

THE 4 STEP GUIDE TO PREVENT DISCONNECTS & REDUCE CALL CENTER INTERACTIONS

During a natural disaster, pandemic or economic downturn, your customers struggle to pay their utility bills. The way you choose to approach them during this time can influence their behavior - for better... or worse. Taking action now will predictably prevent disconnects later - while significantly reducing your operating expenses.

1

CREATE FLEXIBLE PAYMENT PROGRAMS

From deferred payment assistance to enabling customers to select their preferred due dates, promoting flexible payment options demonstrates empathy, establishes affinity, and drives desired behaviors.



2



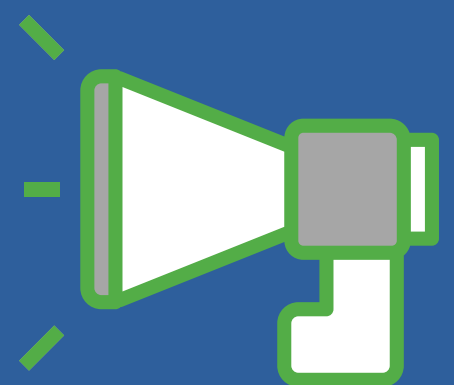
TAKE SHAME OUT OF THE EQUATION

Shifting from the standardized dunning process to more empathetic digital engagements drives predictable behaviors and more desirable results.

3

GET THE WORD OUT - BEFORE THE DUNNING PROCESS STARTS

Proactive outreach is vital. Reduce your customers' effort and increase their affinity with empathetic message flows across all channels, including SMS, MMS, RCS, Voice, Push, Email, and Social. However, if your outreach process isn't optimized, it can get expensive, so...



4

ASK FOR HELP



Qualify your communications partner based on the results they're producing for your peers. Digital experience, technology and empathetic session flows aren't just communicating - they're **RESOLVING** customers' needs outside the call center. The **RIGHT** communications partner will drive performance - while reducing OPEX.

Message Broadcast offers a Pay-for-Performance program that will ensure your initiatives are predictable, repeatable, and profitable. Ask us how!

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