

# NLC Service Line Warranty Program

by



## Work Session Overview



April 2023



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1. Program Overview
2. Our Capabilities
3. The Onboarding Process
  - Includes:
    - Launch Timeline
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    - Internal & External Communications
4. Case Study & Testimonials
5. Abridged Proposal and FAQ's (separate documents)

# NLC Service Line Warranty Program by HomeServe



Offering services for over 20 years



4.8 out of 5 stars customer satisfaction



Program endorsed since 2010

*“The National League of Cities is proud to partner with this highly reputable and reliable program. Their exemplary record of customer service and transparency is what has driven the success of this partnership over the years.”*

*Clarence Anthony, Executive Director  
National League of Cities*



## HomeServe Key Statistics\*

- Over **4.8 million** customers
- Over **8.5 million** policies
- Over **1,200** municipal and utility partnerships
- Job serviced **every 34 seconds**
- Customer savings to date: **over \$2 Billion**

\* As of January 2023



# Current California Partners

City of Fillmore-CA  
Golden State Water Company  
City of Port Hueneme-CA  
Bear Valley Electric Services  
LA Sanitation  
City of La Puente-CA  
City of La Habra-CA  
City of Chula Vista-CA  
City of Yuba City-CA  
City of Oceanside-CA  
City of Gustine-CA  
City of Santa Paula-CA  
City of San Bernardino-CA  
Woodlands Mutual Water Company  
City of Imperial Beach-CA  
Crestline Village Water District  
City of Duarte-CA  
City of Laguna Beach-CA

Contra Costa Water District Inc  
Diablo Water District  
Great Oaks Water Co.  
Park Water Company  
San Jose Water (SJW) Company  
Southern California (SoCal) Gas  
Town of Yountville-CA  
West Bay Sanitary District  
City of Claremont-CA  
City of West Covina-CA  
City of Rialto-CA  
City of Sierra Madre-CA  
City of Vallejo-CA  
City of Stockton-CA  
City of Antioch-CA  
City of Lemon Grove-CA  
City of San Diego-CA

Alameda County Water District Inc  
Apple Valley Ranchos Water Co Inc  
California Water Service Company  
City of Cathedral City-CA  
City of Culver City-CA  
City of Daly City-CA

## HomeServe in California

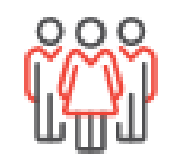


### Key Statistics



41

municipal and utility partners



460K

customers with 830K protection plans



232K

jobs in the last seven years

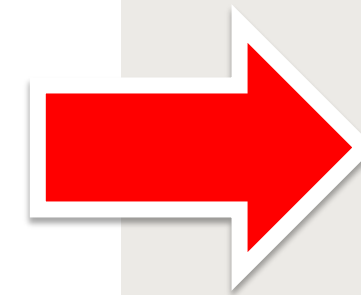


\$123M

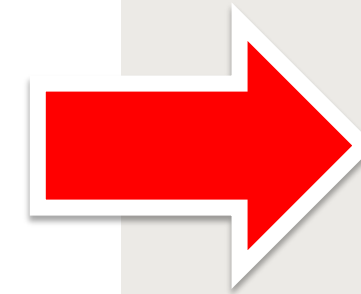
savings for California homeowners in last seven years

# City of Fresno Priorities

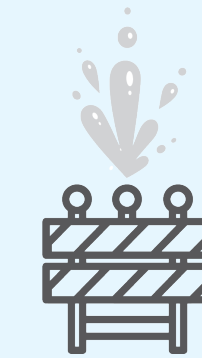
Resources for public and private infrastructure repair and upgrades



Funding for programs and initiatives to support low-income and disadvantaged residents



# NLC SLWP Solutions



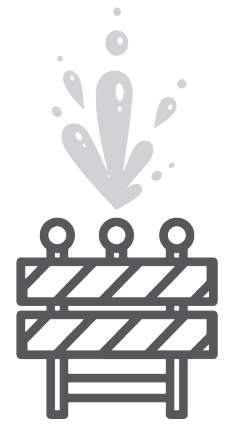
Aging Infrastructure Support



LMI/Community Assistance Solution



# Solution for Residents, Cities and Utility Districts



## Residents

Optional low-cost protection against potentially expensive water, sewer, plumbing repairs



Educates residents about their responsibility for exterior lines

## Cities and Utility Districts



Reduces calls to the City



Timely repairs reduce water loss from line breaks - use of local contractors infuses money into the local economy



Turnkey program - provides marketing, billing, claims, customer service



No cost for the City to participate, optional non-tax 10% revenue share per product, per month





# Aging Infrastructure

Challenging for Municipalities/MUD's and homeowners

In California, infrastructure upgrades over the next 20 years are estimated at \$16.9 billion for drinking water and \$6.95 billion for wastewater

**Lateral lines are subjected to the same elements as public lines**

- Ground shifting, fluctuating temperatures, tree root penetration, corrosion and more

**Failed lines waste thousands of gallons of water**

- Presents a potential environmental hazard

**Common homeowner misconceptions**

- Municipality is responsible for maintenance of the water and sewer lines on their property
- Repairs are covered by their homeowners policy





# Homeowners are unprepared for emergencies and expect solutions from the city/utility



78% of homeowners believe the utility provider should educate them on repairs and preventative measures. (Ipsos Public Affairs/HomeServe 2019)



56% of Americans can't cover a \$1,000 emergency expense with savings. (Bankrate 2022)



60% of homeowners with annual household incomes under \$50,000 a year reported having \$500 or less or no money set aside for a home repair emergency. (Harris Poll/HomeServe 2021)



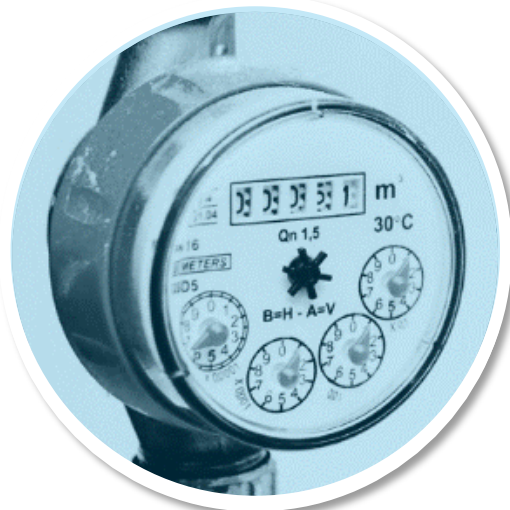


# We Deliver Peace of Mind



## SEWER LATERAL COVERAGE

Up to \$8,500 coverage per incident to repair/replace broken, cracked or clogged exterior lines



## WATER LINE COVERAGE

Up to \$8,500 coverage per incident to repair/replace broken, cracked or clogged exterior lines



## IN-HOME PLUMBING COVERAGE

Up to \$3,000 coverage per incident on all interior water, sewer and drain lines inside the home after point of entry



Toll-free emergency number available 24 hours a day, 365 days a year



Guaranteed repairs



Locally based, fully licensed and vetted contractors



Quality control to ensure exceptional customer experience



No annual or lifetime limits, deductibles, service fees, forms or paperwork



No pre-inspection required

# Protection Plan Offering

Best-in-class program that increases satisfaction with the Municipality

- New incremental revenue for the City of Fresno would exceed \$600K over 5 years
- Generate the highest participation in the industry
- No investment required - HomeServe funds ALL marketing



Exterior Water Service Line



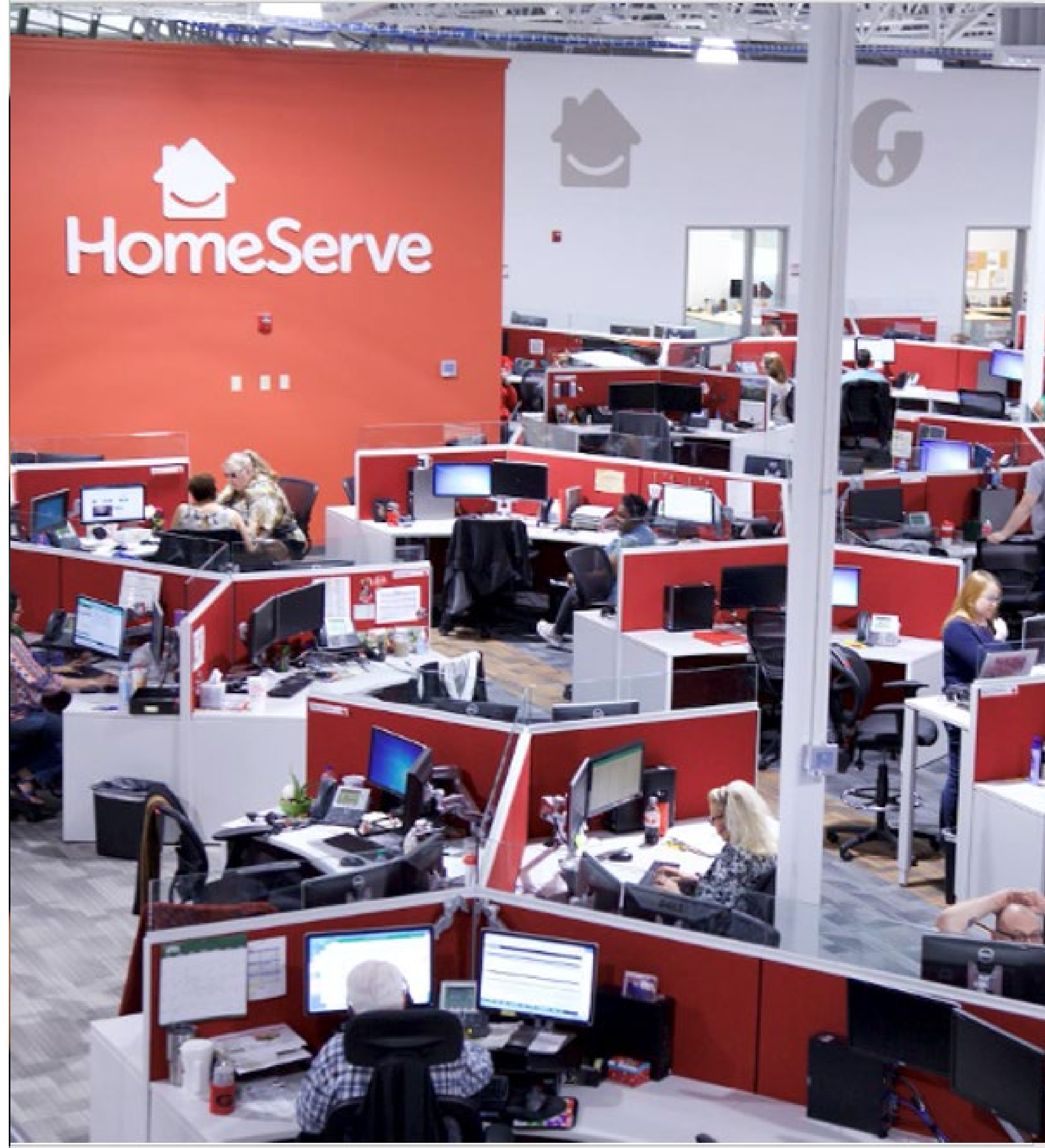
Exterior Sewer/Septic Line



Interior Plumbing and Drainage



# Our Capabilities




# Program-Funded Direct Mail Communications


- Focused on educating homeowners
  - Homeowner vs. city responsibility
  - Repair gap in homeowners insurance
  - How and why leaks/breaks occur
  - Potentially high cost of making repairs
  - Challenge of finding a quality contractor in a hurry
  - Peace of mind for a low price
- Building on the **trust with brand**, localization
- Comprehensive presentation of features and benefits
- Creating a call to action
- Easy response options
  - Consumer choice for mail, phone or web
  - Vanity URLs and 800#s enable appropriate customization





