



WHEN YOU'RE THE COMMS TEAM: PRACTICAL AI TOOLS FOR WATER UTILITIES

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Picture This:

3:30 pm on a Friday Before a Holiday Weekend

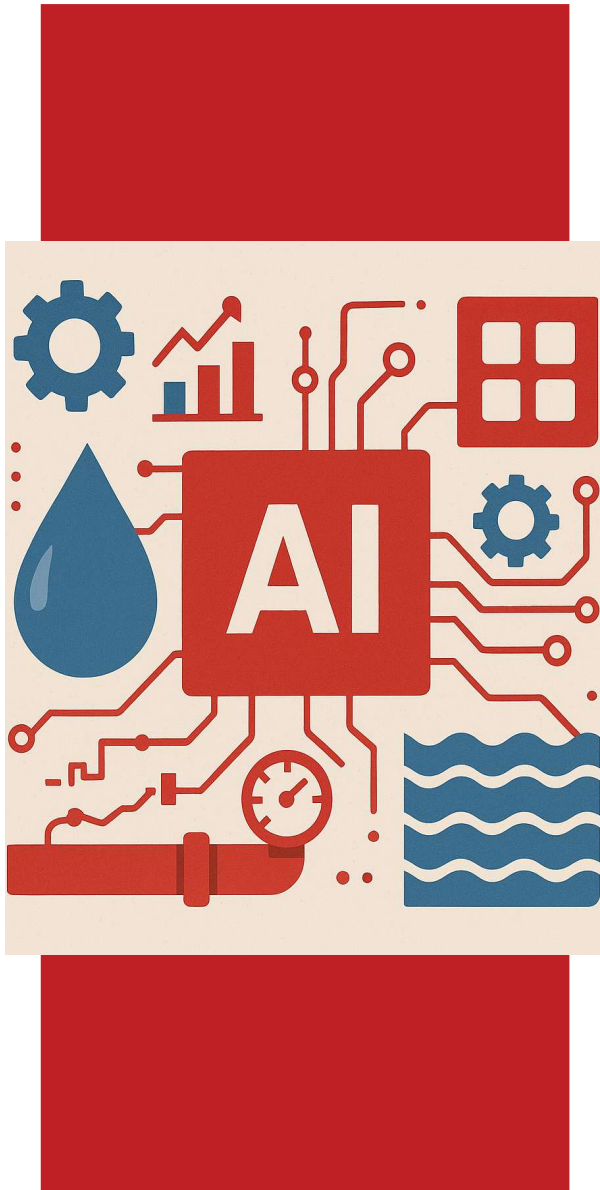
Unexpectedly, Customer Service sees a spike in calls from customers complaining about a strong chlorine taste and odor in the drinking water.

What we know:

- It's been cooler than normal, bringing the water temp down, impacting taste and odor.
- All Chlorine residual testing is normal, so the water is safe to drink.
- This should resolve on its own or customers can place a jug of water on the counter so chlorine dissipates.
- Knowing that the calls may continue through the weekend, you want to be proactive but you don't have time to write up talking points, FAQs, a Facebook post or an internal staff memo.

What can you do?





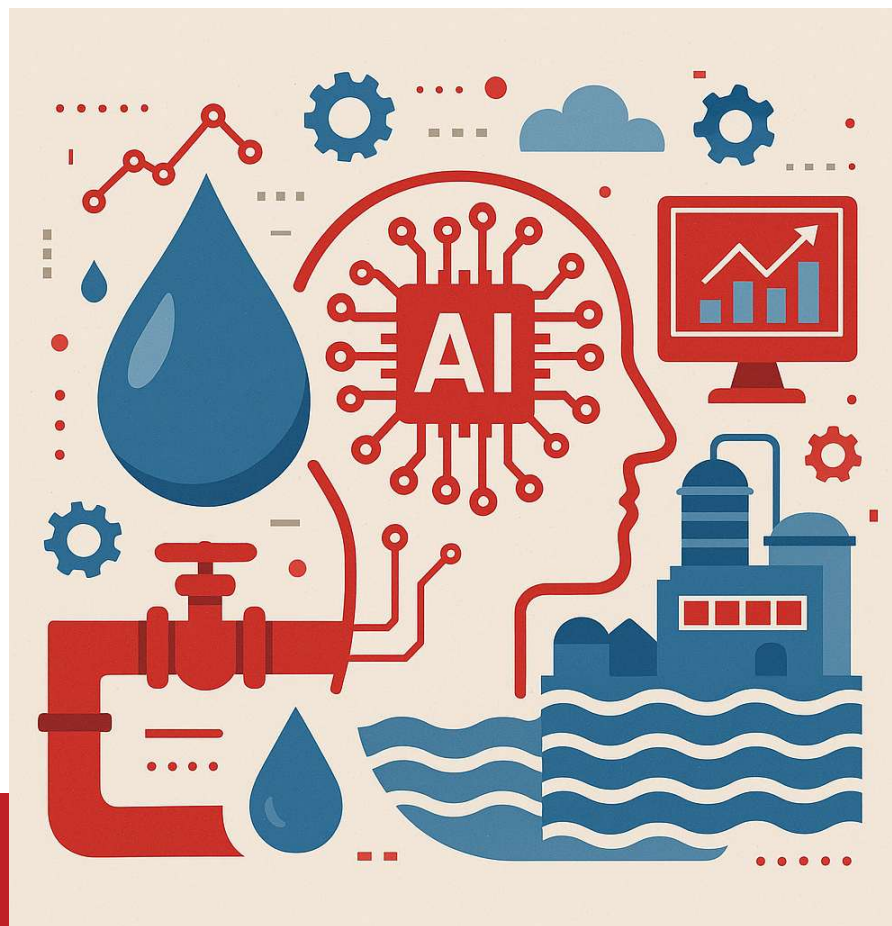
■ ■ ■ AI To The Rescue!

