

# Meeting the Customer's Needs... One Application at a Time

Vicky Wilson Turner, Customer Service Manager



Morristown Utility System  
FiberNET



# Morristown Utility Systems

Serve the city limits of Morristown, TN since 1901 to approximately 14,500 customers

- Electric, Water and Sewer services
- FiberNET – Internet, Phone and Video – over 6,200 customers
  - Over 10 years
  - 1 of 7 GIG cities in TN
  - Rated the fastest, best value, and most customer satisfied in Morristown, TN by Broadband NOW in 2017
  - Our own ISP and Phone Switch
  - \*NEW\* Provide Wholesale Telecom Services to Newport Utilities



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## Software Challenges Related to Serving Customers:

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- ❖ **Charity Portal** – Need a better way to identify charitable organization donations on customer accounts and give these organizations access to view information as well.



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# Customer Portal

Needed:

- Easier log in and validation for customers
- Mobile Friendly Solution
- Customer can self-manage their account
  - See current usage, payment and billing information
- Store cards securely
- Pay Instantly with No Fees
- Customer updates their own information
- Set Up Alerts



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# Internal Portal

Needed:

- Tie all of our numerous solutions together in one place to view
- Easier, More Efficient Way to Look Up Accounts From Billing System
- Knowledge of Accounts on Daily Utility Disconnect for Non Pay
- Knowledge of Accounts on Daily FiberNET Disconnect for Non Pay
- Easier Balancing for Cashiers and Main Cash Box
- Quick Way to Search Payments
- View Non Cash Deposits and Status— Surety Bonds, LOC, DIC
- Manage Tasks Assigned
- Manage FlexPay Accounts – CMB totals don't reflect FlexPay balances



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# FlexPay (PREPAY)

Needed:

- A solution that would help customers who could not pay a large deposit
- A solution that would help customers with debt turn service back on
- A flexible payment option for customer (pay as you go)
- Had to be mobile friendly
- Offer Alerts to customers to notify them of daily balances, pending disconnect, etc.
- Integrated our billing system for quick access



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# FlexPay (Continued)

Entered a 90 day pilot of Prepay with a third party vendor

Quickly saw it did not meet our needs and had several gaps.

Developed our own within our Customer Portal – helps both customers and employees manage these accounts with ease.

Took a few months to develop, saved almost ½ million dollars to the company and our customers, and WOW – what a product!



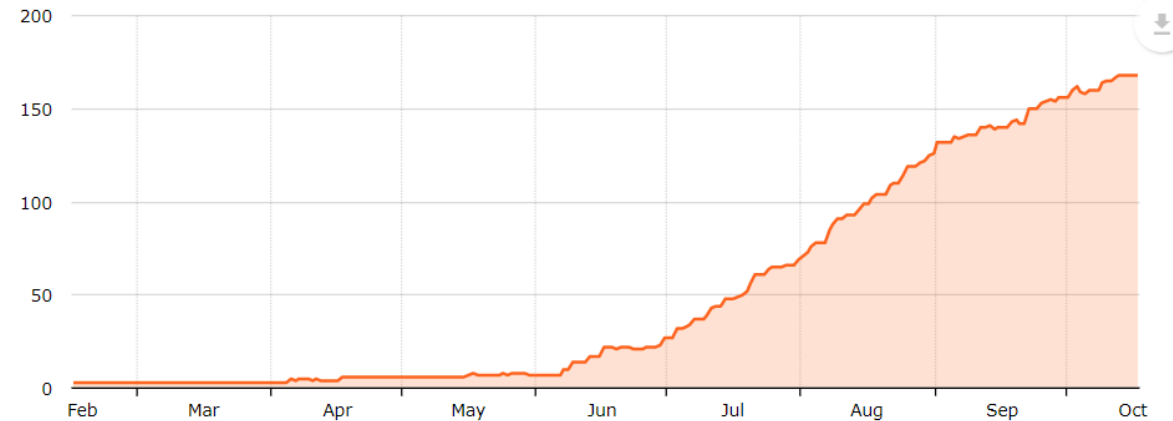
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## 600 Customers over 5 years

Fees - Customer and MUS	\$195,000
2 Messages Per Day	\$129,600
3rd Party Fee	<u>\$5,400</u>
	\$330,000
 MUS Development Cost	 (\$30,000)
Messaging thru MUS and Twilio	<u>(\$43,200)</u>
	\$256,800
 Customer Deposits Saved	 <u>\$170,100</u>
(456 @ \$350)	<b>\$426,900</b>

Enrollment History



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# Ticketing

Needed:

- A better ticketing solution to track customer issues
- A solution integrated with our utility and FiberNET billing systems
- User Friendly
- A solution to track internal IT tickets submitted by employees
- Track/ Manage My Tasks



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# Charity Portal - \*Coming Soon\*

We got this idea from KUB – they have a great Charity Portal in place today.

Need:

- A better way mark accounts for Payment Assistance from outside organizations (Douglas Cherokee, Central Services, Churches, etc.
- An easier way to identify these “pending payments” to avoid disconnect list
- A more efficient way to track and post payments once funds come in
- A way for these organizations to get the information they need securely
- A way for these organizations to pay these payments directly
- A way for these organizations to track assistance provided through MUS



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# Live Demo of Customer Portal, Internal Portal, and Ticketing



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# HOW DID THEY DO IT?

Bootstrap Template from:

<https://wrapbootstrap.com/theme/smartadmin-responsive-webapp-WB0573SK0>

We used the PHP version of the template running on Centos Linux with apache web server.

We implemented a RESTful MVC API for the back end of the Web app which we learned the concept from Steven Dyers' ESB talk @ a past UTA Conference in Johnson City.



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**THANK YOU!**



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