# Direct Mail Sample



<<SAMPLE A. SAMPLE>>  
 <<MAIL\_ADDRESS1\_XXXXXXX>>  
 <<MAIL\_ADDRESS2\_XXXXXXX>>  
 <<MAIL\_CITY, ST ZIP>>  


Reference Number:  
<<Mailcode-xxxx>>

Information Regarding Your Exterior Electrical System

This letter contains important information regarding the exterior electrical system at <<Serv\_Address1\_XXXXXXX>>. Components of the exterior electrical system on your property, including the weatherhead, insulator, riser, meter base and service entrance conductor, are your responsibility. A breakdown to any of these components could cost hundreds of dollars in unplanned repair costs. Repairs due to normal wear and tear to your exterior electrical system are not typically covered by basic homeowners insurance.

Because you are responsible for the full cost of repairing some of the exterior electrical system components, <<Partner\_Name>> has selected HomeServe, a leading provider of emergency home repair programs nationwide, to offer eligible customers <<Product\_Name>>.

With this optional coverage, you will be protected against the cost and inconvenience of exterior electrical system breakdowns, including:

- Up to \$X,XXX annually (30-day wait period includes a money-back guarantee) for covered repairs
- <<Multiple service calls up to your benefit amount>> / <<X service calls per year (up to \$X,XXX per call)>>
- 24-hour repair hotline
- Priority repair status
- Repairs performed by local, licensed and insured contractors
- One-year guarantee on all covered repairs

Take action to protect your exterior electrical system for just \$X.XX per month. Complete and return the enclosed form or call 1-XXX-XXX-XXXX. Please respond by <<Month X, XXXX>> to accept your coverage benefits.

For fastest processing visit <<www.website.com\_XXXXXXXXXXXXXXXXXX>>.

For fastest processing, go to <<www.website.com\_XXXXXXXXXXXXXXXXXX>>, or complete and return the enclosed form with your payment.

HomeServe USA Repair Management Corp. ("HomeServe"), with corporate offices located at 601 Merritt 7, 6th Floor, Norwalk, CT 06851, is an independent company separate from <<Partner\_Name>> and offers this optional service plan as an authorized representative of the contract issuer, AMT Warranty Corp., 59 Malden Lane, 43rd Floor, New York, NY 10038. Your choice of whether to participate in this service plan will not affect the price, availability or terms of service from <<Partner\_Name>>.

For fastest processing, visit <<www.website.com\_XXXXXXXXXXXXXXXXXX>>.

Acceptance Form <<Mailcode-xxxx>>

Please follow the instructions below to make your election:

1. Complete Homeowner Information sect
2. Confirm acceptance by signing form where indicat
3. Return this entire form along with your payment in the postage-paid envelope

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**Homeowner Information**

Please correct name and address information below, if necessary, before submitting.

<<Mr. Sample A Sample, Serv\_Address1\_XXXXXX, Serv\_Address2\_XXXXXX, Serv\_City, ST ZIP>>

By providing my e-mail address, I request that I be notified when my current and future service agreements and any related documents are available at www.MyHomeServeUSA.com, and I acknowledge that I can receive paper copies online or by calling HomeServe.

E-mail Address:

Phone #:

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**E-Z PAY** (see back of letter)

I have enclosed a check for my first payment of:

\$X.XX per month

\$XX.XX per quarter

\$XXX.XX per year

PLEASE MAKE PAYABLE TO HOMESERVE


I authorize HomeServe to charge my account for <<Product Name>> and my financial institution to debit these payments<<, plus any applicable sales tax from the account provided. I understand that, regardless of the payment frequency I select, my optional coverage is based on an annual contract and will be automatically renewed annually on the same payment terms I selected at the then-current renewal price. I have the option to cancel this contract at any time without additional cost to me by calling 1-XXX-XXX-XXXX. I confirm that I am the homeowner and have read the information in this package, understand there are limitations and exclusions, and meet the eligibility requirements for this coverage.>>

<<Prices include applicable state tax. Additional local tax may apply.>>

Please respond within  **30 Days**

Signature (required)

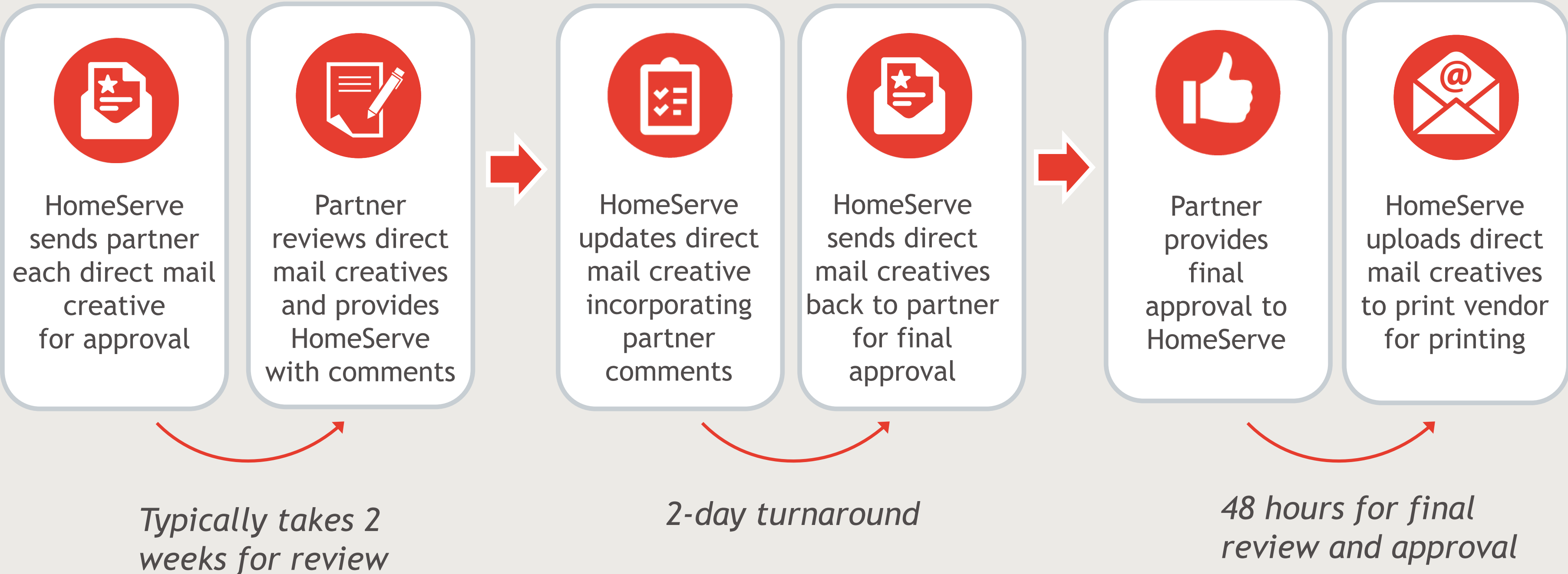
<<Matchback ID>>  <<Mailcode>>



TO BE OPENED BY ADDRESSEE

PSRST STD  
U.S. POSTAGE  
PAID  
MAILED FROM  
ZIP CODE XXXXX  
PERMIT NO. XXX

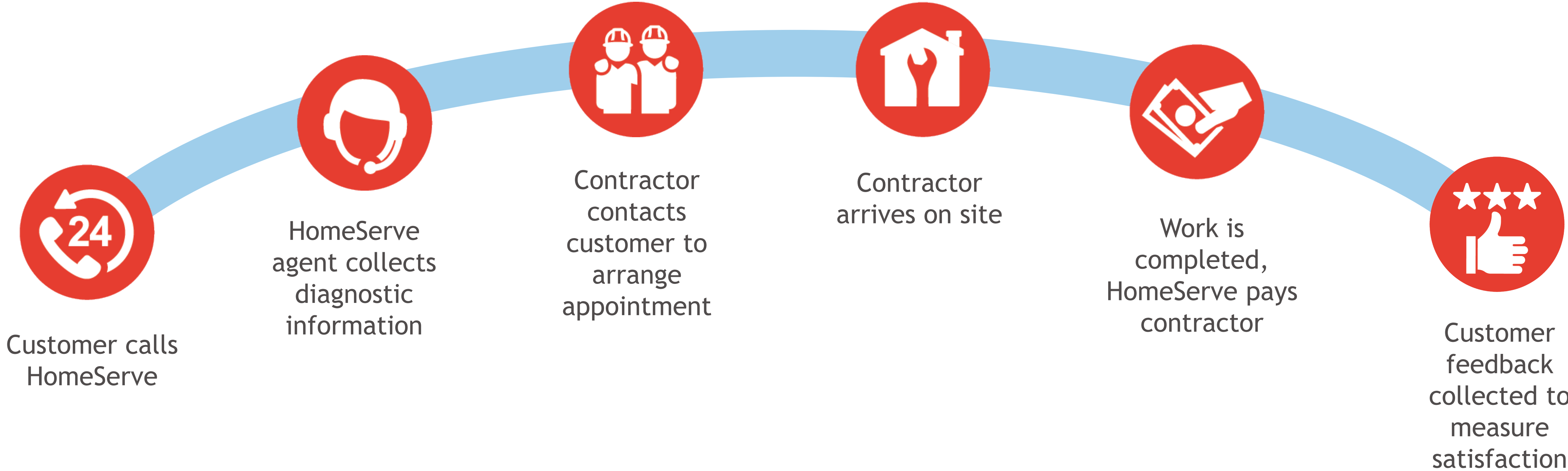
# Partner Approval Process for Marketing Materials



