



Meeting your customers where they are

Communicating in today's environment

Karen Duncan & Ethan Smith
City of Morganton

Who are we?

Karen Duncan

Finance Director, City of Morganton

- Maintains the fiscal integrity of the City of Morganton as well as administers, directs and manages its financial operation

Ethan Smith

Public Information Officer, City of Morganton

- Oversees public and press relations, website maintenance, social media communications and more

Where does good communication begin?

Effective communication begins with your utility bill

Needs to be easy to read and digest

Design should be simple, straightforward and consumer-friendly



Summary of Charges

Previous Balance\$1,103.10
Payment - 05/16/2014-\$358.00
Balance Forward\$745.10



Electric Service\$190.45
Area Light\$10.86
Renewable Energy\$0.51
NC Electric Sales Tax\$6.05



Water Service.....\$11.60
Water Debt Recovery\$3.34
Sewer Service.....\$23.69
Sewer Debt Recovery.....\$7.43



Solid Waste Trash Pickup\$10.00



Simply Green Recycling\$7.??

Current Actual Charges\$263.93
Total Account Balance\$1,009.03
Budget Billing Plan Payment\$358.00
Total Due.....\$358.00

Visit www.morgantonnnc.gov/payonline to pay this bill online!

To receive future bills electronically, visit <https://morganton.estmt.net>
Your registration ID:

Service	Meter#	Read Dates		Days Billed	Meter Readings		Multiplier	Usage	Units	Charges
		Current	Previous		Current	Previous				
Electric	E19708334	05/16/2014	04/16/2014	30	77883	76151	1	1732	kWh	\$190.45
Water	W16885252	05/16/2014	04/16/2014	30	0513190	0507190	1	6000	gallons	\$11.60

Please detach lower portion and remit with your payment.



Account Number 00015361-00
Due Date **7/7/2014**
Amount Due **\$358.00**
After Due Date Pay \$393.80
Amount Enclosed
Service Address:
123 Good Street

Why is good bill design important?

Your bill is the only point of contact with your City for the majority of customers

A bad bill design results in more customer calls, complaints and confusion

How did we do it?

Several different elements aligned at the right time that prompted overhauling our bill design

At the same time we created a new bill, we also gave our customers the option to pay online with the help of ElectriCities



Please remit to:
NCMPA1
P.O. Box 29513
Raleigh, NC 27626-0513

North Carolina Municipal Power Agency Number 1
Power Billing Statement

Page 1

PARTICIPANT	BILLING DATE	DUE DATE	FOR SERVICE	TOTAL AMOUNT DUE
MORGANTON	07/10/15	07/20/15	06/01/15 To 06/30/15	\$3,008,364.39

Wholesale Power Service Schedule RS-30			
DESCRIPTION	RATE	QTY	AMOUNT
Demand Charges:			
First Demand Block	\$ 51.00/kW	23,079	1,177,029.00
Second Demand Block	\$ 12.75/kW	33,013	420,915.75
Annual Demand Charge	\$ 1.02/kW	52,556	53,607.12
R-11 Avoid Cost Mo. Cap. CR	\$ -11.83/kW	2,534	(29,977.22)
Energy Charges:			
First Energy Block	\$0.048800/kWh	18,289,137	892,509.89
Second Energy Block	\$0.031800/kWh	15,184,024	482,851.96
Rider 11 Avoid Cost Energy Credit	\$-0.153000/kWh	25,336	(3,876.41)
Rider 10 Surplus Energy Credit			(6,390.00)
Rider 16 Avoided Cost Credit for Renewable Energy Generation			(2,962.24)

Additional Charges			
DESCRIPTION	RATE	QTY	AMOUNT
Rider 3 Delivery Charge	\$0.018/kW	56,092	1,009.66
Rider 4 Distribution Charge			
MORGANTON #1	\$0.25/kW	16,298	4,074.50
MORGANTON #3	\$0.36/kW	14,159	5,097.24
Rider 15 Renewable Energy Portfolio Standard (REPS) Charge			8,900.52

Special Obligation Charges		AMOUNT
SEPA Transmission Charge		7,842.69
Demand Side Management Credit		(1,200.00)
Power Agency Generator Credit		(809.03)
Load Management Generation Credit		0.00
Other Charges/(Credits)		(259.04)

TOTAL AMOUNT DUE	\$3,008,364.39
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If you have any questions concerning this bill, call Susan Benton at 1-800-768-7697, ext. 6107



Morganton's Story...

About ten years ago Morganton recognized that its current utility billing system was no longer meeting its current needs and it was time to begin seeking another solution - one that could provide consumers in the 21st century what they expect from their utility provider.

Morganton's Story...

After a lengthy process, the decision was made to partner with ElectriCities, as a hosted client, utilizing the Harris NorthStar solution

New software...

New ideas...

More options...

Morganton's Story...

Objective:

Fully integrated payment portal with access to invoices generated by three different billing systems

Solution:

ElectriCities designed and hosted payment portal
Payment processing utilizing Point and Pay

Morganton's Story...

Objective:

Provide ebilling option with email information gathered/stored by third party

Solution:

Southdata

Morganton's Story...

Objective:

Outsource bill printing and mailing

Solution:

Southdata

Morganton's Story...

