



# FIELD GUIDE

— TIPS —  
FOR PROMOTING  
SELF-SERVICE  
— SOLUTIONS —

# LAUNCH

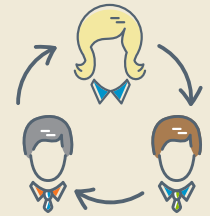
TO  
YOUR INTERNAL  
AUDIENCE FIRST



## EDUCATE ACROSS THE COMPANY

Demo products and share roll-out information with:

- Internal leaders
- Corporate communications
- Marketing teams
- Crew teams
- Call center staff

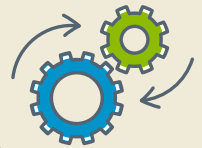


## EDUCATE YOUR CUSTOMER SERVICE PERSONNEL

- Include program information and enrollment processes in your Customer Service Representative scripts, IVR scripts, and on-hold messages
- Prepare employees to educate customers and help them enroll at payment centers

Share details such as:

- Communication channels available
- Enrollment processes
- Integrations with current channels
- How to manage customer preferences



# CROSS- PROMOTE

## SOLUTIONS



### WEBSITES

- Link banners to enrollment and download pages
- Use web real estate to show examples and explain the enrollment process



### MONTHLY MAILINGS

- Piggyback on monthly bills and communications for better open rates



### ADVERTISE

- Reach a wider audience with paid spots



### VIDEOS

- Make educational materials accessible



### SOCIAL MEDIA

- Drive traffic with unique and engaging posts



### PRESS RELEASES

- Enlist the help of media professionals and their vast networks



### GET CREATIVE

- Display enrollment information on the side of your company's service vehicles

# LEVERAGE

INCREASED CUSTOMER  
— ENGAGEMENT —  
DURING SERVICE ISSUES



## DURING SERVICE ISSUES, CUSTOMERS WILL SEEK YOU OUT

- Take advantage of increased traffic by promoting self-service solutions
- Keep customers up to speed on service issues through solutions like proactive alerts or outage maps



## INTEGRATE SOLUTIONS WITH SOCIAL MEDIA

- Respond to customer complaints and direct them to the enrollment process



## COMMUNICATE SOLUTIONS TO THE PRESS AND LOCAL OFFICIALS

- Send press releases with enrollment information in anticipation of service issues such as scheduled network maintenance or incoming severe weather



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