



## NEW SERVICES FOR YOUR UTILITY

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**N**YRWA is always striving to provide our members and your customers with the most effective service possible. Here are some new affinity programs we would like you to consider. If your utility is interested in hearing more about any of these services, please reach out to me and we can discuss them further:

Like many water systems across the country, you are constantly undertaking cost-saving initiatives to balance budget shortfalls and strengthen your utilities' sustainability for the future. Some of the problems that negatively impact achieving this goal revolve around water leaks that occur on the customer's side of the meter. ServLine exists to serve you by helping to implement a water leak and water line protection program that will save you time and money while enhancing and creating positive experiences in customer service. The entire team at NYRWA are very excited about how this program is already helping many systems and their customers all over the country. These utilities are experiencing new opportunities to serve their customers and at the same time regaining control over lost income from customer water leaks. With a few steps, you can see similar success in your community. A great starting point is to schedule a meeting so you can learn more about our team and what we do. Then, we can explore your needs to better understand how your community currently handles these issues. Finally, we will help you apply a customized program to provide a real, tangible solution for your customers. Please call or email to get the conversation started. Call: 1 (888) 750-9340 or email [mark@servline.com](mailto:mark@servline.com). What you do is immensely important and ServLine wants to help your customers see that as well.

NYRWA also recognizes our issues with rising group insurance costs, so through our National organization in collaboration with Medova Healthcare and Mike Keith Insurance, we are pleased to introduce Healthy Benefits for NYRWA members as a unique health benefits program designed to address the underlying causes of the rise in healthcare costs for both employer and employee alike. What makes Healthy Benefits different? Level funded medical plan designs; premium savings averaging 10-15% in most cases; integrated wellness incentives and cash rewards; up to \$500 deductible credit available to all wellness participants; underwritten by "A" rated carriers; and integrated concierge telemedicine, outpatient lab and diabetic supply benefits. If you are

interested in receiving a free quote, please contact me or call Mike Keith Insurance directly at (800) 530-5229 and identify yourself as a NYRWA Member. You can also e-mail [jeanie@mkeithins.com](mailto:jeanie@mkeithins.com). There are sixteen plan choices, so why not request a quote.

Now, let's talk about an automated system for customer service. Through a partnership with TechRadium, we wish to introduce you to the Immediate Response Information System (IRIS), which is a customizable, web-based system that broadcasts messages simultaneously to multiple communication devices (landline, cell, and email) and provides real-time reporting for every message you send out. The intuitive interface allows for quick message creation and broadcasting. Time-sensitive information, such as boil water or contamination notices can be sent to all affected residents and to all devices, in minutes. In addition, IRIS can inform your community regarding water main breaks and repairs; provide instructions and information for an evacuation during an emergency; send severe weather advisories (recent hurricanes); send out pipe freeze warnings; water contamination notices; billing and payment notifications, as well as termination notices. Plans are easily customizable and customer support is available 24/7/365. You can customize your plan. If interested, give us a call.

Could your village, town, city weather a data security breach? Small businesses are the top targets of cyber criminals. If you collect any sensitive information from customers, employees or others, you are at high risk. One breach could cost up to \$200,000 to resolve. Experts from multiple disciplines, from forensic investigators, to public relations firms, to privacy counsel, may be needed to mount a coordinated response to even a small incident and let's not forget regulatory fines and penalties that vary state to state as well as legal liability. What is really at stake in a data breach is reputation. Have you thought about Data Breach Insurance? Call for a quote through Baily Special Risks or reach out to me to discuss this proven protection for your utility, I would be happy to meet with you.

So hopefully this article will get you thinking about some new protections you can be taking to protect your utilities and your customers. In my next article I will have additional programs for your consideration. Looking forward to working together to improve your businesses. Thanks. 💧💧💧