



KUBRA PRESENTS

VOL. 3

THE AFFORDABILITY UTILITY ALLIANCE





WHEN CUSTOMERS STRUGGLE WITH AFFORDABILITY, YOUR FRONT LINE FEELS IT FIRST.

1 in 6 of the people I protect can't afford to keep the lights on.

I have the power to support them.

When money is tight, my line rings **4X** more often.

Every call is a chance to show up.

Almost **50%** of the people who need help don't know it exists. That's not a dead end, that's my greatest opportunity.

Nearly **70%** of the people I serve feel calmer just knowing I reached out.

Proactive communications can prevent up to **40%** of distress calls. I don't have to wait for the emergency; I can stop it before it starts.

When people understand their options, trust goes up by one third. My greatest weapon isn't strength, it's clarity.

THAT'S IT!



SEND!

Send predicted bill & usage alerts.

EMBED!

Embed assistance in bills, SMS, and payment flows.

DELIVER!

Deliver consistent awareness messaging across all channels.

UNLOCK INNOVATION FOR CX LEADERS THAT SHOWS UP IN MOMENTS OF NEED WITH KUBRA HQ™

To be continued . . .



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