**Partner approves all program-related material before City of Fresno residents receive it.**



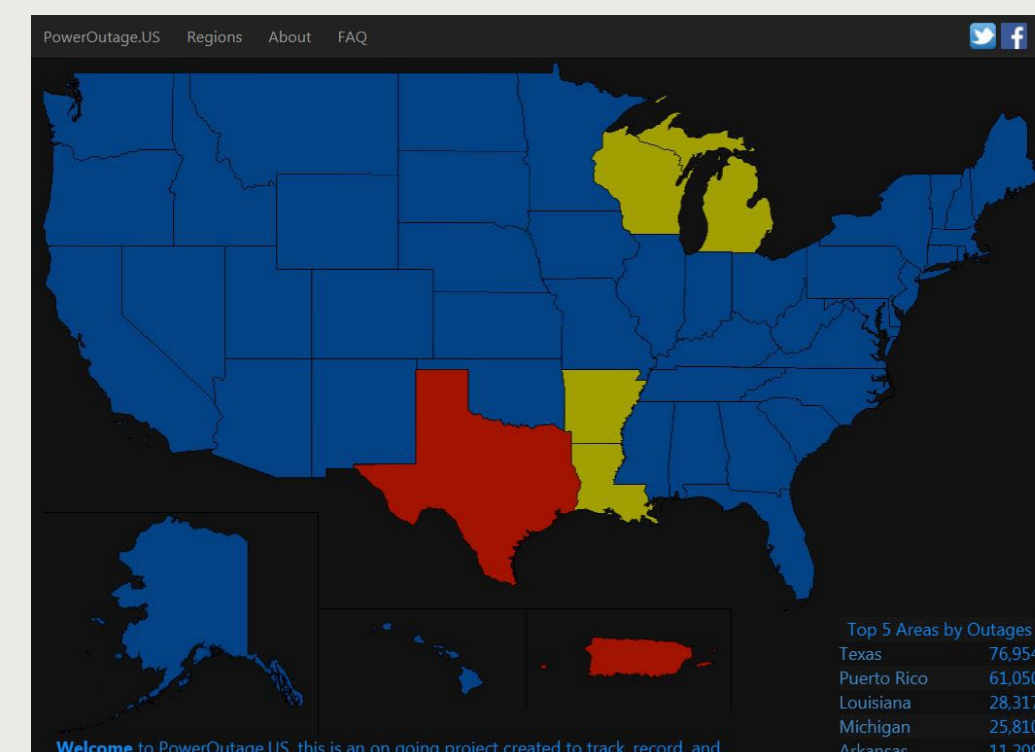
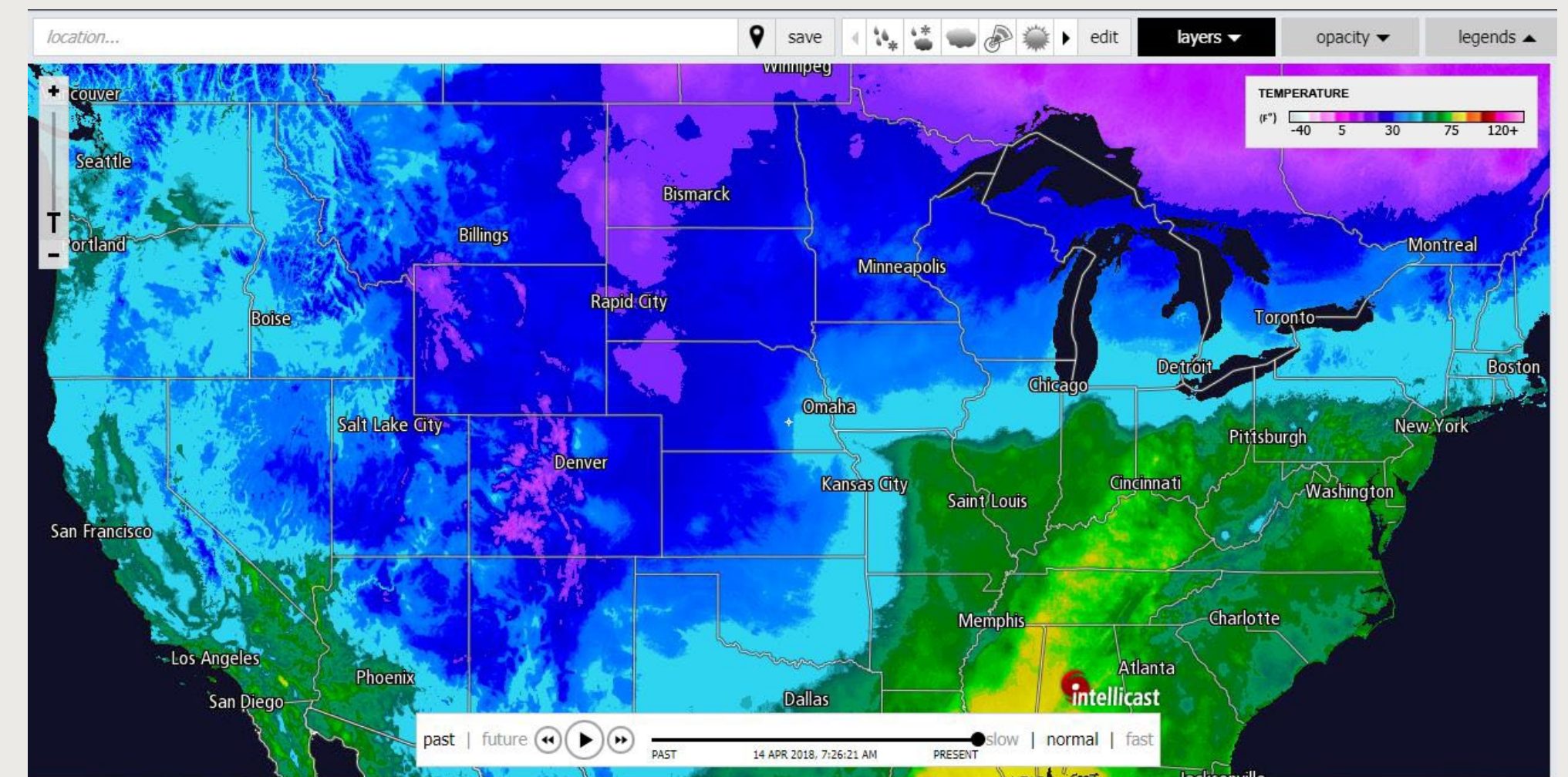
# Simple Claims Process Ensures a Positive Customer Experience in a Time of Stress





# Network Operations Center

- Provides the ability to manage all jobs in real time and take action before escalation is required
- Monitors weather conditions, temperature and power outages across the country to stay ahead of spikes in job volume





# Operations Center Delivers Exceptional Customer Service

- In-house, U.S.-based call center with 640+ agents
- Live repair management agent support 24/7/365
- Call-handling capabilities in 300 languages
- Intensive new-hire and ongoing training programs
- Comprehensive quality assurance includes monthly review of 3 to 4 calls per agent (1,500-2,000 calls)
- Front-line agents achieve one-call resolution on vast majority of customer issues, Customer Advocacy Team ensures timely resolution of rare escalations
- Employee bonuses are tied to customer satisfaction scores



# Local Contractor Selection Process Ensures Only the Highest-Quality Personnel Service our Customers





# Repair Timeframes - We Resolve Problems Quickly

For critical repairs where there is a loss of service:


- Claims calls are flagged in our system for immediate scheduling and same-day service
- Typically end-to-end job completion in one business day
- We have no “parts department” which can slow the completion of a repair or replacement – our contractors are pre-approved to obtain parts and equipment without restrictions
- Mobile cost authorization – allows contractor to quickly and efficiently obtain job approval and to rapidly submit invoice for payment





# Contractor Performance Management

- Scorecard produced monthly and reviewed with the Regional Operations Manager quarterly
- The higher the score, the more jobs the contractor receives
- Items scored are:
  - ✓ Use of the dispatch mobile application
  - ✓ Post-claim satisfaction survey scores
  - ✓ Compliance
  - ✓ Performance metrics
- Ensures continuous communication with our contractors on their performance
- Identifies areas where contractors are performing well and those requiring improvement

 <b>CONTRACTOR SCORECARD</b>				SCORE: <b>93</b> / <b>100</b>	
<b>PERSONAL IDENTIFICATION</b>				<b>POINTS</b>	<b>OUT OF</b>
CONTRACTOR NAME	[REDACTED]				
CODE	DLA001				
SIGNED DATE	2/15/2013				
YEARS OF SERVICE	3.4				
REVIEW DATE	8/12/2016				
PERIOD START	7/1/2015				
PERIOD END	6/30/2016				
PRIMARY TRADE FOR HSUSA	P&D				
PRIMARY PRODUCT SERVICED	6U				
<b>PROGRAM PARTICIPATION</b>				<b>15</b>	<b>15</b>
NCCA PARTICIPANT	Yes				
NCCA LIMIT	\$2,500				
FFR MEMBER	Yes				
DISPATCHME USER	Yes			15	15
RATE CARD	Time & Materials				
OMIV Contractor	No				
<b>SURVEY SCORES</b>				<b>13</b>	<b>15</b>
CUSTOMER SATISFACTION	4.5			13.0	15
% JOBS SURVEYED	11%				
<b>COMPLIANCE SCORES</b>				<b>10</b>	<b>15</b>
COMPLIANCE RISK	Low Risk			10	15
SCREENING STATUS	Expired				
LICENSING STATUS	Licensing on File				
INSURANCE STATUS	Insurance on File				
<b>PERFORMANCE METRICS</b>				<b>55</b>	<b>55</b>
JOBS COMPLETED	2,735	TARGET	VARIANCE		
AVG JOB COST	\$271				
TOTAL COST IMPACT	On Track			40	40
AVG DAYS TO COMPLETE JOB	3.0			5	5
REFUSED DEPLOYMENTS	33				
REFUSAL RATE	1.1%			5	5
TOP REFUSAL REASON	Appt. Availability				
REATTEND RATE	4.6%			5	5
AVG REATTEND COST	\$16				
FOLLOW-ON RATE	4.6%				
AVG FOLLOW-ON COST	\$276				

