

Platform Overview

Municipal Omnichannel Notification System

Message Broadcast

AD HOC COMMUNICATIONS FOR PLANNED & UNPLANNED EVENTS



**ROAD
WORK
AHEAD**

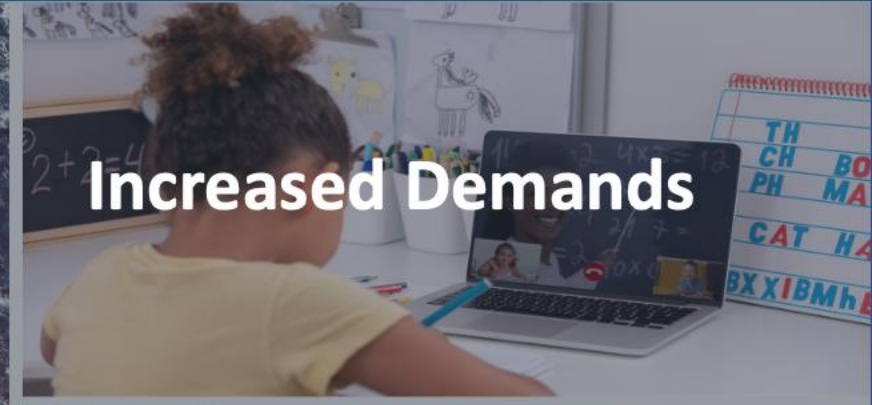
WATER MAIN BREAK



PLANNING FOR THE UNEXPECTED & BUILDING TRUST



Extreme Weather



Increased Demands



Aging Infrastructure



Higher Customer Expectations

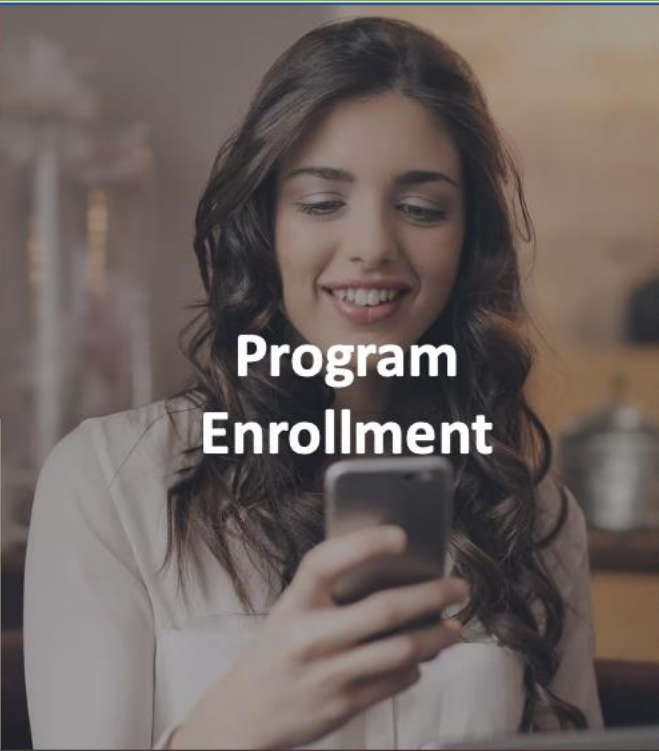
AD HOC COMMUNICATION



Hurricanes



Meter Installation



Program Enrollment



Aerial Patrol

Compare your energy usage

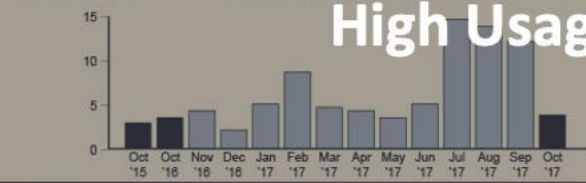
For meter 2220000-000000 from 11/24/17 to 12/26/17
Total electricity you used this month in kWh

127

Your daily average electricity usage (kWh)

2 Years ago: 2.97 Last year: 3.53 This year: 4.38

High Usage



Your next billing cycle will end on or about 11/16/17.

