

# Communicating

with the “2013”  
Customer & Beyond

# You Have Lots of Choices

- Used to be only mail and phone
- Internet has changed that



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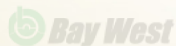


- Established in 1998
- Seek long-term partnerships
- Web design
- Internet marketing
- Analyze, plan, consult
- Measure results
- Work with a wide array of clients within many industries









# You Have Lots of Choices

*Your Customers*

~~You~~ Have Lots of Choices  
^

# Start With Your Customers' Needs

- Don't blindly follow trends.
- Start with the problem;  
Not the solution.







# Step 1: Identify Opportunities

*There's always room for improvement!*

In this case we are talking about using your customer's needs to pinpoint how to improve customer communication.

- What do your customers need under various situations?
- What information do they need?
- What actions do they need to be able to perform?





## Step 2: Brainstorm Solutions

*So many possibilities...*

Create a list of possible ways to solve the users' needs.

- Choose which to tackle
- Research possible solutions
- Analyze
- Generate a list of ideas
- Select implementation(s)



## Step 3: Plan

*Choose your solutions.*

- Outline implementation
- Define how to measure success
- Gather resources (e.g. content)
- Create a schedule



## Step 4: Implement

*Put your plan into action!*

- Design
- Develop
- Review
- Launch



## Step 5: Measure Results

*So... How did it go?*

Use metrics to determine the success of the iteration

- Use analytics and context
- Determine if goals were met
- Adjust your theory





# Example: A Power Outage

# Power goes out! What's next..

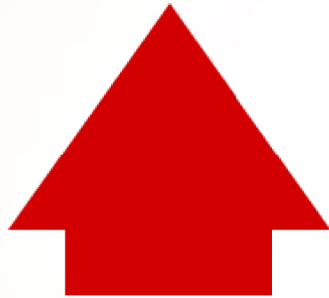
- Picks up phone, and either:
  - a) Call the power company, or
  - b) Goes to the website for answers.
- Need to get the message out.

# What are the audiences' needs?

They want to know:

- Has this outage been reported?
- When will I have power?

# Push vs Pull



## Push

- Going to your audience
- Sending a message
- Proactive



## Pull

- Customer makes a request
- Reactive

# Push vs Pull

## Push

- Social Media
- Email blast
- SMS

## Pull

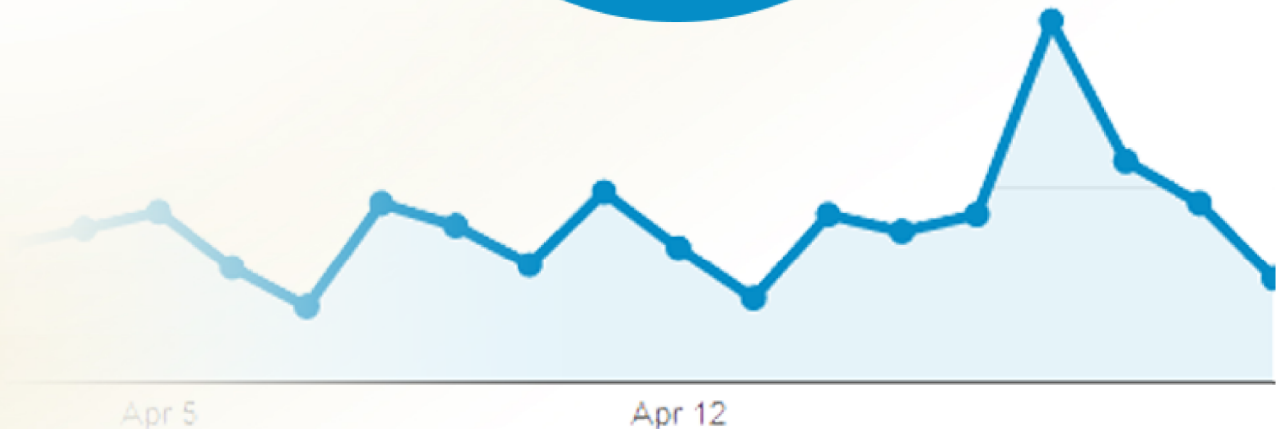
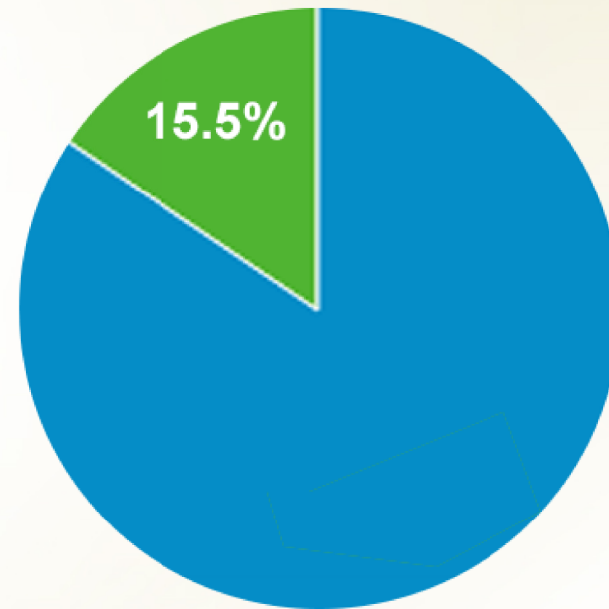
- Website
- Outage map
- Online chat
- Ticket system
- Phone call (customer initiated)
- Social media