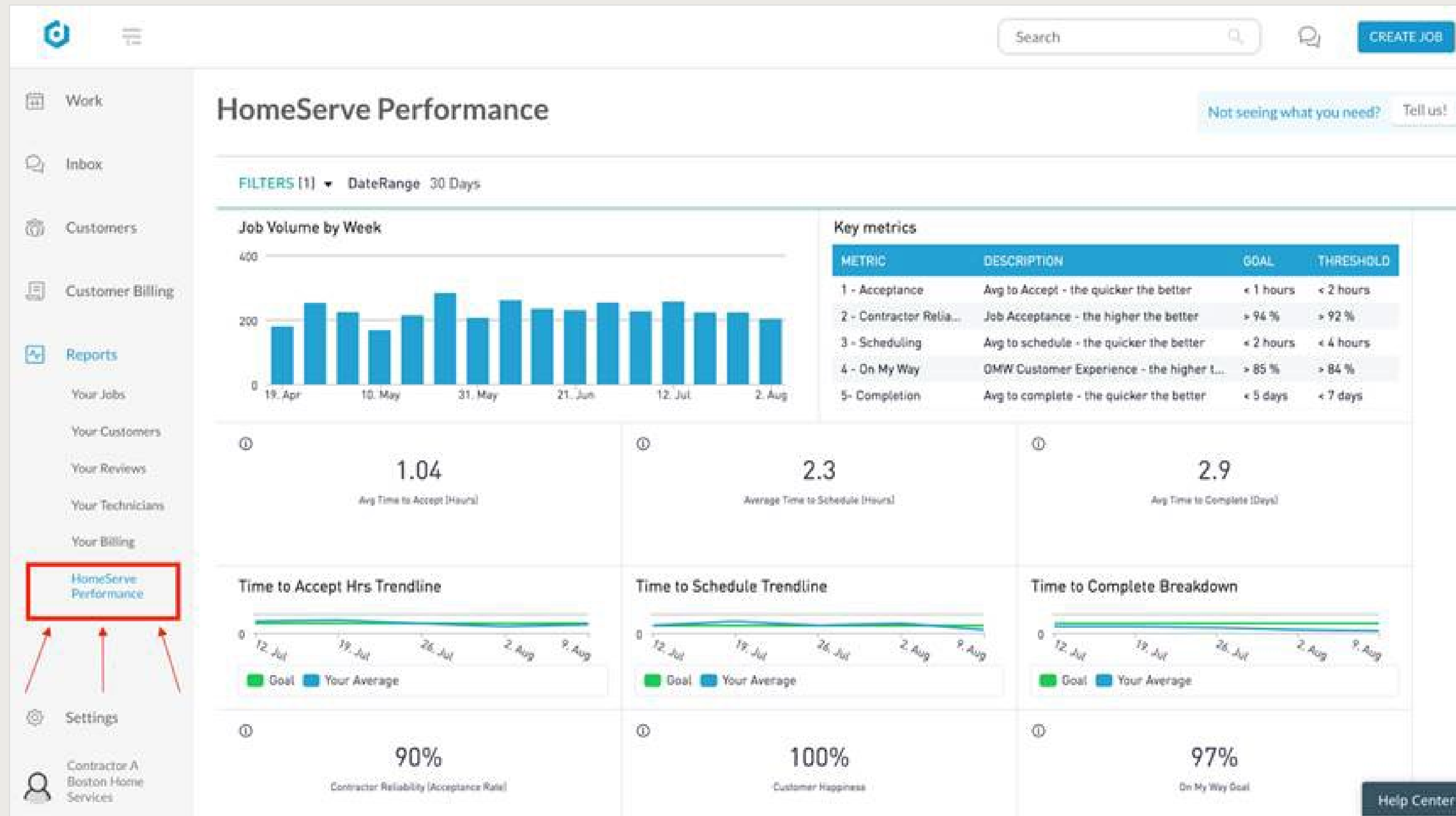
# Bi-Weekly Performance Report (at the Company Level)

Overall Ranking		JOHN'S PLUMBING - Weekly Performance Report					4/1/2019		
<b>1</b>							vs 3/25/2019		
Technology Utilization			Job % Been Accepted	Job % Been Scheduled	Job % Been On My Way	Job % Completed	Job % Timely Field Updates	Rejection %	
Current Ranking	1	↑	% Serviced	99%	97%	99%	94%	98%	0%
Previous Ranking	2								
Key Performance Metrics			Avg Time to Accept (hours)	Avg Time to Schedule (hours)	Avg Entry to Appointment (days)	Avg Entry to Complete (days)	% On Time		
Current Ranking	2	↓	KPI Metrics	0.5	0.8	0.6	0.8	97%	
Previous Ranking	1								
Customer Satisfaction			DispatchMe Survey (1-5)	DispatchMe Dissat %	Rant & Rave Survey (1-9)	Rant & Rave Dissat %	Overall Avg Survey (1-10)	Overall Dissat %	
Current Ranking	1	↑	Score/Dissat %	4.9	0%	9.0	0%	9.9	0.0%
Previous Ranking	2								

- Provides feedback on
  - How technology is being used
  - Performance metrics
  - Customer satisfaction
- Each metric is color coded based on adherence to service level targets
- Contractor receives their ranking in each category and an overall ranking for the network
- Since launching, our survey scores have increased to a 4.78

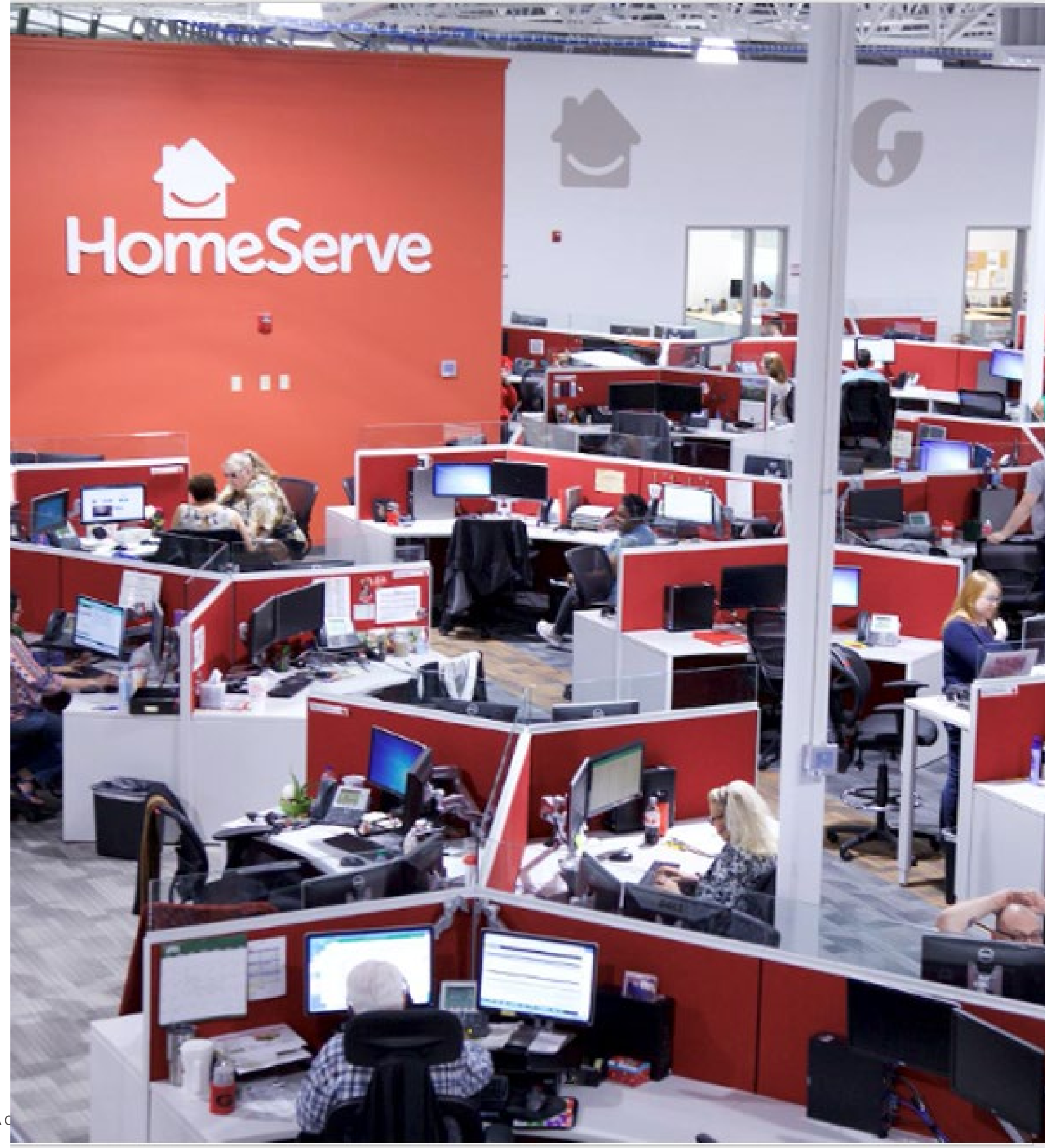
# Real-Time Contractor Dashboard (at technician level)

Provides high level view of jobs received, KPI goals and the performance against each goal





# On-Boarding



# Your Team



## **Michael Backus**

*Chief Sales Officer*

Michael.Backus@homeserveusa.com

203.840.8276

Michael Backus serves as Chief Sales Officer, leading all business development efforts in the water and energy utility sectors, and has oversight of the Canadian business, Real Estate, Product Development and Public Relations. He has been with HomeServe since April 2007. Prior to HomeServe, Mike has held management roles in leading call center, account management, and sales teams in a variety of industries for companies such as MBNA, TeleTech, and HSBC. Mike has a Bachelor's of Arts degree in Economics from Rutgers University.



