

Proactive Customer Communications



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Aims:

Raise awareness of our support programs in the light of coronavirus (COVID-19)

Increase numbers of customers being supported through our support programs

Reach out to business customers to promote new business support programs

What we did



Worried about your business' water bill?
We're here to help.

If you're concerned about paying your water bill, get in touch with us. Support is available.

Our friendly team can help find a flexible option to suit your circumstances.

Contact us today



1300 360 007 (8.30am - 4.30pm)
mail@gvwater.vic.gov.au
www.gvwater.vic.gov.au



Goulburn Valley Water
20 August · 🌐

Worried about paying your water bill? We're here to help. If you are experiencing financial pressure due to coronavirus (COVID-19) or any other reason, we can help tailor a solution to suit your individual circumstances. We can offer payment plans, extensions or help you access grants or support.
Visit www.gvwater.vic.gov.au/support/coronavirus to apply directly for assistance or find out more.



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Goulburn Valley Water
10 September at 13:15 · 🌐

Has your business been impacted by coronavirus (COVID-19)? Talk to us about how we can support you with your business's water bill. We have flexible options available and we can tailor a solution that suits your circumstances.
Chat to our friendly team today by calling 1300 360 007 Mondays to Fridays; or visit our website for more information on assistance available, or to request a call back at a time that suits you – <https://www.gvwater.vic.gov.au/support/coronavirus>



Worried about your business's water bill?
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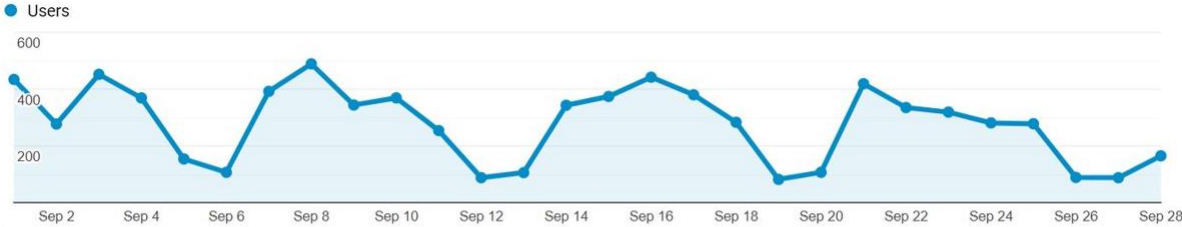
Your GV Water bill is due tomorrow. To pay this account go to <https://www.postbillpay.com.au>. Impacted by COVID-19? Visit <https://www.gvwater.vic.gov.au/support/coronavirus>

Website traffic to whole website has slightly increased



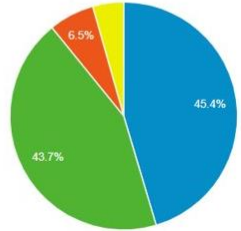
	5,999	5,999
	% of Total: 100%	

- 1. Organic Search
- 2. Direct
- 3. Social
- 4. Referral



July 2020

	6,631	6,631
	% of Total: 100.00% (6,631)	
1. Direct	3,048	45.39%
2. Organic Search	2,936	43.72%
3. Social	435	6.48%
4. Referral	296	4.41%



September 2020

Customers to the COVID support page increased



Primary Dimension: Page Page Title Other

Plot Rows Secondary dimension Sort Type: Default

/support/coronavirus advanced

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit
1. /support/coronavirus	269.05% ▲ 155 vs 42	358.62% ▲ 133 vs 29	20.13% ▼ 00:03:08 vs 00:03:56	418.18% ▲ 114 vs 22	498.25% ▼ 27.19% vs 4.55%	49.03% ▲ 78.06% vs 52.38%

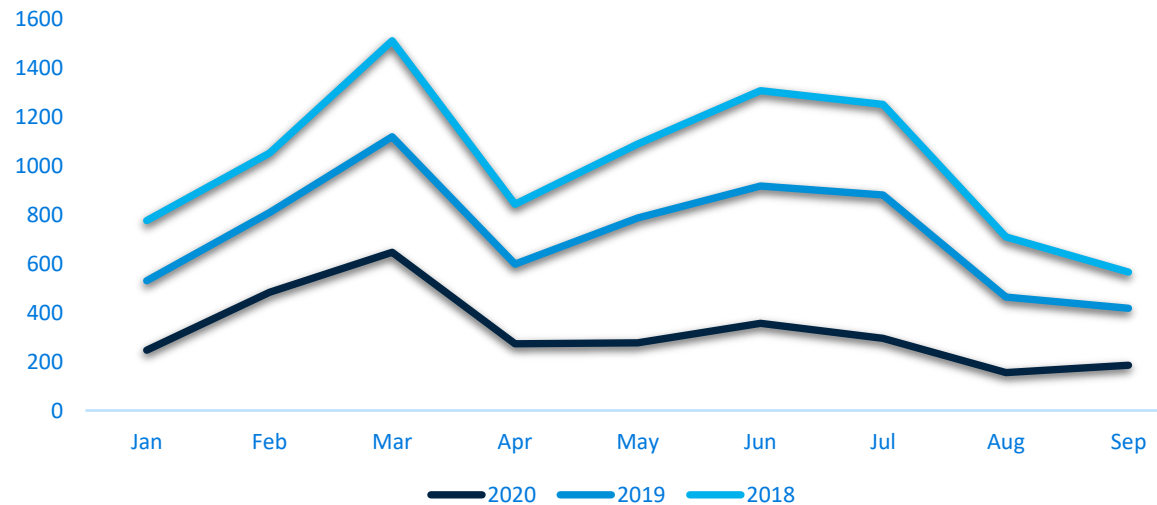
Time spent on the page – 4 minutes

Phone calls have not increased

Payment arrangements still stable

- Slight increase in Sept
- Still down on 2 year average

New Payment Arrangements per Month



Call back forms

Auto 2 week payment extension

Two Week Payment Extension Request

This form can be completed to request a two week extension for payment in full of your water account.

You must be an account holder or authorised person to request an extension.

Please note extensions requested before the original due date of the account will be for two weeks from date of request.

If you require a longer extension or want to discuss other payment options please contact our Customer Service Staff on 1300 360 007.

*Fields marked with * are required fields.*

Account Number *

The account number is shown on your Goulburn Valley Water account. Example: 11-1111-1111-11-1

Utility Relief Grant Application Appointment

An appointment to complete a Utility Relief Grant application will take around 15 minutes to complete over the phone.

A successful application will depend on eligibility criteria - refer to this web link for more information:

<https://services.dhhs.vic.gov.au/utility-relief-grant-scheme>

Name *

First Name

Last Name

GV Water Property Address *

Address Line 1

City

Phone Number you would like us to call you on *

Please let us know when you would like to be called back to complete the application

Monday Tuesday Wednesday Thursday Friday

Advertising - was duration long enough?
- timing in billing cycle?
- timing through Pandemic?

Social media did see increase in web traffic

Direct SMS was more effective