



The Customer Path to Advanced Metering Infrastructure

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A Quick Poll

- Who in the room:
 - Works for a utility that has rolled out AMI?
 - Is in the process of rolling out AMI?
 - Is considering an AMI implementation?
- How many of those with AMI have a customer portal?
- For those rolling out AMI, how many of you have been actively engaging customers?
 - What kind of alerts are you sending?

Traditional Rollout Methods

- Big bang: network, meters, contractor installation
- Slow and steady: add endpoints on new construction and as meters reach end-of life, install network once endpoints reach critical mass

Factors that contribute to these approaches:

- Average age of fleet of meters
- How your agency did this last time
- Population growth
- Grant funding

The Challenges

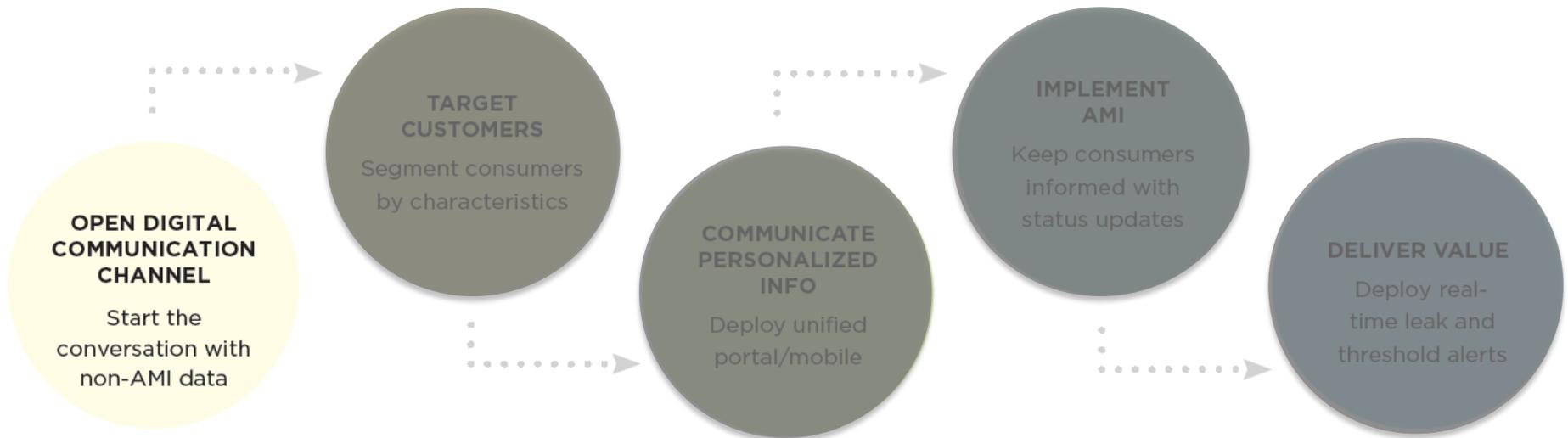
- Large investment
- Hard, soft, and marginal benefits can be difficult to estimate and capture
- Deployment cycles can be long
- Bill shock, skepticism of intentions
- Improved customer service is a priority from Councils and Boards

