

The Hidden Cost of Water Leaks Explained



Water and sewer leaks are a constant concern for water utilities. The hidden costs disrupt the Utility's equity, affordability, and conservation efforts.

Public Relations Difficulties

- Negative press: Customers head to media and social media to voice complaints even when utility writes off portion of bill

Bad Debt

- Costs of water leaks end up in the customer's bill
- Not from leaks alone: Renters facing high water bills may move, and that debt is not part of the write-off

Utility Forced Into Banking Role

- Set up interest-free loans for payment plans
- Delinquency and bad debt occur
- Monitor payment plans

Increased Fuel Costs

- Usage and cost of trucks, equipment, and insurance
- High cost of fuel
- Manpower required to verify meter is correct with majority of customer water leak calls

Time Spent by Staff

- Customer leak complaint calls take 3-5 calls to resolve—more time, more money
- Utility's billing department fields high volume of calls—more time and money
- Multiple staff members needed to resolve complaints
- Customer service follows up on payment plans when they are not followed—more time and money

Staff Morale

- Dealing with angry customers' water/sewer leak calls can be draining for customer service representatives, managers, and supervisors

Overhead Costs

- All departments are affected by customer water leaks: Customer Service, Finance, Operations, Public Relations, Administration, Board/Council/Commission

Inconvenient

- Utility resources/staff focused on water leak complaints are not available for other projects/initiatives
- For both the customer and the Utility

“Union City offers both The NLC Service Line Program and ServLine. This has been a huge opportunity for a lot of folks; small business owners, the residents, and certainly the city. It goes without saying that if you don't do it, you will regret it.”

Honorable Vince R. Williams, Mayor of the City of Union City, GA



78% of homeowners believe the utility should educate them on repairs & preventative measures*



56% of homeowners have \$1,000 or less set aside for emergency repairs**



58% of homeowners have had an emergency repair in the last year†

Be a hero to the customer!

ServLine is the only solution that can eliminate a significant portion of your write-offs and bad debt, reduce administrative burden, and provide dedicated customer support. The customer's high water bill gets paid, and the utility recaptures lost revenue from adjustments and bad debts.

Improves Customer Satisfaction



70% higher customer satisfaction with the utility because of ServLine



91% customer satisfaction with ServLine

Reduces Costs



69% of partners chose ServLine to lower write-offs & bad debt‡

A Recommended Solution



94% of partners recommend utilities use ServLine