



Transformational CX

AMI for Water

Tapping Meter Data to Transform
Customer Engagement



— Agenda

- 01 **Las Vegas Valley Water District Challenges**
- 02 **Customer Engagement Vision**
- 03 **Why Oracle C2M**
- 04 **Why Red Clay**
- 05 **Discussion**





01

LAS VEGAS VALLEY WATER DISTRICT

A Not-for-Profit Water Utility Established in 1954

— LVVWD Challenges

- Drought
- Increasing Customer Expectations
- Resource Scarcity



8,000

Square Miles



45 Million

Annual Visitors



2 Million

Residents



4 Inches

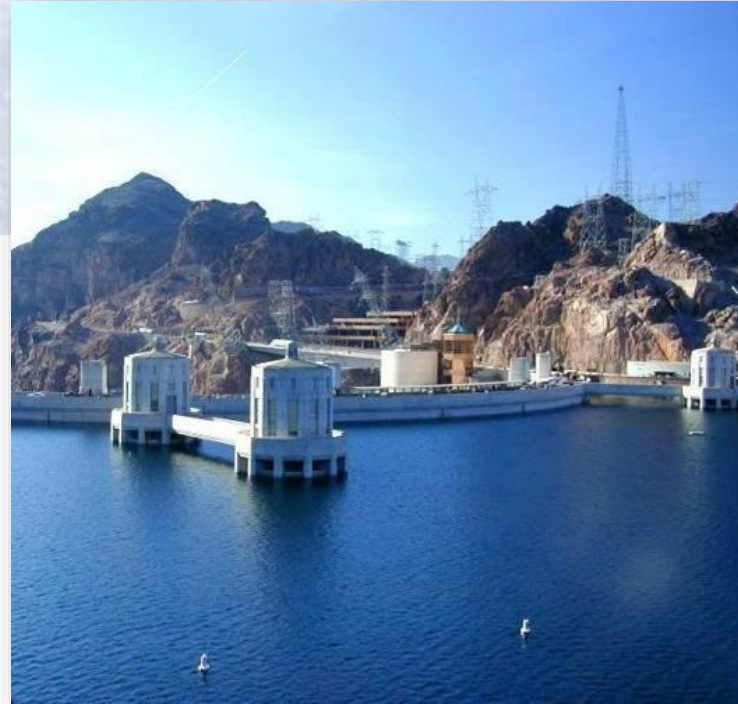
Annual Rainfall

Fallen Water Levels

Lake Mead's water levels have fallen nearly 43 meters.