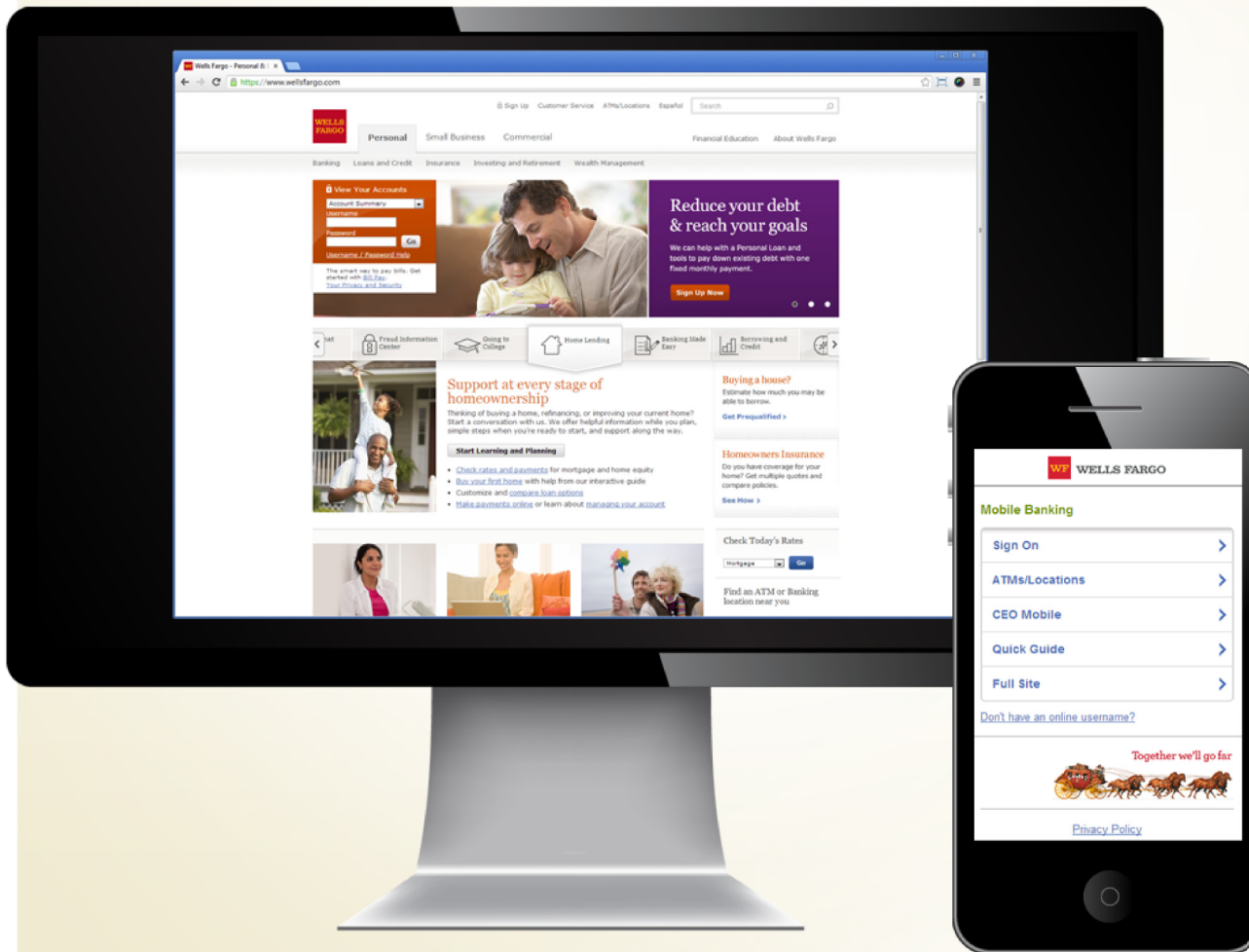


# Pull(1/6): Website

- Mobile friendly
- Carefully positioned messages
- Self-service



# Pull(1/6): Website



## Mobile friendly

You have options:

- Two websites
- Responsive web design
- Phone app

# Pull(1/6): Website



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# Pull(1/6): Website

## Easy access to:

- Outage information
- Reporting an outage

## Where?

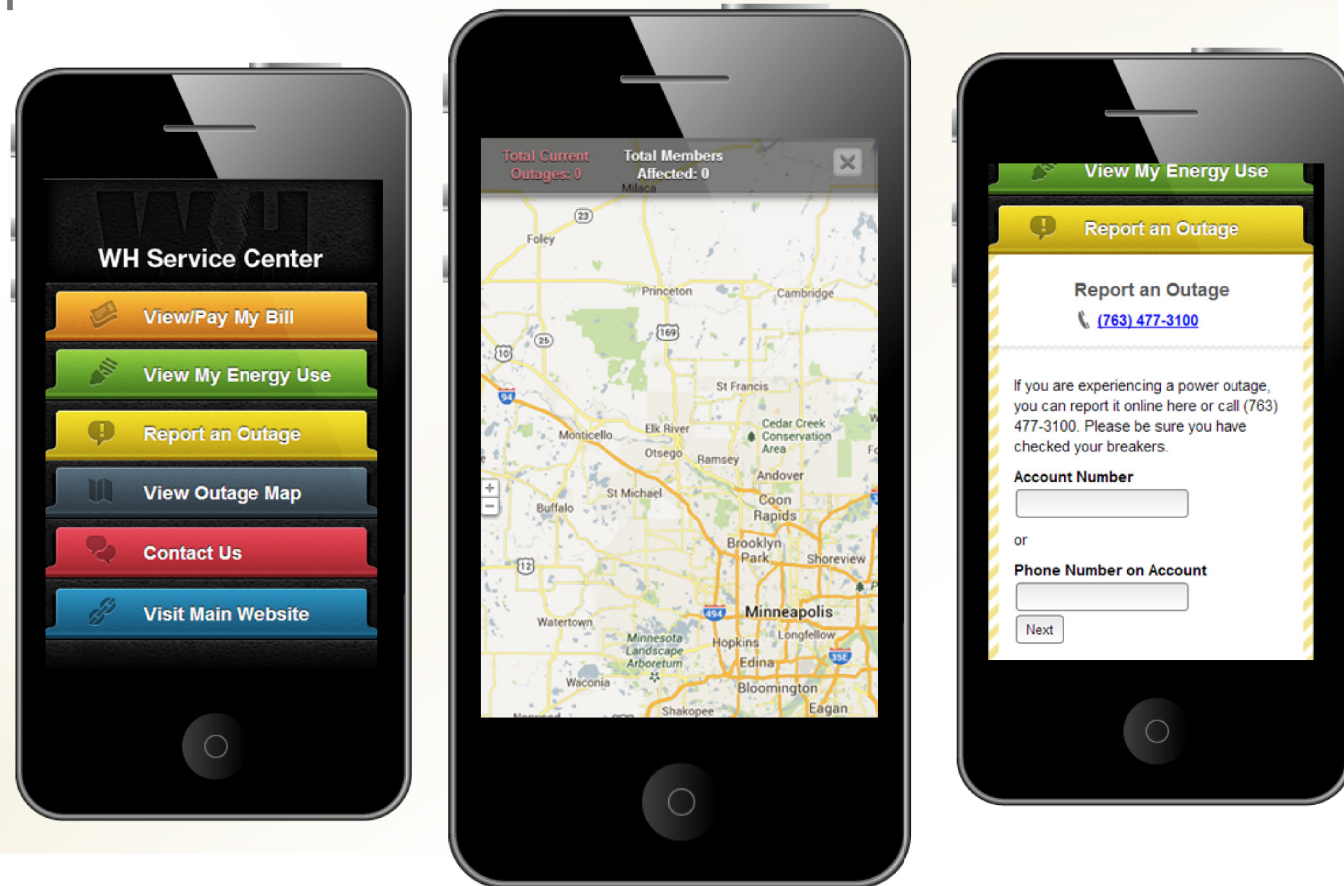
- Home page
