



New Approaches in Data & Targeting to Satisfy Always-On Customers

Water Conservation Advisory Committee

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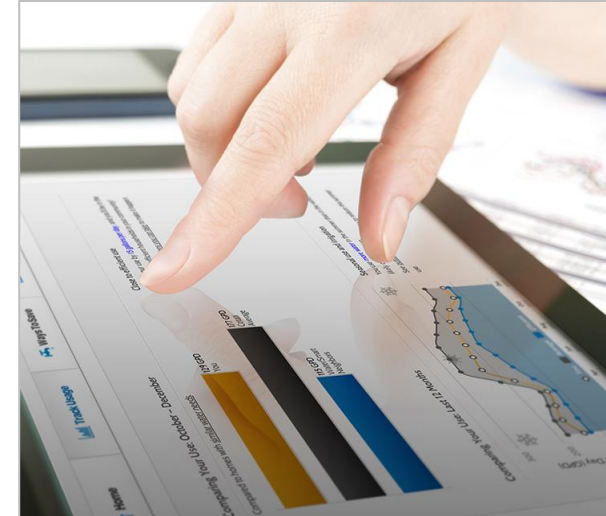
A challenging landscape



Rising operating costs amid uncertain demand



Deferred infrastructure investment



Changing consumer expectations from service providers

New strategies to face change



OLD APPROACH

Expensive, slow
supply-side solutions

Volumetric rates

Reduced water delivery
erodes revenue

Water as a commodity

Mass communications



NEW APPROACH

Cost-effective, rapid, data-
driven demand-side solutions

Tiered or budget rates

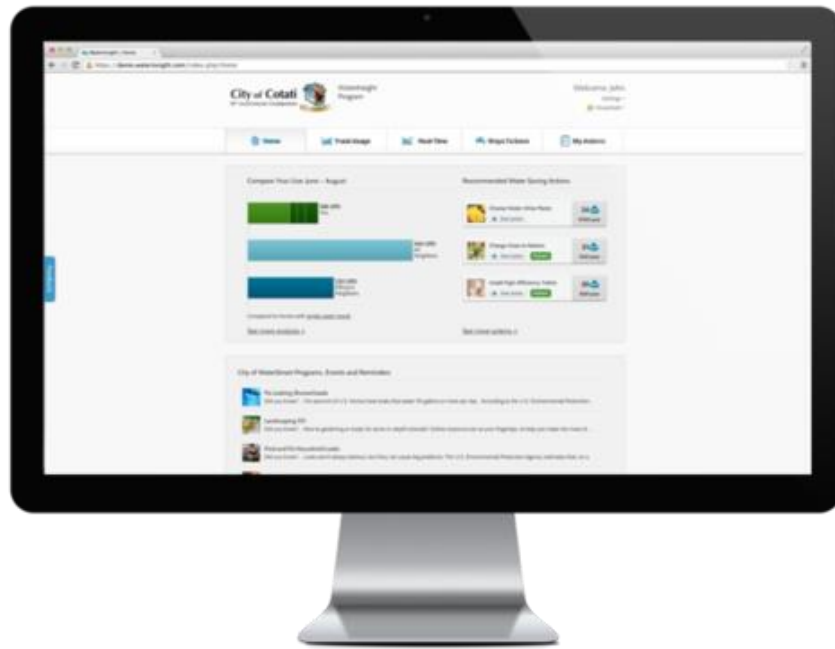
Demand management slows
rate increases

Water as a service

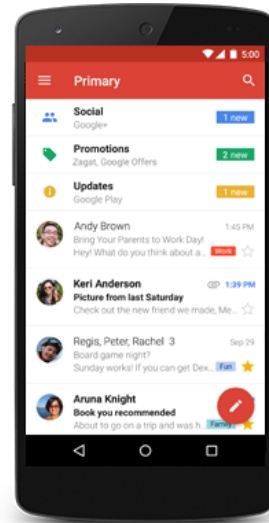
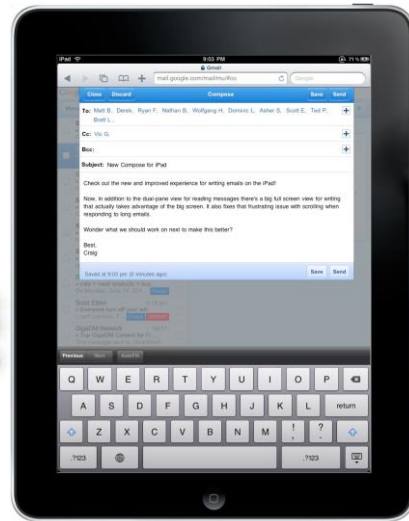
Timely, targeted, personalized
communications