## **Shirley Epstein**

*Senior Director, Account Management*

Shirley.Epstein@homeserveusa.com

203.840.8355

Shirley Epstein is Senior Director, Account Management for HomeServe water utility partners. Shirley serves as the day-to-day management lead of accounts at HomeServe. She has over 12 years of experience working with partners in the rewards program, food retail and consumer packaged goods sectors. Shirley joined HomeServe in March 2016. Her most recent role in own-brand consumer goods includes managing international and domestic clients such as Ahold USA and Sears/KMart. Shirley received a B.S. in Business Management from Boston College.



## **Michael Twardowski**

*Vice President, Account Management*

Michael.Twardowski@homeserveusa.com

203.351.4903

Michael Twardowski is Vice President of Account Management for our water utility partners. Michael is responsible for the overall partner relationship. He has over 16 years of account management experience working with partners in the utility, banking, airline and online retail spaces. Michael joined HomeServe in January 2011 following his time at Synapse Group, Inc. (a Time Inc. subsidiary), Webloyalty.com and Converge Direct, where he worked on the DirectTV account. Michael received a B.S. in Business Management from Fairfield University.



## **John Kalinowski**

*Senior Manager, Account Manager*

John.Kalinowski@homeserveusa.com

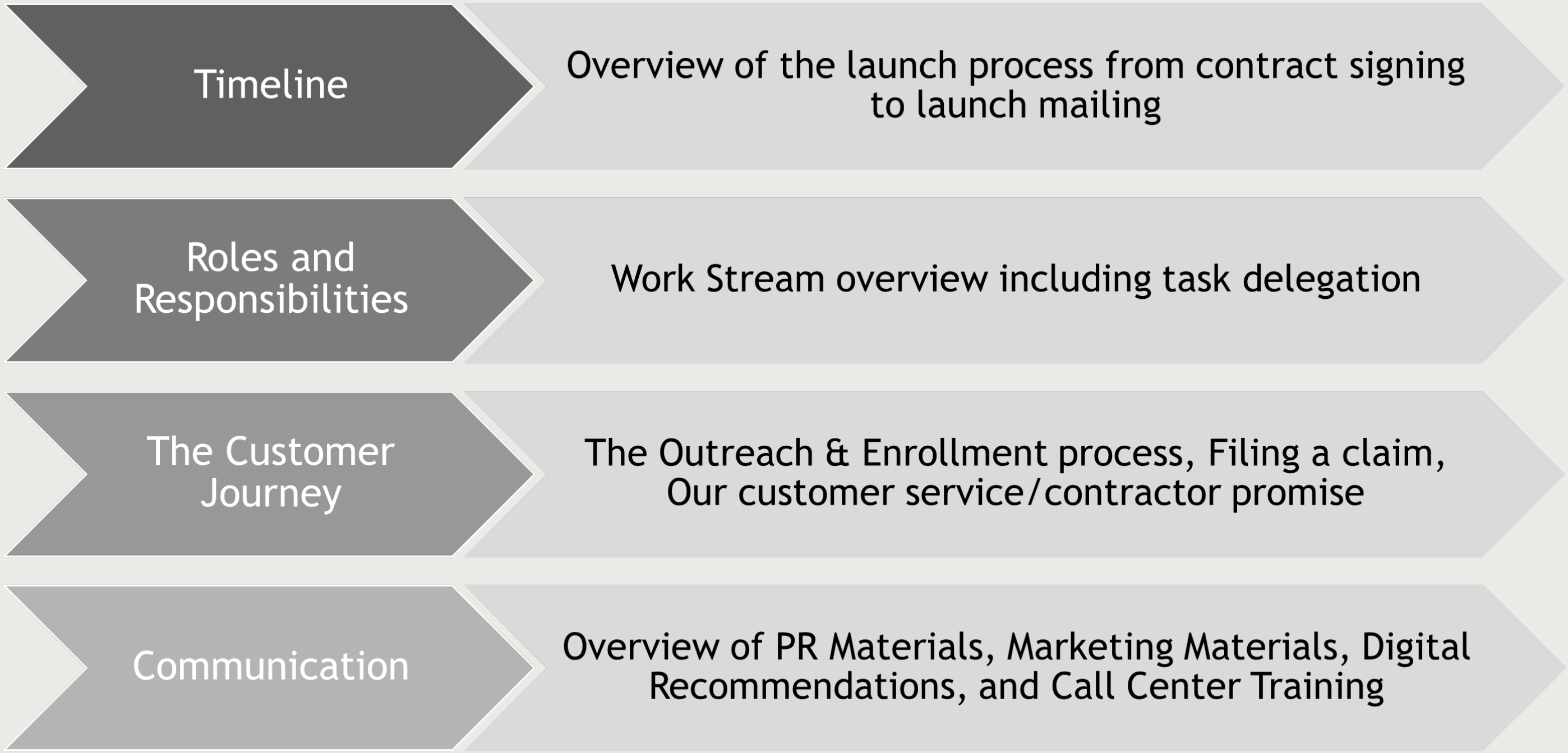
203.840.8206

John Kalinowski is a Senior Account Manager serving as the day-to-day contact for our water utility partners. John is responsible for the day-to-day management of partner needs, while functioning as their advocate within the organization. John joined HomeServe in 2018 and has over 10 years of experience establishing and growing relationships for affinity marketing partners including Bank of America, HSBC, American Express and PNC Bank. John received a Bachelor of Arts degree in Business Marketing from the University of Connecticut.

# Ensuring a Successful Launch

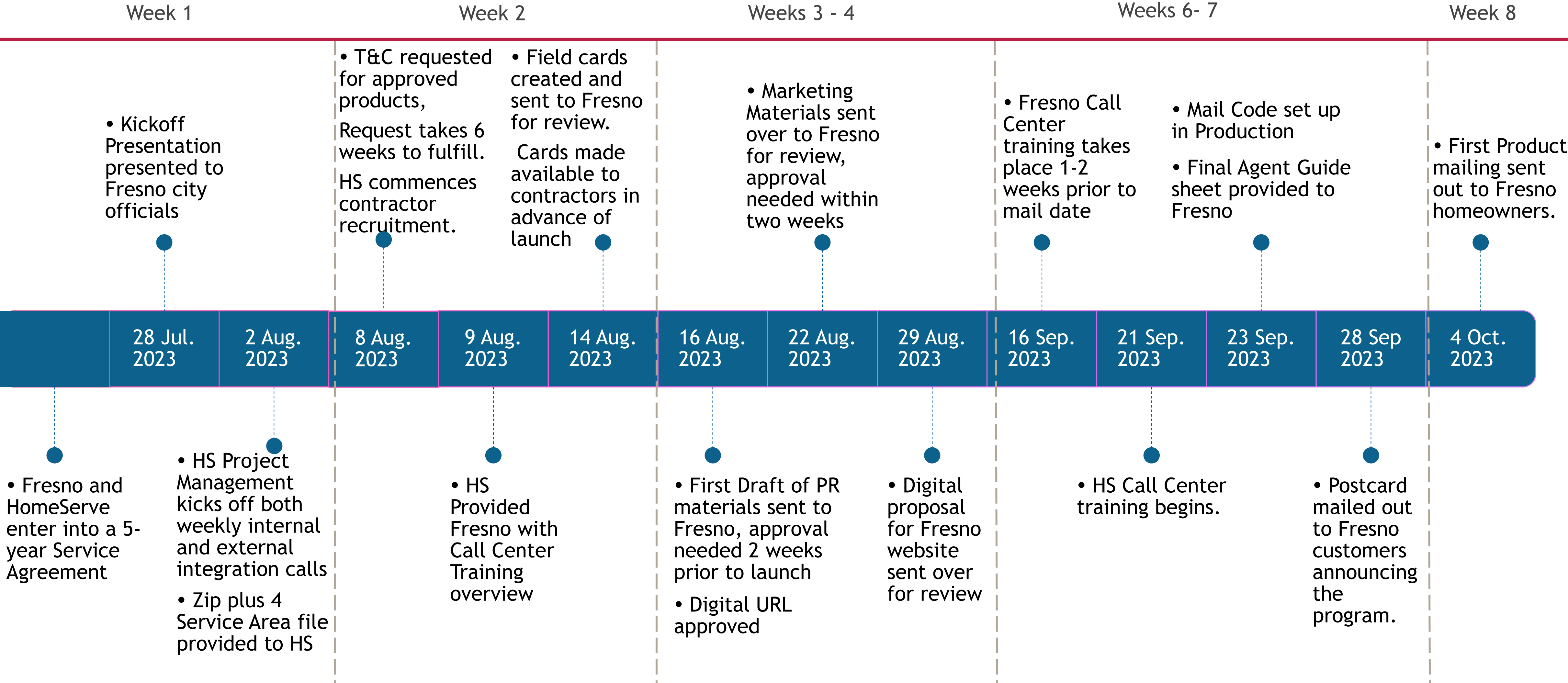
Many homeowners are unaware that they are responsible for the water and sewer service lines on their property. So, when an emergency arises, they don't know what to do. Our program will educate City of Fresno homeowners about home maintenance, repair costs and responsibility.

The following will explain the processes that go into launching and managing a successful Service Line Warranty program for the City of Fresno and your residents.





# Roles and Responsibilities—Timeline Benchmarks



# Typical Launch Timeline

SLWA's Service Line Warranty Program with the City of Fresno should take 8 weeks from contract execution to effectively launch. Every step is carefully planned so that the process stays on schedule.

## Weeks 1-4

- The City of Fresno provides zip-plus-four service area list, as well as logo for marketing materials.
- The City of Fresno confirms data/zip codes.
- SLWA reviews the City of Fresno marketing materials and banner design/logo. The City of Fresno follows up with any questions.
- The City of Fresno provides final approval of letters and banner design/logo details.

## Weeks 5-6

- SLWA submits external PR toolkits and additional training materials.
- SLWA and the City of Fresno coordinate and finalize training schedule for customer service and related staff.

## Weeks 7-8

- SWLA and the City of Fresno finalize PR plans; training for customer service and related staff begins.
- SWLA sends press release and any other PR materials and starts mailing letters to residents.
- The City of Fresno begins promoting program launch on social media and any other agreed-to outlets.