Objective:

Redesign utility bill

Considerations:

What information is most important to the customer

How do we present the information in a way that it is easy to understand

Morganton's Story...

Asked Customer Service Representatives what questions customers most often ask or complain about and used those comments to select the top 3 items we would change/emphasize in the new bill design.

1. Need to have the service being billed be easily identified
2. Need to have the amount due in bold print
3. Need to have the due date also be bold print

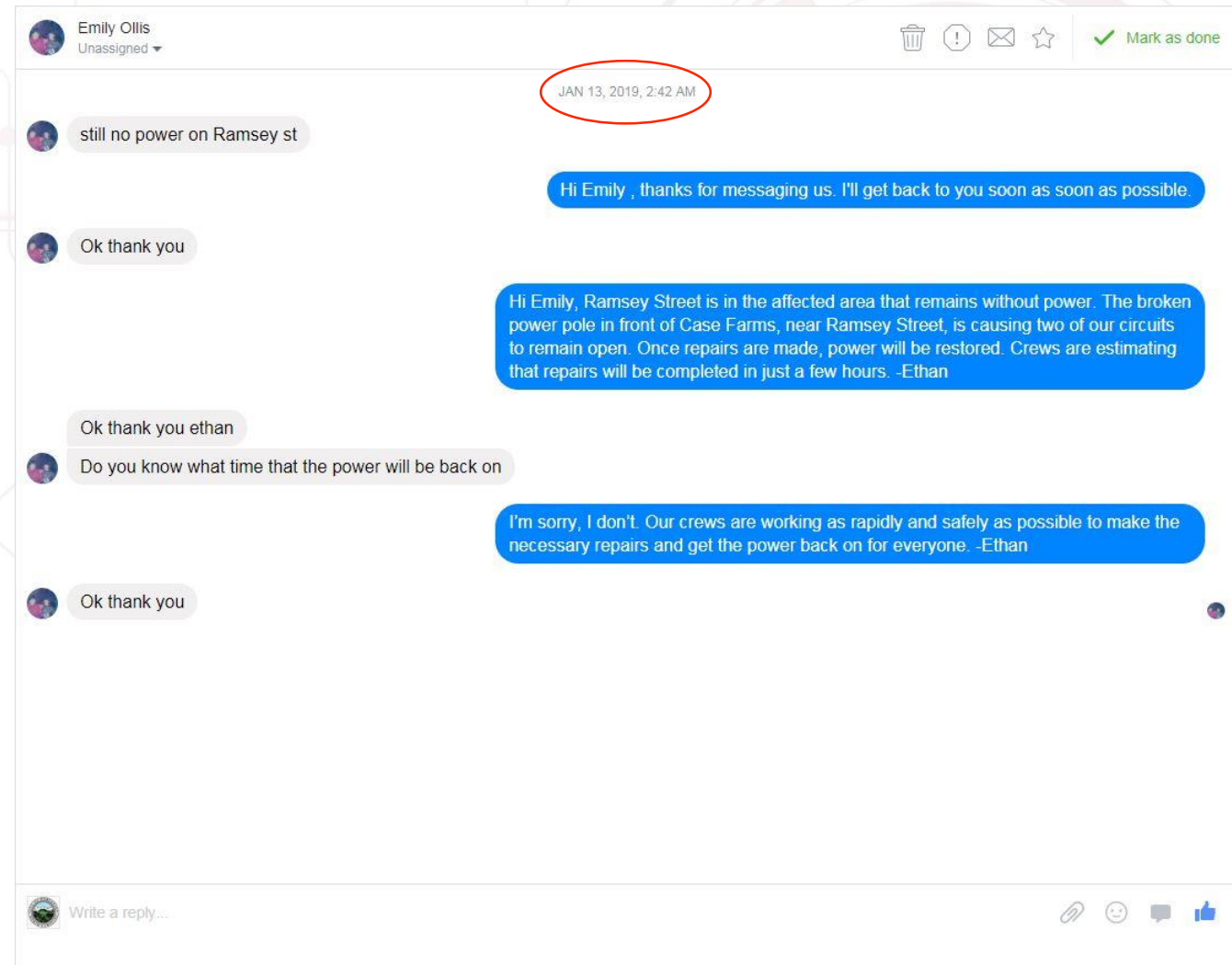
Morganton's Utility Bill

Public Information Officer redesigned bill and customers responded favorably to the change.