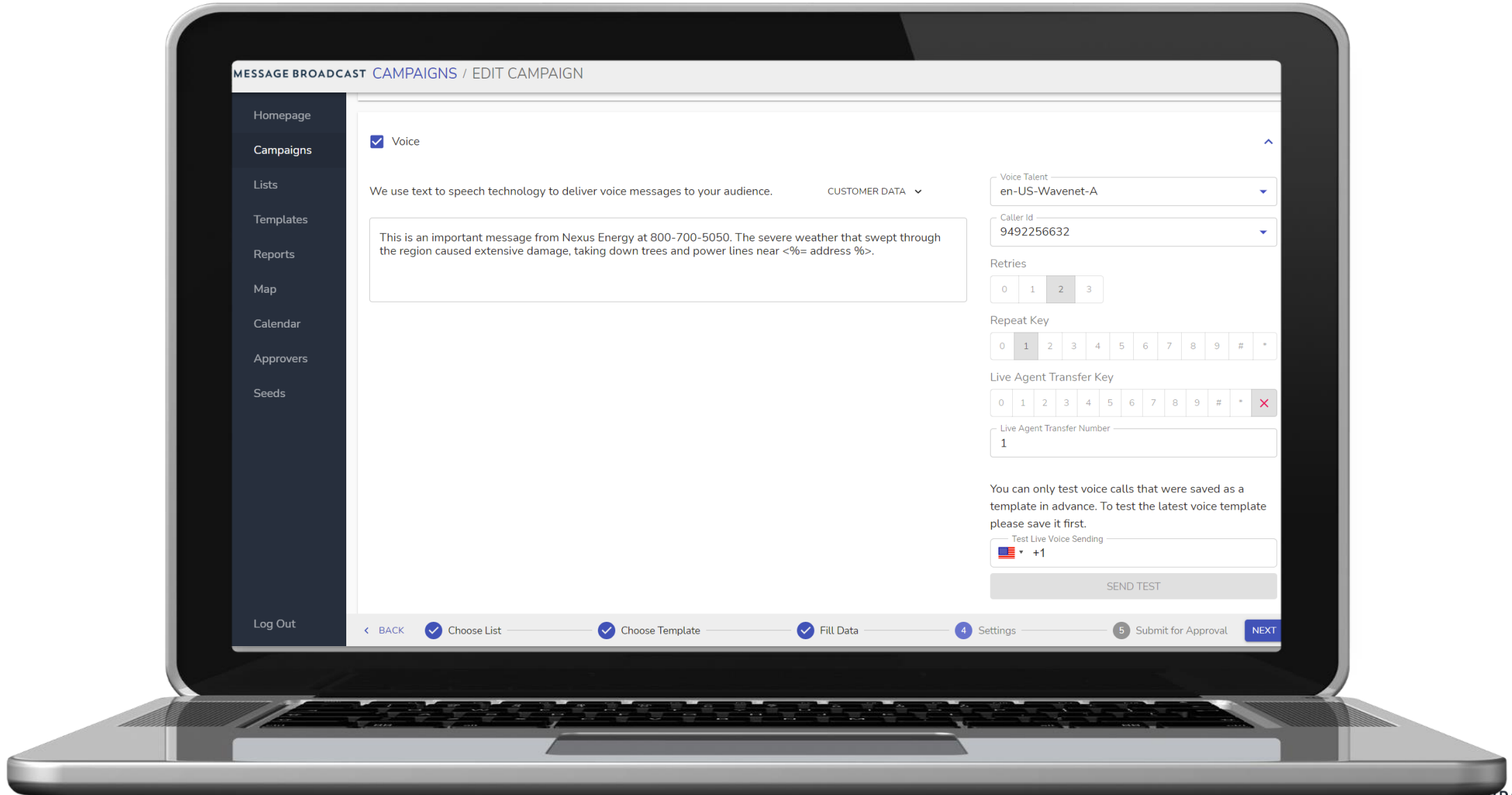


Fires

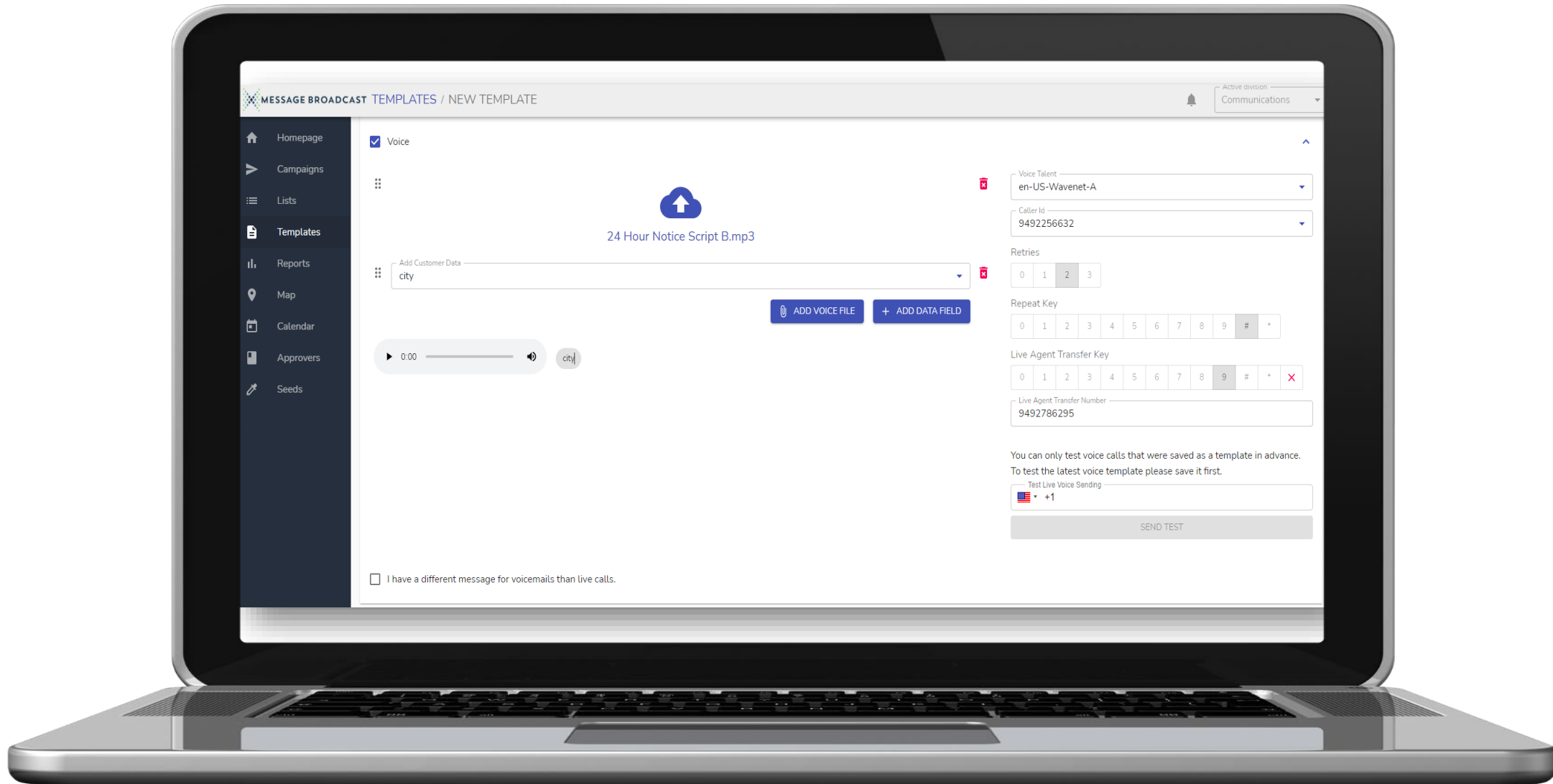


Community Meetings

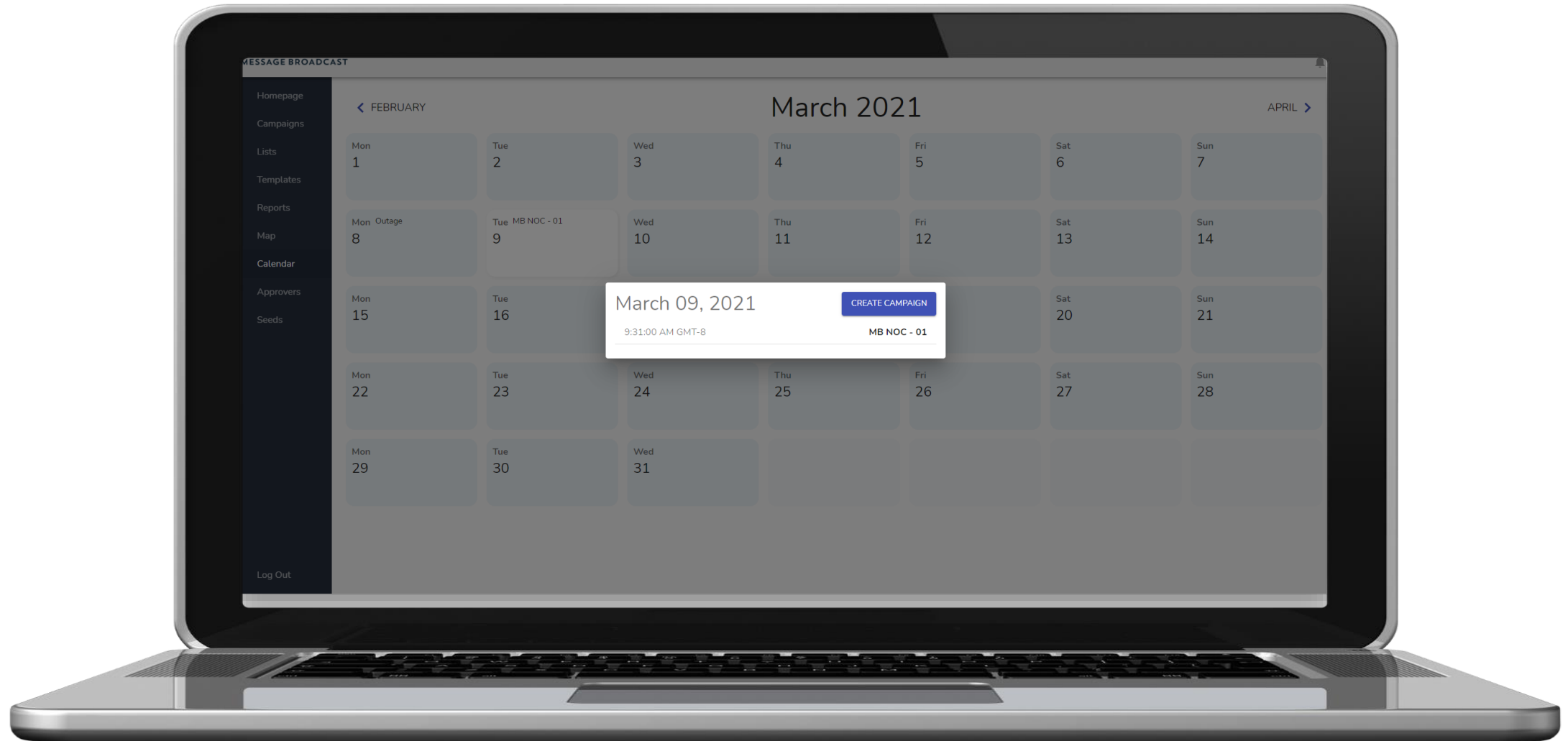
Voice Script Creation



