



# Digital Initiatives Engagement Session

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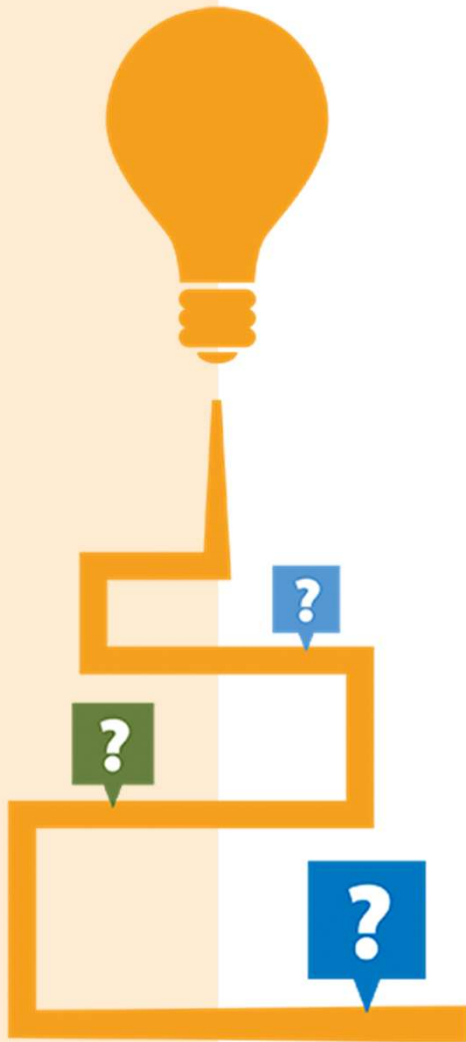


# GWM

# Context

- Digital Transformation Working Group
- Implemented Customer Portal and e-Billing
- Website rebuild planned
- Set to revise Communications and Engagement Strategy 2025 and beyond





## Tell us

- It's 6pm, you're about to cook dinner and you've got no water, what do you do?



# Current digital channels



- Website
- Email
- SMS
- Social media
- Customer Portal
- eNotices (online billing)
- Snap Send Solve
- Engagement Hub

# Discussion

- What communication channels do other utilities use, that GWMWater could implement?



# Customer notifications – SMS

## Currently use for:

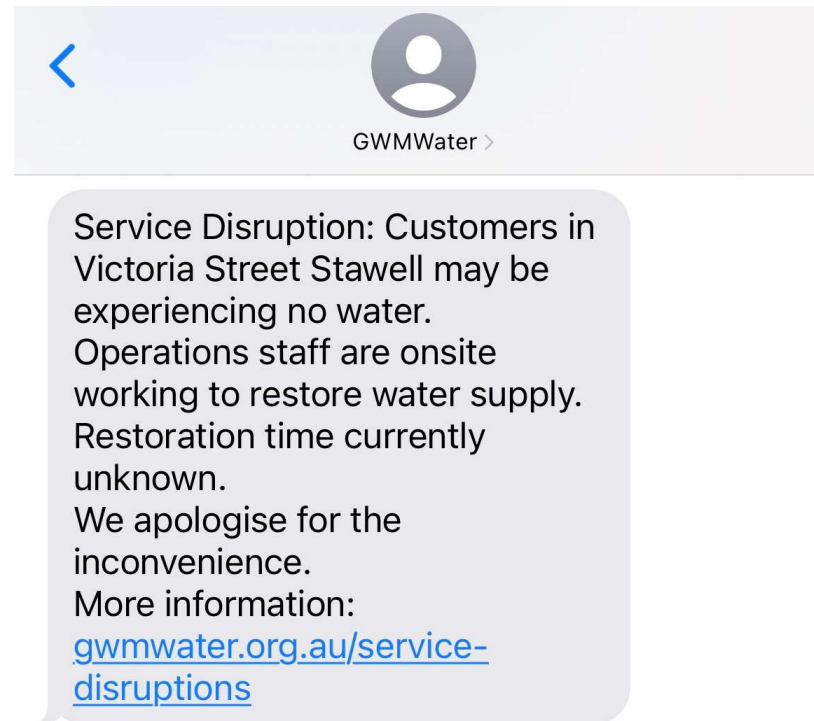
- Supply BGA alerts for rural customers
- Water quality incidents
- Emergency management (fires, floods)
- Leak alerts trial
- Unplanned outages (whole town)





