

Building Sustainable Relationships Between CWAs and the Community

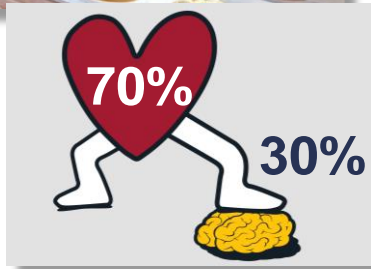


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reshaping markets



Research: An evolving Landscape



Harvard
Business
Review

MARKETING

An Emotional Connection Matters More than Customer Satisfaction

by Alan Zorfas and Daniel Leemon

AUGUST 29, 2016



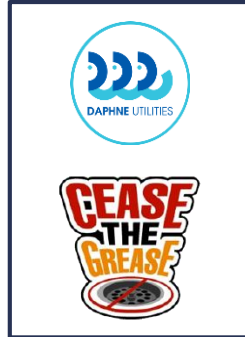
 Nextdoor

 WaterSmart
SOFTWARE, INC

Technology

Emotions

Interviews & Workshop



Strong support from senior management / Performance alignment

Customer segmentation / Strategic outreach plan

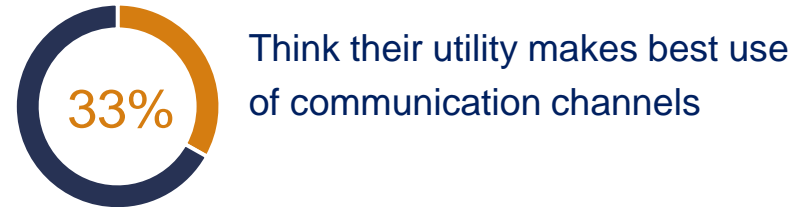
Identification of general & initiative specific community partners

Learning through experience / Visualization

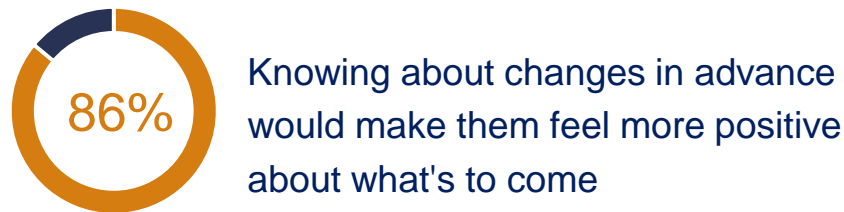


Customer survey

27% of customers feel a personal connection to their local utility



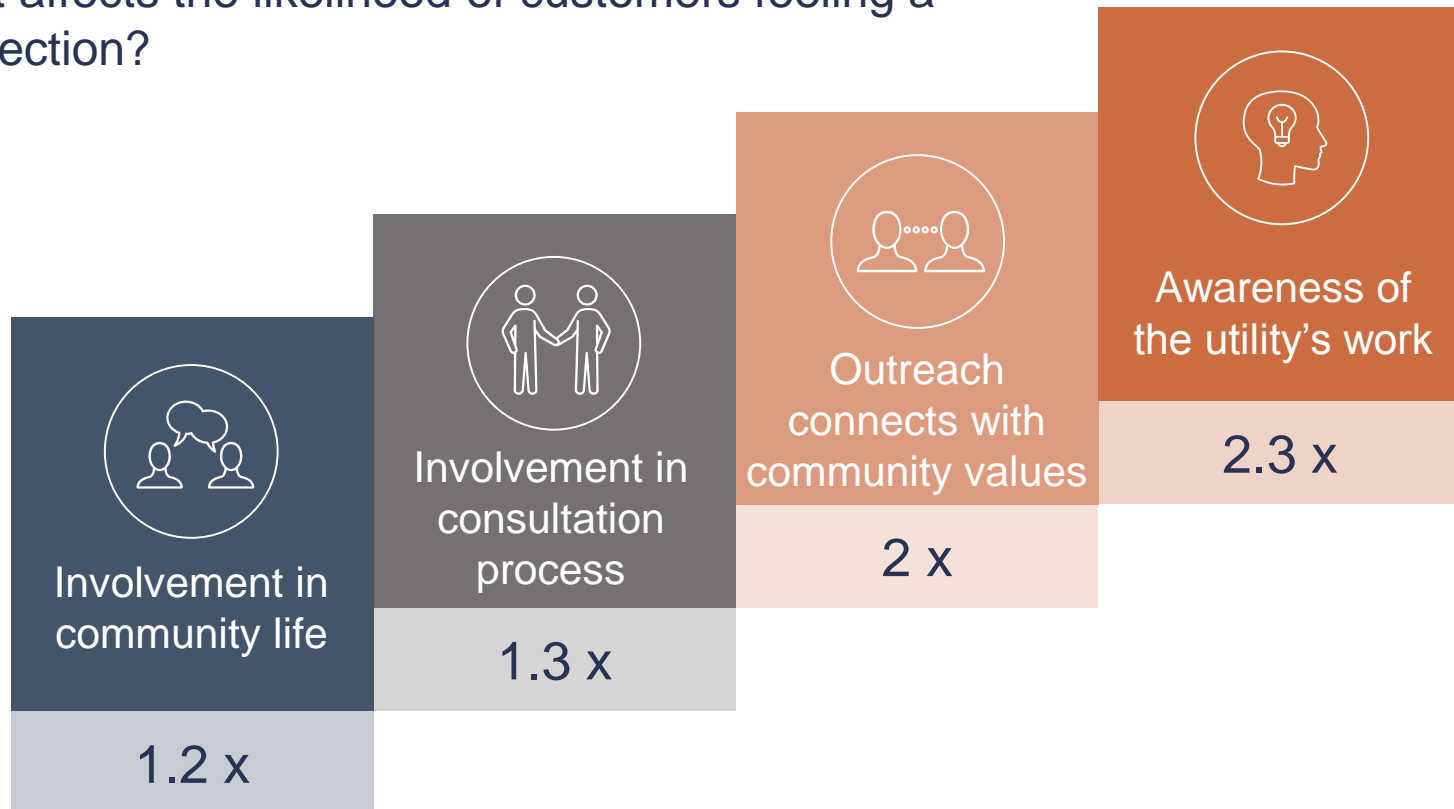
Thinking about bills...



“Scientific information should be explained better in layman’s terms. I find myself searching for information online because I can’t understand the brochures”

Statistical analysis

What affects the likelihood of customers feeling a connection?



...more likely to feel a personal connection

Benefits from sustainable relationships with customers

- Increased level of trust
- Cushion of goodwill for times of crisis
- Increased customer advocacy / reduced number of complaints
- Potential positive behavioral change to realize operational efficiencies
- Public support for new strategies, programs, rates and investments



What's the case for action?

Best practices

How do customers feel?