- My Account





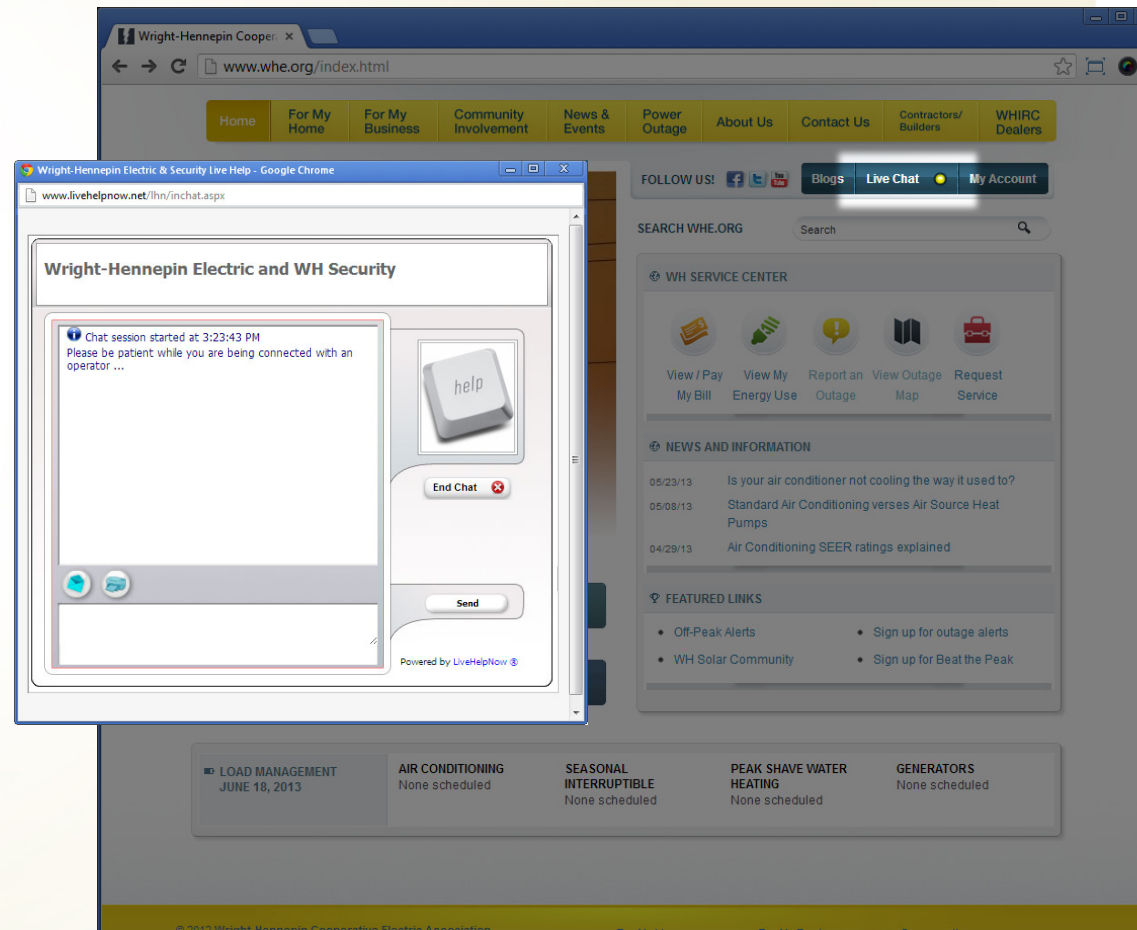
# Pull(2/6): Outage Map

- Outage map with mobile support
- Display areas affected
- Quick way to report



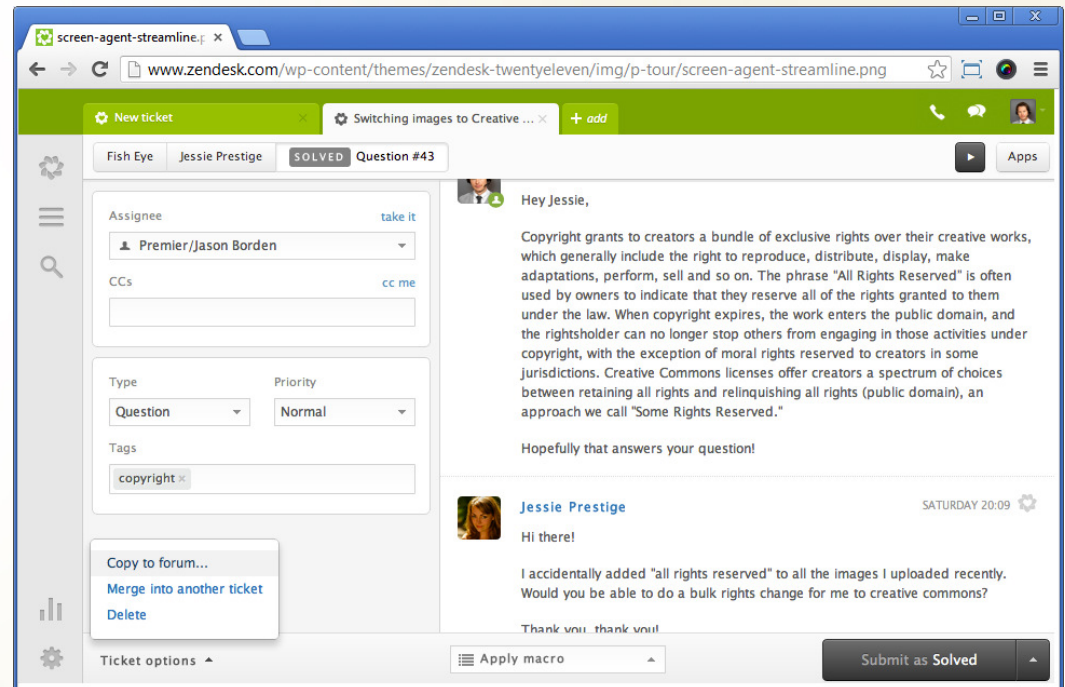
# Pull(3/6): Online Chat

- A good alternative to phone
- Needs staffing
- Make personal