You are a seasoned customer service manager for water utilities. I am an authority manager who needs to proactively communicate with staff and customers. Create a customer-service playbook for increased chlorine taste/odor in drinking water. Outputs: **(1)** a brief call script with a plain language explanation, **(2)** a 3-question website FAQ with concise answers, **(3)** a 100-word Facebook post driving people to the FAQ, **(4)** a 1-paragraph internal staff memo with messaging guidance. Use plain language, avoid technical jargon; include one Spanish sentence under each FAQ answer. What we know: It's been cooler than normal, bringing the water temp down. This can impact taste and odor. All Chlorine residual testing is normal, so we know the water is safe to drink. This should resolve on its own or customers can place a jug of water on the counter so chlorine dissipates.



What else can it do?

Strategize
Research
Analysis
Brainstorm
Meeting Prep
Create Training Guides
Grant Prospecting
News Monitoring
Sort and Analyze Data
Sentiment Tracking
Teach New Skills



■ ■ ■ YOUR PROMPT IS EVERYTHING

You are an expert communications strategist with 25 years of experience working with the public on behalf of a water utility **(This is the role you are assigning the AI.)** I am a water utility manager tasked with communicating a significant rate increase to my customers and stakeholders **(You have assigned yourself a role and provided some context.)** This is a 10% rate increase that will add an extra \$30 to the average customer's quarterly bill. This rate increase is necessary to help us fund major infrastructure improvement projects over the next 10 years. Projects include a transmission main install, PFAS treatment added to our wells in order to meet the EPA's new PFAS regulations, and a main replacement program that will replace 15 miles of our oldest water main over the next 10 years **(You provided even more context.)** Create a letter that can be sent to our customers, 3 Facebook posts, and a website blog post that explains the need for the rate increase and the importance of maintaining our infrastructure to be able to provide clean, safe water to our customers **(These are your instructions.)** Our relationship with our customers relies on the accuracy and quality of the information you provide **(You are appealing to emotions.)** Reread and reanalyze the instructions to ensure a high-quality output. **(Instructions to take time before answering, and at this point, I will copy and paste the prompt again.)**

How the pros write
their prompts

Basic prompt
(don't be basic)

My water utility is implementing a 10% billing increase, which will result in a \$30/quarter increase for the average customer. Create a customer communications that I can use.



Prompt Add-ons

- Take your time. Think step by step before completing the task.
- Do not guess or infer, do online research to fill in any knowledge gaps.
- Analyze and think through this step by step until you can solve the problem with 98% accuracy.
- Ask me three clarifying questions that will help you solve the problem with 98% accuracy.
- Clearly define every important term so nothing feels assumed or vague.
- Let me know if you understand what the task is before making edits. Tell me what you are going to do, step by step, and wait for my approval."

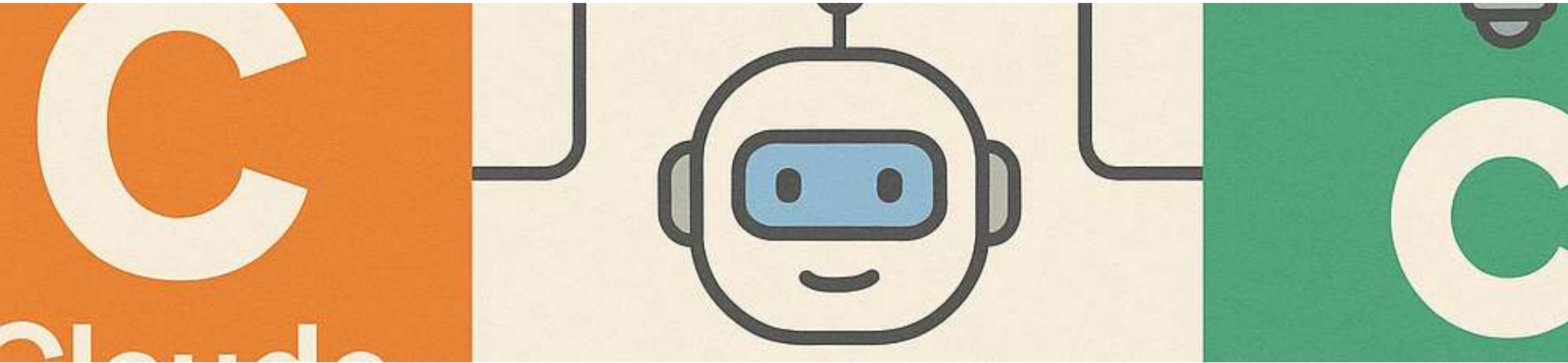


This is how my
ChatGPT “sees”
itself

Best Practices

- Experiment
- Iterate
- Save the prompts that produce high quality outputs
- Do not input private data
- Fact check
- Use as an assistant
- Quality of output is determined by quality of input
- Turn off model improvement for increased privacy





AI Tools

✓ LLMs

ChatGPT – OpenAI
Gemini – Google
Co-Pilot – Microsoft
Perplexity

✓ Video/Images

InVideo
DALL-E and SORA – OpenAI
Firefly – Adobe

✓ Productivity

Canva
Otter.AI
Grammarly



Q&A

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