

CASE STUDY

**Keep Austin Wired – Guiding Water Efficient Behavior In A Mobile World**



Serves: >1 million residents,  
Delivers: >225,000 residential connections

**Financial Savings:**

\$215,809 in paper/postage savings  
ROI: Less than 1 year

**Conservation Savings:**

9% aggregate  
17% among top-consumers



**CUSTOMER PORTAL**

Dropcountr delivers simple but powerful water analytics software that is compatible with all meters, regardless of manufacturer or read interval.

Utilities use **Dropcountr CLEAR** to better understand customer behavior, identify outliers, respond to service requests and engage cost-effectively using modern communication channels.

Homeowners use **Dropcountr HOME** to better understand and manage personal water use, compare usage to their neighbors, set goals, and access valuable rebates and utility announcements.

Dropcountr helps everyone save water, time and money

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**BACKGROUND**

Austin, TX is one of the fastest growing metropolitan areas in the US. To address the rapidly-growing population and increasing water constraints facing Austin, the Water Resources Planning Task Force recommended that the City adopt a customer water reporting software to help homeowners realize greater water savings and to help staff cost-effectively engage customers.

**OBJECTIVE**

Austin Water wanted to empower residents with personalized information about their water use with a native mobile app. In addition to usage data, Austin Water sought to leverage behavioral psychology by comparing households with their neighbors, provide quick and accessible tips and rebates, increase customer engagement and improve customer satisfaction.

**DEPLOYMENT**

Austin Water selected Dropcountr for a pilot project, starting May of 2015. The Dropcountr HOME and CLEAR portals were ready and available for customer and staff use in less than six weeks. A separate project with Austin Water includes an AMI pilot with Metron Farnier.

*“Our Dropcountr pilot was deployed smoothly and with very minimal effort by Austin Water staff. As we’ve embarked on a smart meter pilot, Dropcountr quickly integrated with the meter vendor and now presents hourly usage data and delivers automatic leak alerts to those pilot customers.”*

– Mark Jordan, Water Conservation Program Coordinator, Austin Water Utility

**RESULTS**

An independent study of the Austin Water and Dropcountr pilot, conducted by the University of Kentucky, showed significant water conservation results, complementing the positive increase in customer engagement and customer satisfaction.



**Water Conservation:**

- 9% aggregate water savings realized due to use of Dropcountr mobile & web apps
- 17% water savings realized across top water-consumers (highest 20%)
- 41 million gallons saved in first year of pilot



**Customer Engagement:**

- Dropcountr enrollment exceeded the initial pilot scope by 178%
- Most enrollments were through organic, word-of-mouth recommendations
- Dropcountr deployed to customers with monthly and AMI smart meters



**Cost & Time Savings:**

- Estimated avoided cost of \$215,809 for paper engagement
- Over 750,000 digital messages sent through the Dropcountr platform
- Dropcountr Support was critical to relieving inbound customer complaints during the warmer months and high bill season.



**Customer Satisfaction:**

- 88% of Austin Dropcountr users would recommend Dropcountr to a friend
- 86% user preference for native iOS / Android mobile apps (negligible mobile browser use)
- 47% of survey respondents indicated greater satisfaction with Austin Water due to access to Dropcountr