Our communications philosophy

Meet your customers where they are

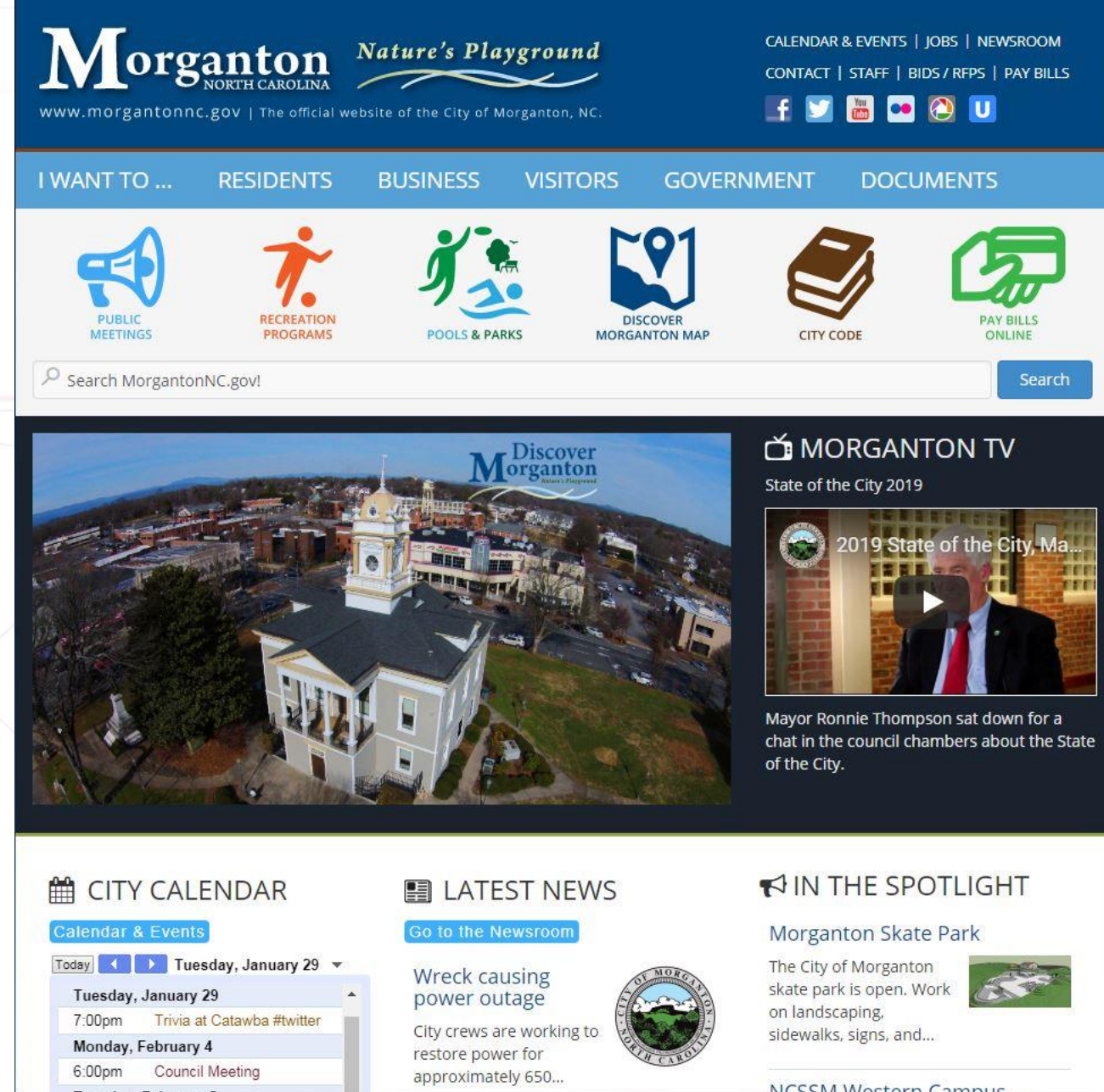
- What does this mean?
 - Find what works for your customers, and utilize it
 - Everyone is different



Our communications philosophy

Meet your customers where they are

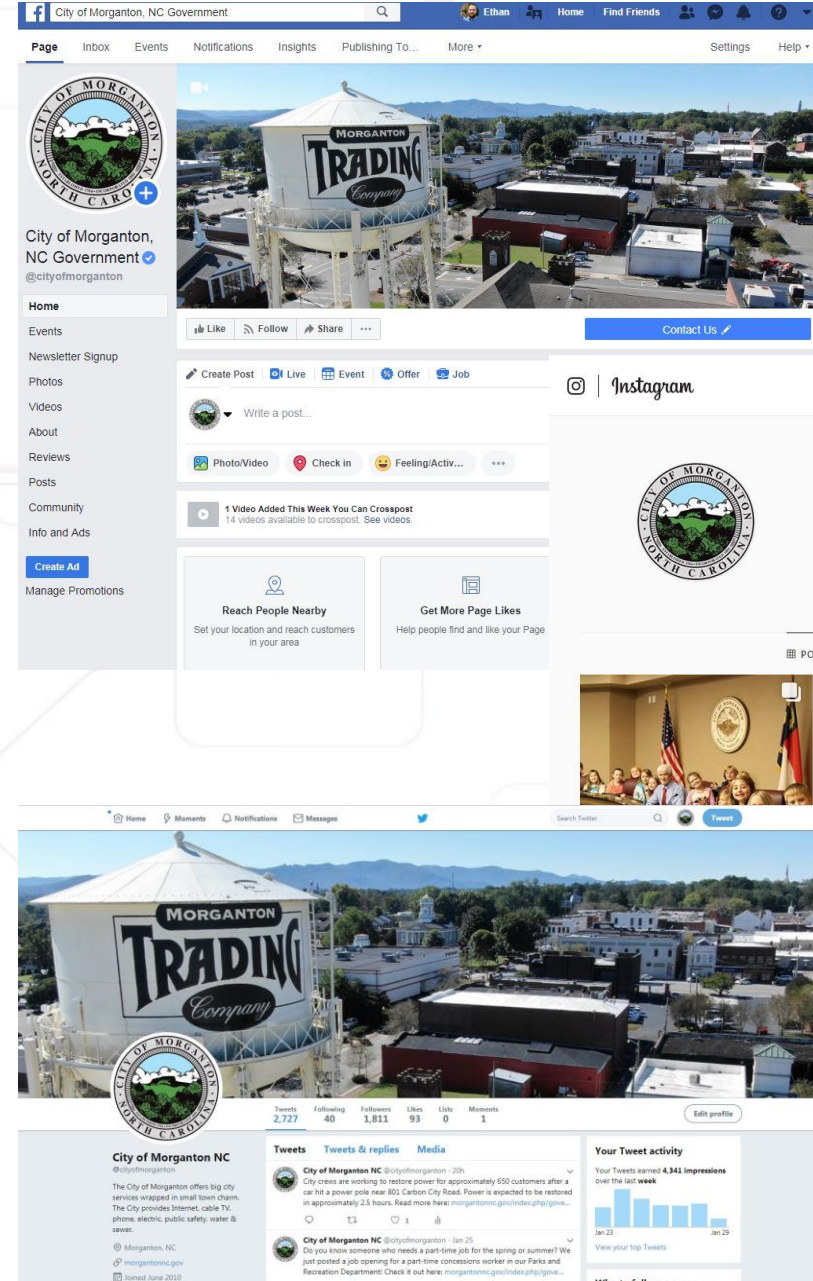
- Multi-pronged approach
- City website, press contacts, social media
- Always be willing to work until you have a resolution



