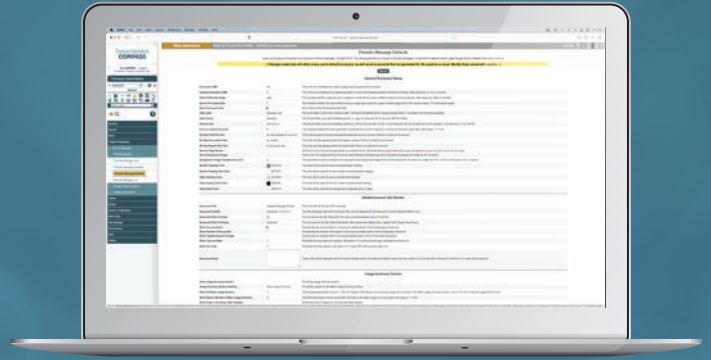


Targeted Messaging

Personalized and focused messages

Helps you tailor your messages to ensure you are communicating the right message to the right customer at the right time.



Your customers are bombarded daily with information from innumerable sources. How do you cut through that barrage of communication and get your message through?

The key is to focus on making your content relevant. By selecting the right recipients and personalizing your message, you safeguard your credibility and ensure your customers are receiving only the most pertinent information. Communicating the right message to the right customer at the right time is critical to the success of your utility's initiatives.



Customer Experience
Maximize effectiveness of your programs.



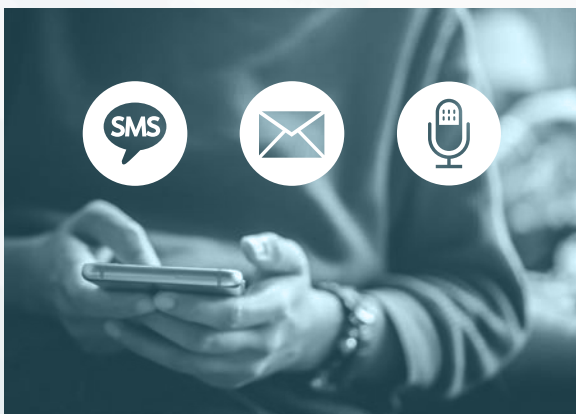
Fiscal Planning
Contain communication budgets.



Customer Loyalty
Increase credibility with your customers.

Define your Audience

The SmartWorks Compass Targeted Messaging solution includes powerful analytics that segment your customers intelligently into groups based on criteria such as demographic data, geography, customer class, location type and – most interestingly – categories based on detailed analysis of usage patterns. Target audiences are created from these customer segments, enabling your messages to be sent only to the recipients that can benefit the most.



