

Communicating with Customers During the COVID-19 Pandemic



In these difficult times, keeping your customers safe and informed is a top priority. To help you navigate these trying times, we have put together some suggestions for leveraging the KUBRA tools you may already have.

LEVERAGE ONLINE BILLING AND PAYMENTS SYSTEMS



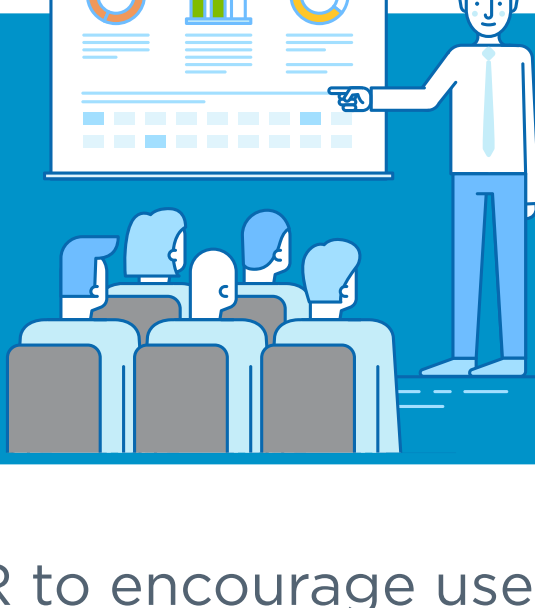
- Use your website banner to increase use of digital billing and payment offerings
- Utilize existing billing and payment communications for COVID-19 updates
- Offer secure billing and payments via email and SMS text messaging



MAKE YOUR ONLINE PAYMENT SOLUTION EASY TO LOCATE

- Add a homepage slider image to increase awareness
- Check your navigation menus so payment solutions are easy to find
- Update your FAQ page to provide directions for making online payments

MAKE SURE YOUR IVR AND CSRs ARE ARMED WITH ONLINE PAYMENT DETAILS



- Update your IVR to encourage use of digital payments
- Train customer service representatives so they can assist customers



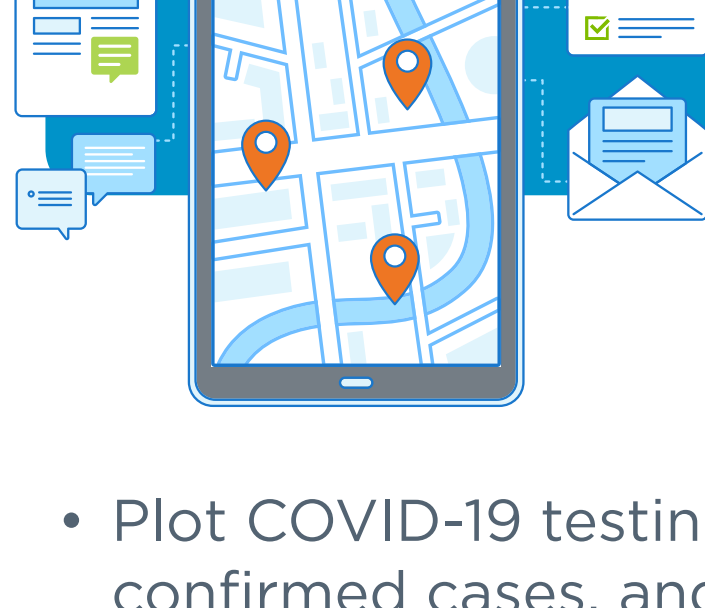
CALM CONCERNS ABOUT LATE PAYMENT AND ONLINE PAYMENT SECURITY

- Consider suspending late fees and non-payment disconnects
- Educate customers about online security measures to ease concerns

USE PRINTED BILLS AND DOCUMENTS TO IMPROVE COMMUNICATIONS



- Include on-document messaging about waived late fees, payment assistance, suspension of disconnects, and more
- Add inserts with bills and statements to provide additional pandemic information
- Embrace QR codes to take customers to your online resources



ADD RESOURCES TO YOUR ONLINE OUTAGE AND INCIDENT MAPS

- Plot COVID-19 testing locations, confirmed cases, and food banks
- Indicate payment kiosk locations to encourage social distancing
- Add links to other coronavirus resources such as the CDC and WHO

EMPLOY YOUR OTHER COMMUNICATION TOOLS TO SEND TEXT, EMAIL, AND VOICE MESSAGES



- Make sure to communicate about temporary suspension of power, text and online payment options, and continuation of reliable power
- Advise customers to minimize contact with utility members working in their area

UNLOCK MORE USEFUL IDEAS AND RESOURCES IN KUBRA'S COVID-19 PANDEMIC TOOLKIT