Our communications philosophy

Meet your customers where they are

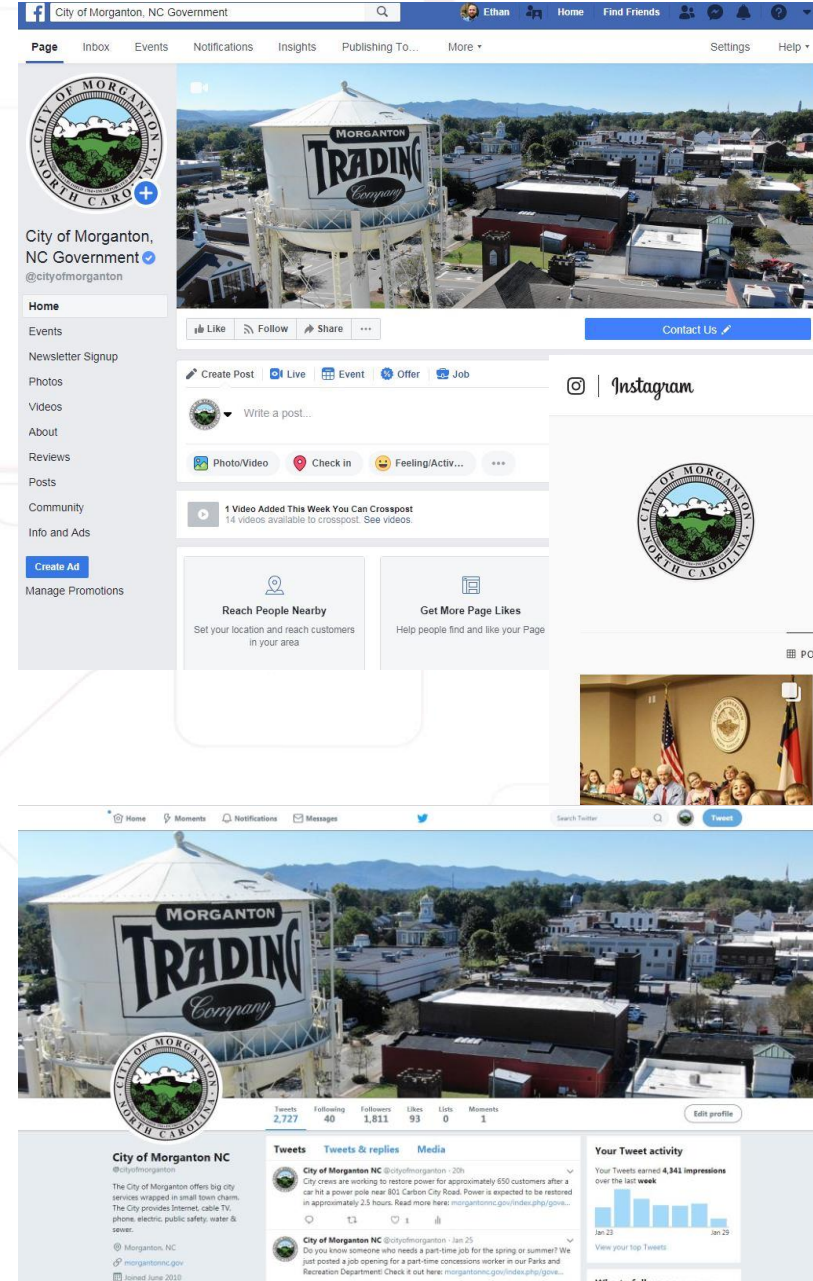
- We are on Facebook, Instagram and Twitter
- Captures the majority of customers across diverse demographics



Our communications philosophy

Meet your customers where they are

- Diversify your content
- Be consistent
- Each social channel has a different function
- Build trust between you and your customers




Utilizing social media for your benefit

The more you can get information out ahead of time, the better

Make sure your customers know what's happening


This makes it easier on employees doing the work in the field

Show AND tell

 **City of Morganton, NC Government**
Published by [Ethan Smith](#) [?] · January 16 at 4:13 PM · 🌐

Update 4:38 pm: The trees have been successfully removed from the power lines without any outages.

