
CUSTOMER
ENGAGEMENT
PROACTIVE IN CUSTOMER
SERVICE – IT IS EXPECTED, NOW.
uta
Utility Technology Association



AMBER
Wesche

Product Manager
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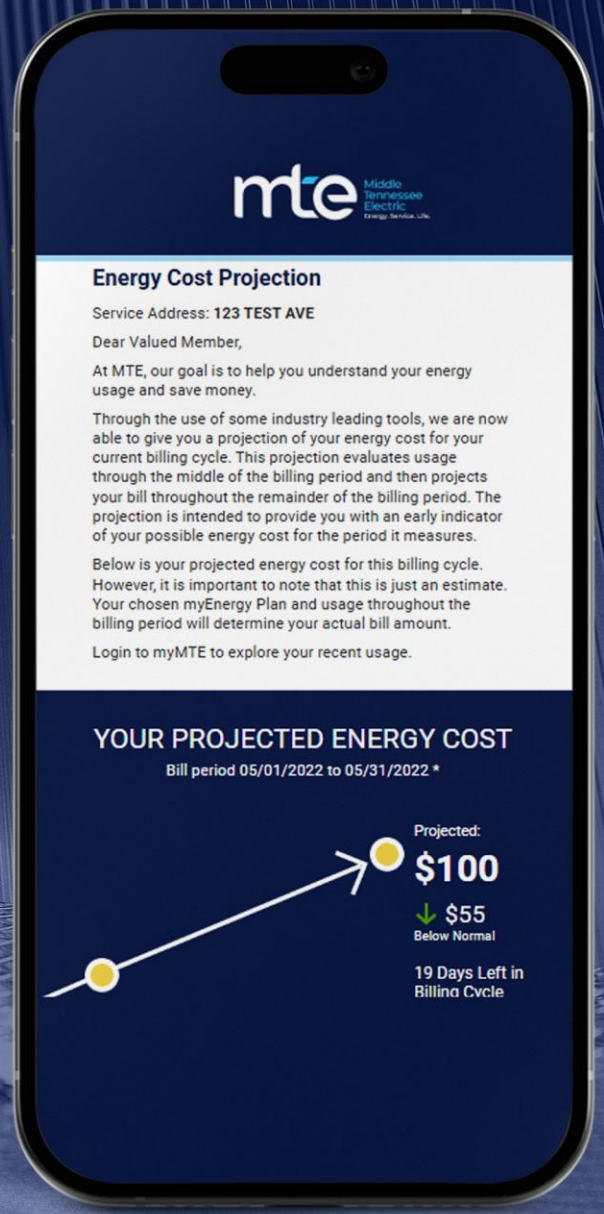