- Prepared responses



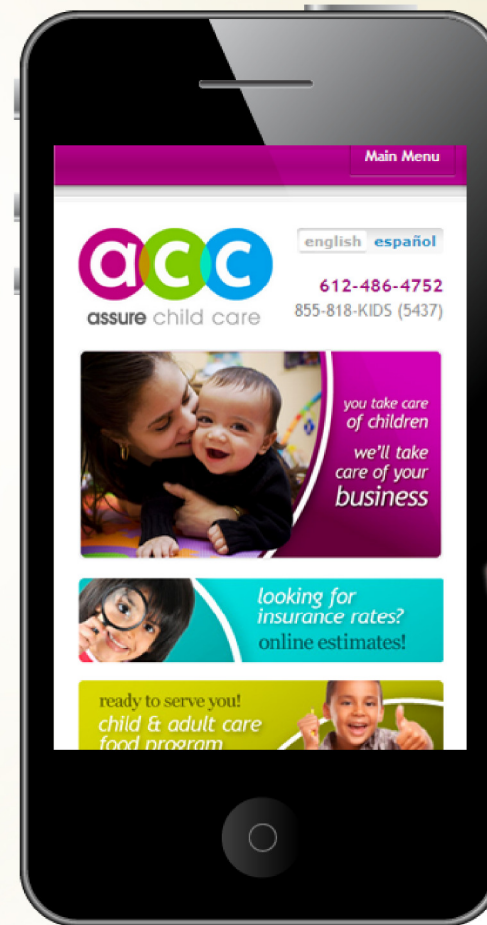
# Pull(4/6): Ticket System

- Simple to advanced
- Prebuilt to custom
- Report and check status
- Efficiency
- Organization
- Automation
- Lots of unique features like pulling your different forms of various sources.