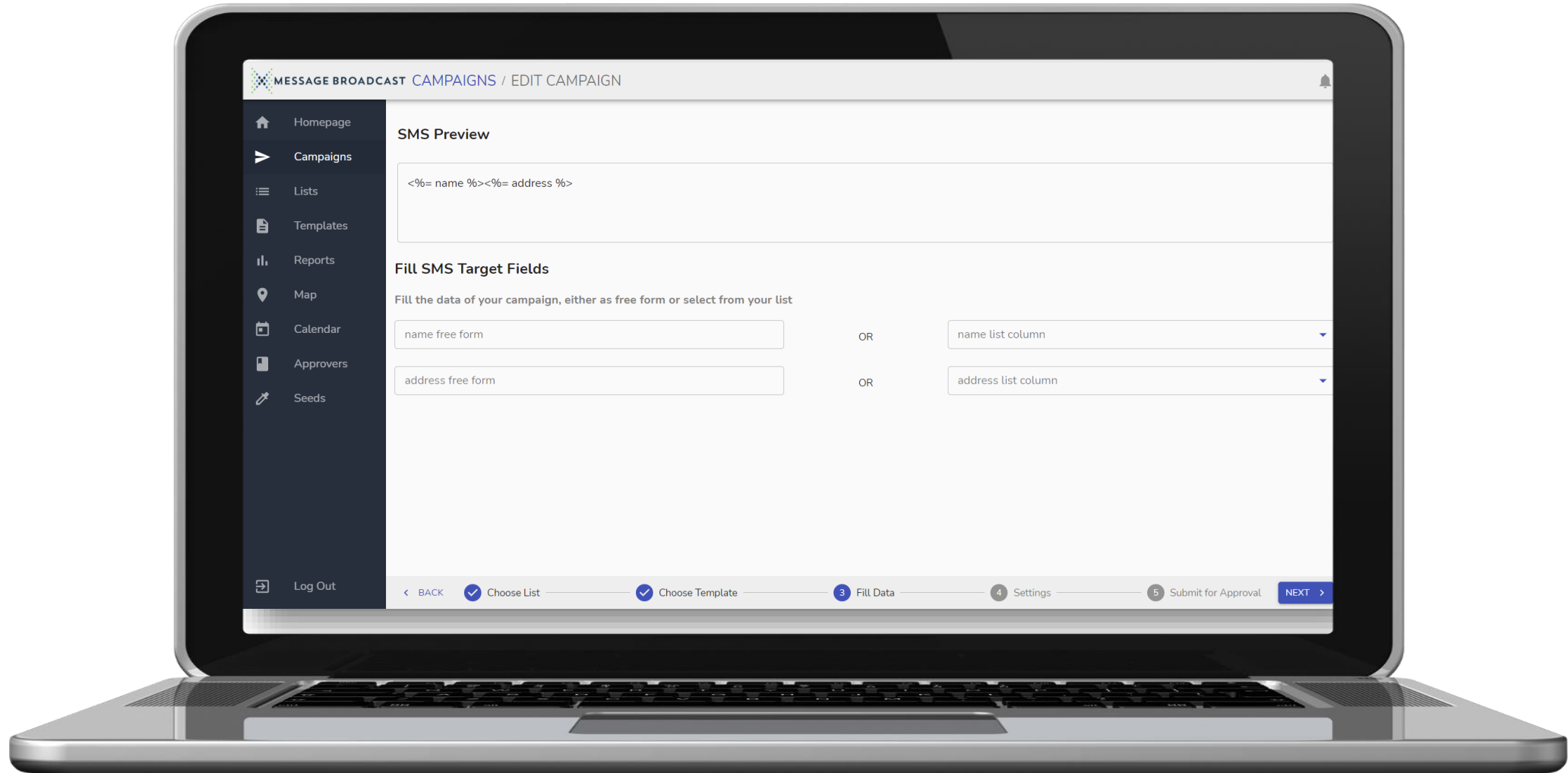
Script Editing



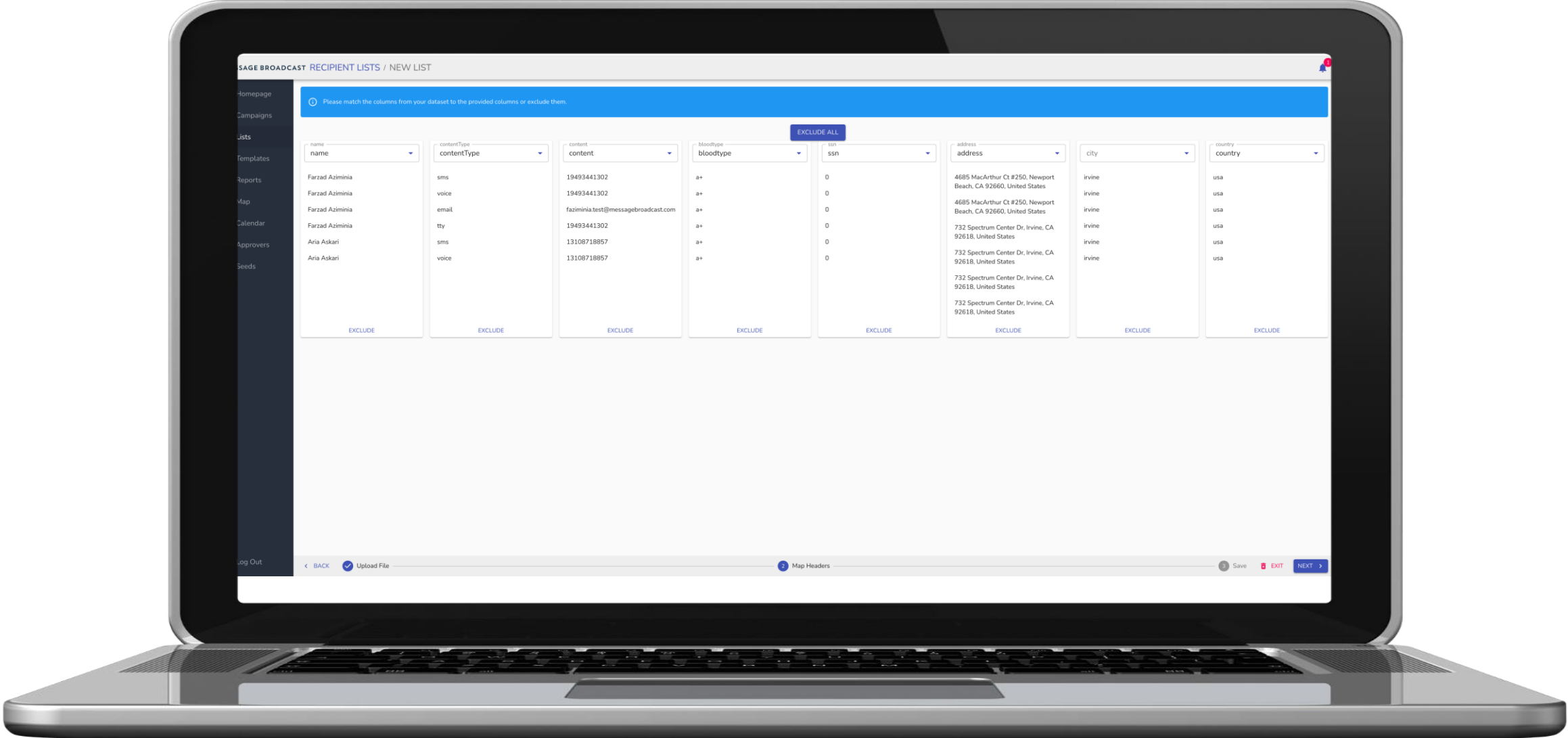
Scheduling



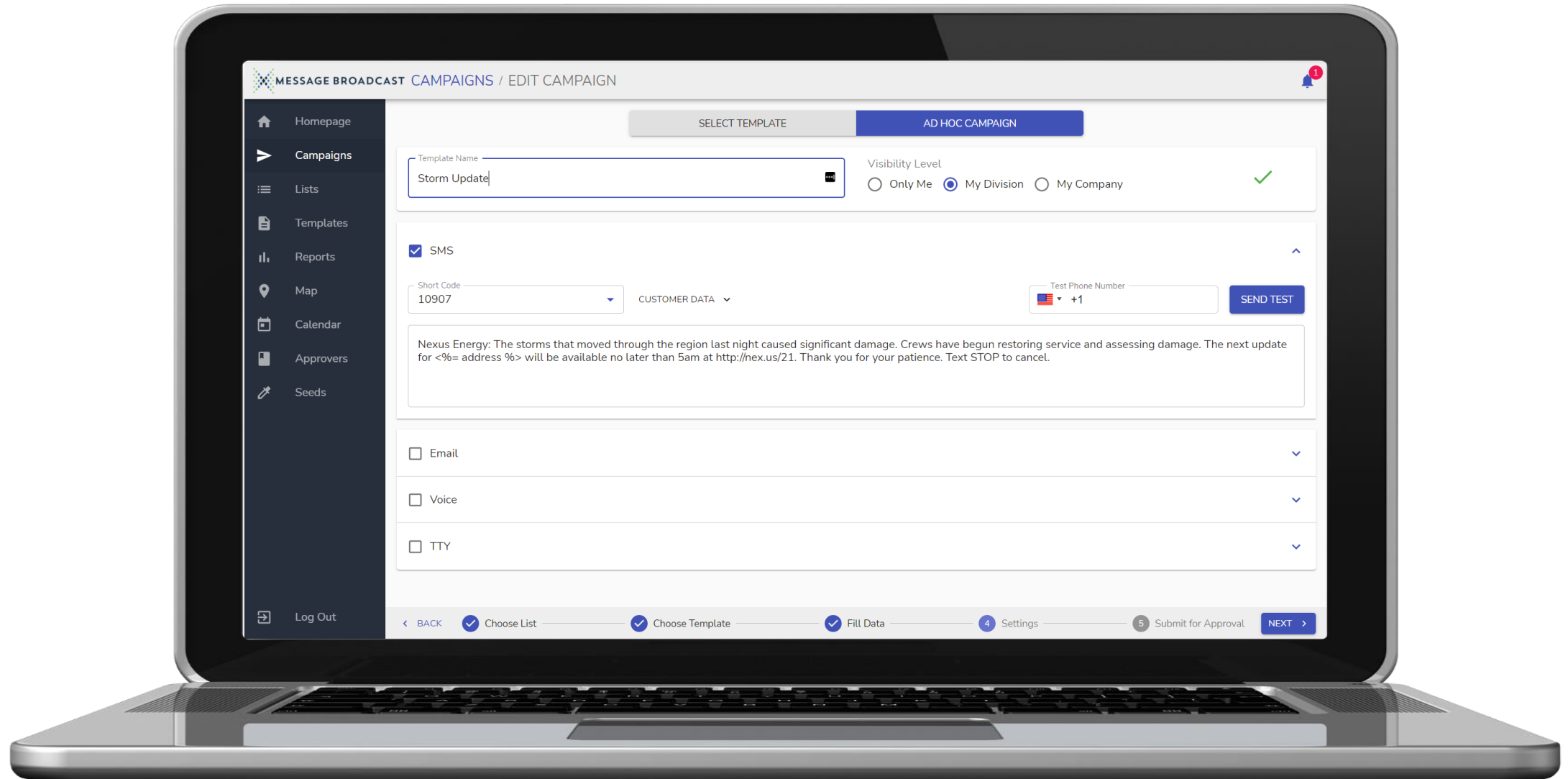
SMS Campaigns



