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Applying Social Norms to Saving Water: Initial Results from WaterSmart Software

WaterSmart Software is a new customer engagement and water efficiency solution for water utilities. WaterSmart Software harnesses the power of meter consumption data with behavioral science, visualization, personalization, and financial incentives to deliver improved residential water efficiency results.   WaterSmart Software's utility customer engagement solution complements existing customer billing information systems and conservation programs. The program works with any existing customer information system, water meter type or meter read frequency. Integrating existing individual meter read data with aggregate information and external data, water suppliers can deliver comparative water use information and personalized water saving recommendations to residential customers in an interactive and compelling way.   WaterSmart will present results from a project in Sonoma County indicating reduced water consumption, improved customer satisfaction, and increased engagement.