Build your Content

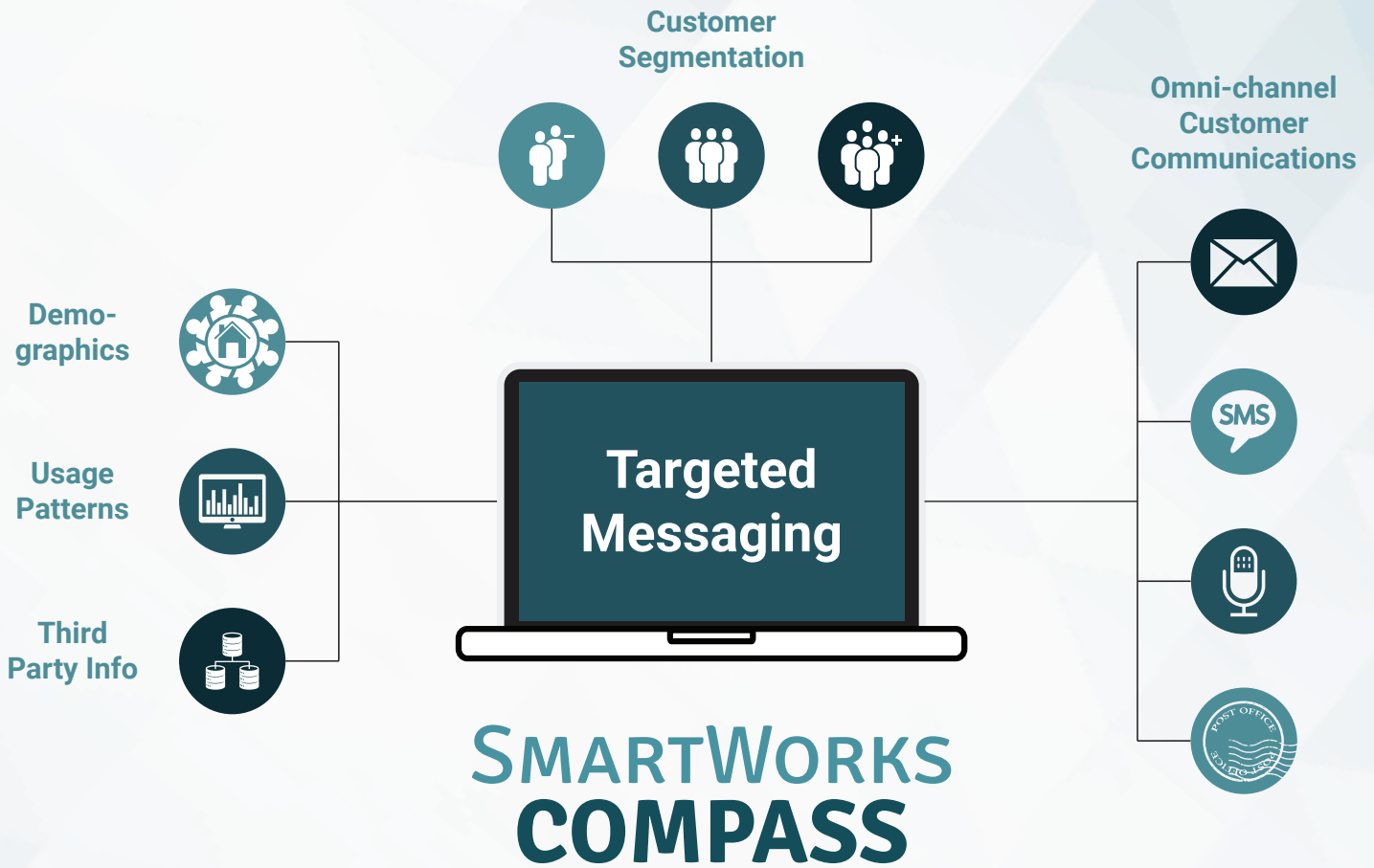
Having defined your audience, you can now tailor the message you want to convey. Logical rules are applied to direct the right pieces of information to the right people, while incorporating personal details, such as usage comparisons.

Send your Message

Your personalized messaging may be sent via email, IVR, SMS or paper, through a combination of SmartWorks platforms and your own customer communications platforms. The most popular approach is to create visually rich, graphical PDF documents, then send them to customers by email or allow customers to access them through a web portal.



SMARTWORKS
Make the Complex Simple



Examples of Customer Messaging:

- Tips on reducing phantom load
- Low-flow toilet give-away
- Offers of alternative rates
- Incentives for new irrigation controllers
- Promotion of thermostat program
- Personalized newsletter with usage compared to budget, or usage versus peers.

Integration		Additional AI Applications
• Any open Customer Information System	• Aerial imagery	• Baseline & forecast development
• Any meter data source	• Other unstructured data	• Conservation program performance
• Extended weather data	• 3 rd Party communication platforms	• Meter accuracy analysis
• Asset loading & performance data	• Other systems as needed	+ Plus more to be added
Supported Browsers		
• Google Chrome	• Apple Safari	• Opera
• Mozilla Firefox	• Microsoft Edge	



Speak to SmartWorks about how we can combine our technology with your experience, your systems and your data to maximize effectiveness of your customer communications.

FOR MORE INFORMATION

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