You need customers on your side



Open Digital Communication Channel

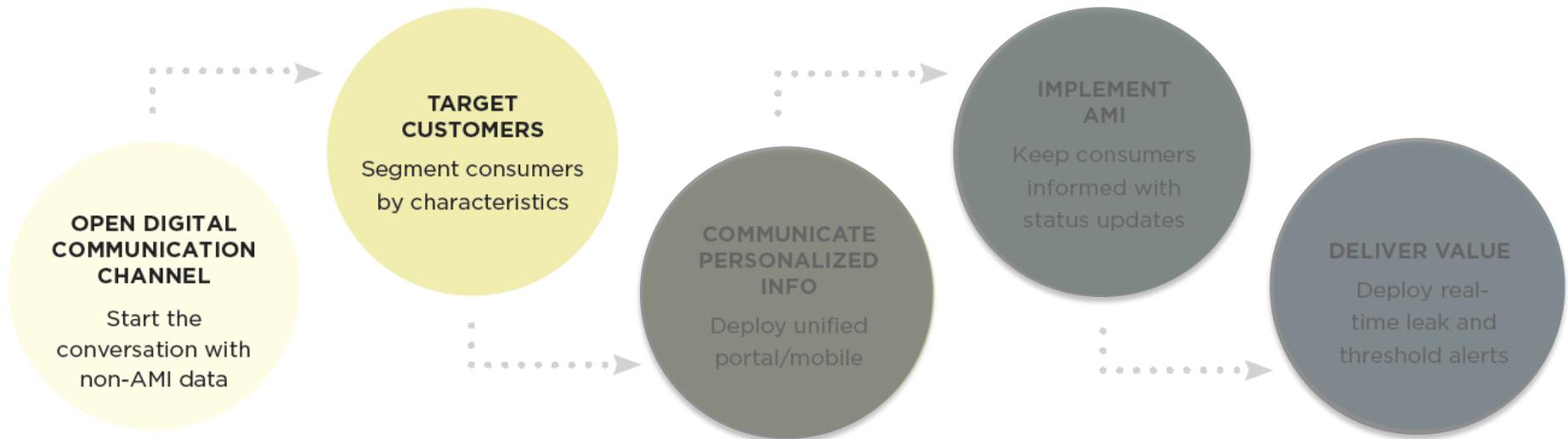
- Capture digital contact information at every interaction
- Allow customers to pay online, sign up for e-billing, notifications
- Use available non-AMI data to show consumption details, disaggregation use estimates, and saving recommendations



Target Customers

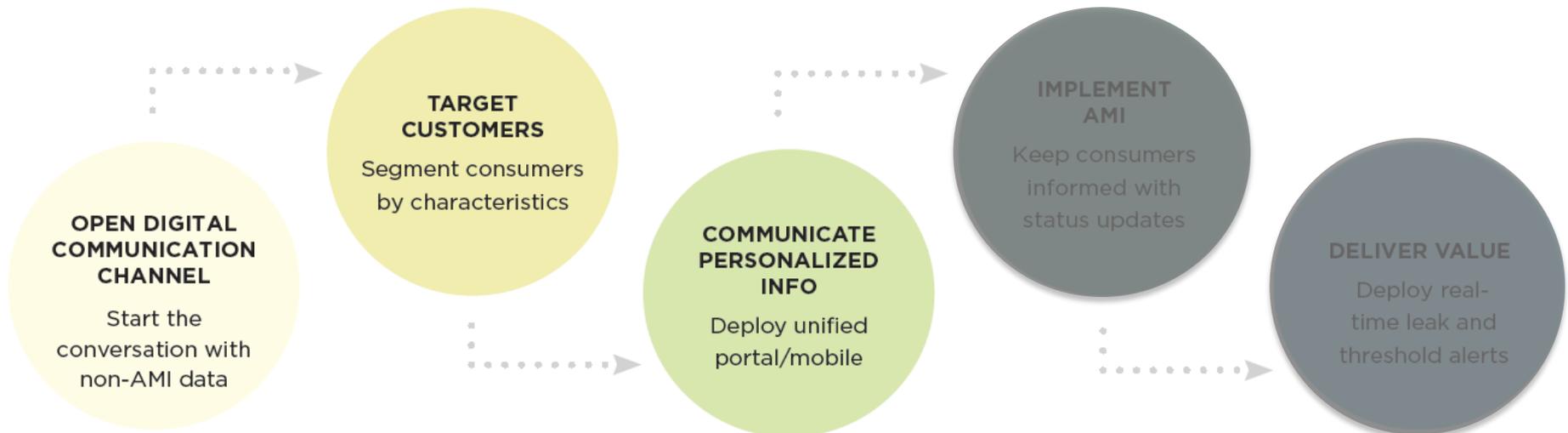
- Begin digital notifications: bills, outages, leaks, community events

Drag the entire polygon or individual points. Add points by dragging the midpoint of a segment.



