

Digital Initiatives Engagement Session

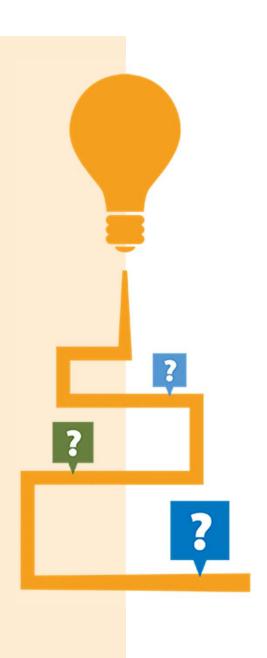
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Context

- Digital Transformation Working Group
- Implemented Customer Portal and e-Billing
- Website rebuild planned
- Set to revise Communications and Engagement Strategy 2025 and beyond





Tell us

• It's 6pm, you're about to cook dinner and you've got no water, what do you do?







Current digital channels

- Website
- Email
- SMS
- Social media
- Customer Portal
- eNotices (online billing)
- Snap Send Solve
- Engagement Hub



Discussion

 What communication channels do other utilities use, that GWMWater could implement?













Customer notifications – SMS



Currently use for:

- Supply BGA alerts for rural customers
- Water quality incidents
- Emergency management (fires, floods)
- Leak alerts trial
- Unplanned outages (whole town)





Scenario

• It's 6:30pm and you've still got no water, and you receive this text message...



Service Disruption: Customers in Victoria Street Stawell may be experiencing no water.
Operations staff are onsite working to restore water supply. Restoration time currently unknown.
We apologise for the inconvenience.
More information:
gwmwater.org.au/servicedisruptions





Scenario

• It's 7:30pm, you've still got no water, and you receive this text message...



Service Disruption: Due to a major burst in Victoria Street Stawell, customers may be experiencing no water.

Operations staff are onsite working to restore water supply as soon as possible.

Restoration time 10:00pm.

We apologise for the

inconvenience.

More information:

gwmwater.org.au/service-disruptions





Scenario

• It's 9:30pm, water is back on and you receive this text message...



Restored: Water is now restored in Victoria Street Stawell.
We apologise for the inconvenience.
More information:

<u>gwmwater.org.au/service-disruptions</u>



Breakout discussion

- Did these text messages tell you everything you need to know?
- What about it could have been done better?
- How did this make you feel?





Breakout discussion

 Which of these text messages could you do without, if any?





Discussion

 What are the most important things that a message about water outages should communicate to you?

Rank in order

- Reason why there is an outage
- Restoration time
- What happens next
- More information
- Anything else?



