Weather Alerts For Engagement

Drive Customer Loyalty With Meaningful Touchpoints

Relevance is key to customer retention. 5 or more meaningful touchpoints each year can increase retention by 5%.[1] And, if you can increase retention by just 5%, you can increase profits from 25% to 95%.[2]

With personalized, accurate weather alerts, The Weather Company, an IBM Business, offers a new way to deliver 10+ valuable touchpoints a year — driving engagement, loyalty, and retention.

Across Industries, Weather Alerts Drive Engagement

Timely weather alerts serve as unexpected, "wow-factor" touchpoints that can help you gain a competitive edge.

Utilities: Alert customers to possible weather-related outages
Retail: Alert customers when weather affects shopping
Transportation: Warn travelers of weather-related delays and dangers
Insurance: Protect policyholders and property, and prevent claims

Hyper-local Alerts Powered By The Most Accurate Weather Data

Weather Alerts are based on the industry's most precise and accurate forecasts. So, you can trust what you send — and your customers can trust what they receive.

- **2.2 billion locations**, delivering 26 billion "pinpoint" forecasts a day
- **Over 200,000 sensors** —100 times more sensors than public sources
- **Updated every 15 minutes**

Get Started Quickly And Easily

The Weather Alerts system is fast, easy and self-service. It's Cloud-based, with no hardware or software to buy. So, you don't need support from IT, but live help from The Weather Company (not IBM) is always available.

1) **Select the weather peril(s) that will trigger alerts.**
   Hail, snow, wind or events like flash floods and marine warnings.

2) **Specify the threshold level where you want an alert triggered.**
   Specific temperature levels, precipitation, and wind speeds.

3) **Decide what you want that alert to say.**
   Reinforce your brand and relationship along with the alert.

4) **Choose who you want the alert sent to.**
   Upload a CSV file OR link to a your CRM system through an API.

5) **Determine how you want the alert sent.**
   SMS text message, email, or via a separate system through an API.

In a recent study, an insurance company using Weather Alerts reported that:

97% of policyholders found weather alerts useful

52% took action to avoid hazards

Only **6.1%** receiving alerts actually filed claims.[3]

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The Weather Company
An IBM Business

Trigger Alerts Based On Weather Perils You Select

Choose from specific weather events and levels of severity, or work with your representative to set custom levels. New perils are being added to the system on a regular basis as new data becomes available.

Current perils, include:

Hail (>1"; within 30min)	**NWS-Severe Thunderstorm Warning**
Snow (>5cm/2"; within 4hrs)	**NWS-Severe Tornado Warning**
Snow (>8cm/3"; within 48hrs)	**NWS-Flash Flood Warning**
Sustained wind (20 mph/32 kph; within 24hrs)	**NWS-Flash Flood Statement**
Sustained wind (30 mph/48 kph; within 24hrs)	**NWS-Severe Weather Statement**
Sustained wind (40 mph/64 kph; within 24hrs)	**NWS-Special Marine Warning**
Sustained wind (30 mph 48 kph; within 12hrs)	**NWS-Aereal Flood Warning**
Sustained wind (40 mph 64 kph; within 12hrs)	**NWS-Aereal Flood Statement**
Sustained wind (50 mph/80 kph; within 12hrs)	**NWS-Extreme Wind Warning**
Feels like temp (<-25C /-13F; within 48hrs)	**Temperature (<32F/0C; within 48hrs)**
Lightning (within 30 min)	**Temperature (>90F/32C; within 48hrs)**
Rain (>=5cm/2"; within 3hrs)	**Temperature (>100F/38C; within 48hrs)**
Ice (>=6mm/0.25"; within 48hrs)	**Temperature (>115F/46C; within 24hrs)**

Please note: Not all perils are available in every location.

Integrate Weather Alerts Into Your CRM Activities

Once a Weather Alert has been deployed, use the administrator dashboard to:

• View who was alerted, where and what kind of alert they received.
• Identify customers who weren't alerted and reach them another way.
• Zoom in and out of geographic areas for more detail.
• Review information for any date range.
• Output results for further analysis with Watson Analytics or any analytics.

Nothing is more personally valuable to your customers than receiving the timely information they need to keep themselves and their property safe. They'll thank you for it.

To learn more about using The Weather Company Alerts to drive customer engagement and brand loyalty, contact your representative.

[1] Hughes, Arthur Middleton. "Increasing Insurance Customer Retention," Database Marketing Institute, February 9, 2016, http://www.dbmarketing.com/articles/Art232.htm

[2] http://www.invespcro.com/blog/customer-acquisition-retention/

[3] The Weather Company Study for WeatherFx Alerts

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