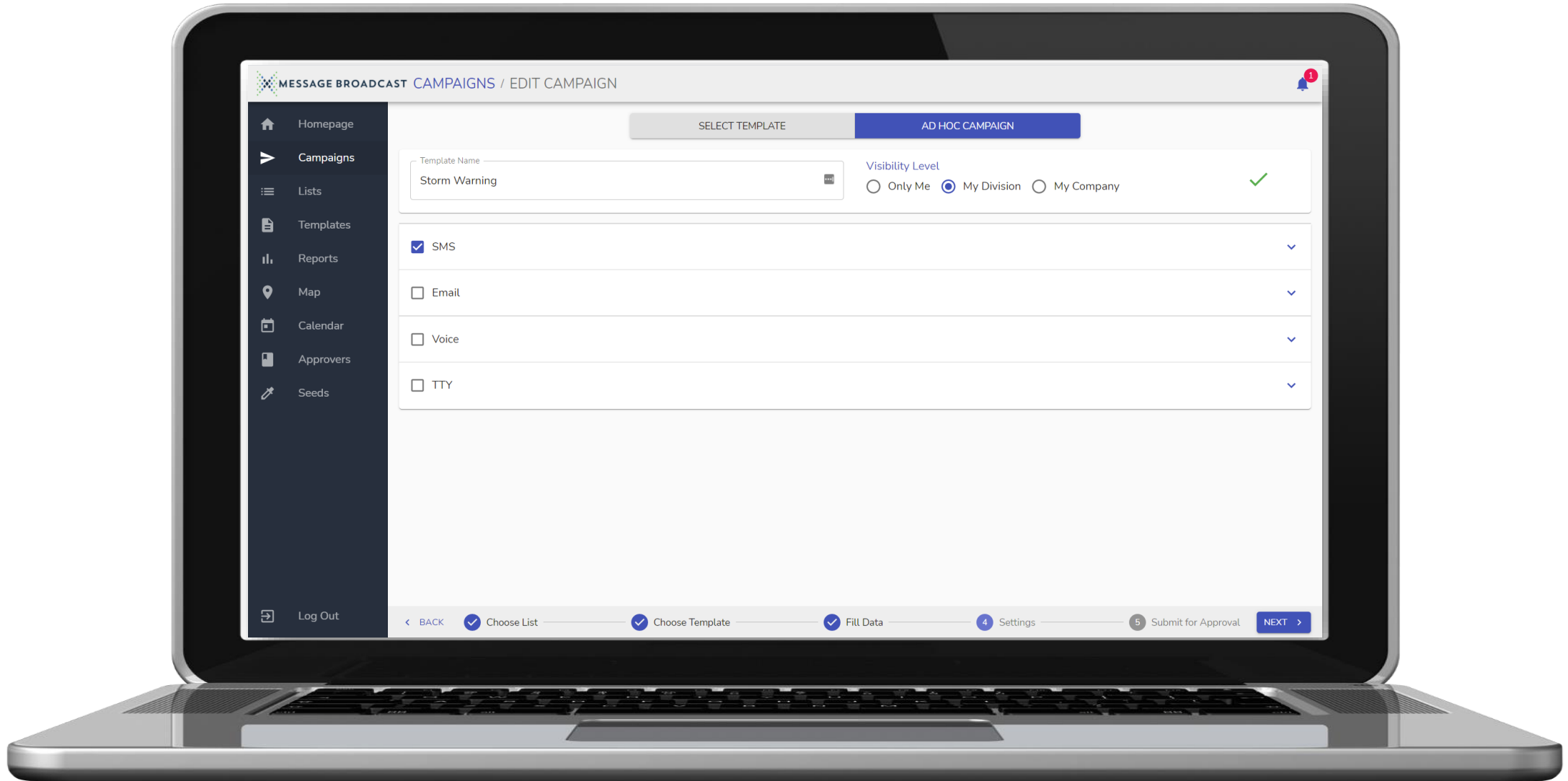
Data Import tools



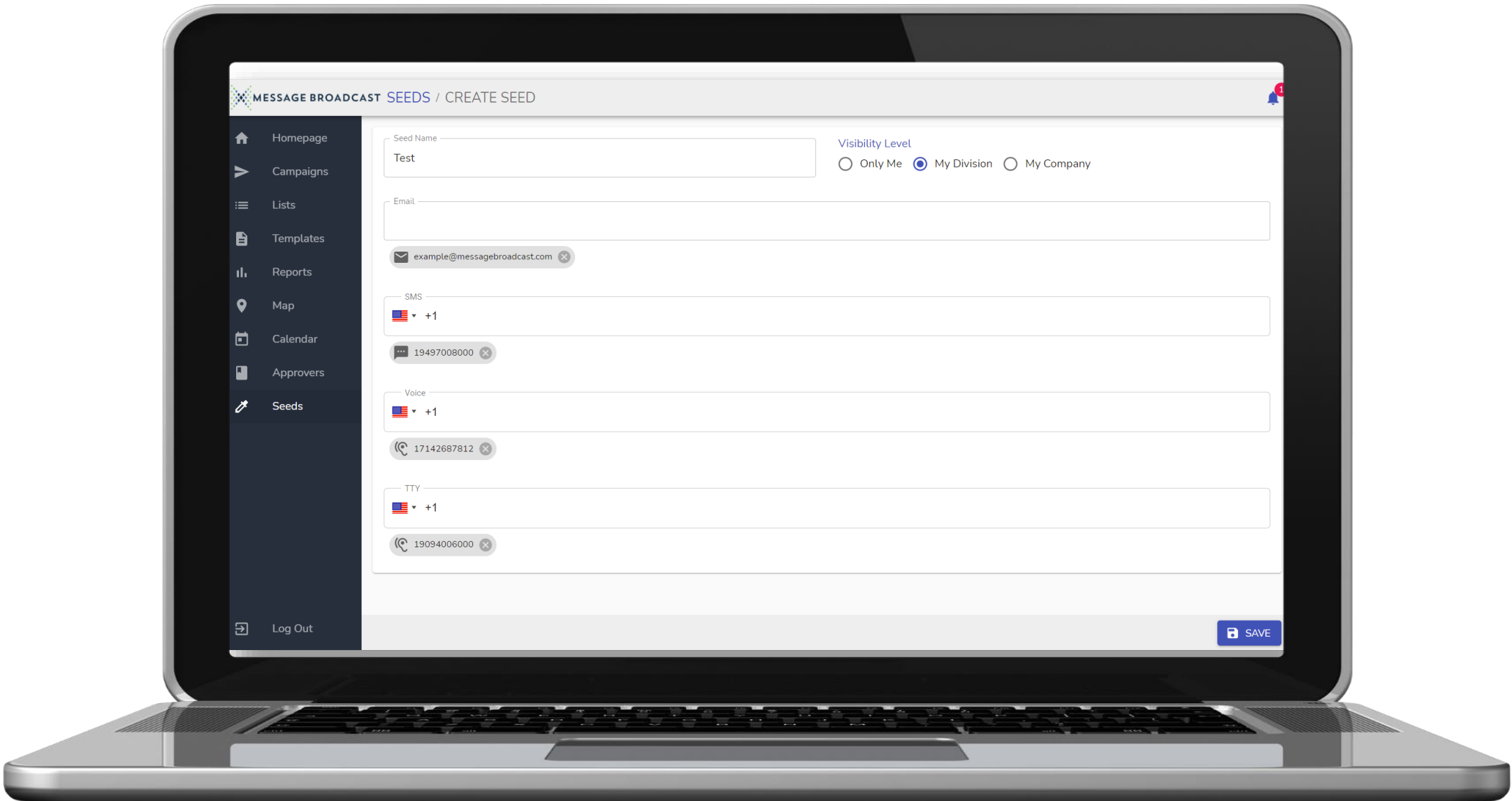
SMS Script Creation



Create a Campaign

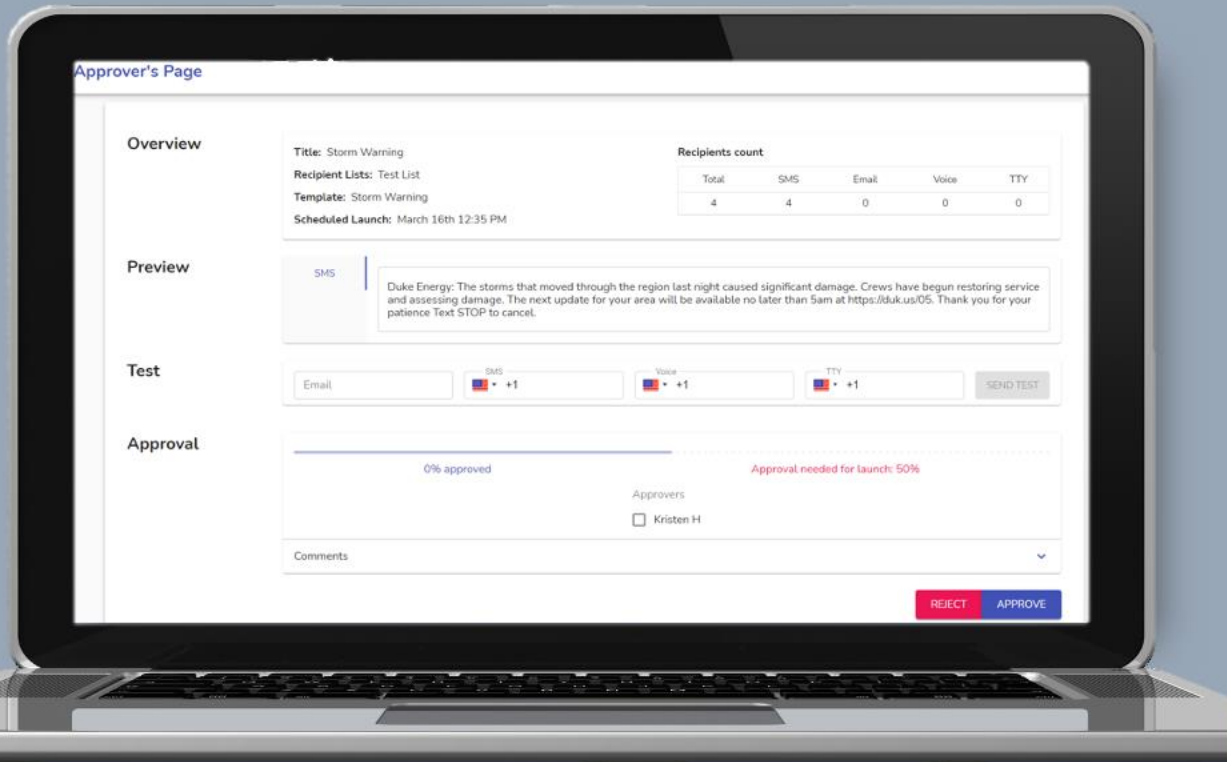


