



# Dedham Westwood Water District

DIGITAL CUSTOMER ENGAGEMENT

## A new program comes to town

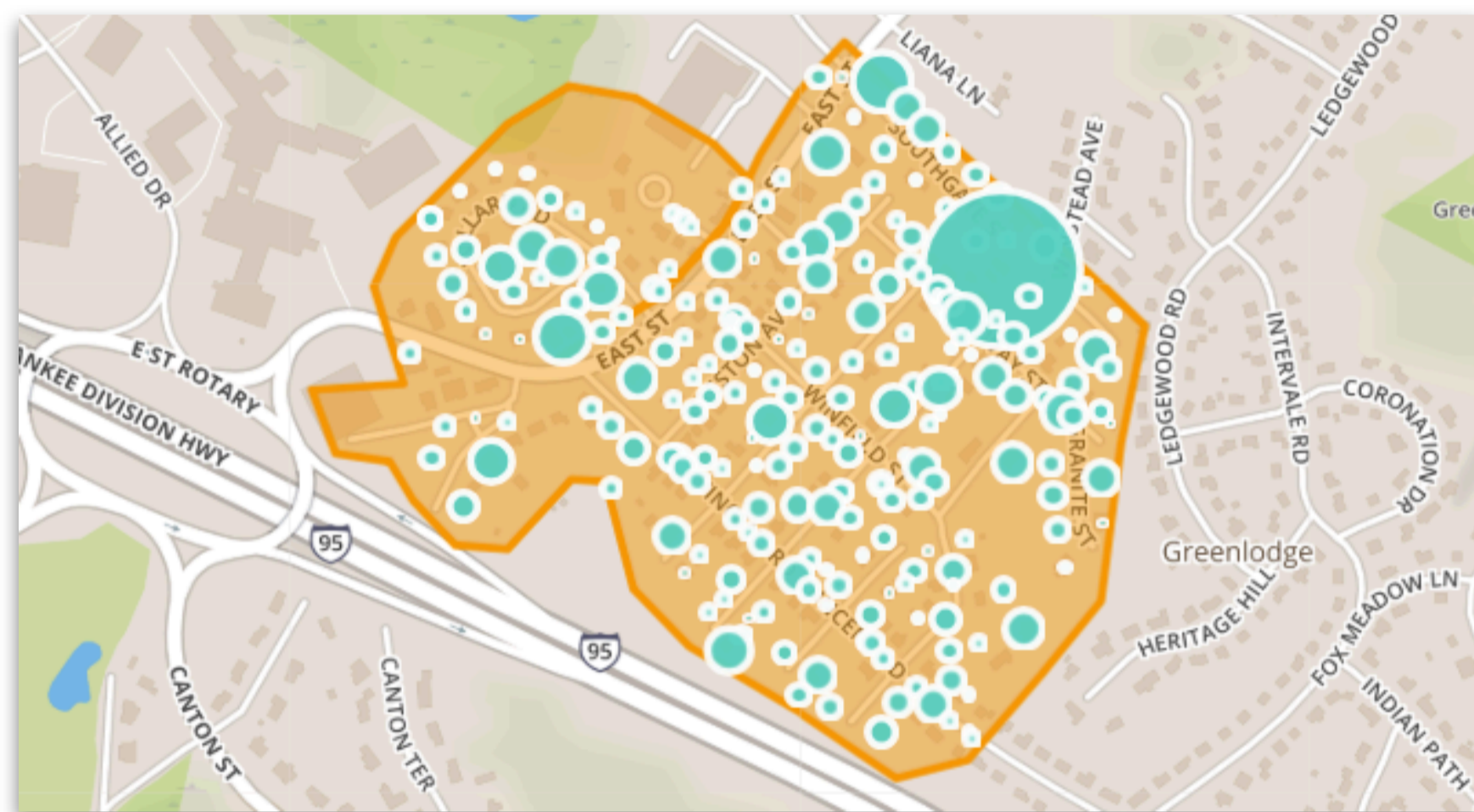
Dedham Westwood Water District (DWWD) serves 11,800 single-family homes southwest of Boston. In response to extreme drought conditions, the Massachusetts Department of Environmental Protection awarded the water district a generous grant in 2017 to implement Dropcountr as a means of driving water conservation and improving customer engagement.

## A community builds

In addition to standard outreach efforts to drive program adoption, employees from DWWD and the Charles River Watershed Association (CRWA) registered community members at local events like Earth Day, marathons and Town Halls. The Neponset River Watershed Association, another local organization, organized presentations, educational materials and even homework for local elementary school students.

Thanks to the concerted efforts of all involved, almost 10 percent of the DWWD customer base registered for Dropcountr within months of the program launch. This number is expected to grow 3-fold over the course of the next 18-months.

