



Successful Prepay Implementation at Town of Wake Forest

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Agenda

- Overview of “Smart” Prepayment
- Prepay is Trending
- Wake Forest and Prepay
- Keys to Success
- Customer “Success” Stories
- Q&A

Prepay Solution Components

Payment Processing

Convenient payment options fully integrated via our payment gateway

- Retail POS
- Telephone (IVR)
- CSR
- Web Payment
- Mobile app
- Kiosk

Billing & Operations

Stand-alone billing platform or integrated with a legacy CIS system

- AMI Meter Control
- Usage Processing
- Service Orders
- Weather Moratoriums
- Complex Rating

Messaging & Notifications

Automated notification of events & proactive consumer messaging

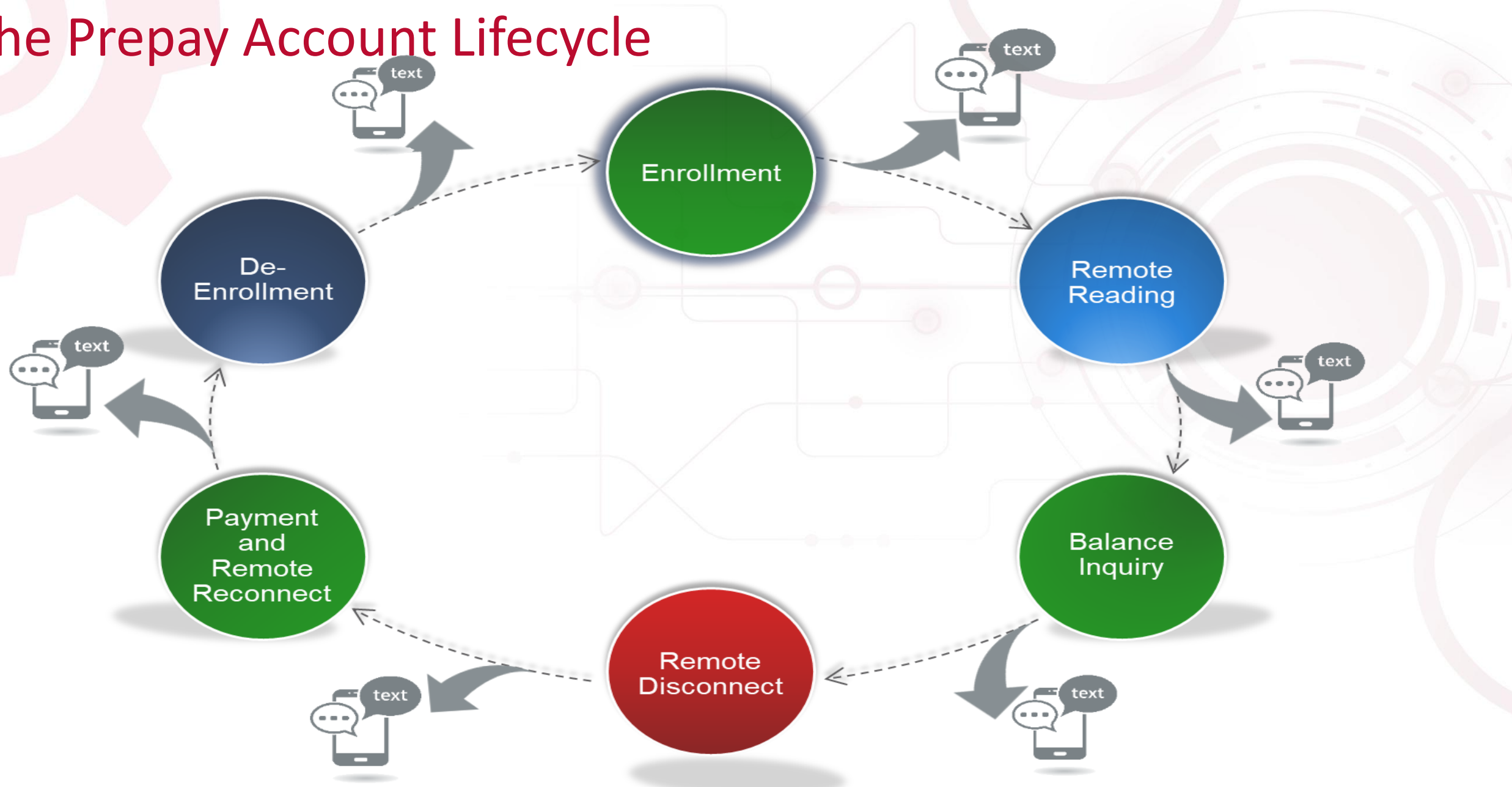
- SMS Text
- Email
- Outbound Auto-Dialer
- Web
- IVR
- Mobile App

