



Sample Messages-On-Hold Scripts For Energy/Utility Companies

INTRODUCTION

Messages-On-Hold™ is an effective vehicle for promoting new services and provide information that educates and guides customers. This document provides examples of typical Messages-On-Hold™ scripts for Energy/Utility companies.

These examples are intended to provide a starting point for thinking about your own messaging. We are happy to provide additional examples and work with you to tailor your messages to your organization's unique services.

EXAMPLE #1: A TYPICAL MESSAGES-ON-HOLD SCRIPT FOR A GAS UTILITIES COMPANY

Opening Greeting

Thank you for calling XYZ Natural Gas. We look forward to serving you in just a few moments. XYZ Natural Gas serves nearly half a million customers in Monmouth, Ocean, and parts of Middlesex and Morris counties. We're committed to providing you with safe, reliable and competitively priced natural gas service – every day.

Safety

XYZ Natural Gas is committed to your safety. Remember, if you smell a rotten egg odor, you may have a natural gas leak. That rotten egg smell is the distinctive scent added to natural gas so you can detect even trace amounts of escaping natural gas.

If you smell this odor, evacuate everyone from the building immediately and call 800-555-5325 from an outside location and let us know where you are. Be sure not to use matches, lighters, electrical switches, flashlights, doorbells, garage door openers, appliances, or any type of phone, including a cellular or cordless one, inside the building as they could create a spark. Leave your phone as it is and do not put the hand set back on the cradle. We will send a representative at no charge to investigate the natural gas odor. Do not re-enter the building until we have declared it safe to do so.

Dig Safe

An important reminder from XYZ: state law requires that you call 811 OR 800-452-1235 at least three business days before digging around homes, properties or businesses, for a free mark out of public underground utility lines. Once a call is made, the law allows a three-business day waiting period for a mark out to be completed before digging can begin.

Every digging job requires a call to 811 – even small projects like planting trees and shrubs or installing a mailbox. Careless digging can cause injury, disruption of vital services and property damage. And, you could be responsible for the fines and repair costs. Know what's below. Call 811 before you dig. It's free and it's the law! Thank you for holding. One of our representatives will be with you shortly.

Notice Of New "Voice Activated" Phone Feature

At XYZ, we're listening! With our new voice-activated phone menu the next time you call, simply say the reason you're calling, and we'll get you where you want to go. It's that easy. No more numeric prompts to remember or buttons to push. Pay your bill, get your account balance, sign up for paperless billing – whatever you need – just tell us. We're good listeners.

Payment Apps

We get it. You're busy. That's why we've teamed up with Check, a FREE mobile payment app that can help you stay on top of your XYZ bills – in fact – all of your bills. If you've got a Smartphone, get the app now and get reminders later – when your payments are due. Pay your bills on the spot or schedule a payment for later. No stamps, no phone calls, no hassle. Check is safe, secure, and used by more than 10 million on-the-go users. So get busy – download the FREE app today and save time later.

Bill Bundling/ Budget plans

Bundle up – that's the easiest way to pay your XYZ bills! By combining our most popular billing and payment services you'll never have to worry about missing a payment. With ZipCheck, we'll automatically deduct your payment from a designated bank account each month. No more checks to write and you'll save money on postage. And it's FREE!

Go green with E-Bill, our paperless billing service, which provides bill tracking, reminders and payment history available at your fingertips anytime. And finally, don't forget XYZ's convenient Budget Plan which spreads your estimated annual natural gas costs evenly over 12 months. It's a great way to plan for your energy expenses. Our service representative will be happy to enroll you in any or all of these FREE services. Just mention that you want to make life easier and "bundle up"! You can also sign up quickly online at My Account at xyz dot com.

Energy Audit

Treat your home to an energy audit ... and qualify for valuable rebates and incentives through The SAVEGREEN Project®! It's fast. It's easy. And it all starts with a comprehensive Home Energy Audit that will show you how to make your home more energy-efficient and save you money. The results of your Home Energy Audit will determine your eligibility for a number of SAVEGREEN incentives. The more energy-saving measures you install, the greater the incentives you may be eligible to receive. Visit savegreenproject.com to get all the details or ask our customer service representative how to get started.

Energy Savings And Conservation

Visit the Save Energy & Money section of njng.com for the tools and resources you need to save on your energy bills. It's filled with energy-saving tips as well as information on the latest residential and commercial programs, rebates and special offers. There's even a Kids and Conservation section designed to engage children in energy conservation. Visit Save Energy & Money today at xyz dot com.