GLENN
Hollandsworth

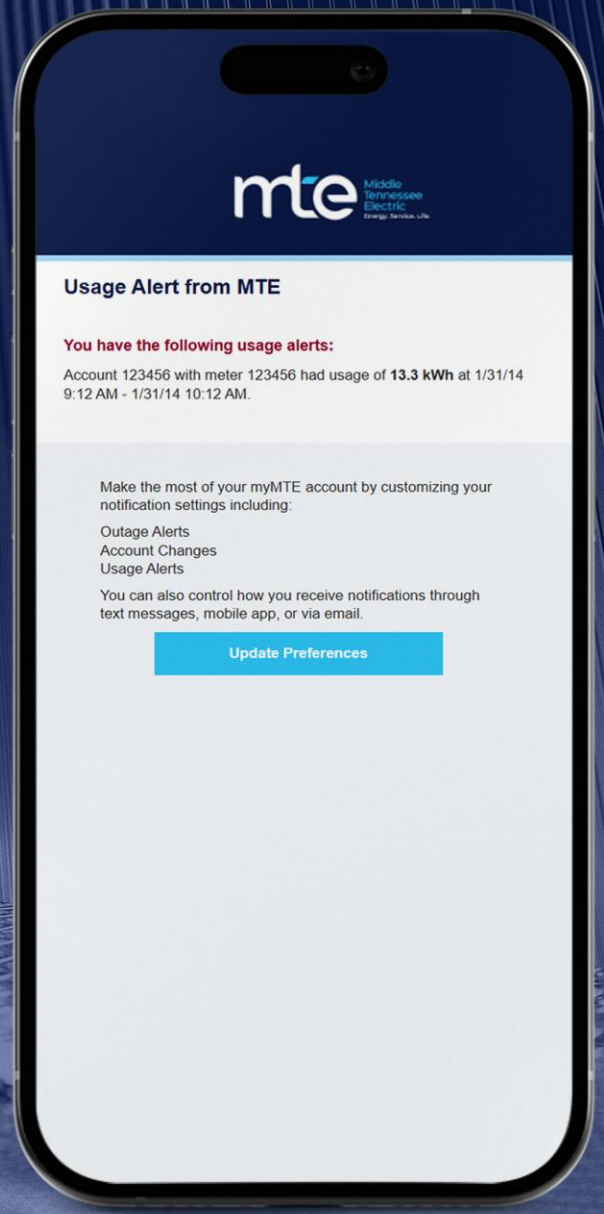
Vice President
Community Relations & Member Services
glennhollandsworth@mte.com