Worst drought in recorded history



Lake Mead - 2000



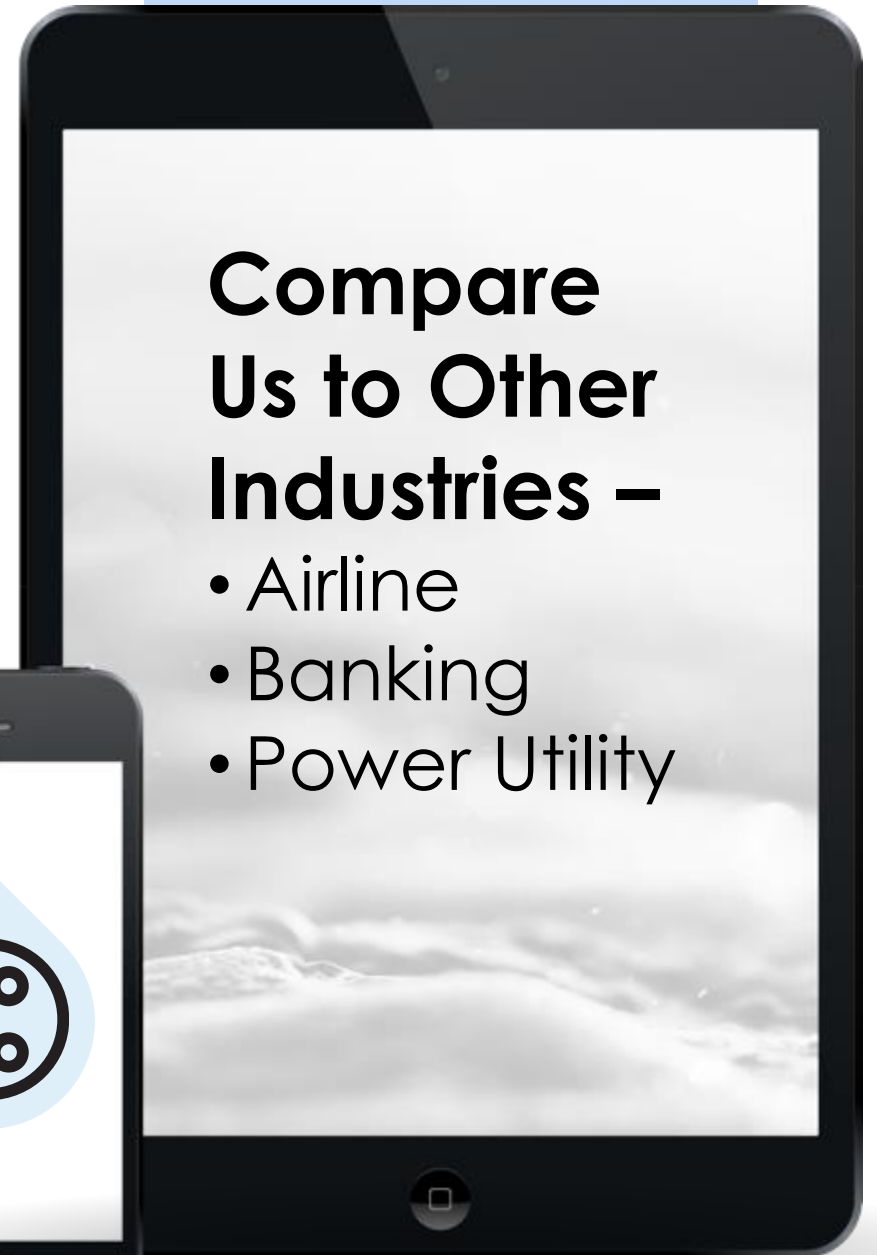
Lake Mead - Today

Rising Customer Expectations

- Real-time Actionable Consumption Data
- Digital Interfaces
- Changing Demographics
- Robotic Process Automation
- Chatbots
- Artificial Intelligence

