



A photograph of a man from behind, wearing a dark blue suit jacket and holding a black umbrella. He is looking down at a smartphone in his right hand. The background is blurred, showing a city street with buildings.

OUT

Thank you - the outage
has been reported at
1100 Cedar Ave.

STAT

Est. Restoration Time:
3/10/18 at 3:00 PM EST
Cause: Storm Damage

Congratulations on implementing your new Notifi alert and preference management system. To unite your new alert program with your existing customer touch points, we have developed a playbook to help ensure your rollout is a success.

This playbook includes best practices for launching your new Notifi alert program as well as digital assets to help you ensure the highest adoption among customers.

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Defining Success

When selecting the Notifi system there were issues you were hoping to resolve. Whether it was improving the customer experience by providing proactive messaging, deflecting calls away from your call center, or raising your JD Power customer satisfaction scores, it's important to take a few minutes to reflect on your goals and how you will measure success.

We suggest identifying your goals and the metrics you will use to track them. Following is a table you can use to define and track your success.

Goal	Goal Metric	Metric at Launch	3 Months Post Launch	6 Months Post Launch
Example: Proactively alert as many customers as possible	Increase alert registrations by 10% within 1 year			
Increase alert program awareness	Reach 50% customer awareness within 1 year			

Guide Customers to Register for Alerts

Your Notifi alert and preference management portal will be accessible online and from mobile devices.

Integrating quick links to register for alerts across digital channels is imperative to driving registrations. Ensure you have links in your primary navigation menus as well as key areas of your website. If you are offering outage alerts, your outage center is a key area to focus on. The same is true for billing and payment alerts, ensure it is easy for customers to register directly from your payments page and resources.

When a customer is looking for information and likely to register for alerts, it should be simple and easy to for them to find the registration page on your website. Likewise, make sure you are including access to the alert and preference management portal so customers can easily adjust their preferences and manage their contacts.

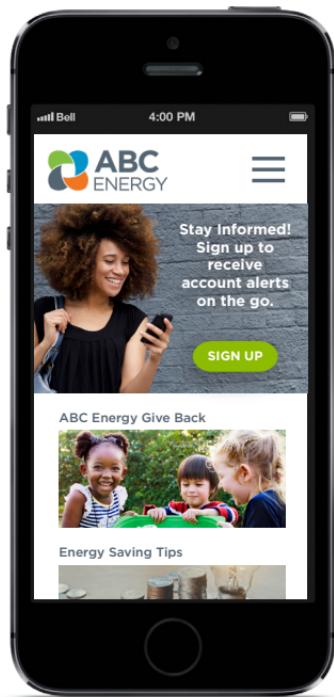
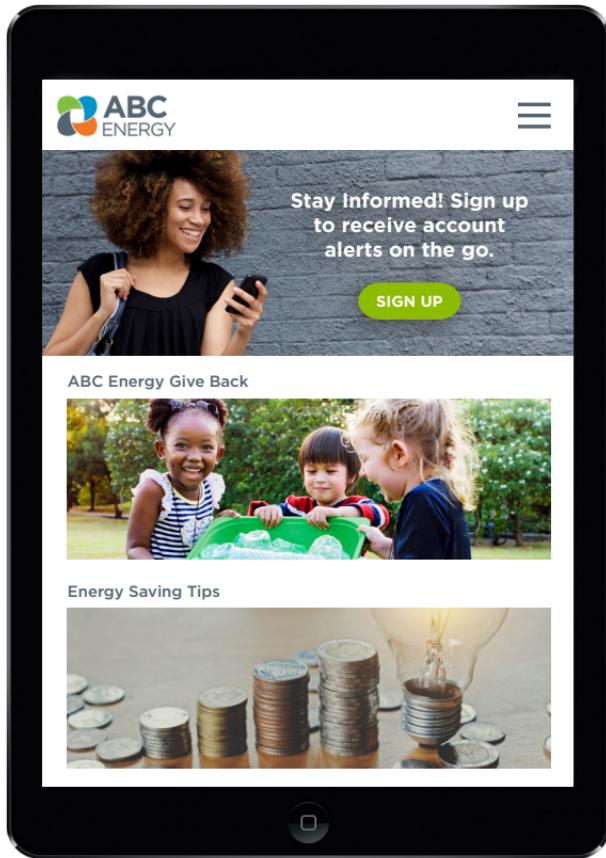


Consider Mobile Accessibility

78% of utility customers own a smartphone, and 54% say they access utility information from their smartphone, meaning much of your traffic will be coming from mobile devices.

The Notifi portal is responsively designed, allowing customers to manage their preferences from a mobile phone, tablet, or desktop computer. When linking to the portal, focus on designing for the mobile user. Capture attention across all viewing platforms by placing conveniently located buttons designed for mobile navigating. Following are tips for building buttons that will work well on mobile devices.