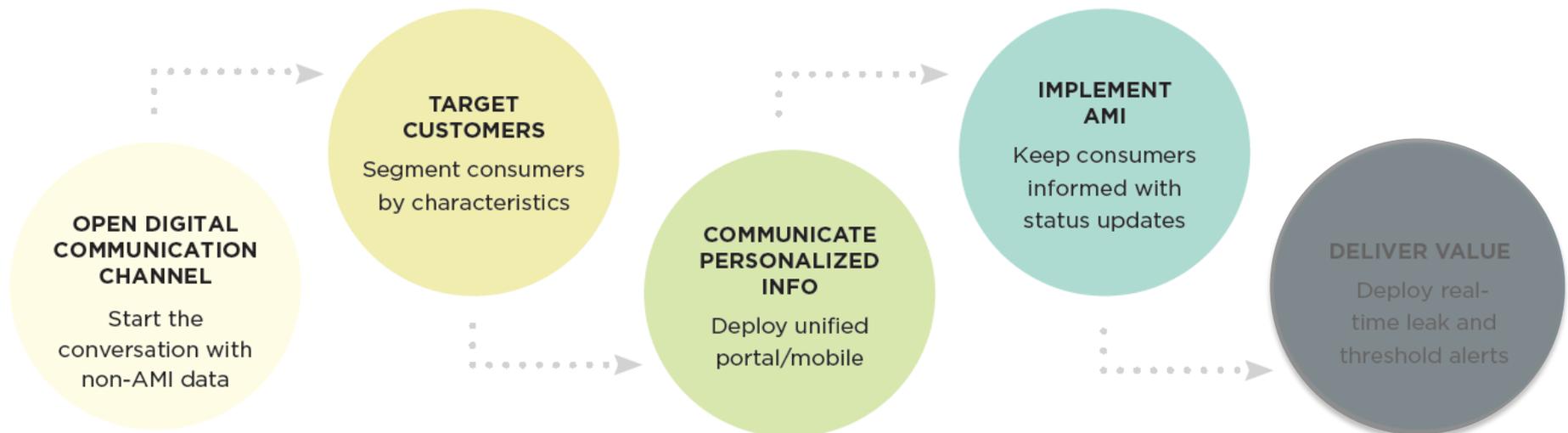
Communicate

- Educate customer groups on AMI benefits
- Get customers to sign up before they even get an endpoint
- Explain deployment schedule and expected impacts
- Measure response rates and tune communications for maximum impact



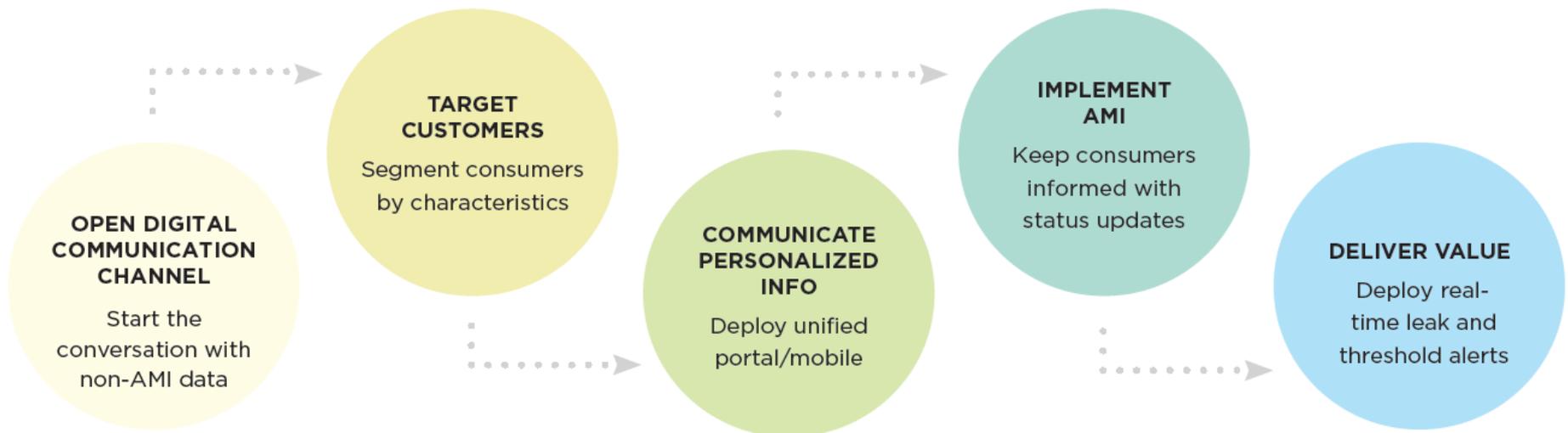
Implement AMI

- Inform users ahead of time to avoid confusion and frustration
- Keep the benefits at customers fingertips