Account & Debt Management

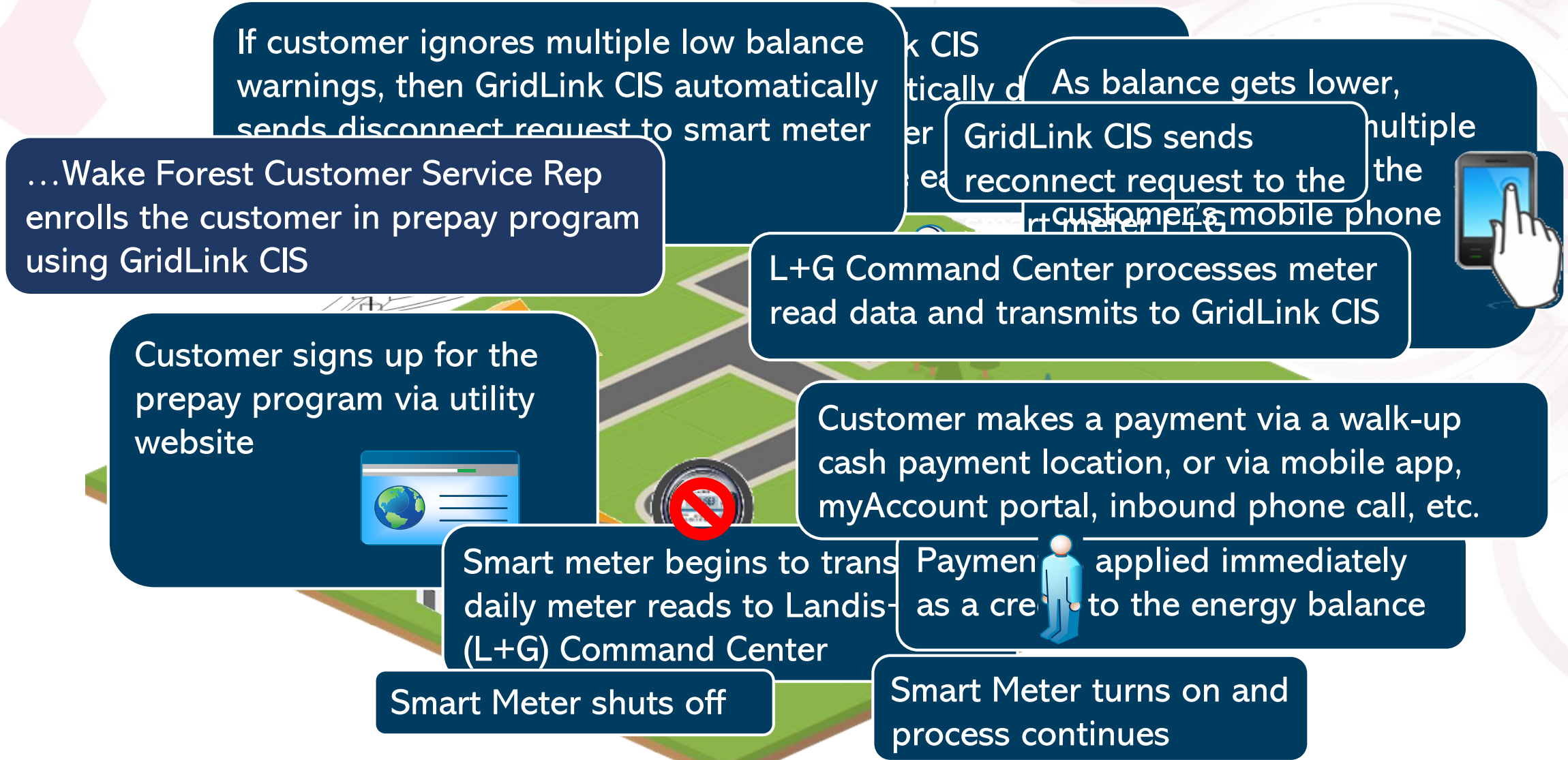
Multiple methods for customers to manage their prepaid utility account

- CSR user interface
- Web Self Service
- Mobile App
- 2-way Texting
- Web Enrollment
- Arrears Recovery

The Prepay Account Lifecycle



How Does Prepay Work at Wake Forest Power?

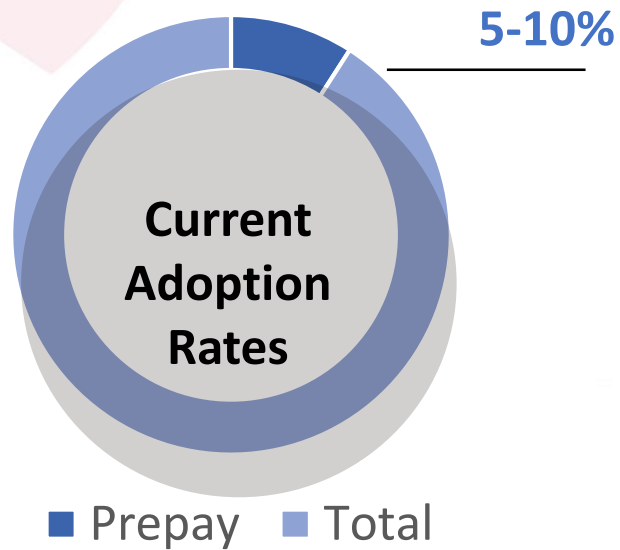




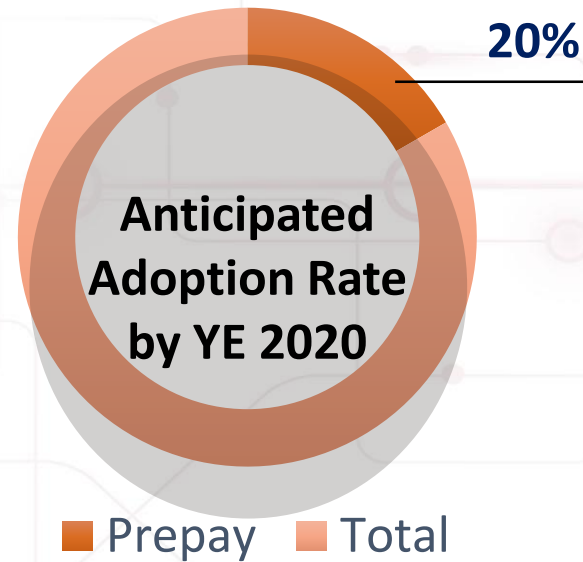
Prepay is Trending

20

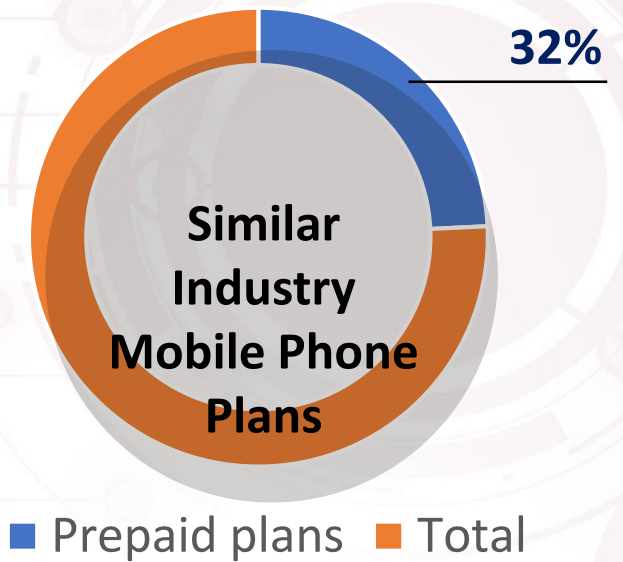
Prepay Electricity is Trending



Adoption rates for prepaid electricity have risen. Utilities are moving from “pilot” to “launch.”