Tree removal work currently being performed in the 700 block of West Union Street may cause power outages for some City customers this afternoon. Crews are working to remove trees from power lines in the area, and may need to turn off power for some customers in order to safely remove the trees. The work is mostly complete and no outages have been reported so far. Read more about which areas of the City may be affected here: <https://www.morgantonnc.gov/.../3098-tree-removal-may-cause-p...>



MORGANTONNC.GOV
Tree removal may cause power outages
The official website of the City of Morganton, NC. Come experience Natur...

1,847
People Reached

95
Engagements

[Boost Post](#)

👍👤 Deanna Clarke Wise, Judy Lane Davis and 8 others 2 Comments 4 Shares

👍 Like 💬 Comment ➦ Share 🌐

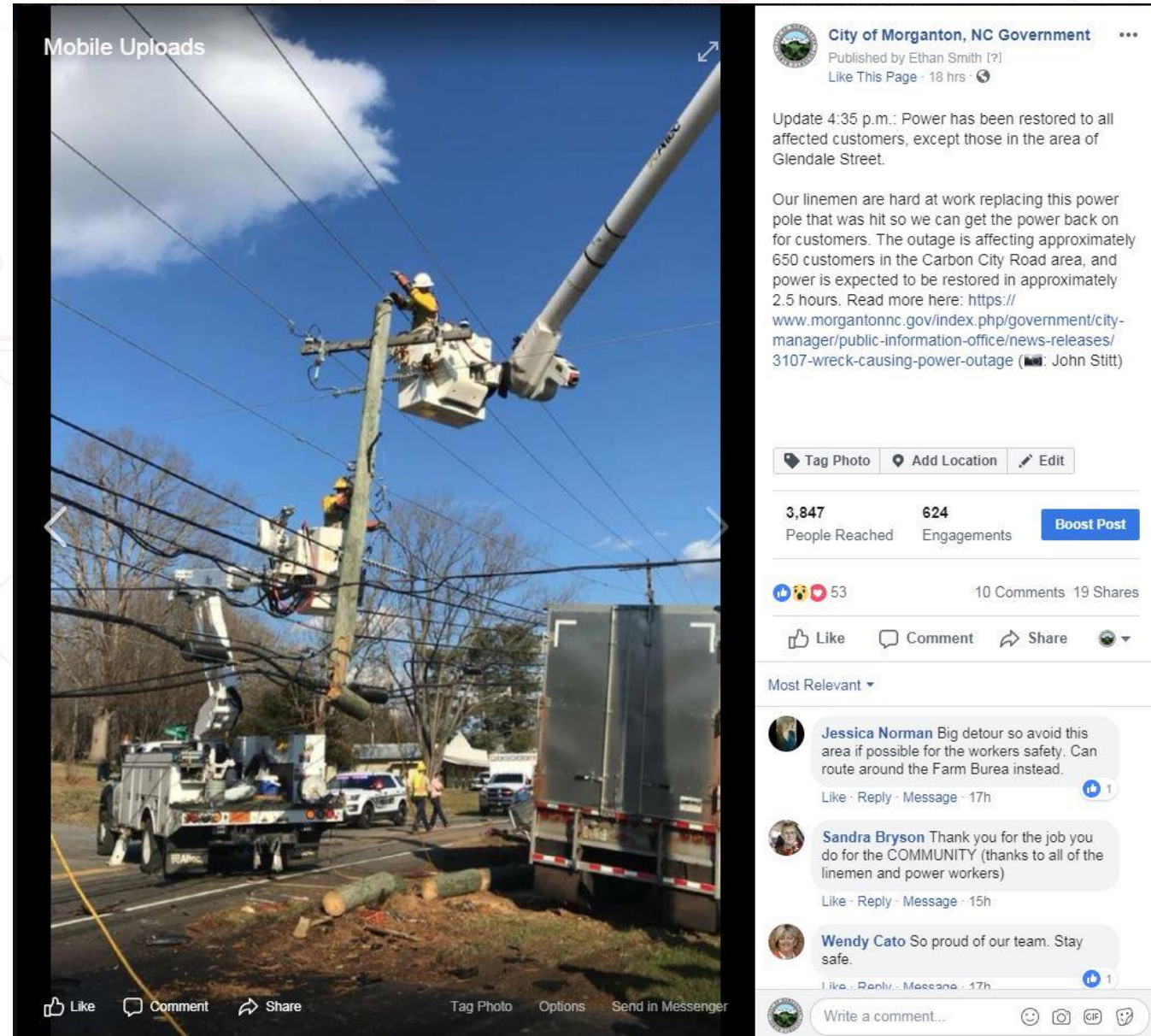
Utilizing social media for your benefit

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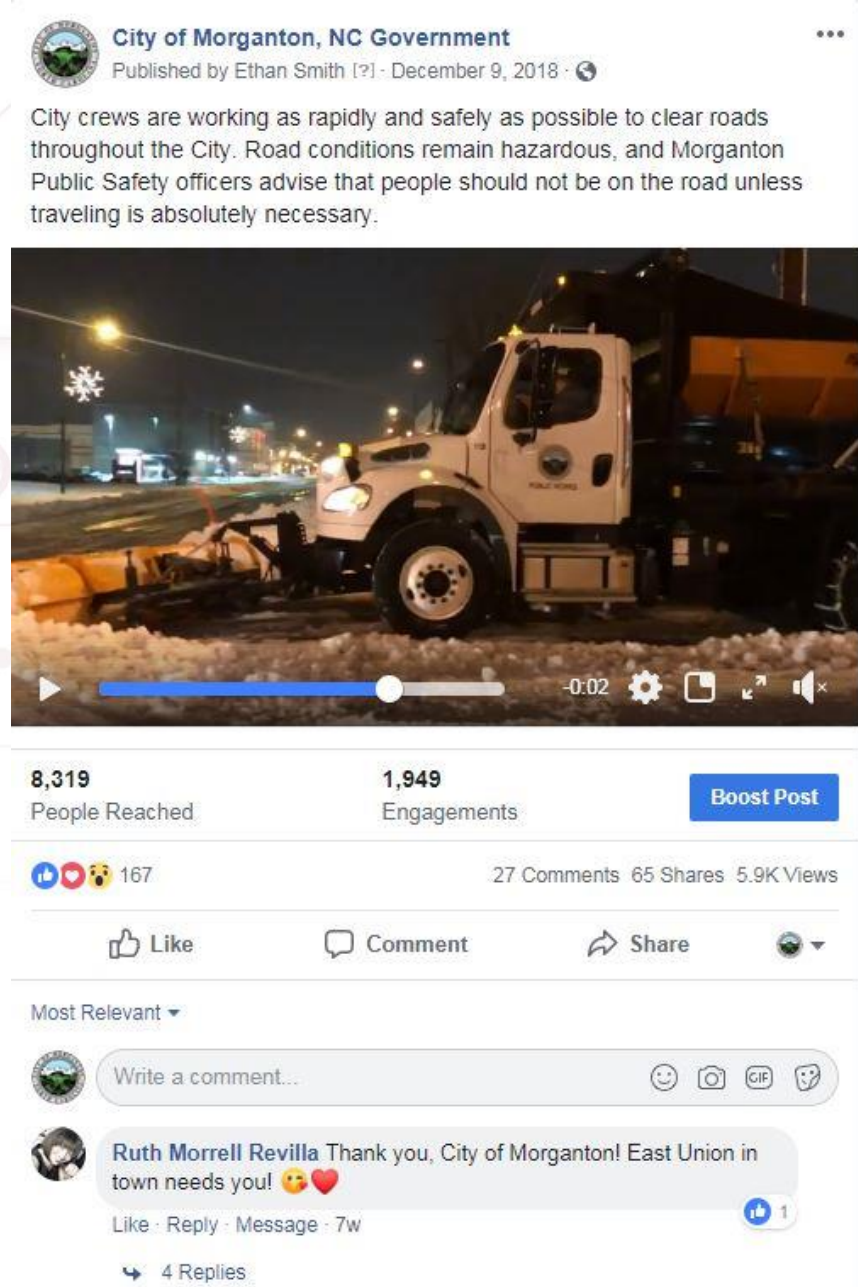


