<table>
<thead>
<tr>
<th><strong>Does what we say matter?</strong></th>
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<td><strong>Using data to drive customer communication and engagement</strong></td>
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Customer engagement and water efficiency

Typical Communication
- Critical and non-critical announcements
- 1-way
- Broad distribution
- Expensive

Typical Conservation
- Focused on fixtures, landscape and education
- Incentives/rebates
- Low/medium adoption
- Constrained by budgets

Mailers
Events + Workshops
Door Hangers
Website Traffic
Media

Landscape Transformation – Incentives

Water Forward
Integrated Water Resources Plan
A digital approach

• *Complements* existing conservation plans
• Adds a data layer that leads to insights, strategy and targeted outreach
• Reduces traditional engagement costs

**Know Your Customer**

**Household Details**
- Occupancy
- Income and education
- Appliances
- Features (pool, lawn, etc.)
- History (delinquency, rebate participation)

**Preferences**
- Language
- Channel
- Frequency
- Types of alerts (leaks, bills, outages)
It’s working! – Information drives change

**Takeaway: Information Drives Change**

Enrolled customers on average reduced their water use by 7.8%

**Action:** Arm your customers with data

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**Average Daily Consumption**

- Dropcountr Status: Never enrolled vs. Enrolled
- Galons per day
- Percent difference

What’s working – Effect by message type

**Takeaway:** Different channels, different result

How a customer responds is different, depending on the channel, the messaging and the customer.

Email may be best for marketing rebates, while push may be best for reducing delinquency.

Understanding this response is critical to improving a utility’s messaging strategy.

**Action:** Diversify your messaging, recipients, and channels. Analyze your customers’ response and repeat.
When is it working? – Effect by day of the week

Similarly, when a message is received can demonstrably change how a customer responds to the message.

Understanding when engagement is best received will yield significant conservation results.

**Takeaway:** Not all days are the same

**Action:** Schedule your messaging for different times and days of the week.
Enrolled users received/had 40+ months of consistent access to consumption details, supporting long-term behavior change.

This modal is uniquely different than “flash-in-the-pan” alerts or engagement that drive short-term behavior change.

**Action:** Keep a long view of customer behavioral change. Meaningful change will not happen overnight.

**Takeaway:** Slow and steady wins the day.
Thank you!