2014 Survey⁸ shows Prepay is now considered a “Mega-Trend” with a clear **generational shift**



Mobile phone industry adopted prepaid plans long ago. They’ve made prepay “sexy.”

What is Causing the Generational Shift?

60%



Of “**Millennials with Money**” prefer using prepaid cards to credit cards and debit cards

Other Reasons for Prepay



43% see it as an option for bad debt



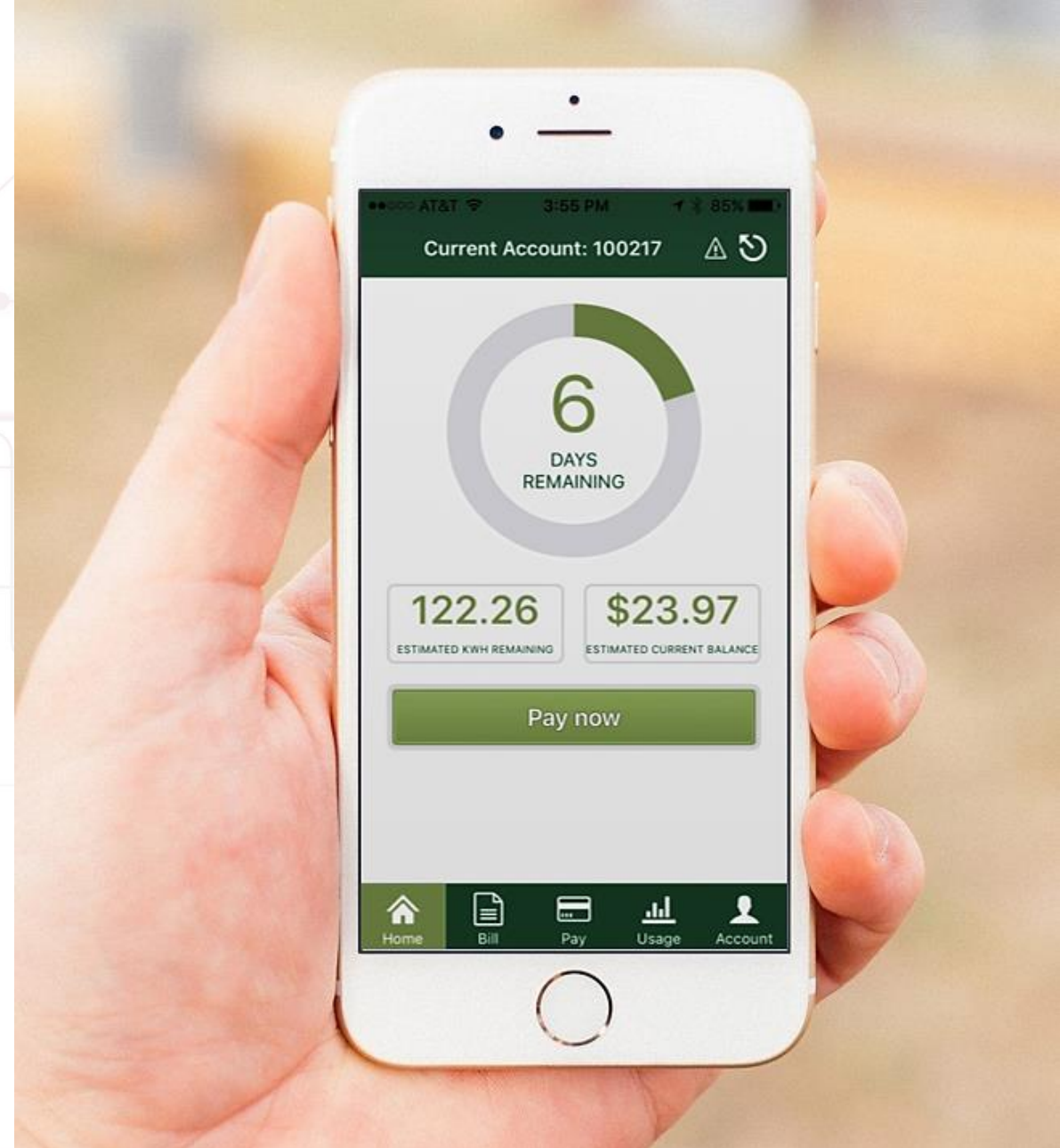
31% feel it is newer and more convenient



27% see it as a means to save money on energy bills

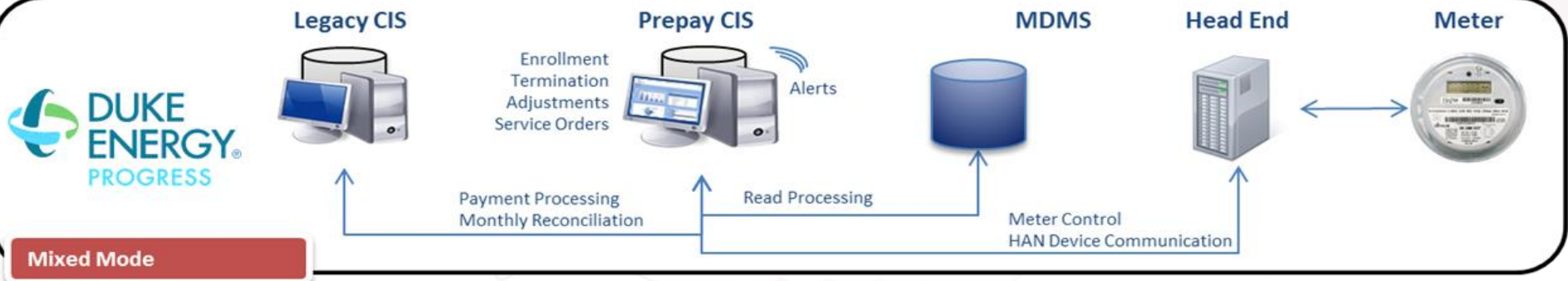
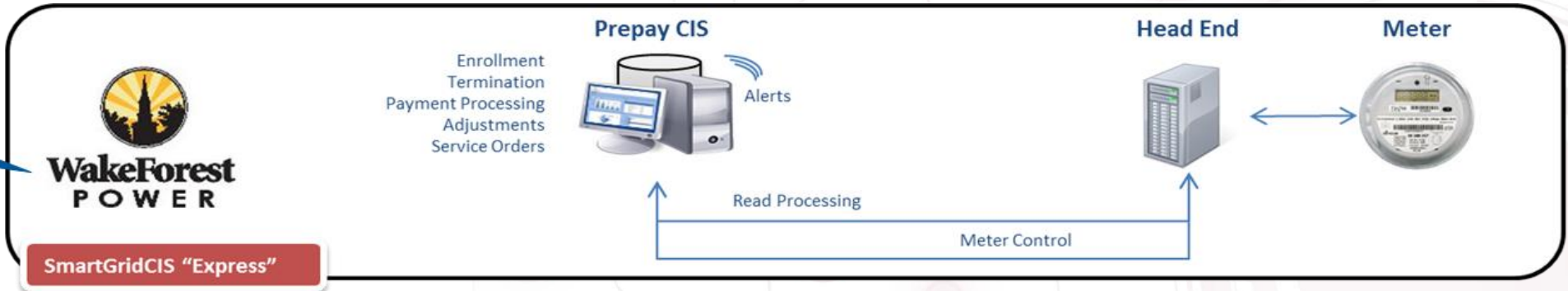