## STAYING PROACTIVE WITH CUSTOMERS



### A routine flushing

It typically takes DWWD six weeks to complete their annual hydrant flushing exercises, and year-in year-out the customer service team receives a wave of calls from customers, alarmed by the discolored water.

Historically the utility has posted this announcement on their website or in the local press - but this assumes people consistently check the website or pay attention to local news. This year DWWD staff used Dropcountr and the "polygon" tool to parse and communicate with the right customers at the right time with the right message.

This proactive communication helped:

- ✓ reduce customer service calls
- ✓ reduce widespread alarm from DWWD customers
- ✓ reduce communication costs

### The importance of staying proactive

Proactive digital communication – as opposed to *reactive* – is easier to budget and manage. It puts you in control of the message. Dropcountr makes it easy and cheap to identify customers of interest and send messages *before* it becomes a cost or time sink. Start building goodwill today by being proactive with your communication. It's what you'd want out of your utility.

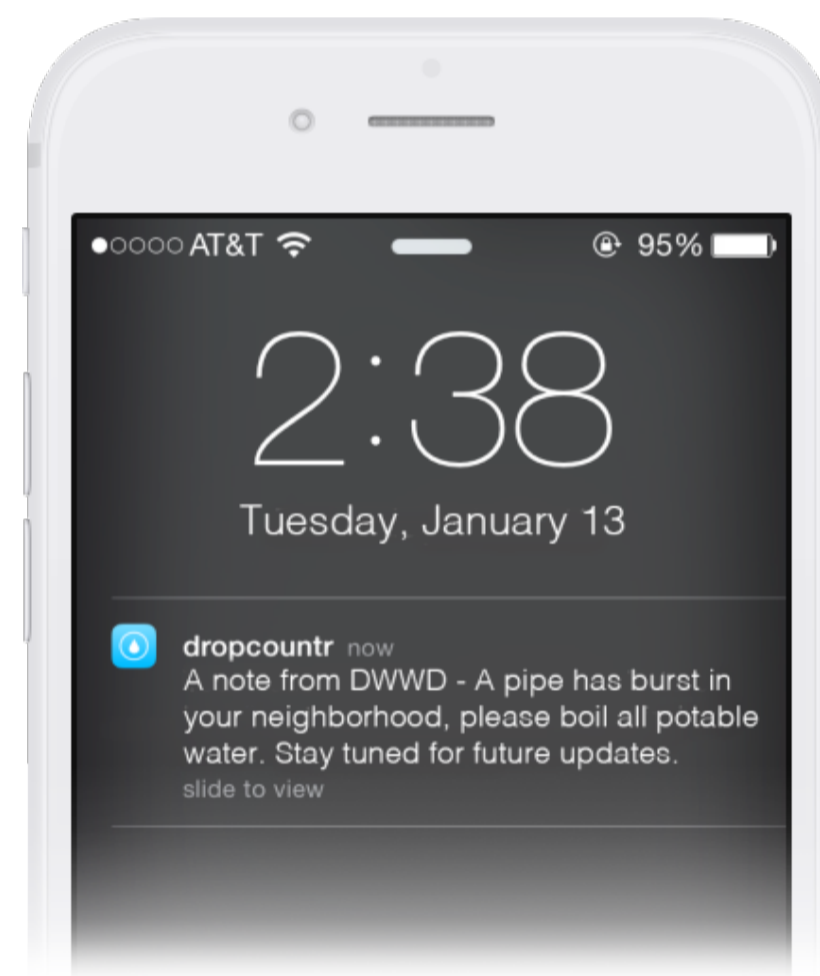
## Program Details

### OVERVIEW

<b>Customers</b>	11,800
<b>Duration</b>	March 2017 - Present
<b>Setup</b>	5 weeks
<b>Metering</b>	Neptune
<b>Read interval</b>	Monthly

### ADOPTION

<b>Total adoption</b>	10% (1,296)
<b>With email on file</b>	36%
<b>Year-on-Year Growth</b>	67%



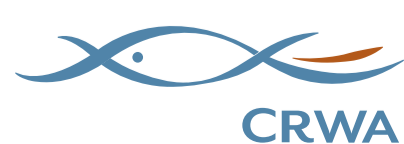
### An emergency main break

Timely emergency messages can be sent to the front page of your customers' phones with a push message.

In March 2018 DWWD experienced a major water main break. A single customer service representative was able to quickly identify the affected area and send a message to customers.

This engagement was quick, cheap, timely, and most importantly *proactive*. Proactive outreach builds goodwill, and helps customers *believe* their utility is looking out for their well being.

## DROPCOUNTR'S NEW ENGLAND PARTNERS



Ganesh Krishnamurthy, P.E.  
 ganesh@dropcountr.com | (626) 463-8244  
 www.dropcountr.com