Compare Us to Other Industries –

- Airline
- Banking
- Power Utility



Resource Scarcity

Challenges

- Efficiency
- Staff Retention
- Recruitment



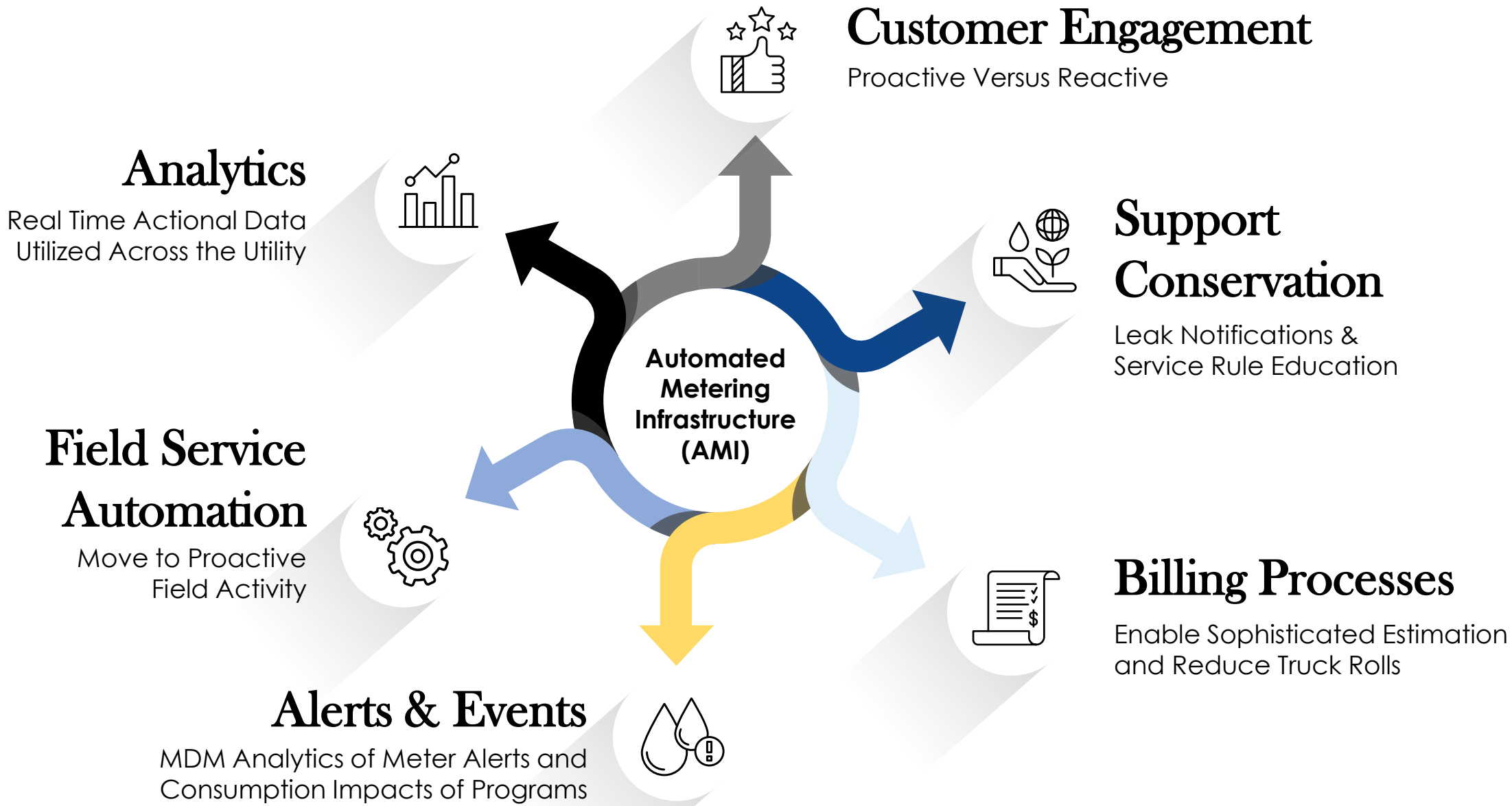


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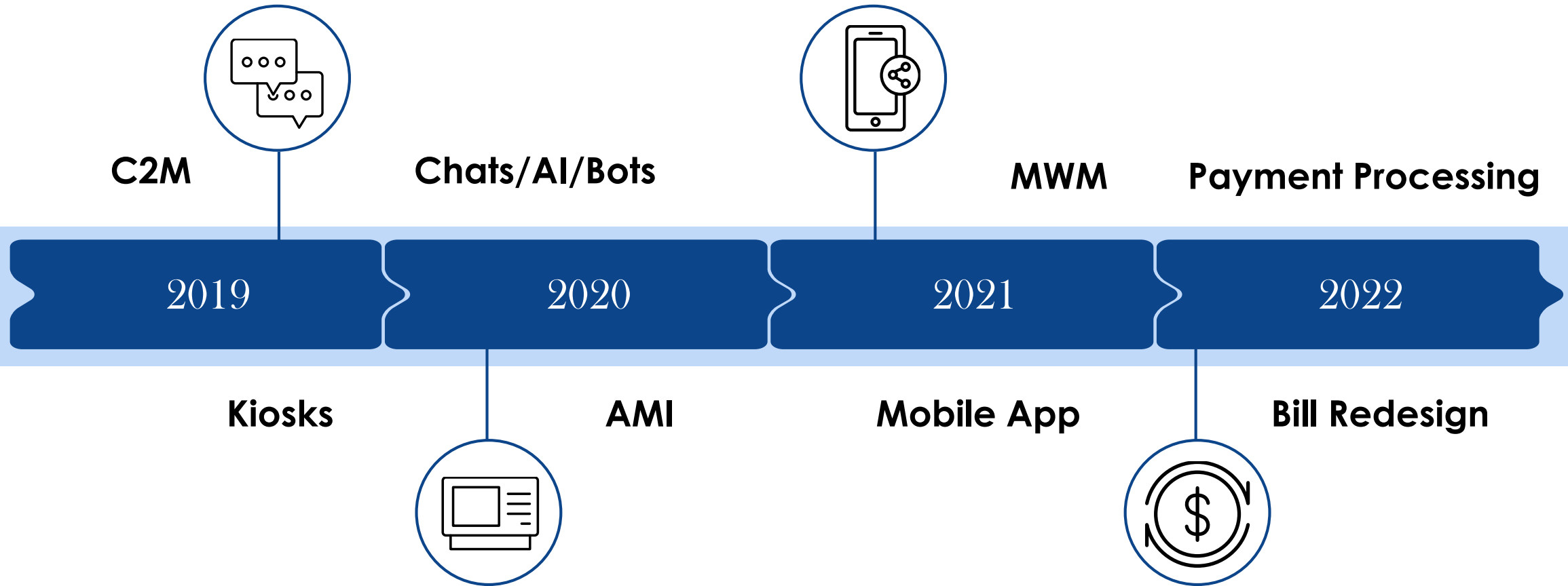
CUSTOMER ENGAGEMENT VISION

The Vision

- **2017 Strategic Initiative**
- **Address Challenges**
 - **Customer's Constantly Increasing Expectations**
 - **Conservation**
 - **Process Improvement/Automation**
- **5 Year Plan**
- **Executive Sponsor and Support**
- **Cross-Departmental Team**
 - **Customer Care, Financial Services and IT**
 - **Value Prioritization**
 - **Monthly Adjustments**