Utilizing social media for your benefit

Show AND tell

Get your message out while being as concise as possible

Establish reasonable expectations



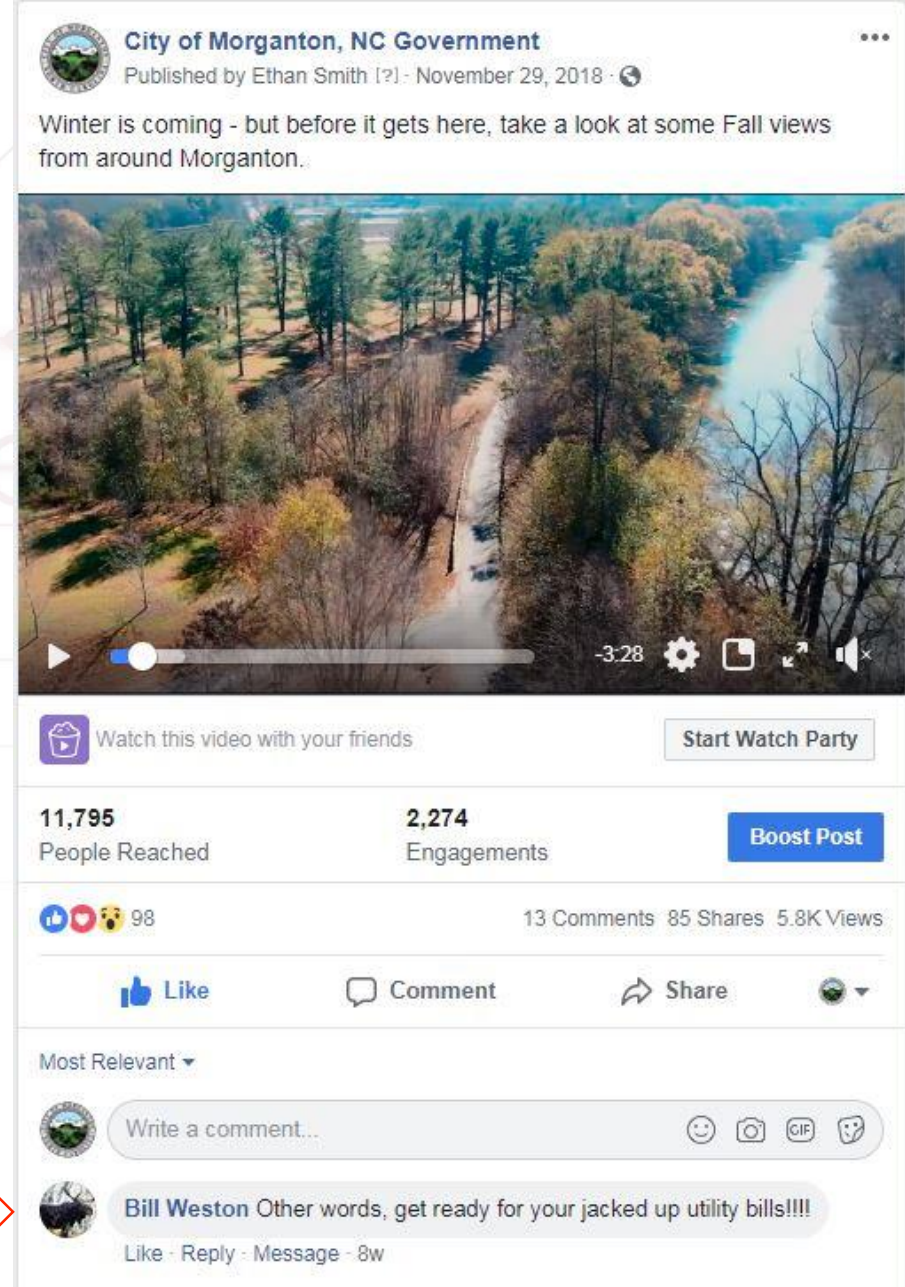
Social media pitfalls

Beware of trolls

You can't please everybody

Have a strategy

Who responds? And when? What do you respond to?