Timely, Targeted, and Personalized



Timely, Targeted, and Personalized



Timely, Targeted, and Personalized



Leaks

High Usage

Bill Ready, Due, Overdue

Rate Change

Service Interruption

Water Quality Event

Relevant Programs

Games Feed 20+

INTERESTS

Pages and Public ...

EVENTS

ED MOTTA - Live ...

Create Event

DEVELOPER

Insights

See translation
1 min · Like · 1

Luis Mesias Felicidades!!!!
1 min · Like

Bryanna Glod Congratulations!!!
Just now · Like

Write a comment...

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Top 10 Worst Energy Disasters Ever

10. Lac-Mégantic Train Explosion, July 2013. A train carrying crude oil derailed in the town of Lac-Mégantic, Quebec. Tanker cars broke free from the locomotive, rolled down hill and derailed, causing six

WATEL

more videos



Timely, Targeted, and Personalized

- Rebates
- Audits
- Rate Changes
- Rate Assistance
- Water Quality
- Service Interruptions



Timely, Targeted, and Personalized

- Rebates
- Audits
- Rate Changes
- Rate Assistance
- Water Quality
- Service Interruptions
- Year Built
- Size of Lawn
- Owner vs Renter
- Irrigator vs Non-Irrigator
- Location
- Past Participation

Timely, Targeted, and Personalized

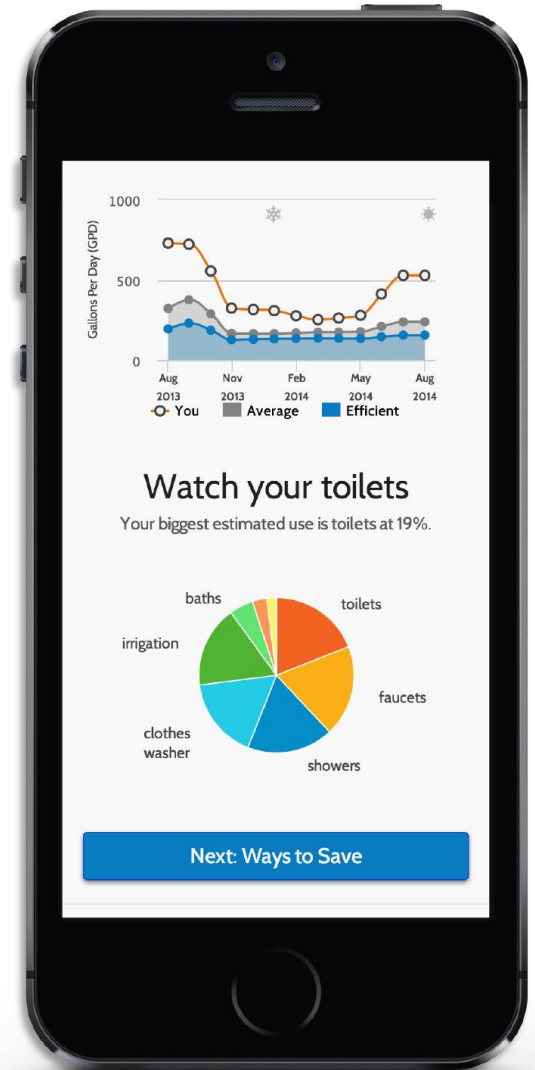
- Why do we like personalized information?
 - Information Overload
 - Hard to tell what's relevant for us
 - Naturally pay more attention when see our own name
- Personalization:
 - Reduces burden on customer
 - Makes them feel cared for
 - Increases likelihood of impression



The University of Texas at Austin
Texas ScholarWorks
University of Texas Libraries

Timely, Targeted, and Personalized

- Use their name!
- Based on their consumption
- Based on their history
- What does this mean for them?
- Units they understand





Results

- Increased Customer Satisfaction
- Increased Digital Engagement
- Increased Program Participation

Thank you!



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