IMPROVING BILL SATISFACTION

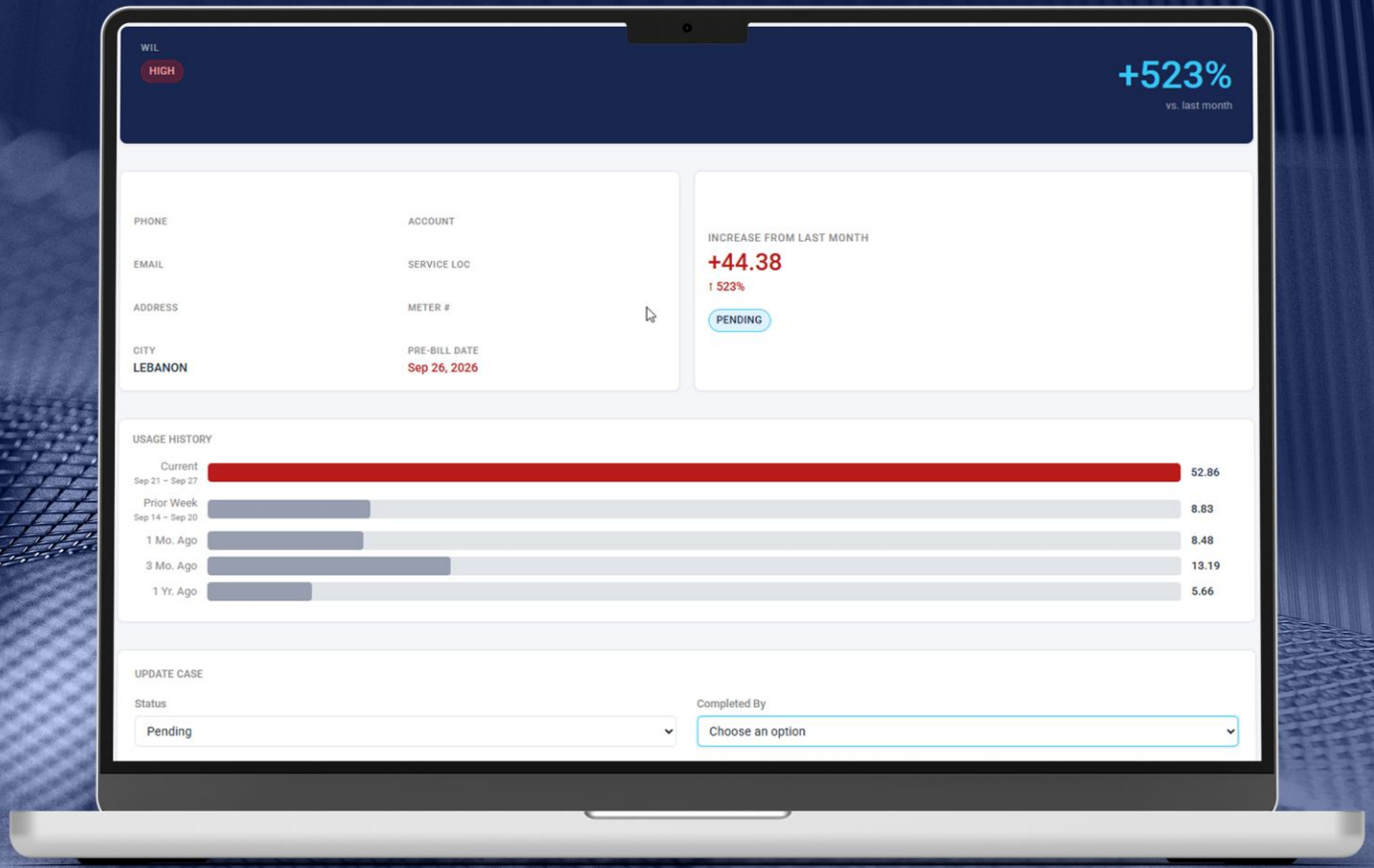
PROACTIVE ALERTING



PROACTIVE ALERTING