# Roles and Responsibilities—Task Delegation

Integration requires active involvement from both parties to ensure a successful, on-time launch

Work Stream	HomeServe	City of Fresno
Marketing Campaign	<ul style="list-style-type: none"> <li>Creation and Distribution of Member Letter, Outer and Business Reply Envelopes</li> </ul>	<ul style="list-style-type: none"> <li>Provide hi-res logo</li> <li>Review and approval of creative materials</li> </ul>
Member Data	<ul style="list-style-type: none"> <li>Acquire zip+4</li> <li>Data cleansing (if applicable)</li> </ul>	<ul style="list-style-type: none"> <li>Send Zip + 4</li> <li>Complete I-9 (if applicable), and ACH forms</li> </ul>
Contract Recruitment	<ul style="list-style-type: none"> <li>Confirm contractor coverage</li> </ul>	<ul style="list-style-type: none"> <li>Provide contractor recommendations</li> </ul>
Call Handling	<ul style="list-style-type: none"> <li>Creation of scripts for Fresno call center personnel</li> </ul>	<ul style="list-style-type: none"> <li>Participate in training</li> </ul>
Digital	<ul style="list-style-type: none"> <li>Creation of Fresno specific web pages</li> <li>Creation of banners and social media content</li> </ul>	<ul style="list-style-type: none"> <li>Review and approval of digital materials</li> </ul>
Launch Communications	<ul style="list-style-type: none"> <li>Identify communication channels</li> <li>Draft materials(Press Release, Stakeholder Letters, etc.)</li> </ul>	<ul style="list-style-type: none"> <li>Assist in identifying communication channels</li> <li>Approval of launch communication materials</li> </ul>
Project Management	<ul style="list-style-type: none"> <li>Host project meetings and regular conference calls</li> <li>Communicate project updates</li> </ul>	<ul style="list-style-type: none"> <li>Participate in weekly conference calls</li> </ul>

# Reaching City of Fresno Homeowners

Residents receive up to five mailings per year, including the introductory letter and a reminder

To help us generate the letter, we ask the City to:

- 1. Send a logo as a high-resolution (300 dpi) art file in .eps, .png, vector or MS Word format

For example:



- 2. Confirm homeowner responsibility



Water: From the water main to the external wall of the home



Sewer: From the sewer main to the external wall of the home



# Homeowner Offer & Enrollment

## The Offer

Homeowners are introduced to SLWA's water and sewer service line program after having earlier received a letter in the mail that describes the program, how they'll benefit from coverage and how they can enroll.

Homeowners can sign up quickly and easily in three ways:



Phone

Calling a dedicated 800 #  
found on the letter  
24/7/365



Online

For fastest service,  
visit [www.slwofa.com](http://www.slwofa.com)



Mail

Complete enclosed acceptance  
form and return it in the provided  
postage-paid envelope

## Enrollment

Once enrolled, homeowners receive:



A welcome kit detailing  
terms and conditions.



A welcome call from our customer service team to  
answer questions about terms and conditions, how to  
make a claim and other products of interest.

# Customer Service and Contractor Network

Customer satisfaction is at the heart of this program's success. The highest satisfaction requires the best customer service and a skilled, reliable network of contractors. SLWA & HomeServe continue to deliver both.

Our professional and well-trained customer service team is on hand to assist homeowners at every stage of the program.

- Representatives average 5 years on the job, so they fully understand the terms and conditions, appreciate customer needs and handle claims promptly and efficiently.
- Live repair-management support is available 24 hours a day, 7 days a week.

Our contractor recruitment team begins building a contractor network right away to promptly service the claims of City of Fresno's enrolled residents once the program is under way.



We use ZIP code maps to find eligible contractors in the City of Fresno area.



We verify their trade qualifications, licenses and insurance coverage.



We then run background and reference checks and conduct drug testing through a reputable screening service.

*If your office has a list of local registered contractors to recommend, please provide it to our contractor recruitment team.*

# Call Center Training

- HomeServe will develop Call Center training materials to help introduce City of Fresno call center agents to the program and highlight key program details
- Train the Trainer: HS trained Fresno Call Center leader, then these managers/leads train their agents to prepare them for the calls they'll receive after launch

### Call Handling

Customer has a question about the validity of the offer received or about HomeServe



- Reinforce the coverage is legitimate and authorized by OG&E carefully vetted and selected to partner with HomeServe to offer their customers this *optional* coverage for their homes. Suggest the customer consider the offer and read the information carefully, and then advise the customer to call HomeServe.

Customer is calling with questions about Terms & Conditions

- Advise the customer to call HomeServe (833) 908-2412

Customer is calling to sign up for a plan

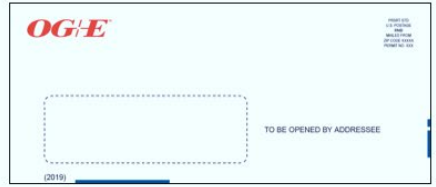

- Communicate to the customer that you cannot sign them up and advise the customer to call HomeServe (833) 908-2412

### How It Works - Customer Awareness

Examples of Mailed Material

- Customers will receive communication from OG&E and HomeServe about the partnership and why they are partnering together followed by an offer in the mail or email which OG&E company has approved.
- Customers can sign up by phone, mailing in an acceptance form, or online.
- Customer receives Terms and Conditions after they sign up.
- Customer is billed directly by HomeServe based on their frequency.



with HomeServe and customers removed from any future

### Who We Are

HomeServe USA is an independent provider of home repair service plans.

We cover the things your Homeowner's Insurance doesn't.

HomeServe USA has been servicing customers in North America since 2003.

### Customers Are Not Prepared - HomeServe is Here to Help



- 64% of Americans don't have enough cash on hand to handle a \$1,000 emergency expense  
-National Foundation for Credit Counseling
- Each day over 10,000 Americans reach retirement age and transition to fixed income  
-Pew Research Center
- HomeServe partners with many cities and utility companies to protect homeowners across the US from the financial impact, worry and inconvenience of home emergency repairs.





# Call Center Training

HomeServe will create a program guide for Fresno call center agents to use as a resource for them to quickly and easily access information about the program.

HomeServe
Quick Reference Guide
OG&E

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**Who is HomeServe?**  
HomeServe is a premier provider of emergency repair solutions that give homeowners financial relief from the cost of covered repairs to systems both inside and outside their homes. HomeServe has an A+ rating from the Better Business Bureau.

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**Customer Care Guide**  
Direct them to the right place.

**1** For Repairs, Customer Service, Sales, Cancellations, and Non-Escalated Complaints:  
**Customer Service: 1-833-908-2412**

**2** For Escalated Complaints:  
**CustomerAdvocacy@homeserveusa.com**

**Contact Information**

**Option 1: 24 Hour Repair Hotline: 1-833-908-2412**  
Provide this number to customers in need of emergency repair service

**Option 2: Customer Service: 1-833-908-2412**  
Provide this number for assistance with existing coverage and general questions, or to be added to the Do Not Mail list

**Option 3: Sales: 1-833-908-2412**  
Provide this number for the purchase of a coverage plan

**Option 4: Cancel: 1-833-908-2412**  
Provide this number if the customer would like to cancel their plan

**Customer Complaints:**

- Non-escalated complaints 1-833-908-2412
- For escalated complaints: Email and include the complaint details and advise customers that they will be contacted within 48 hours for follow up. A confirmation of receipt and a response with outcome will be sent by the Customer Advocacy Team - CustomerAdvocacy@homeserveusa.com

**URL for Repair Plans: www.RepairPlansOGE.com**

**Frequently Asked Questions**

**Why doesn't OG&E cover my exterior electrical components?**  
OG&E has not changed the electric services provided in Oklahoma and will continue such service only on OG&E equipment. HomeServe offers repair plans to help protect homeowners from the cost of covered repairs that are the responsibility of the homeowner/customer. See utility/customer responsibility diagram on back.

**What is the term of my service agreement?**  
The plan is annual. Unless you cancel, your plan automatically renews annually at the then-current renewal price with your same payment terms.

**What quality of repair can I expect?**  
Local, licensed, and insured contractors perform covered repairs, which are guaranteed against defects in materials and workmanship for one year.

**Is this a legitimate offer?**  
Yes, HomeServe was provided the right to offer its products to OG&E customers.

**Am I obligated to purchase coverage from HomeServe?**  
No. It is strictly an optional, voluntary plan. Your choice of whether to participate in this service plan will not affect the price, availability, or terms of service from OG&E. You can choose to stop receiving HomeServe mailings by calling 1-833-908-2412 Option 2

**What is included in this coverage?**  
Plans cover damage caused by normal wear and not accident or negligence. You can find coverage details on the marketing materials that were sent in the mail or go to [www.RepairPlansOGE.com](http://www.RepairPlansOGE.com). If you have additional questions you may contact HomeServe at 1-833-908-2412 Option 3

**What is HomeServe's cancellation policy?**  
If you wish to cancel you may contact HomeServe any time. If you decide to cancel within the first 30 days of coverage you will receive a full refund; cancellations after the first 30 days will result in a prorated refund of any claims paid. 1-833-908-2412 Option 4

HomeServe
For more information on the plans, go to [www.RepairPlansOGE.com](http://www.RepairPlansOGE.com) or call 1-833-908-2412

Utility & Customer Responsibility
HomeServe

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**OG&E Owned and Maintained**

**A Service Drop** — This wire generally runs from the utility pole to the top of a house. It's OG&E's job to maintain and repair it when necessary. Note: we do not trim trees along a service drop, but will shut off power at your request so that you can have it done safely.

**B Electric Meter** — It is our responsibility to keep the meter in good working condition. However, we are not responsible for the box, or meter pan, that holds the meter (see below).


**Customer Owned and Maintained**

**C Point of Attachment/Weatherhead** — This is where the service drop connects to the service entrance cable, and includes the weatherhead and an eyebolt.

**D Service Entrance Cable** — Our service drop connects to the home's service entrance cable at the top of the house, which runs down to the meter box. The entrance cable is considered part of the home's wiring. If the entrance cable is damaged, it's the homeowner's responsibility to have it repaired by a licensed electrician and it must be repaired before OG&E can safely restore service.

**E Meter Box** — The metal box (known as a meter pan) that holds the meter and all the connections within and below it are the responsibility of the homeowner. A licensed electrician should also make repairs to the meter pan.

**F Main Service Panel** — The homeowner is responsible for the service panel box, the circuit breakers or fuses and all of the home's wiring.