45% feel it would increase communication with their utility

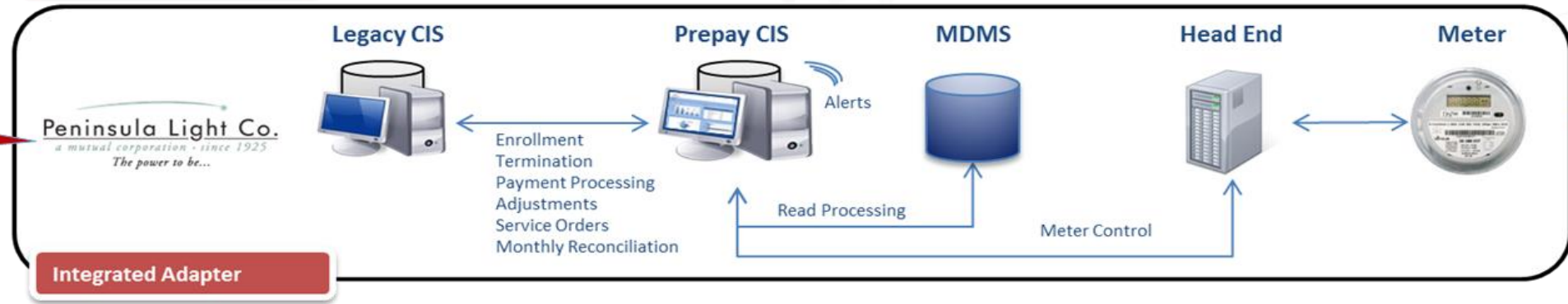


Flexible Deployment Options

8 weeks
to
deploy



4 months
to
deploy



INTEGRATION COMPLEXITY

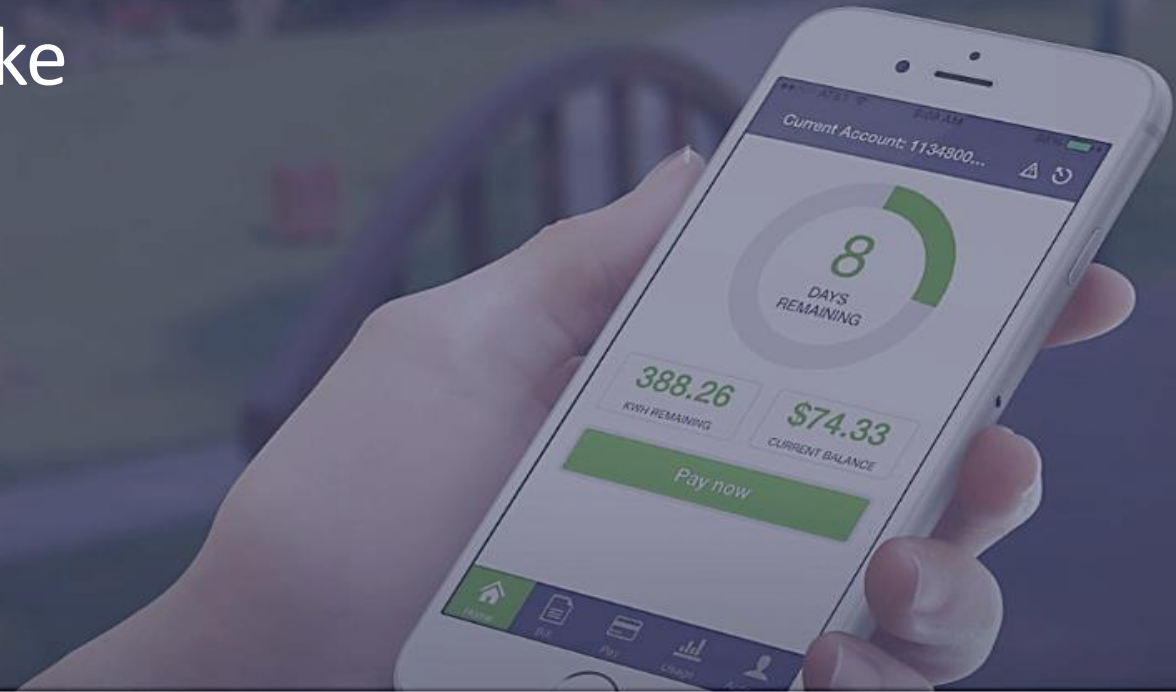


Wake Forest and Prepay

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What Problem Areas Did Wake Forest Address?