- On mobile phones, the lower left corner is the easiest place for users to access, most often with their thumb.
- On tablets, which are held differently than phones, the top corners are prime touch real estate.
- Buttons must be adequately sized for tapping. A minimum of 44 points is suggested.
- Do not place items too closely together to avoid someone accessing the wrong link by mistake. A minimum of 23 points apart is suggested.
- On touch screens, there is no “hover” state, so ensure that any information revealed this way for non-touch screens is still accessible.
- Use natural interactions and create navigation that works well with the common hand gestures, like swiping and tapping.



Prepare for Frequently Asked Questions

Make using the system as easy as possible by adding valuable information to your website about the program.

The more information you provide, the more likely your customers are to self serve versus contacting your call center. We recommend addressing frequently asked questions, and suggest including the following questions in your FAQ section:

- How do you register?
- How do you manage your contact information and alert preferences?
- What type of alerts are available? Email, Text Message, etc.
- What kind alert types are available? Outage, e-billing, billing and payment updates, etc.
- What are the text commands? REG, PAUSE, HELP, BALANCE, etc.
- Is there a cost with text message alerts?



“How To” Resources

It is helpful to provide instructions and short information videos about how to register and how to use the alert program.

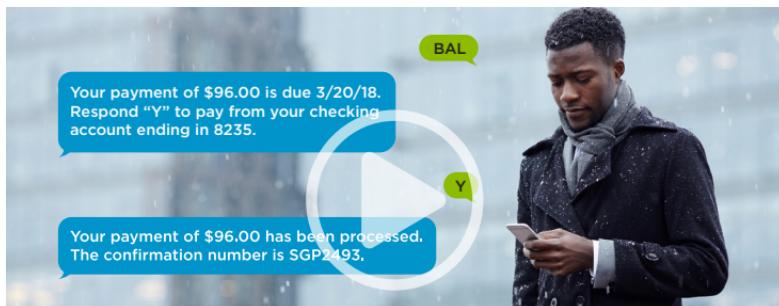
This information can take the form of:

- User Guides
- Videos
- Brochures
- Wikis
- IVR Instructions
- FAQs
- Q&A Forums

[Home](#) [About Us](#) [Services](#) [My Account](#) [Contact Us](#)

Introducing Text Alerts

Learn more about our new service by watching the video below.



Introducing Your New Alert Program

Customer satisfaction rates improve by 86.2 points when customers are simply aware of notification programs. Customer satisfaction improves by over 100 points when they are using the program.

There are a number of ways to get the word out about your new alert program. In the following pages, we'll share ideas for introducing the program internally as well as promoting your program across your customer touchpoints including:

- Call Centers
- Walk-In Centers
- Websites
- Monthly Mailings
- Social Media
- Press Releases/Media Events
- Outdoor Signage
- Advertising



Introducing Your New Alert Program

Launching Your Alerts Internally

One of the most important parts of launching your new alert program is launching to your internal audience. We suggest sharing rollout information and demoing the new system with your:

- Internal Leaders
- Corporate Communications/Marketing Team
- Crew Teams
- Call Center Staff

Training Your Call Center Staff

For Call Center staff, training is imperative around:

- How to instruct customers to register for the program
- How to register customers on their behalf
- The type of alerts available
- The frequency of alerts



Promoting Your Alert Program

Call Centers:

Make sure to include program information and registration processes in your CSR scripts, IVR scripts, and on-hold messages.

- **CSRs:** When your Customer Service Representatives speak with customers, we suggest including information about your alert program in their scripts. Alerts can be an excellent tool for customers tracking payments, outages, credits and more. Once registered, alerts can be effective in deflecting status update calls away from your call center.
- **IVR:** The same is true for IVR scripts. It is helpful to incorporate your alert program within your IVR script. You can go beyond just being informative by allowing customers to register within the IVR or directing customers to your website to register.
- **On-Hold Messages:** On-hold messaging is an excellent location to share news and inform customers about your alert program or other self-service tools.



Promoting Your Alert Program

Walk-In Centers:

Walk-in centers can be a great opportunity to generate awareness about your program.

Signage alerting customers to your new alert program can take the form of digital signage on monitors, wall posters, or tabletop signs. Make sure to include information about where to register and what type of alerts are available.

A shortened URL or QR code can make accessing the registration page easier for customers using a mobile device. Depending on the amount of traffic you have at your walk-in centers, signage can achieve an extremely high customer reach.



Ask about our new alert program!

Stay informed about bills, payments, outages, energy usages and more. Sign up today!



Learn more at
abcenergy.com/alerts

Promoting Your Alert Program

Websites:

Your website is the ideal location to promote your alert program. Take advantage of organic web traffic to direct customers to learn more and to register for alerts.

Website banner ads can be an effective way to alert customers about your program.

