

**Outbound Call Script – Living Cities’ Citi Accelerator – LOSS AVERSION**

**Live Answer:**

Hello. This is [YOUR NAME] from the City of Philadelphia, calling about the Senior Citizen Water Discount Program. Our records show that you could be saving 25% on your water bill through the City of Philadelphia Senior Citizen Water Discount Program. Don’t lose out on this opportunity. To receive the 25% discount on your water bill: the water bill must be your name, you must be at least 65 years of age, and your household annual income must be under \$31,500.

Would you like to learn more about how to start saving through the Senior Citizen Water Discount Program?

Customer: Y/N

**NO RESPONSE**

The City of Philadelphia values you as a customer and thanks you for taking the time to speak with us. Should you change your mind, you can download a form at [www.phila.gov/revenue](http://www.phila.gov/revenue). Please click on Senior Citizens Programs to access the application. You can also call us back and request an application at (215) 686-9200.

**YES RESPONSE**

First, let’s make sure you’re eligible:

- Is the Water bill in your name? [Y/N]
- Are you 65 or older? [Y/N]
- Is your household income below \$31,500? [Y/N]

If no to any: Unfortunately, it is unlikely you are eligible for this program. The City of Philadelphia values you as a customer and thanks you for taking the time to speak with us.

If yes to all: Great news, it appears you’re eligible. If you’d like to apply, you’ll need to complete an application. We can start that process here on the phone if you wouldn’t mind answering a few questions.

To apply, first you’ll need to complete an application. We can start that process here on the phone if you wouldn’t mind answering a few questions.

[Walk through Application and input into editable PDF]

1. Confirm full name from outbound call list
2. DO NOT REQUEST SS#
3. Ask for DOB
4. Confirm Property Address
5. Confirm Water Bill Accoun#
6. Confirm Mailing Address (maybe different than property address)
7. Obtain and input phone#
8. Obtain and input email
9. Confirm Primary Residence and years residing there (if applicable)

10. Determine and input if also used as business
11. Determine and input owner/renter
12. DO NOT REQUEST SS# for other household members

Thanks for your patience while answering those questions. After this call, we will send the partially completed application to you along with a self addressed stamped envelope. All you'll need to do to finish applying is:

- Fill in the Social Security Numbers, sign the application and send in the included self addressed stamped envelope. Please include with the application proof of your age and income.

Do you have any further questions regarding this program? [Answer any additional questions]

### **Voicemail**

Hello. This is [YOUR NAME] from the City of Philadelphia, calling about the Senior Citizen Water Discount Program. Our records show that you could have saved up to \$150 on last year's water bill through the City of Philadelphia Senior Citizen Water Discount Program. Don't lose out on this opportunity. To receive the 25% discount on your water bill: the water bill must be your name, you must be at least 65 years of age, and your household annual income must be under \$31,500. For additional information on how to apply for the Senior Citizen Water Discount Program, please call (215) 686-9200. Thank you.