**Uncollected
Revenue**



**Cash
Flow**



**Customer
Satisfaction**



CONNECTIONS SUMMIT

The Prepay Solution at Wake Forest



GridLink CIS

Full featured utility billing, operations and broker management in one configurable solution



myAccount

Web and mobile online account management extend the brand



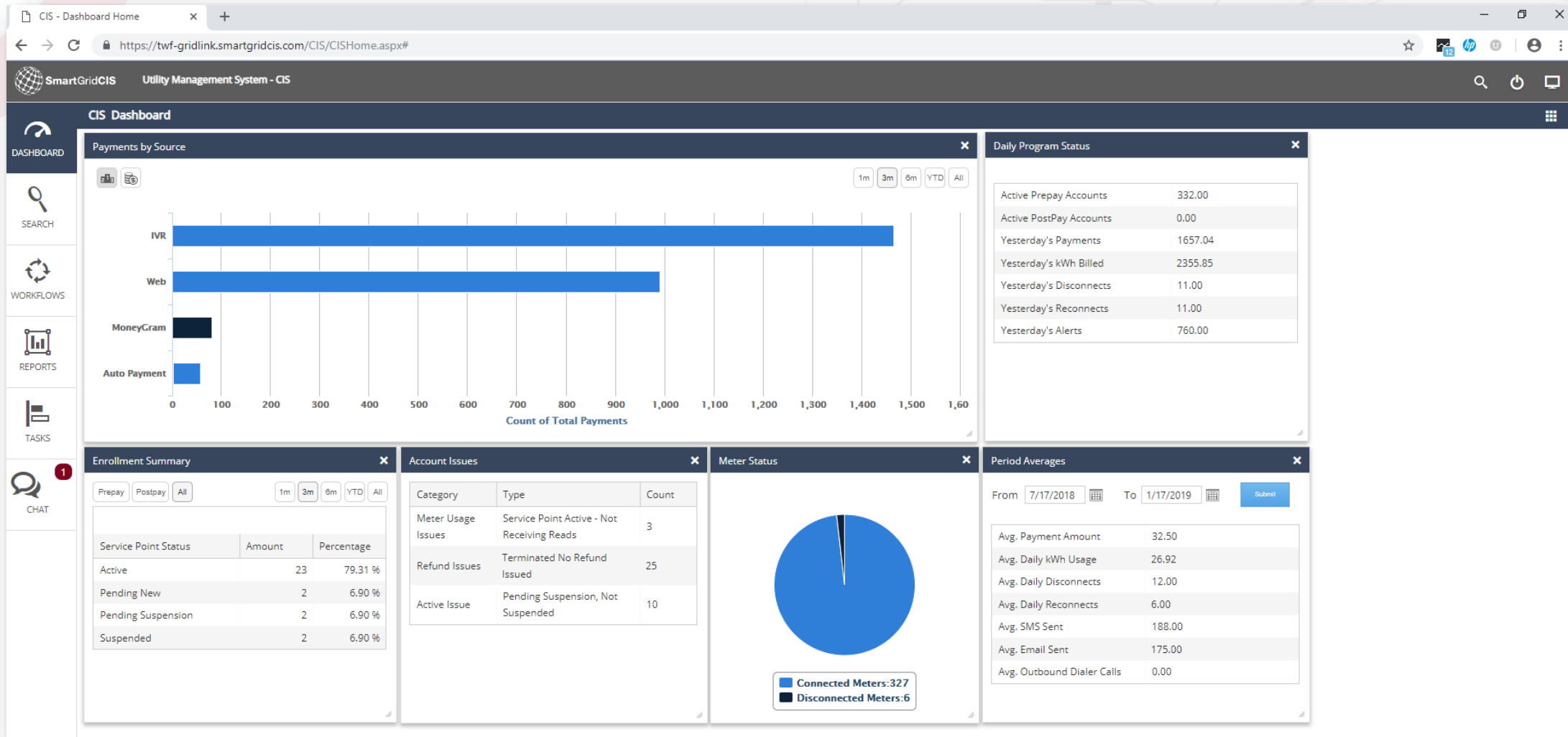
Web Portals

Separate enrollment and payment portals provide additional capabilities for engaging customers



CONNECTIONS SUMMIT

GridLink CIS – Dashboard View



Dashboard Widgets Showing Program Status

Daily Program Status

Active Prepay Accounts	332.00
Active PostPay Accounts	0.00
Yesterday's Payments	1657.04
Yesterday's kWh Billed	2355.85
Yesterday's Disconnects	11.00
Yesterday's Reconnects	11.00
Yesterday's Alerts	760.00