# Pull(5/6): Phone Call

- First, they they need your phone number
- Easy access to your phone number
- Format phone numbers so they can be clicked to dial
- Make sure your number is correct in Google, Bing, etc.





# Pull(6/6): Social Media

- Monitor social networks
- Respond to each
- Some messages will be complaints
- Good customer service
- And good marketing
- Use tools (e.g. HootSuite)



# Push(1/2): Social Media

Use social media to push out communication as well.

- Brief but polite
- WHE's Facebook
- Comcast's Twitter (@ComcastCares)

**Wright-Hennepin Cooperative Electric Association**  
April 18

Due to the "spring" weather we are having, there are four scattered outages in WH's service territory, impacting 187 members. Crews have been dispatched and are working hard to restore power.

Like · Comment · Share

**Wright-Hennepin Cooperative Electric Association**  
April 17

Approximately 375 members are without power on the west side of Buffalo. Crews have been dispatched. We estimate all power will be restored by 7 p.m.

Like · Comment · Share

9 people like this.

**Dawn Higgins** Yay it's back! Thanks!  
April 17 at 6:47pm · Like · 1

**Rolland Helgeson** 10 min to 6 and power is back, Thanks WHE  
April 17 at 6:49pm via mobile · Like · 1

**Carole Norton** I was at Walmart when the power went out, what happened  
April 17 at 10:47pm via mobile · Like

**Wright-Hennepin Cooperative Electric Association** Carole - there was a piece of equipment that needed fixing, and everything was repaired.  
April 18 at 7:04pm · Like

**Carole Norton** ok thank for the info  
April 18 at 7:54pm via mobile · Like

Write a comment...

**Wright-Hennepin Cooperative Electric Association**  
April 15

April is Water Conservation Month. Save water and money with WH's energy-saving water kits. Check out our page for more information: <http://goo.gl/iroYE>

more

outage.whe.org

Like · Comment · Share

**Wright-Hennepin Cooperative Electric Association**  
April 17

The outage has been restored. Nice work, line crews!

Like · Comment · Share

20 people like this.

**Rolland Helgeson** Great job one and all  
April 17 at 6:52pm via mobile · Like · 2

**Elaine Allen Miller** Appreciate the great service we get! Seriously, we rarely have a power outage of more than a few minutes, or at all actually.  
April 18 at 9:52am · Like · 1

**Wright-Hennepin Cooperative Electric Association** Thanks for the kind words Rolland Helgeson and Elaine Allen Miller!  
April 18 at 7:00pm · Like

Write a comment...

**Wright-Hennepin Cooperative Electric Association**  
April 17

Volunteer to help us clean up Lake Maria State Park in Monticello on May 4! For more information or to register call Lake Maria State Park at (763) 878-2325.



# Push(1/2): Social Media

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# Push(2/2): Email Blast and SMS