PROACTIVE HIGH BILL



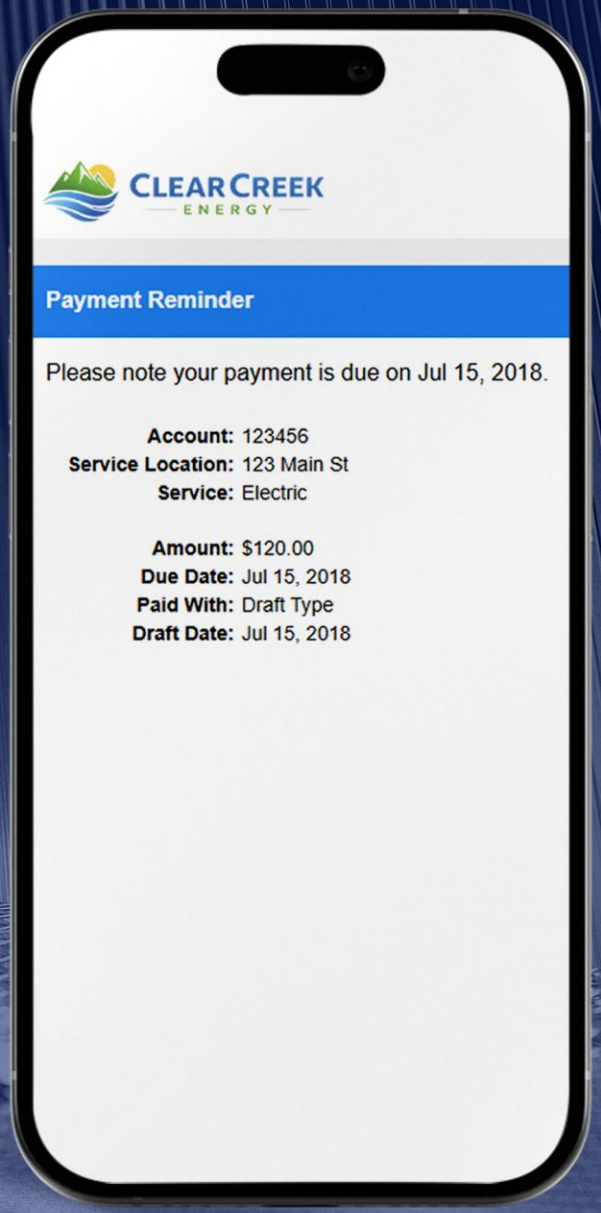
INTERNAL REPORTING

LEVELIZED BILLING

JANUARY	2021	6,136
JULY	2023	14,696
