

# AMI Key Messages

- ▶ Faster outage notification and restoration
- ▶ More accurate billing and fewer estimated bills
- ▶ Creates a foundation for expanded services in the future, such as pre-payments on accounts, high-use alerts and web-based tools for energy savings.

# AMI Key Outreach Channels

## **Internal:**

- GM Forum
- FAQs
- Lunch & Learns
- Posters & SnapComms Boards

## **External:**

- Connected Newsletter – Mid-March mailing
- Website/FAQs
- Mailers – 60 days, 3-4 weeks out
- Door-hanger – day of install
- Key Accounts Outreach Calls
- Social Media
- Designated Email & Hotline for Questions
- Videos – Explainers & Key Benefits
- Updates as requested (service clubs, Tri-comm, etc.)