**Available Products & Services offered by HomeServe** | For more information, customers should VISIT [www.RepairPlansOGE.com](http://www.RepairPlansOGE.com) and LOOK FOR "Repair Plans"

Interior Electrical Coverage | Exterior Electrical Coverage | Electrical Surge Protection

# Claims Handling & Repairs

The claims handling and repairs process includes:

- Training for claims agents
- Contractor deployment
- Repairs
- Customer satisfaction survey

Once launched, the process is streamlined for a quick resolution and a homeowner-friendly result.



The homeowner calls with a claim. The customer service representative verifies homeowner eligibility.



Eligible claim is accepted. Contractor is assigned.



Upon completion, the contractor processes the claim directly with SLWA. The homeowner is asked to complete a post-repair satisfaction survey.



# Pre-Launch Communications

One of the most important steps to the program's success is getting the word out. SLWA offers a comprehensive PR toolkit and plan to inform municipal and local authorities, community leaders and residents.

## Print Ads

Our PR team can work with yours to place Print Ads in local publications as available.

## Social Media Content Calendar

Our marketing team can provide a Social Media Content Calendar that will outline a posting cadence for 4-6 weeks leading up to the launch, while also including post launch content as well.

## City of Fresno Website Copy/Imagery

Our marketing team can work with you to determine any specific asset dimension needs or provide addition information to post on your website.

**Rialto and SLWA Social Media Plan**

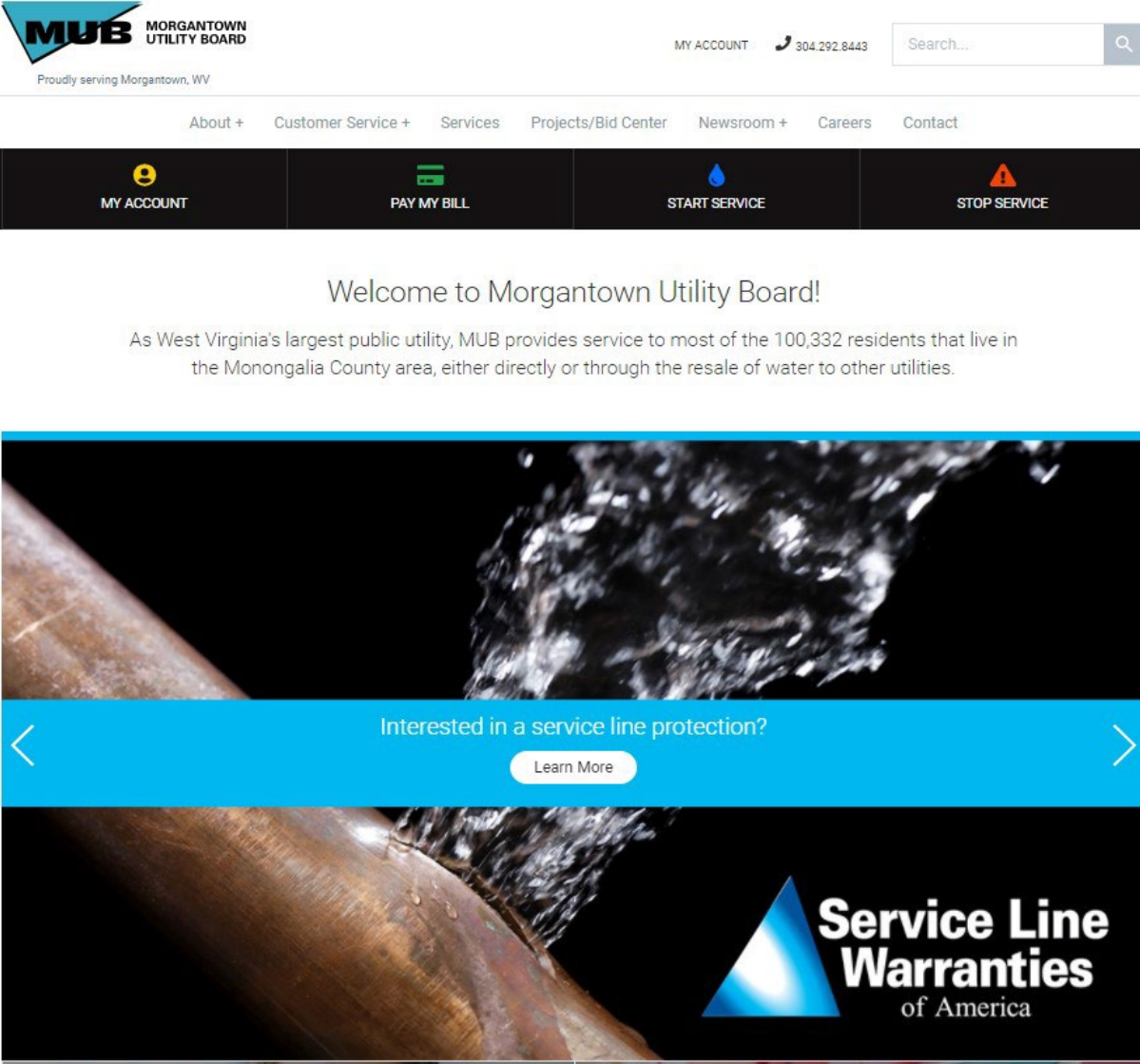
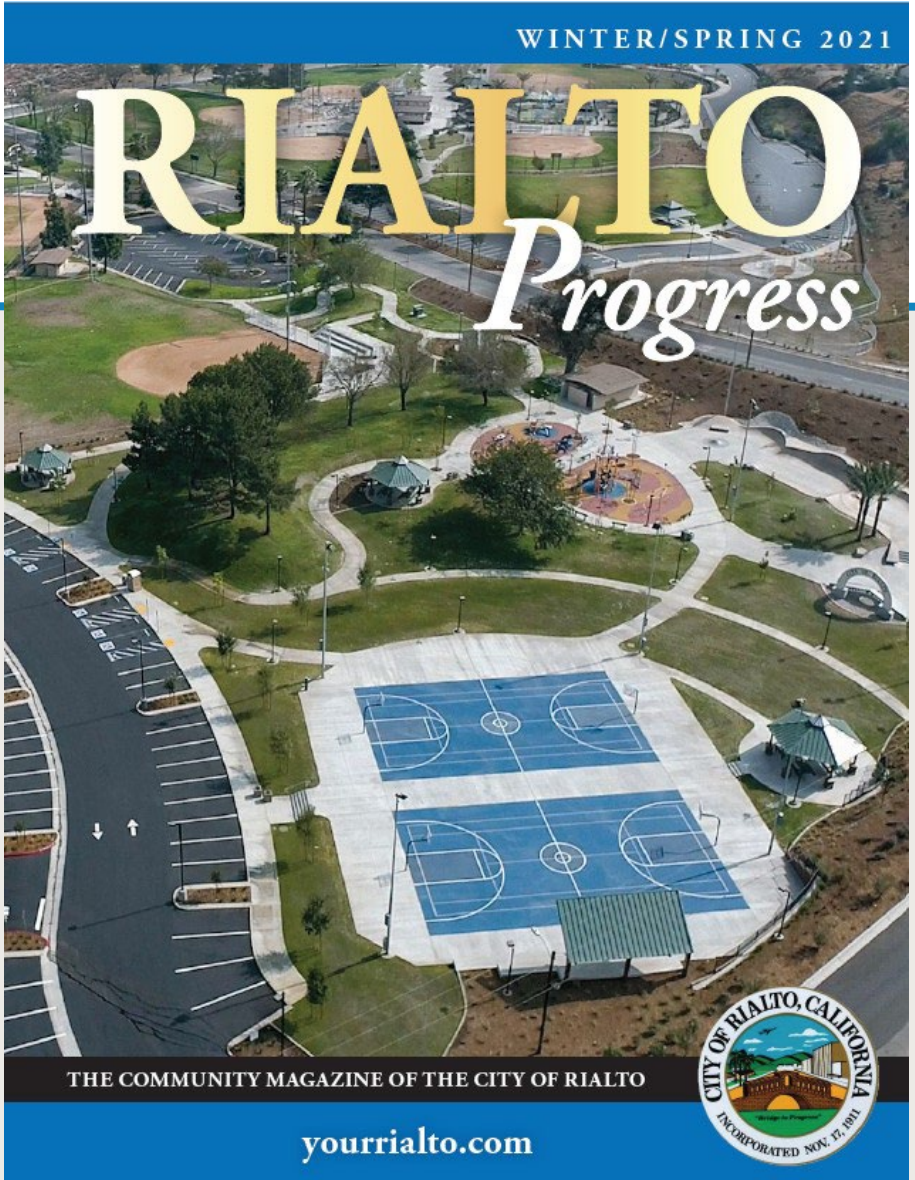
We are dedicated to spreading awareness of the SLWA Program to Rialto homeowners. To accomplish this goal, we have created the proposed content calendar below.

**Proposed Content & Cadence Leading to Launch**

SLWA Partnership → Supplemental Content Curated by SLWA → Social Posts on Products to be made available → Social Posts on Campaign Letters to Rialto Homeowners → Social Posts on how to enroll & file a claim → Continued Education!

Content	Description
<input type="checkbox"/> Post #1 - Video (4 Weeks from Campaign)	NLC SLWP Video - How the Program Works - Video posted to Rialto social media accounts. Copy about the program and partnership. <a href="#">Video Link</a>
<input type="checkbox"/> PR Initiative #1 (3 Weeks from Campaign)	Press release from City of Rialto highlighting program success to homeowners through claims metrics.
<input type="checkbox"/> Post #2 - Blog Post (3 Weeks from Campaign)	Older Homes Are Prone to Plumbing Problems - Supplemental blog post to educate homeowners on their lateral responsibilities as a homeowner and average lifespans of these lines. <a href="#">Blog Post</a>
<input type="checkbox"/> Post #3 - Blog Post (2 Weeks from Campaign)	Economic Shock is a Hidden Threat to One-Third of America - Supplemental blog post informing homeowners on financial burdens that home emergencies can cause, including statistics on customer desire for education from their utility provider on available programs. <a href="#">Blog Post</a>
<input type="checkbox"/> Post #4 - Products (1 Week from Campaign)	Social post on Rialto accounts on SLWA products. Image with link embedded to SLWA landing page on City website for more information on partnership & program.
<input type="checkbox"/> Campaign Week (initial letter)	Social post on Rialto accounts with image of letters Rialto homeowners will receive so, when received by homeowners it is top of mind and familiar.
<input type="checkbox"/> Post #5 - Products (week between letters)	Social post on Rialto accounts with link to Press Release highlighting program success in Rialto
<input type="checkbox"/> Campaign Week (reminder letter)	Social post on Rialto accounts with image of letters Rialto homeowners will receive so, when received by homeowners it is top of mind and familiar.
<input type="checkbox"/> Post Campaign Continued outreach	Following the launch, post on "how to file a claim". On a less frequent cadence, posts including supplemental SLWA blog posts, claims paid by program in Rialto, goodwill jobs.