Deliver Value

- Cut over AMI data to portal users as routes are cutover
- Offer money saving recommendations to offset potential bill increases
- Encourage users to enroll in alerts and notifications



Building a Bridge



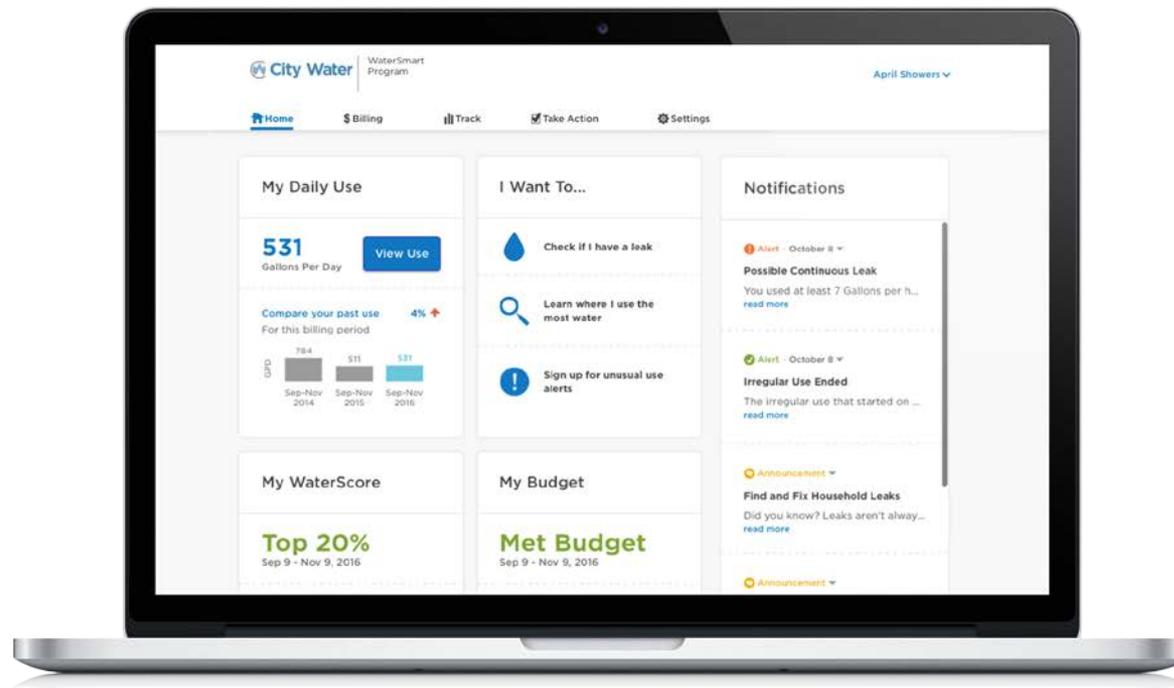
West Jordan, Utah

- One of Utah's fastest growing cities
 - Population booming from 4,221 in 1970 to over 111,000
- Water is operated by the Public Works Department, maintaining over 23,000 water meters
 - 3,000 of the meters are commercial accounts
- Primary source of water is purchased from a wholesaler
 - Wells are used as a backup



The Program

- 5-year program to upgrade metering to Advanced Metering Infrastructure (AMI) system within budget
- Implemented WaterSmart's customer engagement system in 2015 to help pave the way



Their Bridge

- Customers are enjoying a seamless transition to an improved system
- Combination of CIS and AMI provides the data while WaterSmart provides an interface for both throughout implementation
- Have collected 20.61% of customers' emails, 16.8% of which came from the WaterSmart program



“No disruption to the customer. No changes perceived other than better service. We are really pleased with the way the program is working”

Craig Frisbee, City of West Jordan

Myth Busting

- Only young people want to communicate digitally
- Hourly data is the only thing that is interesting to customers
- We have to wait until we are 100% deployed
- Customers don't want to hear from me

Take-Aways

- A customer engagement program should be a precursor to, not an after thought of, an AMI deployment
- Many benefits of AMI solutions can be offered to end-user customers using advanced self-service and meter intelligence technology
- Increased granularity of meter data from AMI continues to expand the value of benefits delivered to the utility and end-use customer
- Proactive customer engagement has a positive impact on utility operations, customer service programs, and water-service resiliency

Questions?



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