AUGUST	2026	41,383

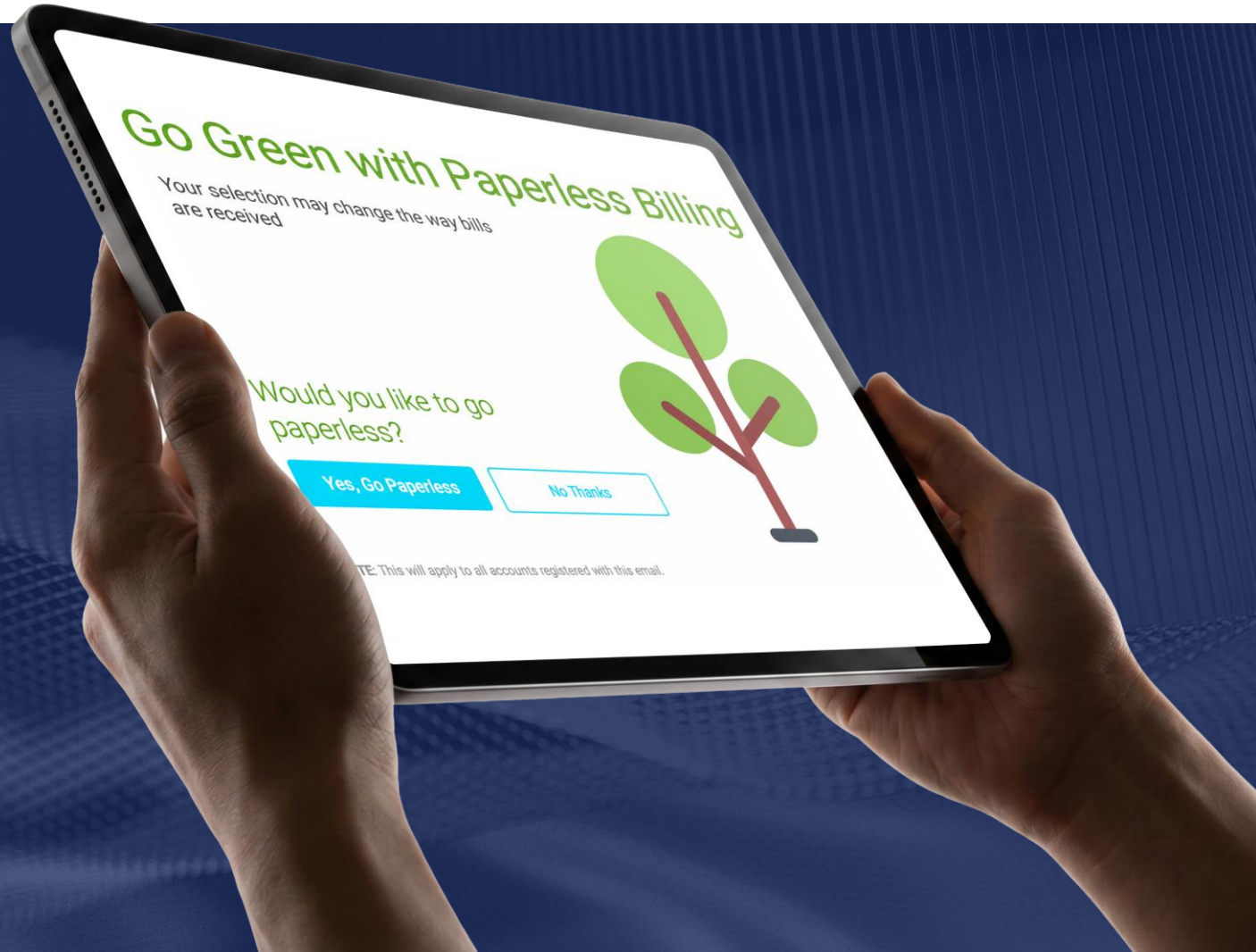


DELINQUENT REDUCTIONS OF 33%



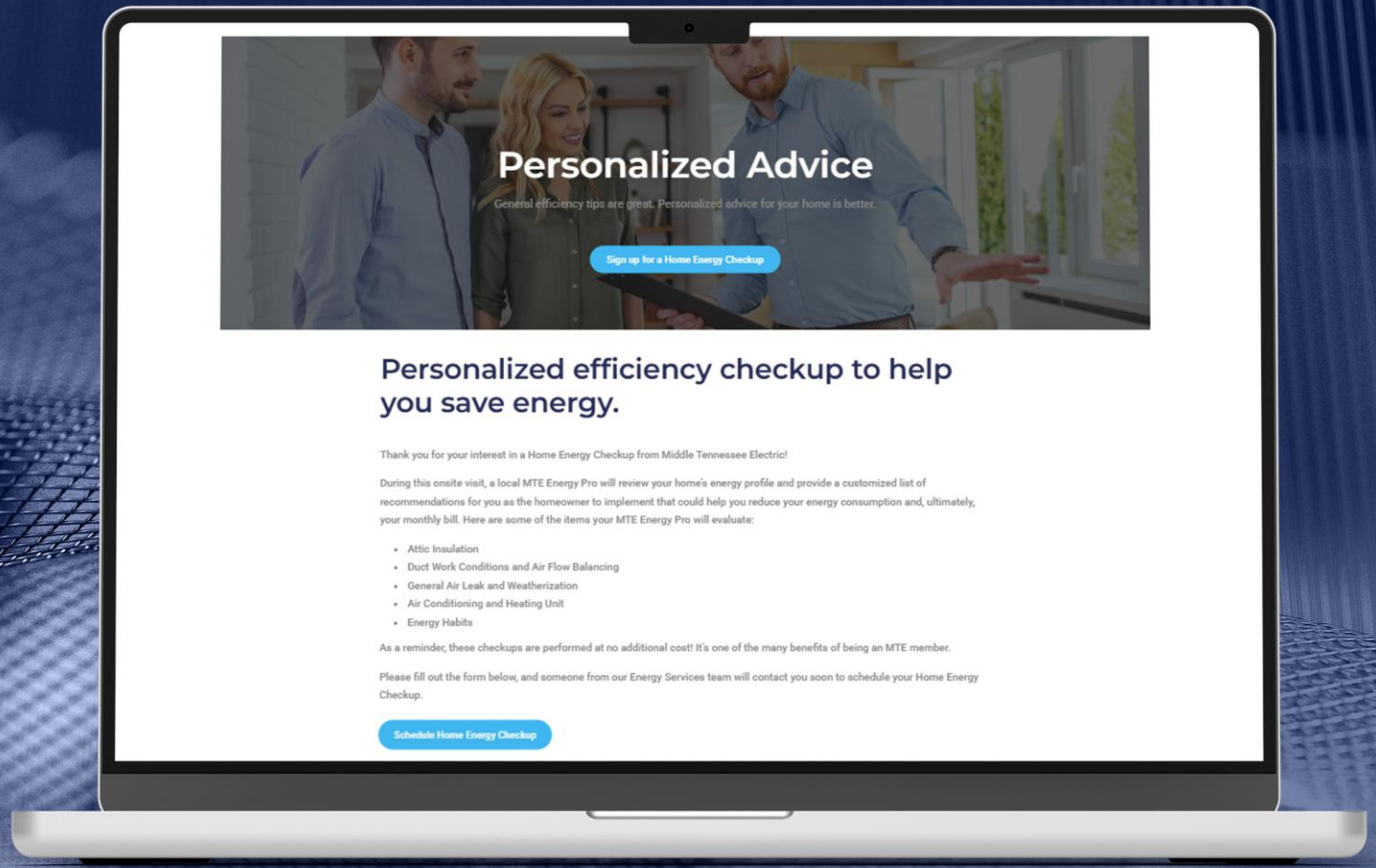