Social Media Website Public Relations





# Training & Internal Communications

## Letter to Leaders & FAQ:

SLWA will provide a letter that announces the program to key figures, including local government officials, council members and other high-profile community leaders, for your office to distribute at your discretion. An FAQ and a Program Overview are also included for deeper understanding.

## Press Release

SLWA will develop a press release that details the problems residents may face with home water & sewer lines, how the program can help ease these unexpected burdens and any additional information. Once approved by your office, SWLA will distribute it to local news media, the state newswire and post it to websites and social media outlets at your discretion.

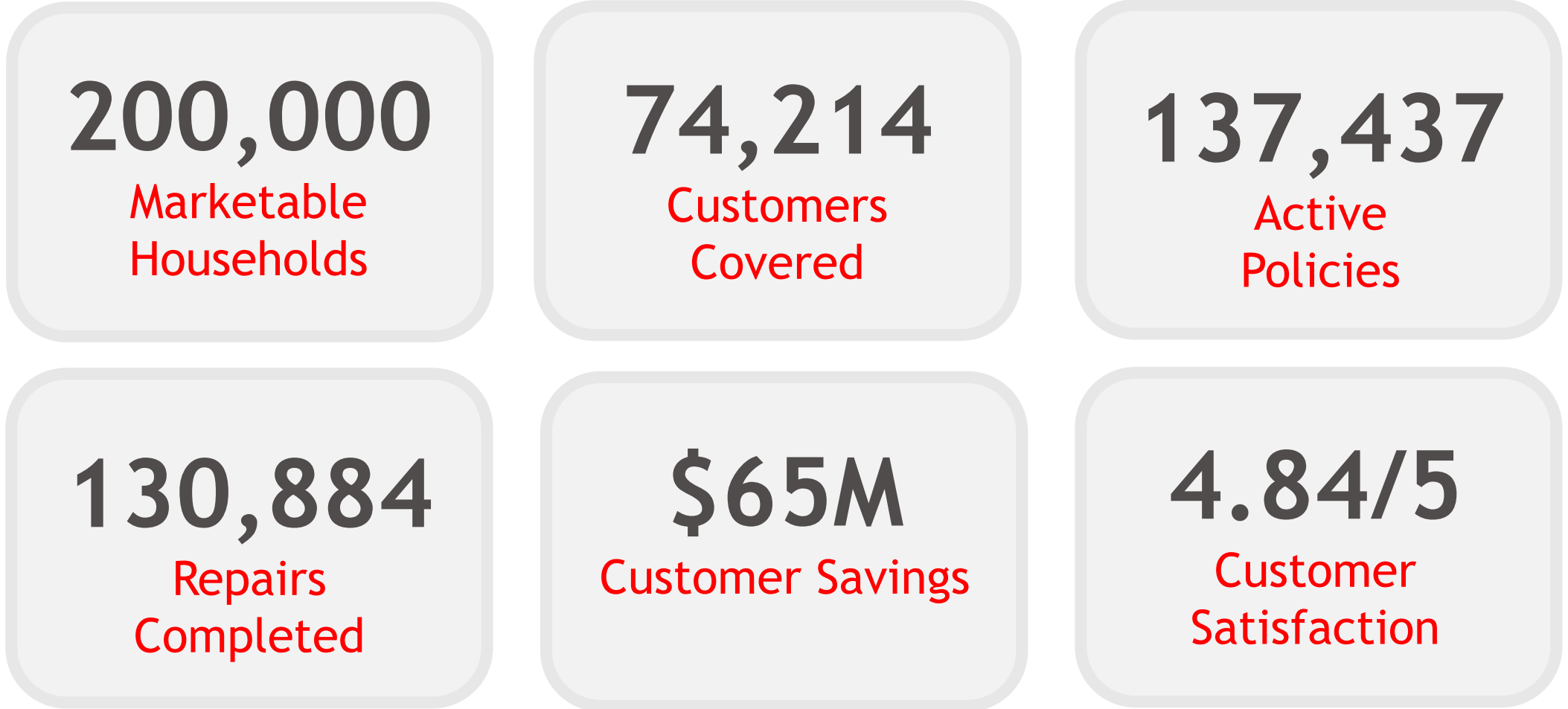
## Employee Newsletter

SLWA will create a newsletter or email that your office can send to the City of Fresno employees. It will cover program details and benefits and give staff the background they need to answer questions from friends, neighbors and residents.

## Employee Preparation

SLWA will conduct training calls with the City of Fresno municipal staff prior to the launch to educate and prepare them.

# Case Study

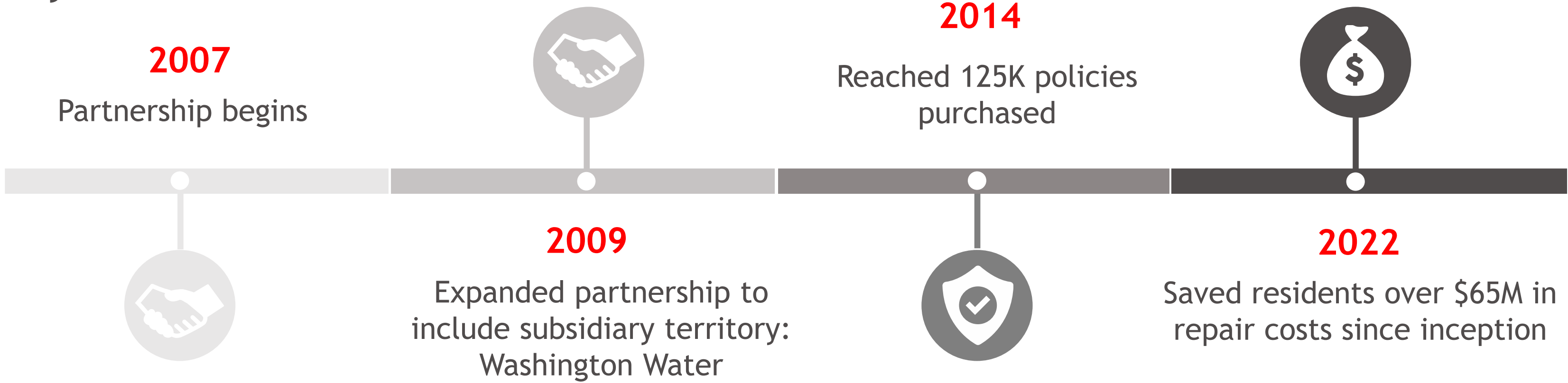


**Customer testimonial internal plumbing repair**

“Superb timing, unbelievable - he was here in a flash. Communicated to me what he was going to do and solved the problem. He was very friendly and professional.”

- Plans offered**
- Water Service Line
  - Sewer/Septic Line
  - Interior Plumbing & Drainage (IPD)
  - Interior Electric
  - Water Heater
  - HVAC
  - Cooling

## Key Milestones



# Partner Testimonials - California



California Water Video Testimonial

Michael Luu, VP of Customer Service



*Our partnership with HomeServe has been highly beneficial to our customers as well as to San Jose Water Company. Their collaborative approach allowed us to quickly and efficiently launch the partnership after the contract was executed. This included developing educational materials that reflect our brand and values and providing training for our customer service staff. HomeServe continues to be great to work with and remains highly attentive to our needs. Their unmatched commitment to customer service and satisfaction has resulted in extremely positive feedback from customers who have received service. Additionally, our customers appreciate that San Jose Water Company is informing them about these protection plans.*

**John Tang**

VP of Government Relations and Corporate Communication



# Next Steps for the City of Fresno

After service agreement is executed



Email the high-resolution logo artwork to SLWA



Upload the city service-area zip list to ShareFile



Provide a local registered contractor list




Fill out and return the I-9 form (if applicable)




Sign up for direct deposit payment

# Proposal and Q&A's


Please see separate documents



by




## Proposal for The City of Fresno, Ca




**What We Do**

Today, HomeServe is working with over 1,200 municipalities, utility companies, and water districts to help educate homeowners and raise awareness about the potential for repair emergencies, and to offer affordable repair plans for a range of home service lines and systems. HomeServe programs complement important city and utility initiatives, including safety, resiliency and energy efficiency, while providing an unsurpassed customer experience.


**Proposed Protection Plans**



Exterior Water Line Protection



Exterior Sewer Line Protection



Interior Plumbing Protection\*\*

\*\*Offered as an ancillary, "cross-sell" product

**Benefits to The City of Fresno**

**Customer Engagement**

- Increase the City's engagement with their customers by helping educate and raise awareness of service line repairs, and to offer a low-cost solution.

**Optional Program**

- Homeowners are under no obligation to participate. Enrollment is strictly optional, and Fresno residents can choose the plans that make sense for them.

**Revenue Share**

- No cost to the City
- Ongoing incremental revenue stream
- Pro-bono repairs are available to the City on a case-by-case basis.

**Benefits to Fresno Residents**

**Convenience**

- 24/7/365 claims hotline, including holidays
- No need to search for a qualified contractor in an emergency





**Exceptional Service**

- Fully vetted, licensed and insured local contractors
- Covered repairs guaranteed for one year
- White-glove customer care from initial call through job completion


**Financial Protection**

- Affordably priced coverage with no trip fees
- 30-day money back guarantee with ability to cancel at any time
- Average of \$600 customer repair savings per claim


**HomeServe Experience in California:**

	32	utility and municipal partners
	460K	customers with \$30K protection plans
	150	network contractor firms
	100K	jobs in the last three years, saving California homeowners over \$60 million

★★★★★ **4.8 out of 5 star** customer satisfaction rating





\*Customers surveyed after receiving service between 7/1/2022-12/31/2022



## Information for Prospective Partners


*This document provides answers to many of the questions we receive from utilities and municipalities when considering a HomeServe partnership.*






**Partnering with HomeServe**

Benefits and process of partnering




**Contractor Network**

Approach for developing contractors and ensuring outstanding quality



**Customer Experience**

Culture of exceptional service delivery



**Communications**

Community outreach and customer education

Thanks for your attention!  
We are looking forward to  
working with you!