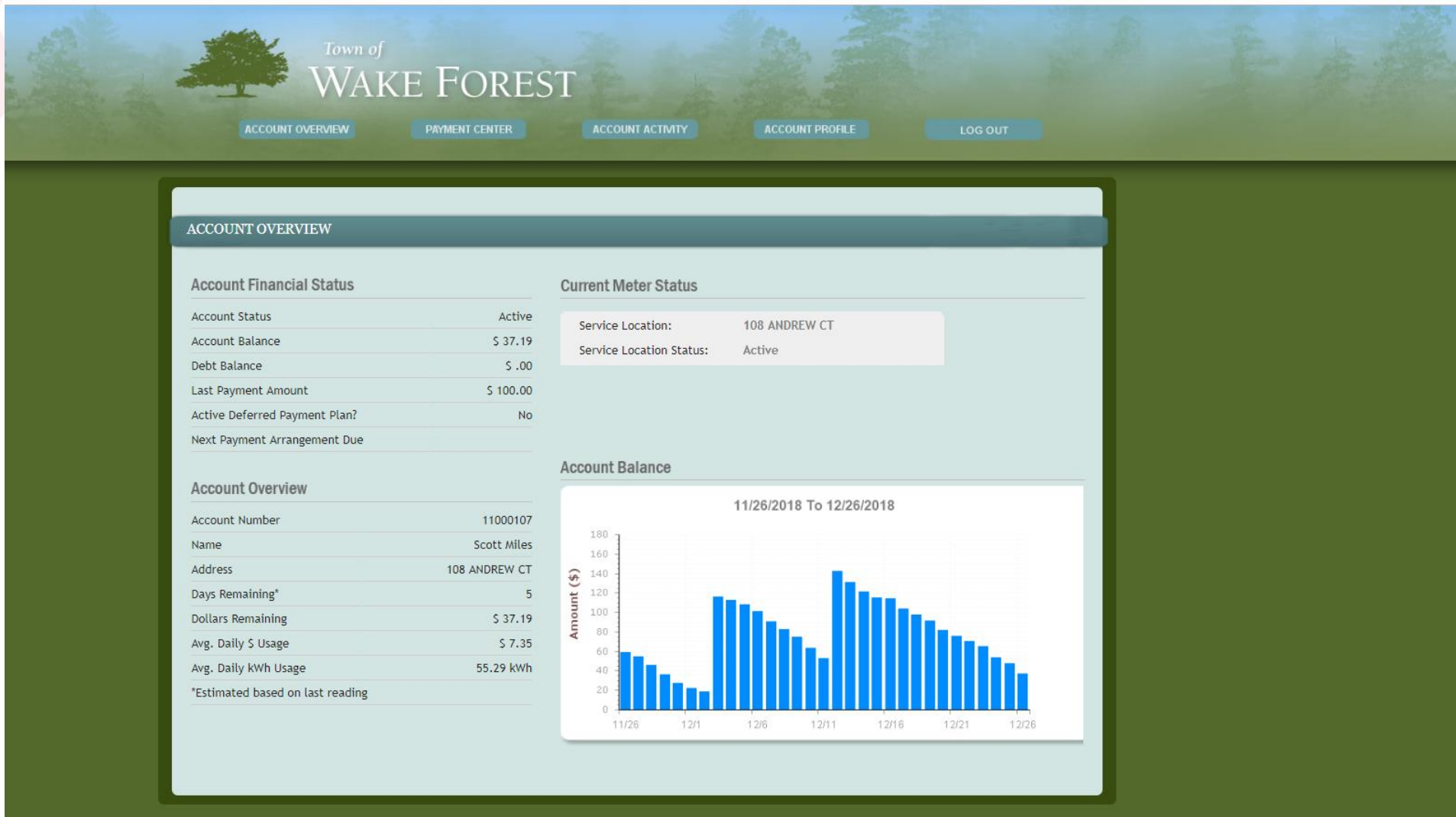
Period Averages

From  To 

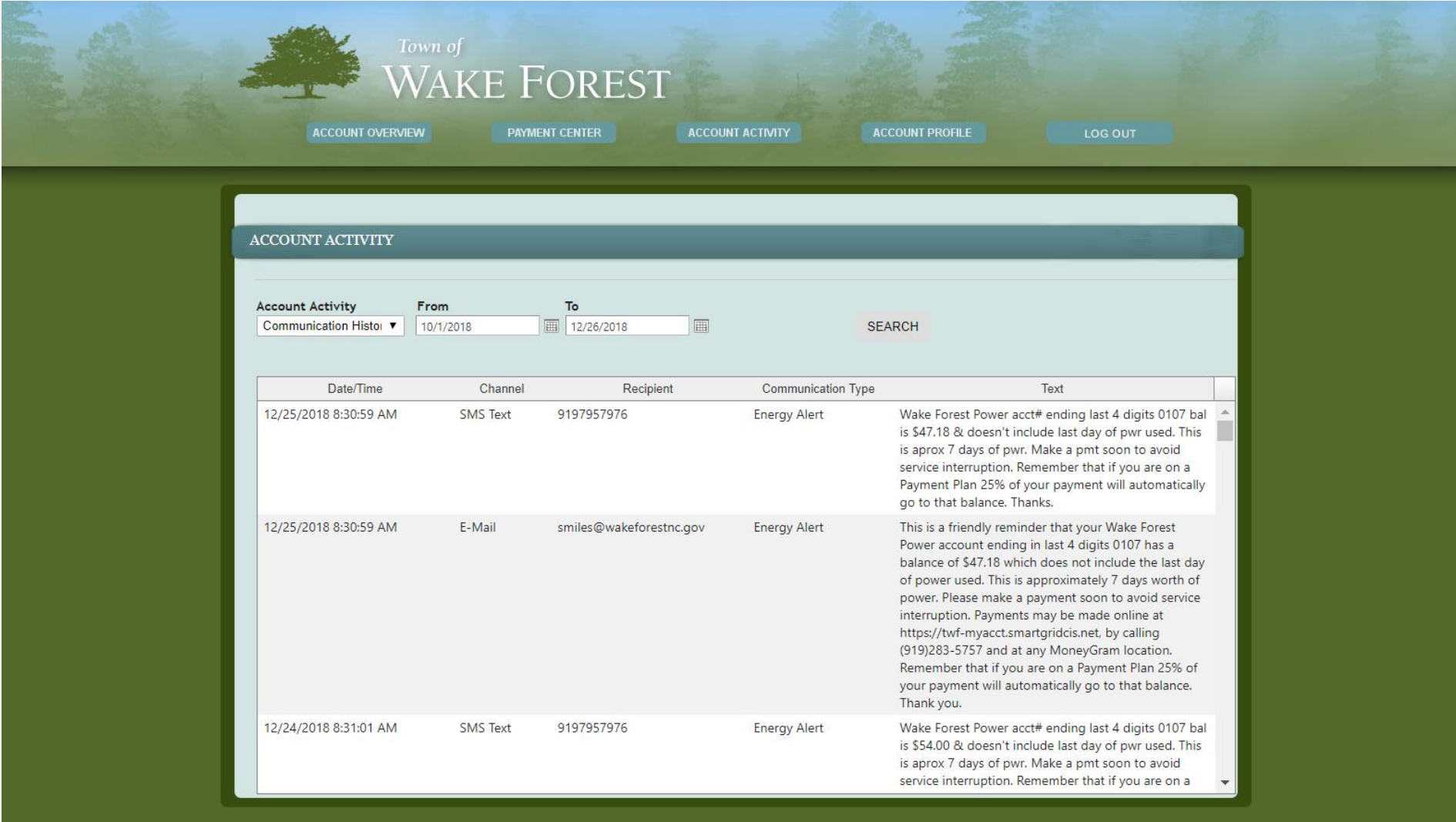
Avg. Payment Amount	32.50
Avg. Daily kWh Usage	26.92
Avg. Daily Disconnects	12.00
Avg. Daily Reconnects	6.00
Avg. SMS Sent	188.00
Avg. Email Sent	175.00
Avg. Outbound Dialer Calls	0.00



Customer (myAccount) Dashboard



Customer (myAccount) Showing Message History



The screenshot displays the 'Town of WAKE FOREST' myAccount interface. At the top, there's a navigation bar with links: ACCOUNT OVERVIEW, PAYMENT CENTER, ACCOUNT ACTIVITY (selected), ACCOUNT PROFILE, and LOG OUT. Below this, the 'ACCOUNT ACTIVITY' section is active, showing a filter for 'Communication History' and date range from 10/1/2018 to 12/26/2018. A table lists three messages, all 'Energy Alert' type, sent on 12/25/2018 and 12/24/2018. The messages contain information about power account balances and payment plans.

