

# Weather Company Alerts for Engagement

Help promote customer loyalty with meaningful customer interactions



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.<sup>3</sup>

Relevance is key to customer retention. Five or more meaningful customer interactions each year can increase retention by 5%.<sup>1</sup> If you can increase retention by just 5%, you can increase profits from 25% to 95%.<sup>2</sup>

With personalised, accurate weather alerts, The Weather Company, an IBM Business, offers a new way to deliver 10+ valuable customer interactions a year – promoting engagement, loyalty and retention.

### Across industries, weather alerts can help promote customer engagement

Timely weather alerts serve as unexpected, “wow factor” customer interactions that can help you gain a competitive edge.

**Utilities:** Alert customers about the risk of possible weather-related power cuts

**Retail:** Alert customers to weather events that could affect their shopping plans

**Transportation:** Alert travellers to weather-related delays and potential dangerous weather conditions

**Insurance:** Alert policyholders to help them keep safe and safeguard their property

### Localised alerts powered by the most accurate weather data

Weather Company Alerts for Engagement are based on the industry’s most precise and accurate forecasts<sup>4</sup>. 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 as many sensors than public sources
- **Updated every 15 minutes**

### Get started now

The Weather Company Alerts for Engagement system is fast, intuitive and self-service. It is cloud-based, with no hardware or software to buy. You don’t need any support from IT, but live help from The Weather Company is readily available.

**1) Select the weather peril(s) that will trigger alerts.**

Hail, snow, wind or events such as 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 your CRM system through an API.

#### 5) Determine how you want the alert sent.

Send an SMS text message, an e-mail, or send the alert via a separate system through an API.

### 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 contact them another way.
- Zoom in and out of geographic areas for more detail.
- Review information for virtually any date range.
- Output the results for further analysis with IBM Watson Analytics or an analytics tool of your choice.



To learn more about using Weather Company Alerts for Engagement designed to help you promote customer engagement and brand loyalty, contact your representative.

## About The Weather Company, an IBM Business

The Weather Company, an IBM Business, helps people make informed decisions and take action when confronted by severe weather conditions. The company offers the most accurate forecasts globally with personalised and actionable weather data and insights to millions of consumers, as well as thousands of marketers and businesses via Weather's API, its business solutions division, and its own digital products from The Weather Channel ([weather.com](http://weather.com)) and Weather Underground ([wunderground.com](http://wunderground.com)).

The company delivers around 25 billion forecasts a day. Its products include the world's most downloaded weather app, a network of 250,000 personal weather stations, a top-20 U.S. website, one of the world's largest IoT data platforms, and industry-leading business solutions.

Weather Means Business™. The world's biggest brands in aviation, energy, insurance, media and government rely on The Weather Company for data, technology platforms and services to help improve decision-making and respond to weather's impact on business.

For more information, see [theweathercompany.com](http://theweathercompany.com)



Notes

Footnotes

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

2 <http://www.invespcro.com/blog/customer-acquisition-retention/>

3 The results mentioned were reported by a Weather Company customer, during a study they conducted with their policyholders who received The Weather Company's WeatherFx Alerts, 2013.

4 Three Regional Accuracy Overview, 2010 to 2016, By ForecastWatch.com, a Service of Intellovations, LLC, CorecastWatch, December 2016, [http://forecastwatch.com/static/Three\\_Regional\\_Overview\\_2010\\_201606.pdf](http://forecastwatch.com/static/Three_Regional_Overview_2010_201606.pdf)

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