



WaterSmart Customer Engagement Platform for the Georgetown Divide Public Utility District, California

The WaterSmart platform empowers water utility customers to better understand and manage their water use and bills while also allowing staff to operate more efficiently.

Customers Benefits



WATER USE INFORMATION

Display usage, share of indoor and outdoor water use, and how it compares to similar households



BILLING

Explain water bills and make it easy to pay



ALERTS AND NOTIFICATIONS

Send leak alerts and customer-defined high use notifications



WAYS TO SAVE

Offer personalized, step-by-step water actions for customers to better manage their use and bill



ADDITIONAL USER PERMISSIONS

Primary account holders can enable access for additional users



MULTI-CHANNEL COMMUNICATIONS

Provide customer-defined communications choices (text, email, voice)

Utility Benefits



CUSTOMER SATISFACTION

Improve satisfaction by providing the level of service customers have come to expect from providers



REDUCED CALL VOLUMES

Provide self-service solutions to reduce the need to call the utility



IMPROVED STATE REPORTING

Leverage a library of 50+ analytics reports



PROACTIVE COMMUNICATION

Notify customers of potential service interruptions, hydrant flushing, rate changes, and more



PAPERLESS BILLING

Go green and save on bill printing by giving customers the option to enroll in paperless



MONITOR OPERATIONS

Take advantage of a bird's eye view of the entire water operation, broken down by meter class

The Trusted Leader

WaterSmart is the only online platform of its kind offering:

- Customer communication tools for individual and group communication that are both targeted and timely
- Leak alerting through email, text, automated call, and outbound print notifications
- Leak Resolution flow available through the mobile and web accessible Customer Portal, including in the non-registered, logged out experience
- Leak Resolution feedback to utility staff through the Utility Dashboard
- Bill Resolution flow available through the mobile and web accessible Customer Portal
- Unique household profile based on water consumption, occupancy, lot size, bedrooms, bathrooms, and more.
- The water industries' only content personalization engine with over 200 million content customization combinations for messaging variables, customer segments, and communication frequency

For additional information, contact Adam Brown, Operations Manager, (530) 333-4356, ext. 110.