



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