



Item 3.c

Glendale Water and Power New Interactive Customer Engagement Solution through SmartVX

July 16, 2024

Yancarlo Alcantara, Senior IT Applications Analyst
Varsenik Avetisian, Public Benefits Charge Coordinator

What is SmartVX?

- Personalized video solution for every step of the Customer Journey.
- Dynamic communication tailored to individual preferences and behaviors.
- Data driven to ensure customers receive only relevant content.
- Quick access to encourage customer engagement.
- Meant to keep the customer engaged, provide information and inspire action.



GWP Deployment

- Introduced to SmartVX at Harris Conference in 2022.
- Project began in November 2023.
- As of May 2024, GWP's available videos include:
 - Welcome.
 - Invoice.
 - Past Due Reminder Notice.
 - Past Due Final Disconnect Notice.
 - Scam Alerts.
 - Seasonal Conservation.
 - OMS Notification Adoption.
 - Peak Alerts - Save Energy



GWP Deployment (continued)

- Includes “Call to Action” links.
- Languages:
 - English
 - Spanish
 - Armenian
 - Korean
 - Tagalog
- Delivery Methods:
 - Email
 - Text
 - QR Code on Bill Print



Welcome Sample Video

SmartVX Personalized Video



Customer Engagement

- Introductory message with each video (email, text and bill print)
- Introductory message via direct emails to customers with sample images and video links
- Website Highlights
- Press Release
- News coverage in Glendale News Press and CV Weekly
- GWP and City Newsletters
- Social Media Posts
- Nextdoor Post
- Bill message
- Customer Service Interactions



Questions?



Thank you to GWP team!





#MyGlendale