Safety Tips

Please remember to exercise care with your natural gas service equipment. Be careful when mowing your lawn or operating other equipment around your meter. Keep the area around the meter free of overgrown brush and other obstructions that could corrode the meter and cause a possible natural gas leak. Never tie anything – including a dog leash, a guy wire or ground wire – to a meter or its piping as this may cause a hazardous condition. Also, do not lean ladders or any metal objects against the meter. Following this advice will give our meter readers and other technicians easy access in case of an emergency. The safety of our meter readers is very important to us, so please take the time to ensure they have a clear path to your meter. If you feel your natural gas meter is in an unsafe location, such as near a driveway or under a deck, let our customer representative know

Payment In Person Options

If you prefer to pay your XYZ Natural Gas bill in person, we've got good news. You can now pay your bill at over 50 authorized payment locations throughout our service territory. To find a location nearest you, visit the Billing and Payment Options section of My Account at xyz dot com. No internet access? Not a problem. Just ask our customer service representative for the location nearest you. Please note: There is a \$1 service fee to pay your bill at one of these authorized payment locations. XYZ Natural Gas does not receive this fee.

Financial Assistance

If you're having trouble paying your heating bills, you may qualify for energy assistance through several programs for income-eligible households, seniors and persons with disabilities. You may also qualify if you're experiencing temporary or unanticipated difficulties, such as unemployment or illness. Upon request, our customer service representative will be happy to send you information about available assistance programs including our Gift of Warmth fund. For more information, visit our Web site, xyz dot com and click on the quicklink entitled Trouble Paying Your Bills.

Philanthropy

Through the generous support of our customers, shareowners and employees, the New Jersey Natural Gas Gift of Warmth fund helped many families stay warm this past winter. The Gift of Warmth fund assists those who need it most, including families affected by unexpected circumstances such as illness or unemployment. Many times families turn to the Gift of Warmth fund when they're not eligible for other programs. On behalf of the families who have benefited from the Gift of Warmth, we thank you for your generosity.

EXAMPLE #2: A TYPICAL MESSAGES-ON-HOLD SCRIPT FOR A Water Utilities Service

Emergency Protection Service

Did you know that you are responsible for the underground water service and sewer lines that go from the pipes in the street to your home? Are you prepared to handle an emergency plumbing repair to those lines? A break in either of these lines could be a homeowner's worst nightmare. Let the Regional Water Authority's PipeSafe Emergency Protection Repair Services help you. These plans take care of the hassle of finding a plumber when something goes wrong. Whether you have a leaking water service line or a blocked sewer line, one call will take care of everything when you subscribe to the service. Please ask our representative for details.

Hours, Contact, Programs and Payment Information

Your call is always appreciated. Our call center hours are Monday through Friday, from 8am to 6pm, or you can visit us Monday through Friday from 8am to 5pm. When we're not here, you can use our selfservice options to find out about your account balance, make credit card payments, receive information about our recreation program, HazWaste Central and much more. You can also visit our website at XYZ water dot com. Emergency assistance is available 24 hours a day, seven days a week, simply by calling 800 555-4020.

Hazardous Waste Recycle

Did you know that one quart of waste oil has the potential to contaminate 250,000 gallons of water? Dispose of household hazardous wastes responsibly by bringing them to HazWaste Central The drop off facility is open from 9am to noon every Saturday from mid-May until the end of October, except for

holiday weekends. To find out if your town participates in the program, what you can bring to HazWaste Central, and the specific start and stop dates, ask our representative or call 800 555-2712, that's 800-555-2712.

E-Billing

Save time and money by signing up for e-billing today! Visit our website at XYZ water dot com and click on E-billing on our home page under self-service options. It's a convenient way to keep track of your bills, and there is no cost for paying through e-billing -- save a stamp and pay on-line.

Information On Leaks

Did you know that a leak as small as 1/32 of an inch can waste 18,500 gallons of water every three months? Leaks waste water and cost you money. Silent leaks in toilets are the major cause of high bills. If you have questions about how to detect leaks or want information about using water wisely, ask our representative or visit our website at XYZ water dot com.

Water Quality Protection

Would you like to help protected the quality of drinking water in our region? Consider a contribution to The Watershed Fund when you pay your next water bill. The not-for-profit fund will purchase and preserve open space, and provides grants for environmental education programs. Your donation can help to preserve the quality of drinking water today and in the future.

ABOUT MARKETING MESSAGES

Marketing Messages is a full-service provider of professionally recorded voice prompts, messages, and narration for call center and web/mobile applications. Our customers employ Voice Branding™ to build brand identity, improve the caller experience, and make websites more compelling. We offer voice services for interactive voice response (IVR), auto attendant, Messages-On-Hold™, E-Learning, and narration for websites, sales presentations, and other voice-enabled applications. Since 1984, Marketing Messages has provided over 180 top quality voice artists spanning over 80 languages, highly accurate scripting and editing, and rapid voice file turnaround to more than 4000 customers – including 200 Fortune 500 companies.

CONTACT US

Marketing Messages LLC
255 Bear Hill Road, 4th Floor
Waltham, MA 02451
www.marketingmessages.com