2023 Transformational CX Roadmap



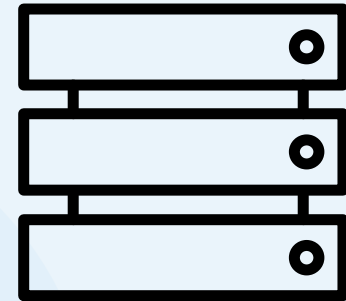


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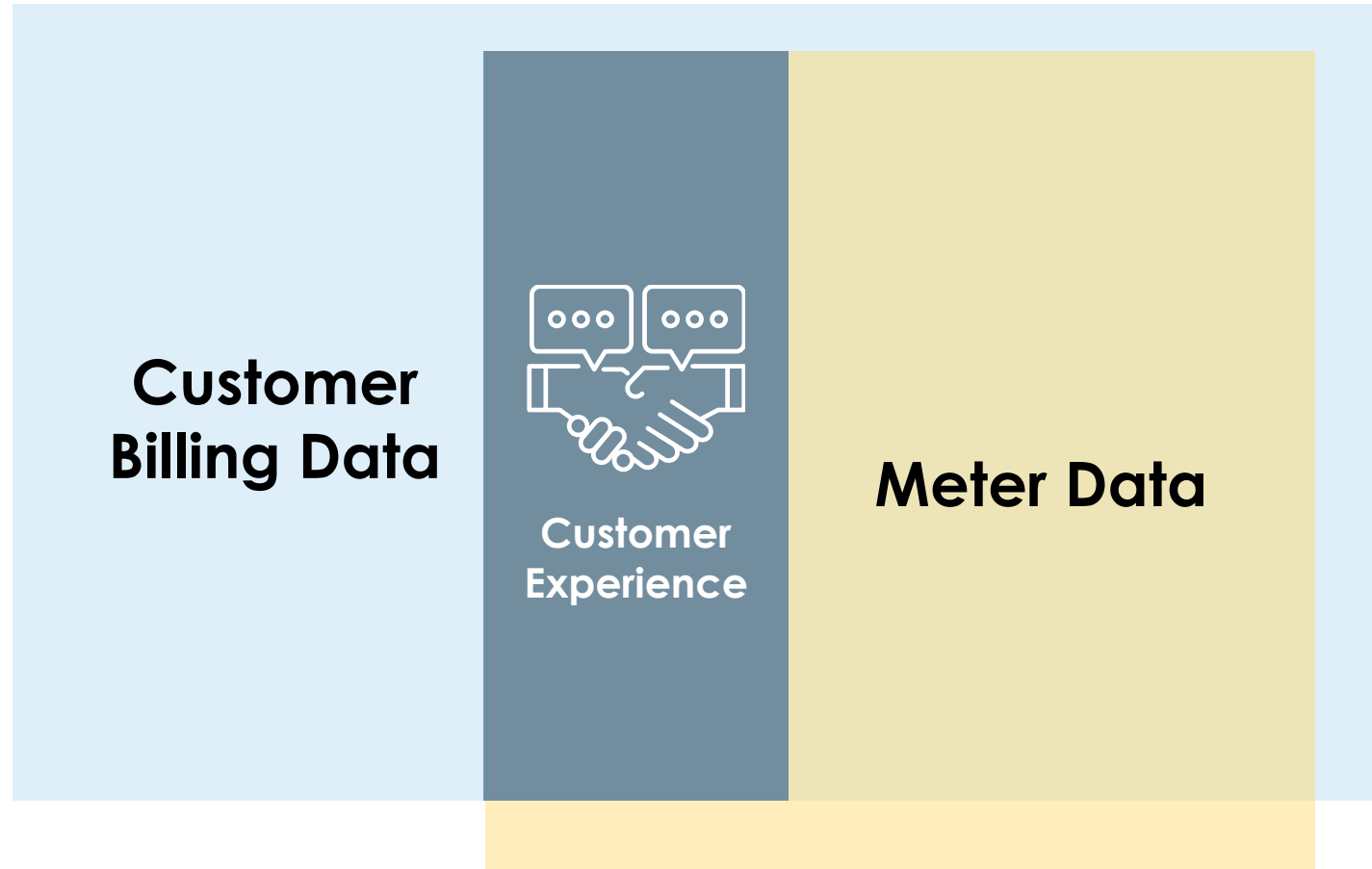
WHY ORACLE C2M

ORACLE C2M

- **Built for AMI**
- **Proactive Versus Reactive**
- **Event Based Automation**



C2M Integrated Platform





04

WHY RED CLAY CONSULTING

Why Red Clay?

- 1 Recognized by Oracle as a Strategic Partner**
- 2 Experts and Thought Leaders in the Utility Space**
- 3 MDM Experience**

Business Process Redesign

- **Identified 24 Business Processes**
- **Implemented Near Term as Well as in C2M**
- **Maximize C2M Functions and Features**

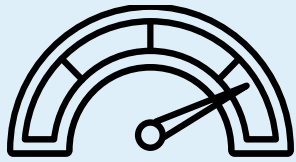


Realizing the Value of C2M

- Implementation Approach
- Business Solution Focused
- Maximize the Power of C2M

Implementation Approach

CUSTOMER SCENARIOS



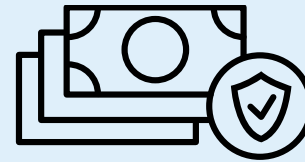
High Consumption Alert

- Tailored by Customer Class
- Alerts
- Automation



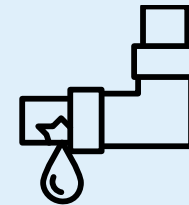
High Bill Investigation

- Analytics
- Configuration
- Visibility
- Diagnostics



Revenue Protection

- Analytics
- Identify Anomalies
- Tamper Monitoring



Burst Pipe

- Alerts
- Service Order Automation



Transformational CX

Partnering to
Implement the Vision.



We're All
Connected
Through **Water**

DISCUSSION

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