Pre-Seeding a Test-Call List

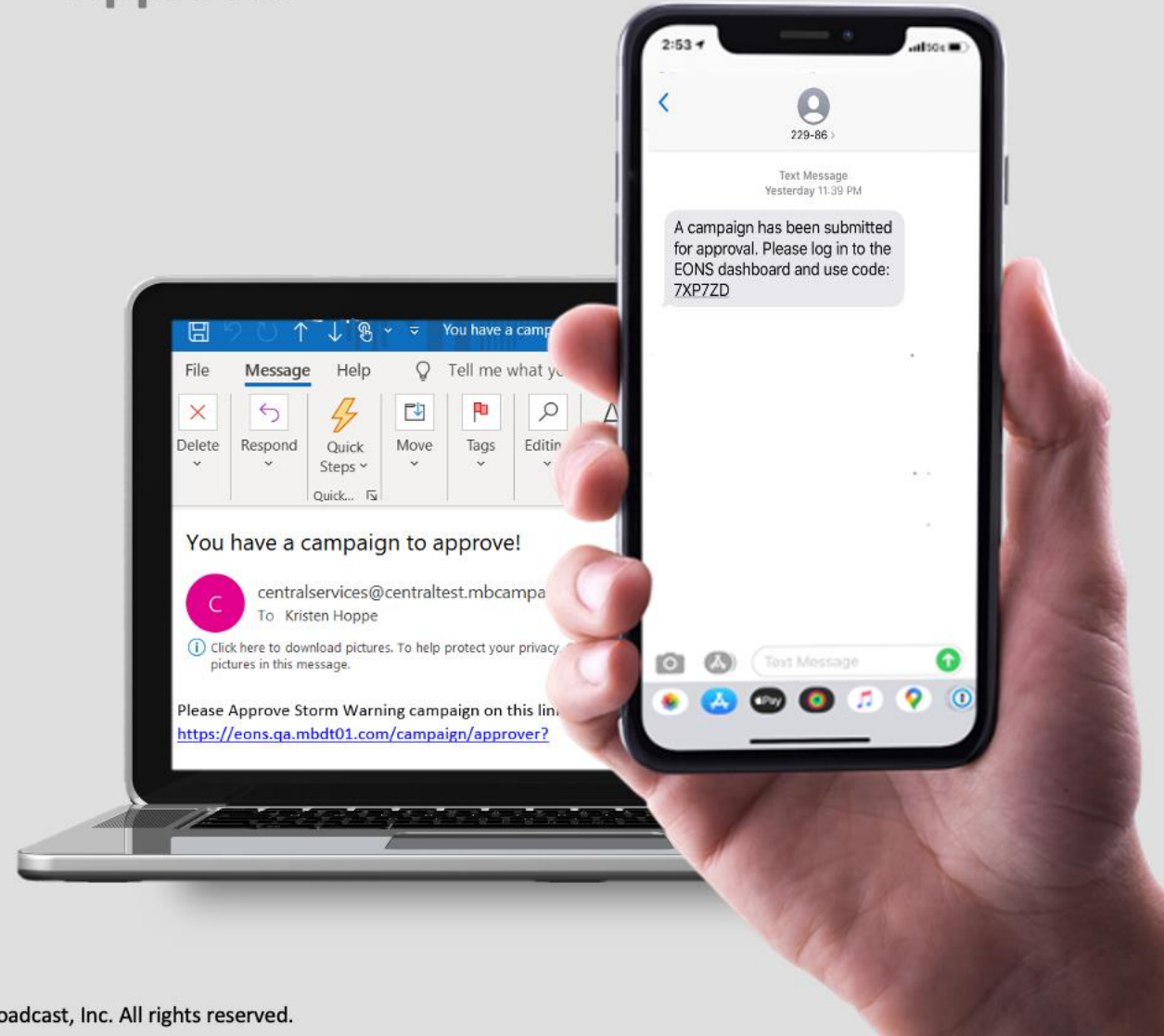


APPROVAL PROCESS

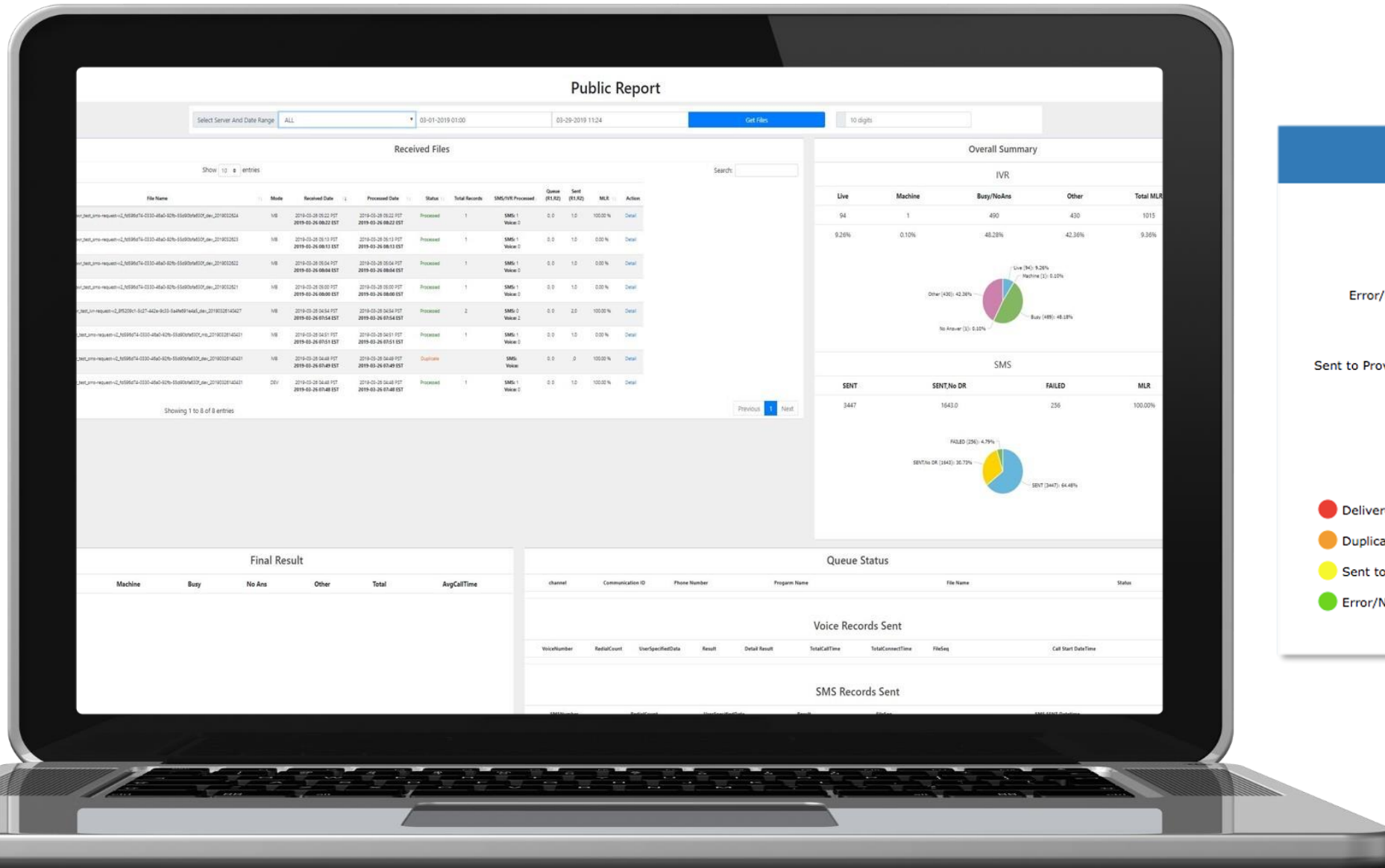
Business User



Approver



Reporting and Analytics