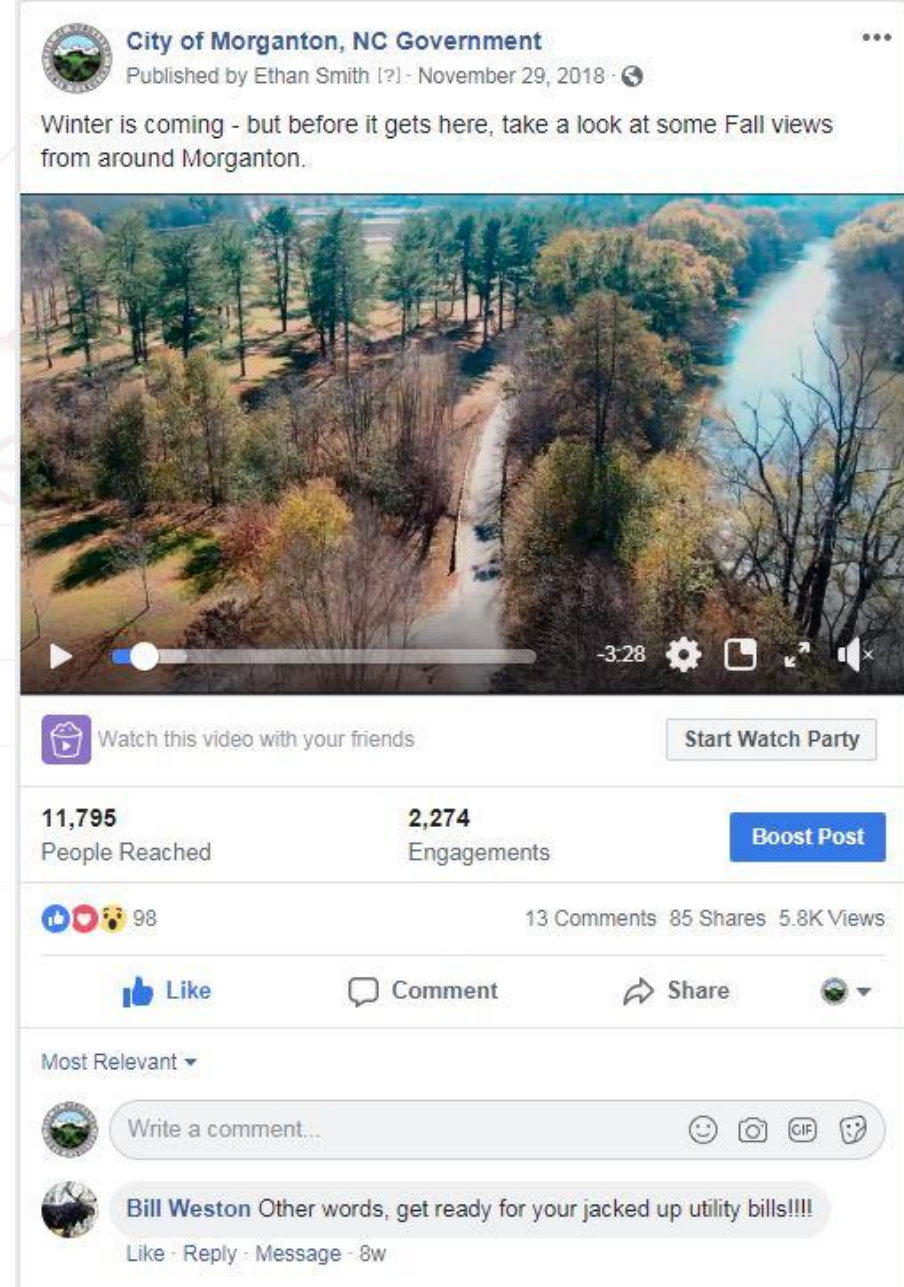


Our social media policy

Don't feed the trolls

Have conversations through direct messages

Team of people established to respond to messages and make posts

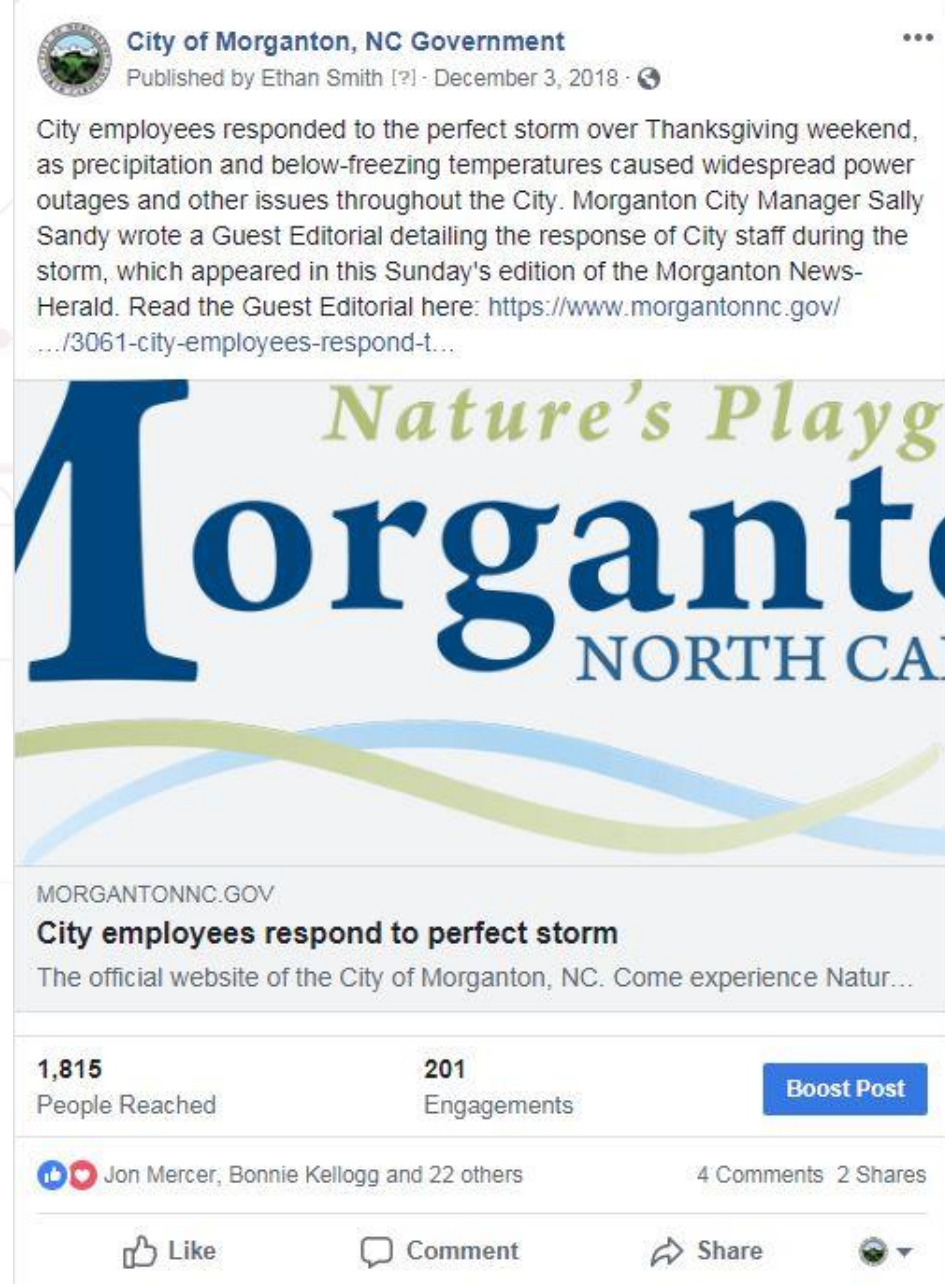


Other strategies to reach customers

The press can be your friend

Make your websites and social media channels the “go-to” points of contact for your customers

Always follow-up when necessary



Our flow of information

Information comes to the PIO
PIO discerns how to best get the information out
Posts information to City website
Publishes on social media
Sends to the media

This is how we “connect citizens to City Hall”



Make sure your customers know where to go

- Direct customers to the right point of contact as quickly as possible
- Help quickly, be friendly
- Building rapport builds trust

Questions?

Thank You





The energy behind public power

www.electricities.com

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[@ncpublicpower](https://www.instagram.com/ncpublicpower)



facebook.com/Electricities



[@ElectriCitiesNC](https://twitter.com/ElectriCitiesNC)