## Scenario

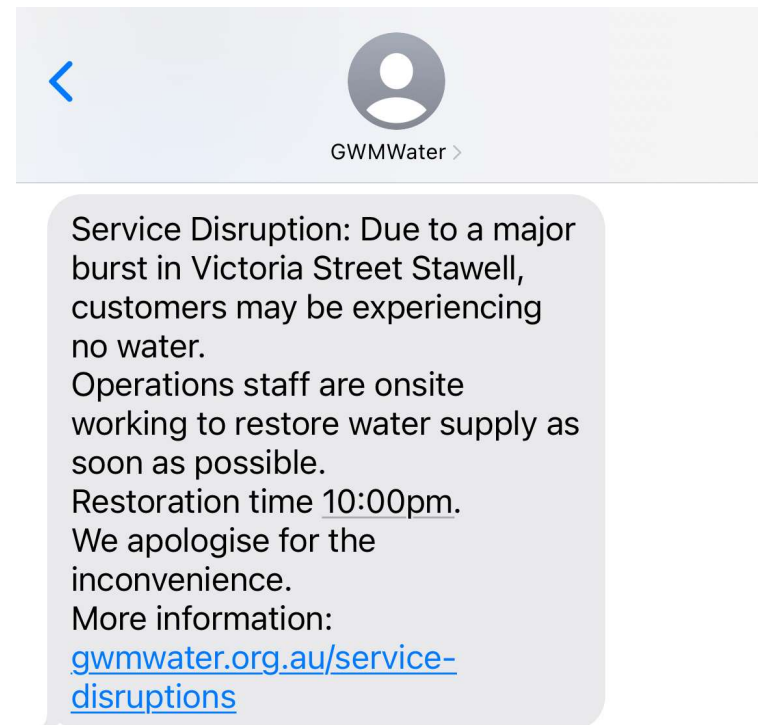
- It's 6:30pm and you've still got no water, and you receive this text message...





## Scenario

- It's 7:30pm, you've still got no water, and you receive this text message...







## Scenario

- It's 9:30pm, water is back on and you receive this text message...



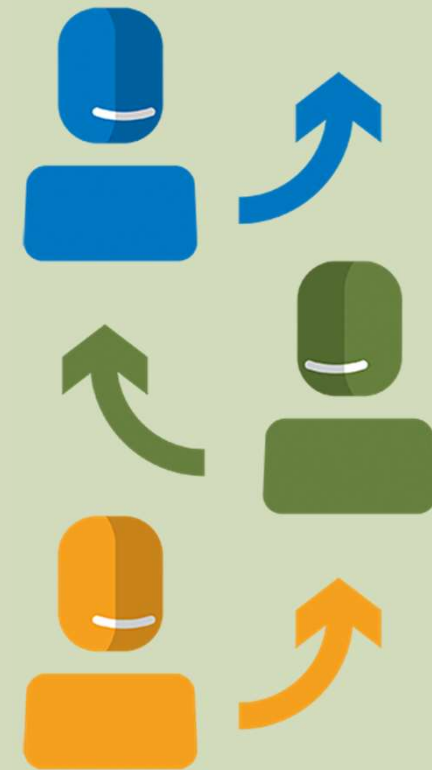
## Breakout discussion

- Did these text messages tell you everything you need to know?
- What about it could have been done better?
- How did this make you feel?



## Breakout discussion

- Which of these text messages could you do without, if any?



# Discussion

- What are the most important things that a message about water outages should communicate to you?

Rank in order

- Reason – why there is an outage
- Restoration time
- What happens next
- More information
- Anything else?