SMS Delivery

Overall Summary

Live	Machine	Busy/NoAns	Other	Total MLR
94	1	490	430	1015
9.26%	0.10%	48.28%	42.36%	9.36%

IVR Breakdown:

- Live (94): 9.26%
- Machine (1): 0.10%
- Other (430): 42.36%
- Busy (490): 48.28%
- No Answer (1): 0.10%

SMS Breakdown:

SENT	SENT/No DR	FAILED	MLR
3447	1643	256	100.00%

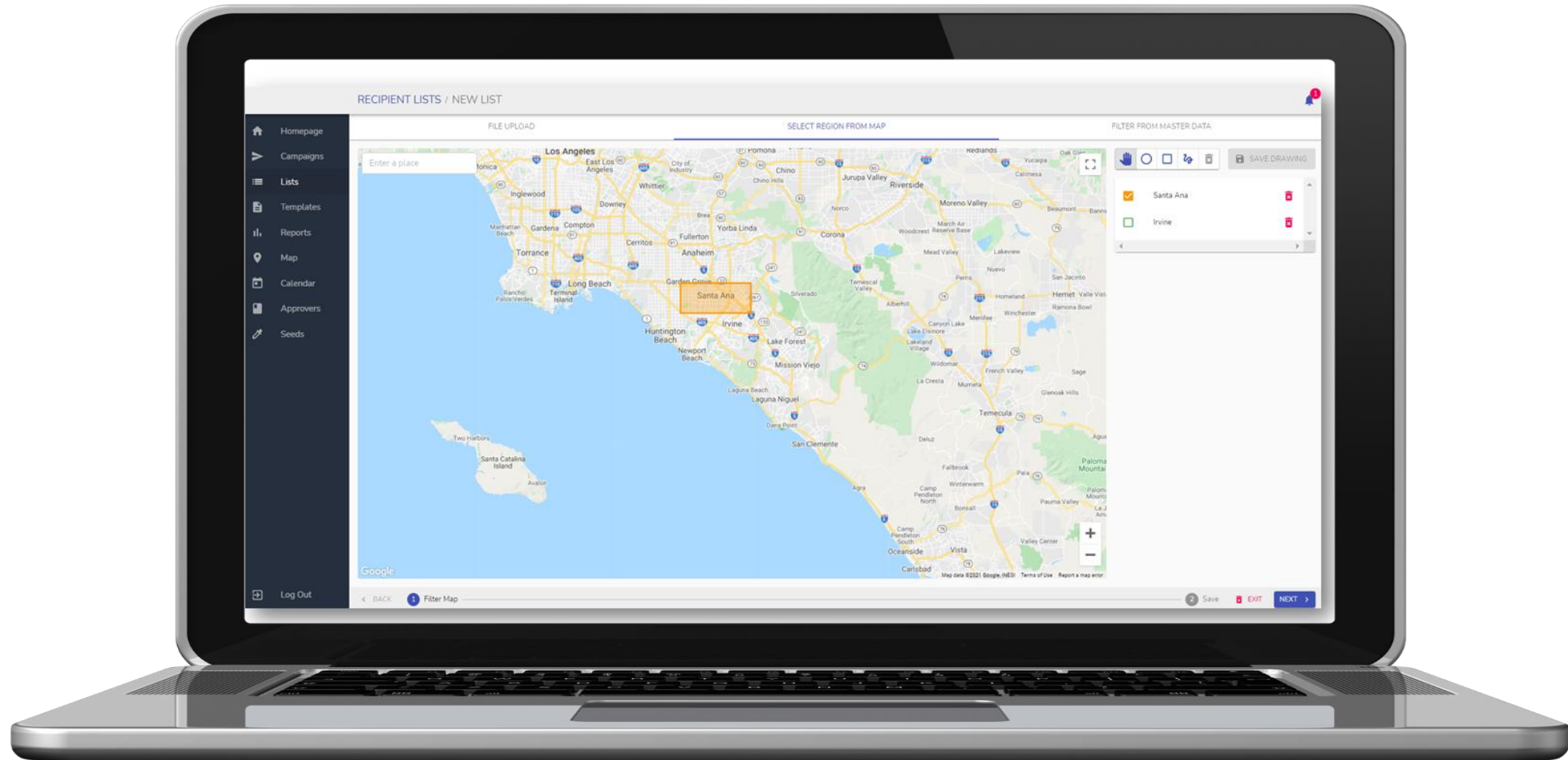
SMS Breakdown:

- SENT (3447): 64.48%
- SENT/No DR (1643): 30.72%
- FAILED (256): 4.79%

Final Summary:

- Delivered: 0
- Duplicates: 4
- Sent to Queue: 0
- Error/Not Sent: 2
- Not Delivered: 0
- Optouts: 2
- Sent to Provider: 5

Optional Visual/Situational Mapping



For Utilities, by Utilities: 100+ Programs and growing

Alert Type	Programs
Verification and Authentication	<ul style="list-style-type: none">• 2-Factor Authentication• Multi-Factor Authentication• Registration and Activation• Account Password Resets
Transactional Alerts	<ul style="list-style-type: none">• Start a New Service• Stop Service• Reporting an Issue on Service• Transfers of Service to a New Address• Delayed Reconnect Service• Appointment reminders and confirmations• Welcome messages and confirmation calls/texts to authenticate change of address of requests
Billing and Payments	<ul style="list-style-type: none">• E-Billing Statement Link via SMS• SMS Alert when E-Bill is Emailed• Revenue Recovery Reminders• Self-Serve Bill Payment Options• E-Bill Opt-In Calls• Statement Confirmation• Payment Confirmation• 5 Day Payment Reminders---Text Click to Call or LAT for Quick Payment• SMS/IVR Level Pay Option Plans and Take in Ingest for Signup

For Utilities, by Utilities: 100+ Programs and growing

Alert Type	Programs
Outage (Planned/Unplanned)	<ul style="list-style-type: none">• Outage Detected• Restoration Status Update• Power Restored• Cause of Outage (ex. tree down, downed power line, leak, streetlight outage, etc.)
Two-Way Texting via Keywords	<ul style="list-style-type: none">• Outage (JOIN, STATUS, ON, OUT)• Usage (USAGE)• Meter Read (READ)• Bill Alert (BAL)
Usage	<ul style="list-style-type: none">• Usage Update Alert• Amount Exceeded Alert• Usage Change Alert• Usage and Cost Thresholds for Electrical, Water, Gas, etc.• Peak Demand Response to inform customers to lower usage on peak demand days

For Utilities, by Utilities: 100+ Programs and growing

Alert Type	Programs
Paperless Program Enrollment	<ul style="list-style-type: none">• E-notice Opt-In Calls allowing disconnect notices to be sent over voice or text instead of U.S. Mail• U.S. Mail Avoidance through escalation with U.S. mail included as final channel – regulatory mailing/privacy policies/bills
Surveys	<ul style="list-style-type: none">• Obtain customer experience feedback• Engage with customers and increase customer satisfaction• VOC (Voice of Customer) Surveys• Deploy customer satisfaction surveys to allow the customers to make open ended comments when certain results are recognized, automatically deliver the results of these surveys along with the transcriptions and .wav files of the customer comments to each interaction touch-point.• Post-restoration survey 24 hours later
Other	<ul style="list-style-type: none">• IVR Outbound Preference Gathering and Opt-In• Drip campaigns with helpful tips and information• Video distribution/Education• EE Programs• Marketing Programs• Employee Communications

What can Message Broadcast Help You Accomplish?



Lower Call Center Volume

Reduce inbound call center volume by proactively automating information gathering and exposing self-resolution paths over your customers' preferred channels.



Build Digital Relationships

Capture customer preference during conversational and multichannel interactions to enrich the customer data profile and tailor communications based on audience characteristics and traits.



Unify Your Customer Data

Quickly and easily ingest structured and unstructured data from existing data sources to deliver contextual communications for an unlimited number of data segments.



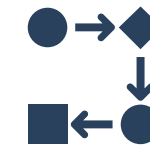
Ad Hoc Communication

Compose and send multichannel communications over your customers' preferred channels at a moment's notice.



Reduce Overall OPEX

Amplify your communications as you migrate customers to their preferred and more cost-effective channels.



Influence Desired Customer Behaviors

Optimize customer journeys with “next best action” decision logic to influence behavior and drive predictable outcomes.

ACCOMPLISH IT ALL (& GET YOUR TIME BACK)



Reduce Inbound Calls



Get Your Time Back



Communicate in Minutes, Not Hours



Customer Satisfaction



Questions & Answers

ENTER TO WIN

TEXT WINNER TO 700800



OURA

Silver or Black Fitness
Tracker Ring

"...the best invention of 2020"



MESSAGE BROADCAST

The Message Broadcast Difference



COMMUNICATE
at scale



CAPTURE
customer preference



PERSONALIZE
customer experience



REDUCE
inbound call volume



UNIFY
data silos



MITIGATE
TCPA compliance risk



DISCOVER
real-time insights



CLEANSE
fragmented data

RESULTS

- **27% Opt Over** from Voice to SMS
- **21%** of Customers' Preferences Updated
- **83% Increase** in Communication Delivery Speed
- **64% Increase** in Resource Productivity
- **19% Increase** in Program Enrollment
- **24% Decrease** in Inbound Call Center Activity



Appendix



Key Stats & Customer Stories

Jacksonville Electric Authority

Challenges

- Hours-long data query times
- Redundant customer notifications
- Unwieldy internal approval processes
- Inefficient reporting
- No personalized communications
- Can only notify 20,000 customers over 6-8 hours

Solution

Intelligent communication
hub

Results

- Increase customer notification speeds by 83%
- Department productivity rose by 64% (2 people were needed to do messaging instead of 6)
- Could sustain 300,000 communications per hour
- Query data in seconds, not hours
- Eliminated redundant messaging
- Templated scripts
- Personalized customer communications
- Real-time reports kept executives informed in a timelier fashion

Serving the World's Most Admired Brands

Utilities & Energy



Financial Services



Telecommunications



Healthcare & Pharma



Insurance



Retail



Communication Channel Overview

VOICE Intelligence

- Outbound voice messaging and 2-way interactions
- Dynamic personalized content
- 25+ languages of conversational language libraries
- Tier 1 TDM/SIP supporting 2 second SLA's

SMS/Visual SMS/MMS Intelligence

- Dynamic, two-way interactions at scale
- Gateway connectivity
- Certified Secure/Geo-Redundant
- 24/7 Net/Ops with Industry Leading SLA

PUSH Intelligence

- Decision based PUSH notifications when app is present
- Application delivery within SMS interactions



INTERACTIVE VOICE RESPONSE (IVR) Intelligence

- Automated self service
- Natural language/Human Assisted Understanding
- PCI Certified payment processing
- On demand scale, security and reliability

EMAIL Intelligence

- Enterprise email engine
- Automated cross channel fulfillment
- Automated escalation/Email verification

MOBILE APP/WALLET DISTRIBUTION Intelligence

- Cross channel mobile app distribution
- Cross channel mobile wallet distribution