PAPERLESS

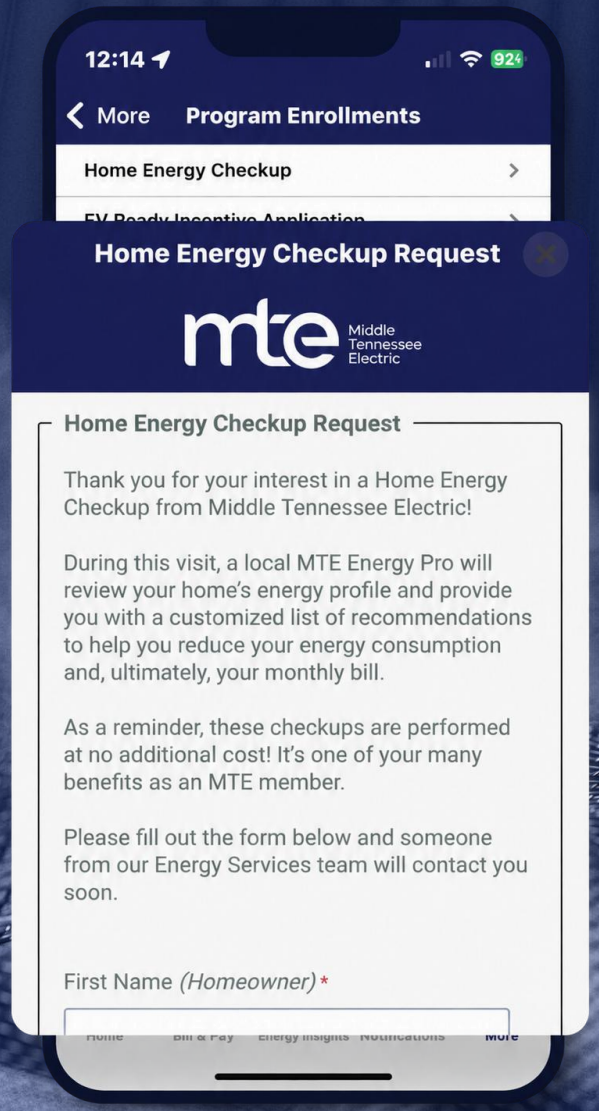
JANUARY	2021	34,613
JULY	2023	109,646
AUGUST	2026	145,535