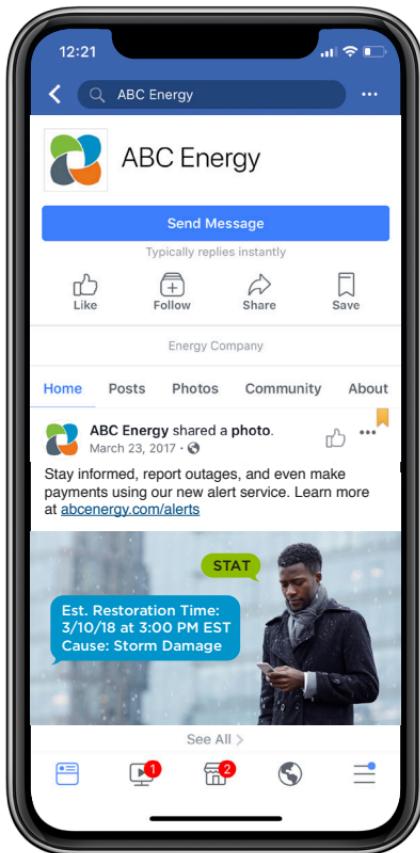


Promoting Your Alert Program

Social Media:

Promoting your alert program via social media is a powerful and cost-effective way to get the word out about your programs both for ongoing events such as monthly bills as well as during storms and other outage events to keep customers in-the-know.

Twitter, Facebook, and other social sites provide an opportunity to funnel customers to sign up for automated alerts versus waiting for a response from your social media managers.



Promoting Your Alert Program

Monthly Mailings:

Your Notifi alert program can be promoted via non-digital touchpoints such as your printed newsletters, bills, and other communications. By piggybacking on monthly bills and communications, you'll improve open rates and help spread the news quicker. These announcements can be done in the format of newsletter banners, bill inserts, or bill onserts that incorporate the news on the bill instead of a separate printed piece.

Consider incorporating a shortened URL or Quick Response (QR) code to provide customers quick access to your alert program from any printed materials. By including a QR code, consumers with a mobile device can quickly and easily scan the image to be directed to the online alert program.



Promoting Your Alert Program

Press Releases/Media Event:

The press can be a great resource for promoting usage of your alert program.

When you launch:

- Announce your new alert program when it's live with a press release or press event.

During outage events:

- Outages are often the biggest driver of alert registrations. Take advantage of this time of extreme customer engagement to get the word out. Include information about registering for alerts when sending out press releases or talking to the media. These can be helpful in driving customers to your alert program.



ABC Energy Launches Customer Alert and Preference Management System

— New ABC Energy alert platform allows customers to receive timely communications —

Smallville, Illinois – ABC Energy has partnered with KUBRA the leading provider of customer experience solutions, to launch an automated, proactive alerts and preference management system available to all ABC Energy customers. This platform, launched on January 1, 2018, allows users to select their preferred channels of communication and to opt in to proactive messaging.

Customers can choose to receive individual alerts by (email, text message, automated voice, or app push notification). The system also allows customers to report outages and request information about their accounts by text message. Customers can text OUT to report an outage, PAY to authorize a payment, or request other information such as the status of a previously reported outage (STAT), the current balance of their account (BAL), or their energy usage (USE).

Visit www.abcenrgy.com/alerts to access the new alerts and preference management platform.

ABC Energy customers can find additional information using these resources:

- ABC Energy mobile app - available from the Apple App Store and Google Play Store
- ABC Energy social media accounts
- ABC Energy customer service at phone number

Promoting Your Alert Program

Advertising:

Paid advertising can help you reach the widest audience in your service territory. Advertising can take the form of television, radio, print (newspaper, magazine), outdoor signage, or paid search such as Google AdWords. Campaigns that target your service territory specifically can help to keep costs low.



STAT

Est. Restoration
Time: 3/10/18 at
3:00 PM EST
Cause: Storm
Damage

**Stay informed, report
outages, and even make
payments on the go with
our new alert service.**

Learn more at abcenergy.com/alerts

Promoting Your Alert Program

Get Creative

While this playbook includes many ideas you can use to promote your new Notifi alert program, this is just the tip of the iceberg, so to speak. As you review your customer touch points, you'll likely find other places where you can promote your new solution.

A few ideas our clients have used include:

- Work truck signage
- Contests
- Community events/fairs

A photograph of a utility worker in full safety gear (hard hat, vest, and harness) working on a utility pole. The worker is positioned on a wooden lattice boom lift, reaching up towards the top of the pole. The pole itself is made of light-colored wood and has several orange insulators and wires attached. The background is a dramatic sky at sunset or sunrise, with dark clouds on the horizon and bright orange and yellow light filtering through them.

**Be the first to
know about
outages
in your area!**

abcenergy.com/alerts



About KUBRA

KUBRA provides customer experience management solutions to some of the largest utility, insurance and government entities across North America. Our portfolio includes billing and payments, mapping, mobile apps, proactive communications, and artificial intelligence solutions for customers. Visit www.kubra.com for more information.