Date/Time	Channel	Recipient	Communication Type	Text
12/25/2018 8:30:59 AM	SMS Text	9197957976	Energy Alert	Wake Forest Power acct# ending last 4 digits 0107 bal is \$47.18 & doesn't include last day of pwr used. This is aprox 7 days of pwr. Make a pmt soon to avoid service interruption. Remember that if you are on a Payment Plan 25% of your payment will automatically go to that balance. Thanks.
12/25/2018 8:30:59 AM	E-Mail	smiles@wakeforestnc.gov	Energy Alert	This is a friendly reminder that your Wake Forest Power account ending in last 4 digits 0107 has a balance of \$47.18 which does not include the last day of power used. This is approximately 7 days worth of power. Please make a payment soon to avoid service interruption. Payments may be made online at https://twf-myacct.smartgridcis.net , by calling (919)283-5757 and at any MoneyGram location. Remember that if you are on a Payment Plan 25% of your payment will automatically go to that balance. Thank you.
12/24/2018 8:31:01 AM	SMS Text	9197957976	Energy Alert	Wake Forest Power acct# ending last 4 digits 0107 bal is \$54.00 & doesn't include last day of pwr used. This is aprox 7 days of pwr. Make a pmt soon to avoid service interruption. Remember that if you are on a

Customer (myAccount) Showing Payment Center

PAYMENT CENTER

At Wake Forest Power, we offer multiple ways to pay for you power including one-time debit card or credit card payments, cash payments at one of our cash payment partners or even automatic recurring payments when your account balance reaches a pre-defined level. To find a cash payment location, you can search our partner site [payment locations](#).
In order to make a payment right now, select from one of the payment options below:

☒ Make a one-time debit card or credit card payment
☐ Setup recurring auto payments

Fee Summary

Fee	Description	Amount
No records to display.		

Card Information

Enter your debit or credit card information and your payment amount into the form below.

Card Type
Visa

Card Number

Card Expiration Date
Month 2018

Card Billing ZIP Code

Billing Address:
108 ANDREW CT

City:
WAKE FOREST

State:
NORTH CAROLINA

Zip Code:
27587

Payment Amount

Security Code (CVV/CID)

Account Balance Information

Below you can see your current account balance and the estimated number of days of energy remaining on your account. The new account balance displayed is your total payment amount minus any fees for this transaction.

Current Account Balance
\$37.19

Estimated Days of Energy Remaining
5

Balance
\$

This Payment
+

Fees
\$0

=

New Account Balance

New Available Balance

After completing this transaction, your new balance will be:

\$

kWh

Days





Keys to Success

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Critical Success Factor

- Pilot program
- Customer engagement
- Phases
- Customer Service
- Cash

Consumer Education

Wake Forest Pre-Pay Power Terms of Service



Applicability/Availability: Wake Forest Pre-Pay Power metering program is available to all single phase, non-demand residential customers that have 200 AMP service. Life Support and Medical Alert accounts are not eligible for Pre-Pay Power service. Accounts receiving energy payment assistance need to follow the accepted payment methods for Pre-Pay Power accounts.

New Customer: New customers opting in to Pre-Pay Power will be required to complete an application and remain on the program for a period of six (6) months. You must wait at least six (6) months before returning to Pre-Pay Power. A minimum of \$50 is required for initial service. Pre-Pay Power accounts will be charged the standard new account fee of \$15 plus tax, standard base fee charges and the standard residential energy rate.

Existing Customers: Existing customers opting to convert their account to Pre-Pay Power will have any existing deposits applied to their account balance. Customers must pay in full all pre-existing fees and unbilled program before an account can be converted from post-pay to Pre-Pay Power. A minimum of \$50 to begin service and you are required to stay on the program 6 months before returning to Pre-Pay Power.

Debt Recovery: Existing customers with account balances can use the debt Pre-Pay Power account a portion will go toward the outstanding account balance (payment) will be applied to the debt until the balance is eliminated. Debt recovery payments can be made at remote payment stations during normal business hours.

Payments: Payments can be made at remote payment stations during normal business hours via MasterCard, Visa or American Express credit/debit cards or through the Wake Forest SmartGridicis website. Cash payments can be made 24 hours a day at any of the following locations: Wake Forest Town Hall, 301 S. Brooks St., Wake Forest, NC 27587. Acceptable forms of payment on this program.

Bill Viewing and Bill Calculation: Wake Forest Power will provide a service to make smaller payments as often as you would like or as your budget allows. Adjustments of all charges and fees deducted from the Pre-Pay Power credit balance.

Billing: Pre-Pay Power accounts do not receive paper statements. Pre-Pay Power account history (usage, charges and payments) will be available by phone or website. The website will also allow you to modify your notification settings. You are responsible for maintaining your notification settings. All low balance and disconnect notifications. Failure to maintain your notification settings may result in disconnection with phone calls.

Disconnection and Minimum Payments for Reconnection: A Pre-Pay Power account does not have a credit balance. To restore service, you must meet the past due amount plus two times your burn rate.

System Maintenance: During planned electric system maintenance, Pre-Pay Power maintenance is complete, the system will update your account and start track usage. Service will be subject to disconnection. We suggest you apply at scheduled maintenance.

Weather Moratorium: During anticipated extreme weather conditions, the accounts from being disconnected. Once the weather moratorium is complete, balance to be exhausted, service will be subject to disconnection.

Payment Arrangements: Pre-Pay Power accounts are not eligible for payment debt management program at the initial setup.

Termination of Service and Final Billing: Service terminated at the request of the account after all final bill amounts have been calculated. If an account is disconnected, the account will be considered inactive and Wake Forest Power will mail a final bill to the known address on file.