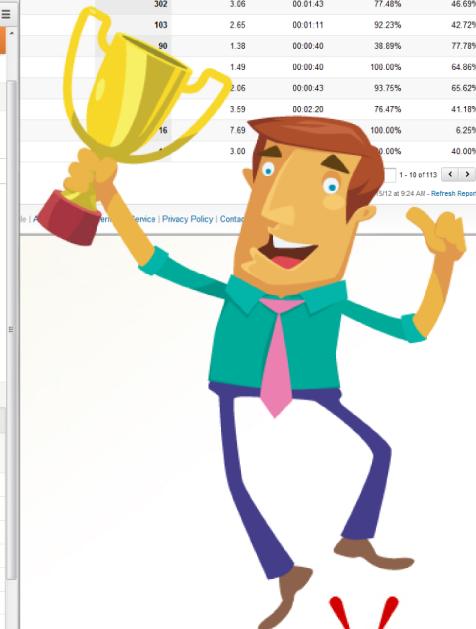
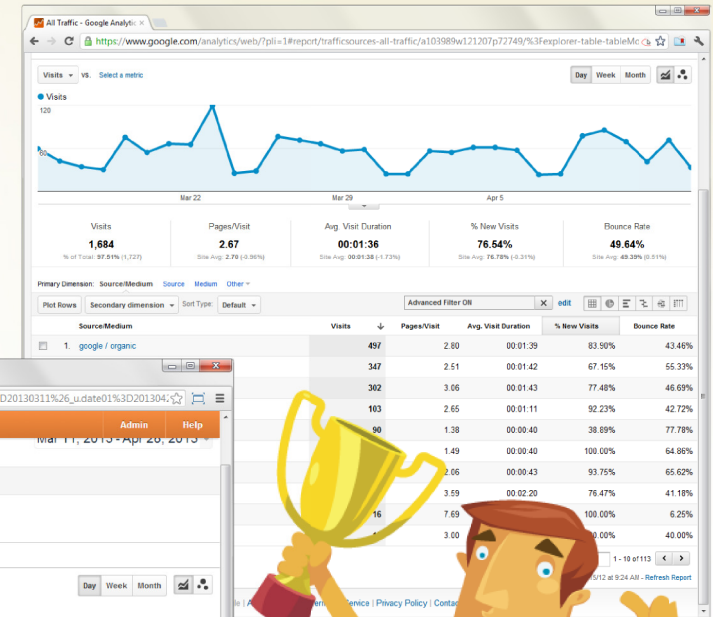
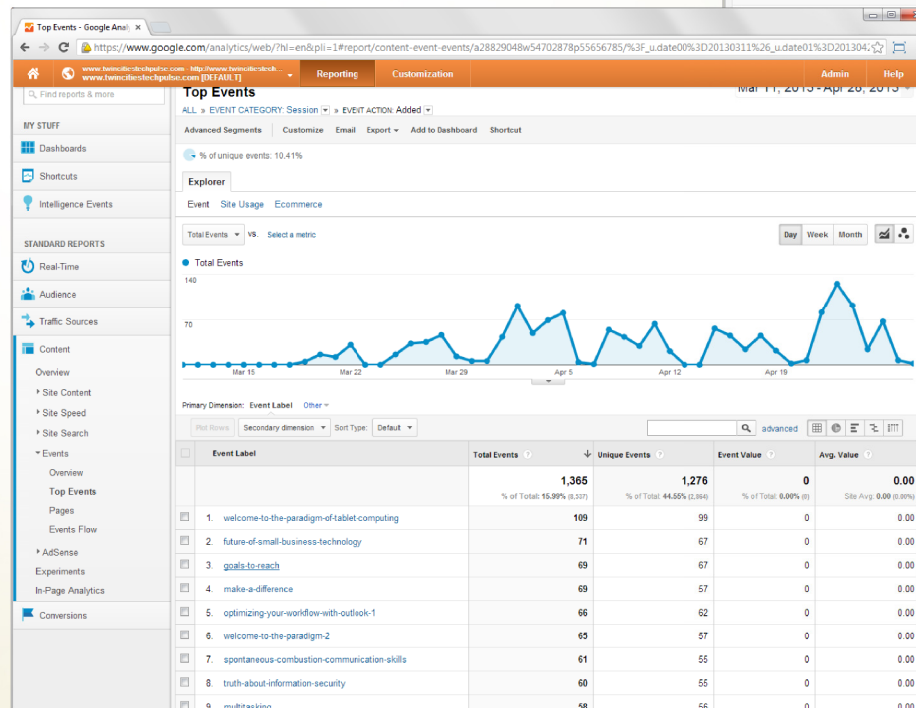
- Get the message out
- My Account - Communication preferences
- Automation
- Geo targeted
- Systems:
  - Manual (e.g. MailChimp)
  - Automated (e.g. build on top of your ticket system)
- Multiple messages as the issue progresses
- Resolution message



# Measure Results

# Measurement

- Can measure almost everything
- Plan and set goals
- Google Analytics
- Social



So, to  
wrap this up...

# Benefits to Your Organization

All of this has benefits

- Customers get answers faster, and the way they want
- Very happy customers
- Saves you time and money

# Summary and Tips

- Start with your customers and their needs
- Use both push and pull methods
- Provide multiple options
- Mobile support
- Increase customer satisfaction and decrease costs
- Personalize communication
- Plan for multiple use cases
- Measure and optimize





# Thanks!

[Plaudit.com/NRECA-Communicating](http://Plaudit.com/NRECA-Communicating)  
[charles@plaudit.com](mailto:charles@plaudit.com)

