



NORTH|STAR™

UTILITIES SOLUTIONS

SmartVx

Video Engagement

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Engage and Inform Customers with Personalized Video

Each month, you bill your customers. But, once that bill is sent, how do you know your customers have read and understood that bill?

The digital transformation is changing the way utilities interact with their customers. Web portals, email, and text help to reduce call volume, increase productivity and improve employee morale. But did you know your customers will understand their bills better with a personalized video? According to Forbes, a call-to-action is 95% more effective in a video than any other form of communication.

SmartVx is a personalized video customer engagement tool that will revolutionize how you engage and educate your customers. SmartVx offers agile video creation, unleashing the potential of video to make meaningful connections, change consumer behavior, and compel your customers to act.



SmartVx Video Engagement



Send a personalized video to your customer through

- email
- web portal
- chat
- video, or
- QR code.



Video
Engagement



Improved Customer
Experience



Available on
Any Device



Personalized
Communication



Compelling
Calls-to-Action

What Could You Do with Extra Time in Your Workweek?

A recent survey of our customers showed that they spend the following time on support calls and office visits.



Average Contact Time
in Office or by Phone



Average
Phone Calls/Month



Average
Office Visits/Month

You can reach and educate more customers in less time with video engagement, improving operational efficiencies and customer experience. In less time than it takes your team to answer one phone call, you can educate and encourage all your customers with one 60-second video to

- sign up for budget billing
- sign up for paperless billing
- use your customer web portal
- understand changes to their meter readings



Budget Billing View



Bill Summary View

Ready to engage and educate your customers with video?

Contact NorthStar's Sales Team to get started today!