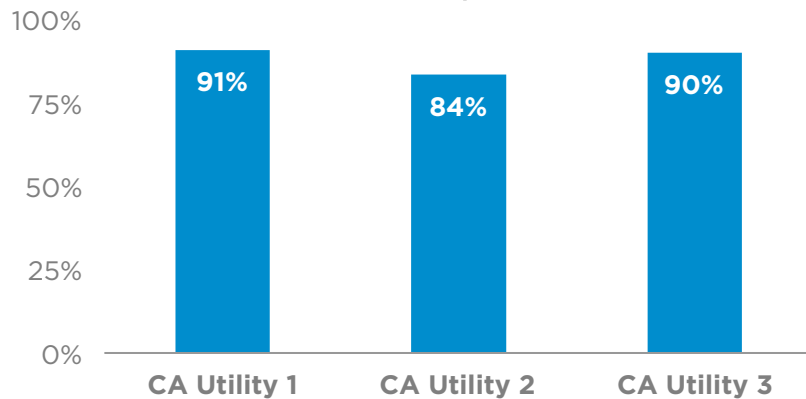
Do you recall getting a personalized home water report by mail or email in the past year?



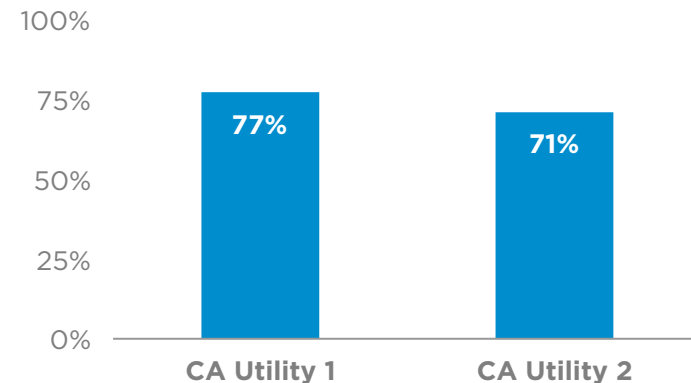
If yes, did you look at these monthly reports?



Would you like to continue to receive home water reports?

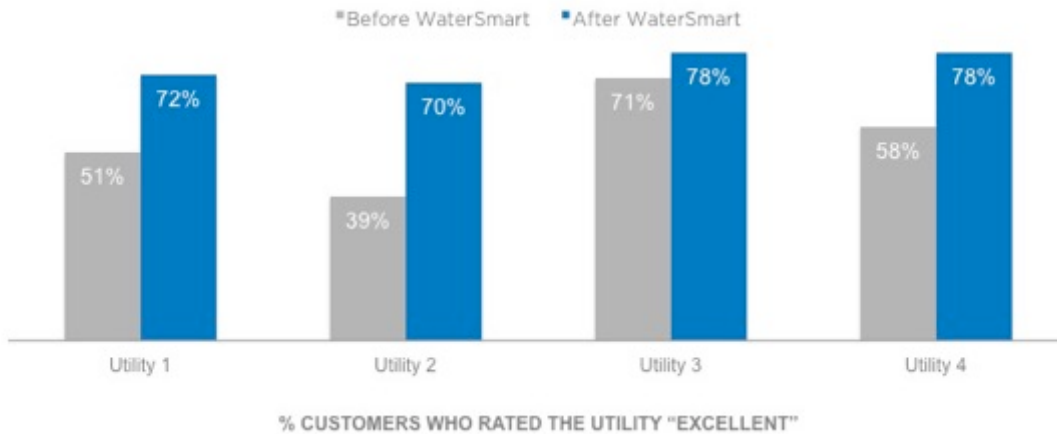


Did the reports prompt you to be more water efficient?



Operational Efficiencies

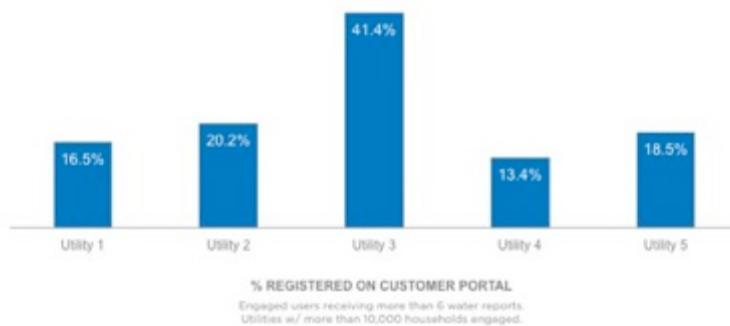
36%
INCREASE



Improved customer satisfaction

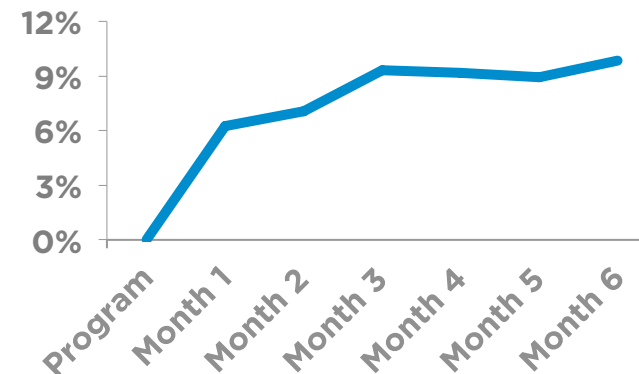
... Paving the way for rate increases

23%
AVG. REGISTRATION RATE



Increases in digital engagement

10%+
DIGITAL CONVERSION



Reduce communication costs

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.”

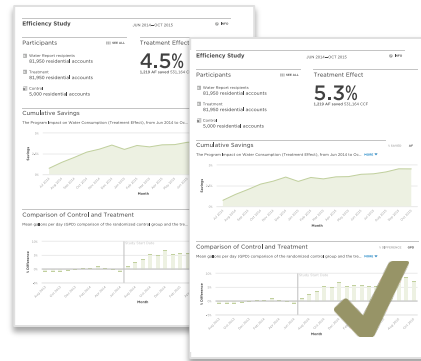


LISA BROWN
WATER CONSERVATION
ADMINISTRATOR

	ACCOUNTS: 36,000	IMPROVED EFFICIENCY: 5.9%	ENGAGEMENT INCREASED: 46%
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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

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