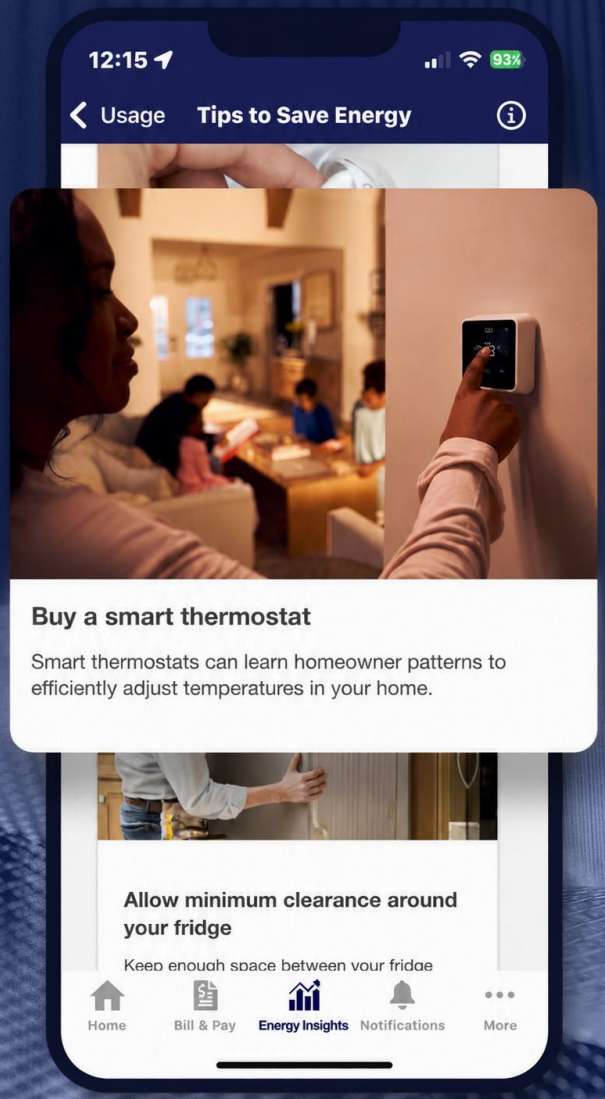
MTE PROGRAMS

PERSONALIZED





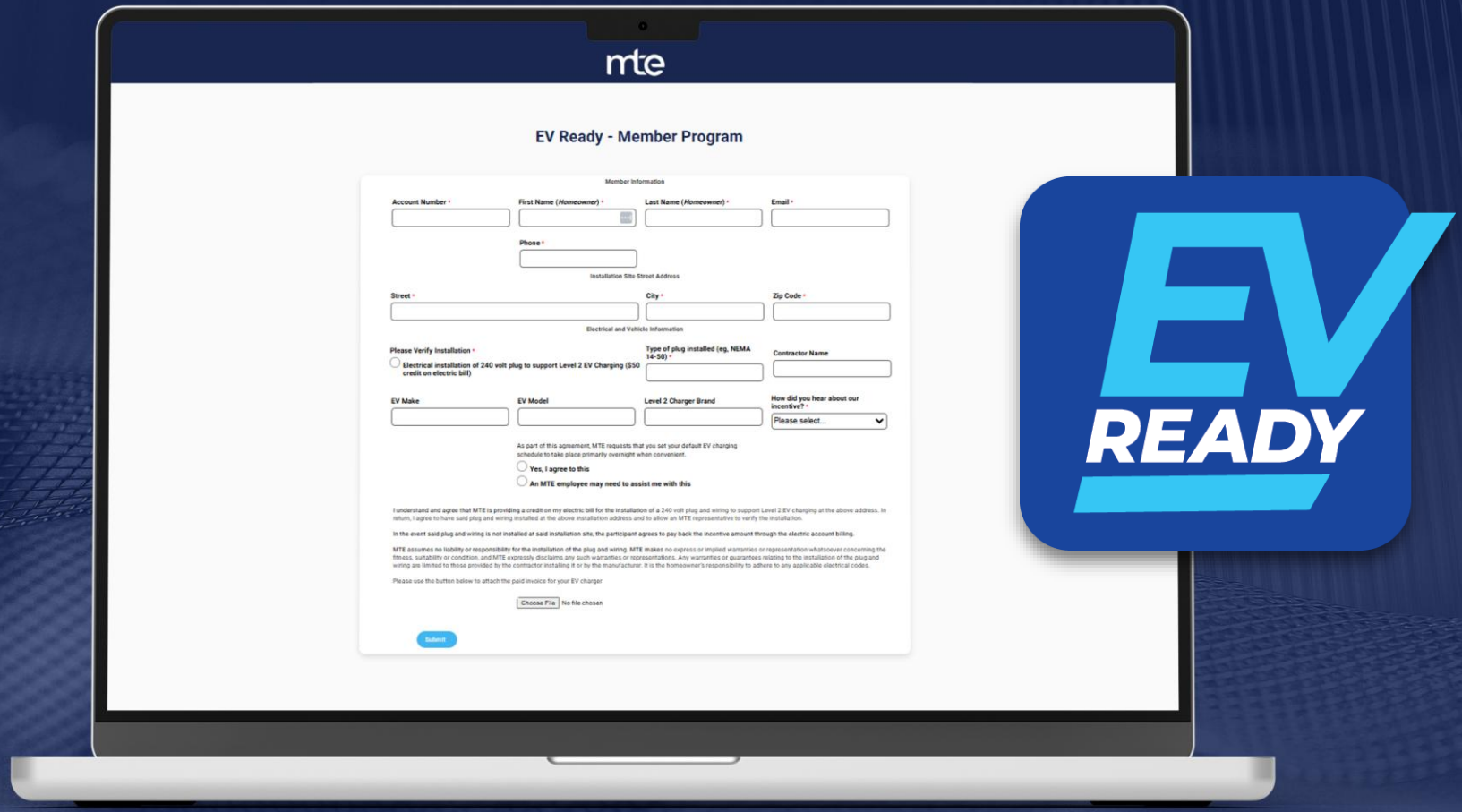
Sign Up for Programs



Find Energy Tips



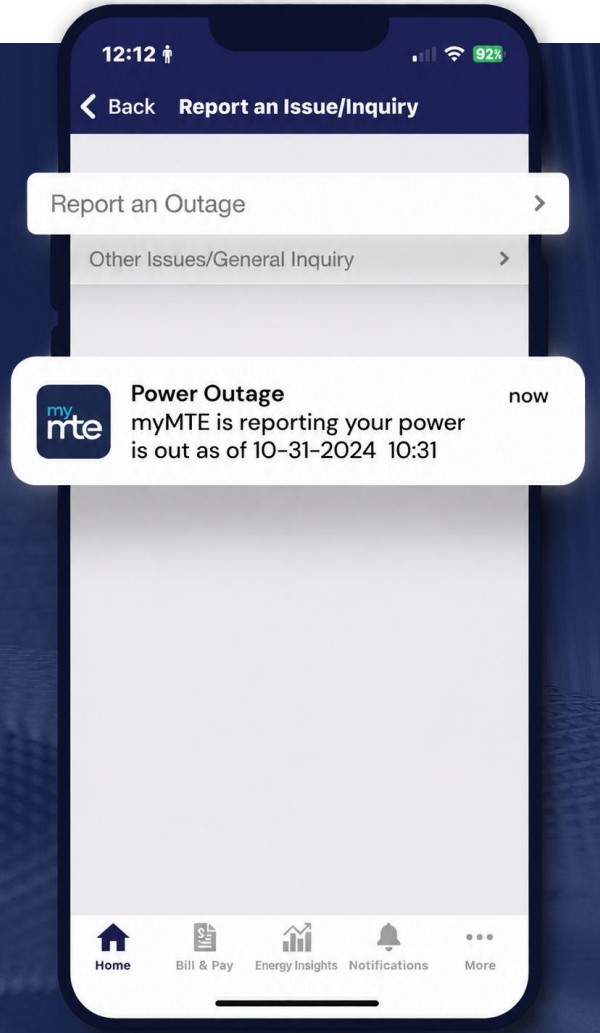
EV OPPORTUNITIES



OUTAGE COMMUNICATIONS

INCREASING CONTACTS

FEBRUARY	2023	3,517
MARCH	2023	58,061
AUGUST	2026	85,000



GET OUTAGE ALERTS & REPORT AN OUTAGE

PERSONALIZED MESSAGING



OFFERING CHAT



Live Chat

Hi there!

We're here to help. Please give us some info to get started.

Name

Please enter your name

Email address

Please enter your email address

How can we help you?

Ask a question

Start chat

EXPECTATIONS ARE SET

Customers will **expect a virtual assistant** from their utility **within the next year**.

The question is no longer whether utilities should have a virtual assistant. It is whether their virtual assistant will become a true digital assistant or remain just another chatbot.

J.D. POWER