Conversion to Post-paid Service: You may elect to convert your account from Pre-Pay Power to Post-paid Service. To convert, you will be required to pay all account balances and may be subject to a late fee for returning to Pre-Pay Power.

Safety Notice: If disconnected for non-payment, customer will be responsible for reconnection by payment.

My signature below indicates I have reviewed and agree to the terms of service.

Signature Here

CUSTOMER SIGNATURE



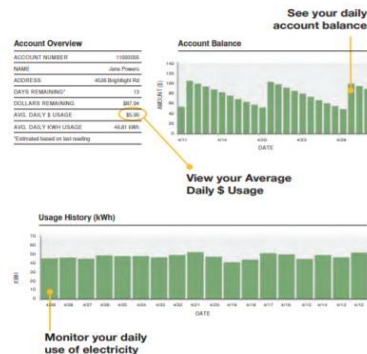
301 S. BROOKS ST., WAKE FOREST, NC 27587 | 919.435.9400

Pay when you want, and how much you want.

By paying for your electricity before you use it, you'll be able to decide how much you pay, and when you pay. You can load up for months at a time or add funds throughout the month, whichever works best for you.

View your usage and balance at any time.

Pay-As-You-Go allows you to log in to your account and see how much electricity you are using on any given day. Adjust your thermostat a few degrees and see what happens to your costs. It's all in your hands.



No electric bills. Ever.

Under the Pay-As-You-Go plan, you will not receive a monthly bill. Instead, the cost of the electricity you use will be deducted from your pre-paid account on a daily basis.

What does it cost? Pay-As-You-Go electricity service uses the same rate as traditional billing service. Customers using either service pay a \$9.89 monthly base charge plus the same rate for kilowatt usage. There is no additional cost for Pay-As-You-Go.

If you are a Wake Forest Power customer, you can convert your account to Pay-As-You-Go service by signing up for the program and placing a minimum of \$50 in the account for daily usage. New customers with no application on file can sign up for Pay-As-You-Go when applying for electric service. New customers will be required to place a minimum of \$50 in the account (\$15.45 of this initial payment will be applied to the one-time new account fee).

Where do I make payments? Payments to your account can be made at:

- www.wakeforestnc.gov/customerservice.aspx: 24-hours-a-day
- 919-283-5757: 24-hours-a-day via credit card or debit card
- computer kiosks in the lobby of Wake Forest Town Hall during business hours (Mon-Fri, 8 am-5 pm) via credit card only (no payments accepted at the customer service counter)
- Money Gram™ locations (at most Walmarts and CVS Pharmacies)

How can I check the balance in my account?

It's easy to access your Pay-As-You-Go account information at www.wakeforestnc.gov/customerservice.aspx. Or, call (919) 283-5757 to hear your balance.

How do I know if my account is running low? If your balance is running low, you will receive periodic notifications reminding you to add funds to your account. You can select to receive these notifications by phone, email or text—or all of the above.

What if my account runs out? If your account balance drops to zero, your electricity will be turned off. This automatic disconnection will happen during regular business hours, Mon-Fri, 8 am-5 pm, excluding holidays.

No reconnection fees or late fees.

If the funds in your account run out, your electricity will be turned off. To turn your power back on, simply deposit more money into your account, *any time day or night*, and your power will be automatically restored within one hour of processing your payment. There is no fee for reconnecting your power.

No deposit.

The Pay-As-You-Go plan does not require a deposit and you will not be penalized for disconnects and reconnects. If you are on traditional billing service and you have an overdue balance, you can elect to participate in the debt management program that's available to Pay-As-You-Go customers.

Eligibility: To participate, you must be a Wake Forest Power customer with a 200 amp single phase, non-demand residential account. Life Support and Medical Alert accounts are not eligible for Pay-As-You-Go electricity service. Payment arrangements are not allowed on Pay-As-You-Go accounts. Energy payment assistance needs to follow the accepted payment methods for Pay-As-You-Go accounts.

4 Easy Ways to Make Payments to Wake Forest Pre-Pay Power accounts

- Payments can be made with our Wake Forest Pre-Pay Power App available for download on iOS and Android™ devices.
- Payments can be made [online](#) with MC/VISA/AMEX.
- Payments can be made with MC/VISA/AMEX by telephone 919-283-5757
- Payments can be made with cash at Money Gram locations (most Walmarts and CVS Pharmacies)

Take charge of your electric costs

Would it be easier for you to make weekly or bi-weekly payments rather than one large payment each month? If so, Wake Forest Pre-Pay Power or pre-paid electricity may be for you.

Pre-Pay Power offers you the opportunity to pay when you want, in the amounts you want. Instead of receiving a traditional paper bill that is generated once each month, usage is calculated daily. As a Pre-Pay customer, you'll never pay a late charge and you won't be charged costly disconnect and reconnect fees if your account runs out of credit.

- [Application & Terms of Service](#)
- [Frequently Asked Questions](#)
- [View/Download our Wake Forest Pre-Pay Power Brochure](#)

Access Your Account Information

Wake Forest Pre-Pay Power customers can access their account information by logging on at <https://twf-myacct.smartgridicis.net/login.aspx> or by calling 919-283-5757.

No Deposit

Customers who have Wake Forest Pre-Pay Power. Current post-pay customers are eligible to have their deposit refunded for energy costs. This puts your deposit money working for you now instead of being held on your account to cover future costs.

You can load up for months at a time or add funds throughout the month, whichever works best for you.

Customers are notified when their balance is running low. Customized notifications can be received via email, text or phone. Each Pre-Pay customer can choose the balance at which they want to be alerted to replenish their account. Alerts are sent at 7, 3 and 1 day worth of power remaining.

For more information, please call 919-283-5757 or submit an [application](#) online for Wake Forest Pre-Pay Power. A representative will contact you by phone at the Wake Forest Town Hall, 301 S. Brooks St.

Customer Service Manager, [Andrew Brown, Jr.](#) at 919-435-9466.



Prepay – Challenges & Lessons Learned

- Vendor relationships
- Creative recruitment
- Customer mentality
- New
- Accuracy



Some Customer “Success” Stories

18

Customer Success Stories

- Pilot program
- 1st Customer
- Bad weekend
- Moratorium
- Deposits



Q&A

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The energy behind public power

www.electricities.com

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