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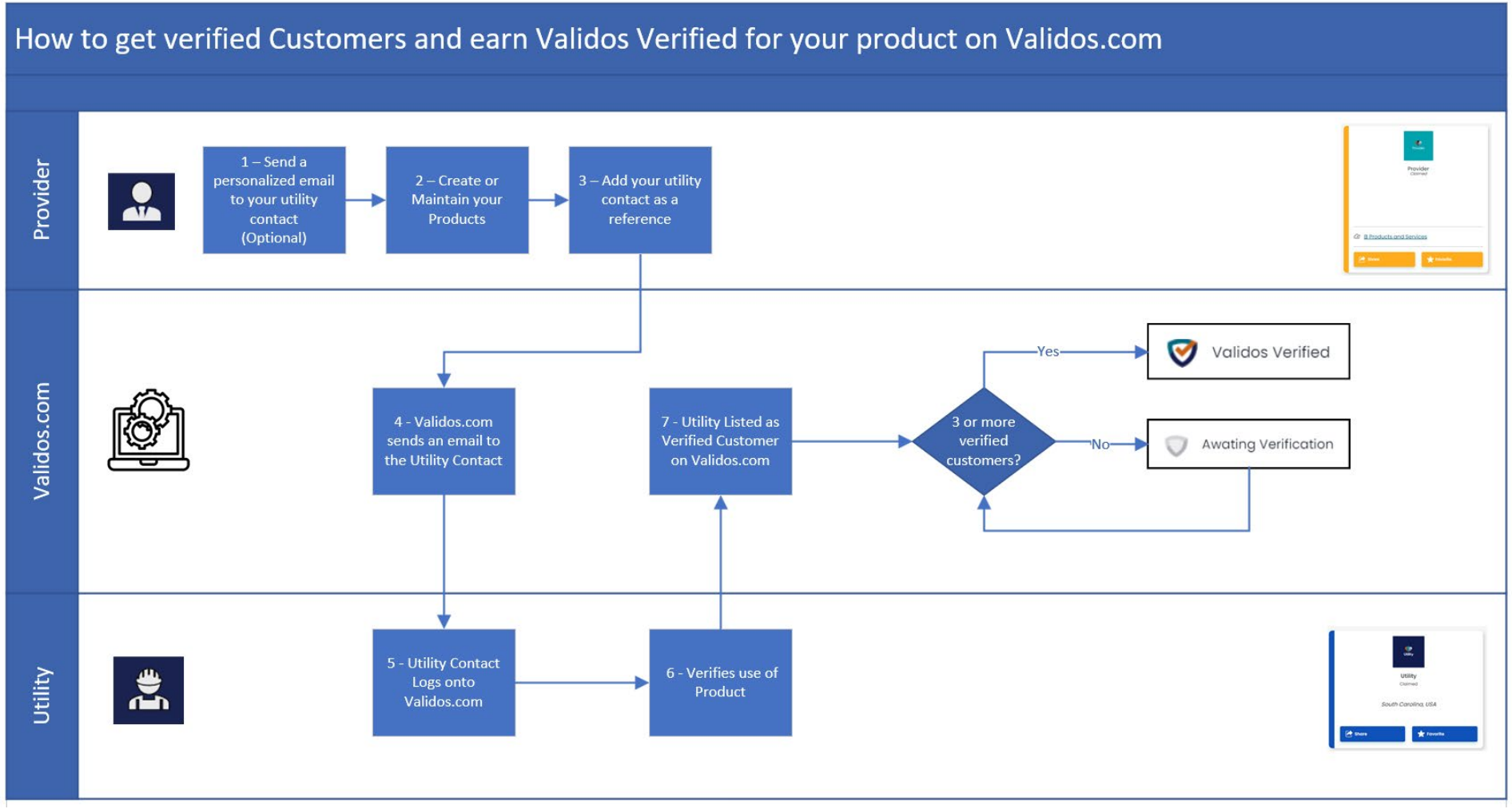
# Inviting Customers to verify they use your products on Validos.com

## High Level Process



# Step 1 – Send a Personalized Email to your Utility Contact (Optional)

The utility is more likely to verify that they use your product on Validos.com if you send a personalized email to them. Below is a suggested template you may use if you choose. You can personalize this and even ask for permission.

Hi {{ CONTACT.FIRSTNAME }},

<<ADD personal Intro>>

Validos was formed in 2018 as a private women-owned business out of a desire from the 3 founding partners to serve the industry better in which they devoted their careers to serving. I have known the partners at Validos for quite some time in the industry and our companies align on our approach to serving the industry overall.

Validos has created an online application, Validos.com, designed to make the industry more efficient and effective, and ultimately to better serve the ratepayer. Their mission is to help connect and guide utilities just like <<INSERT UTILITY NAME HERE>> to ultimately reduce the cost of researching, procuring, and maintaining the best technology that fits the needs of the utility.

Validos.com is in its initial release and continues to be enhanced. It is a self-funded, self-service application designed specifically for utility companies and those providers that serve them. Utilities using Validos.com are able to:

- Search, connect, and collaborate with peer utilities.
- Discover providers and the products and services they offer to utilities.
- View recommendations from peers about the products and services they use.
- Access "what's happening" in the industry such as webinars, conferences, and announcements, relevant to your role and see who is attending.

Validos.com is the first B2B connection engine designed specifically for the utility industry. We believe in the Validos.com vision to transform how utilities connect and collaborate with others in the industry, and are excited to see what's to come.

<<PROVIDER NAME>> would like to send you an invitation through Validos.com so you can register and validate that <<UTILITY NAME>> uses <<PROVIDER NAME + PROVIDER PRODUCT>>. This would not only help us, but it will help other utilities when they are looking for similar technologies, and it will help you connect with other utilities.

If you have any questions about Validos.com, the Validos team is accessible through their embedded chat feature, and they are always happy to jump on a call to walk you through it.

All the best,
Your full name
Your job title
Other contact information

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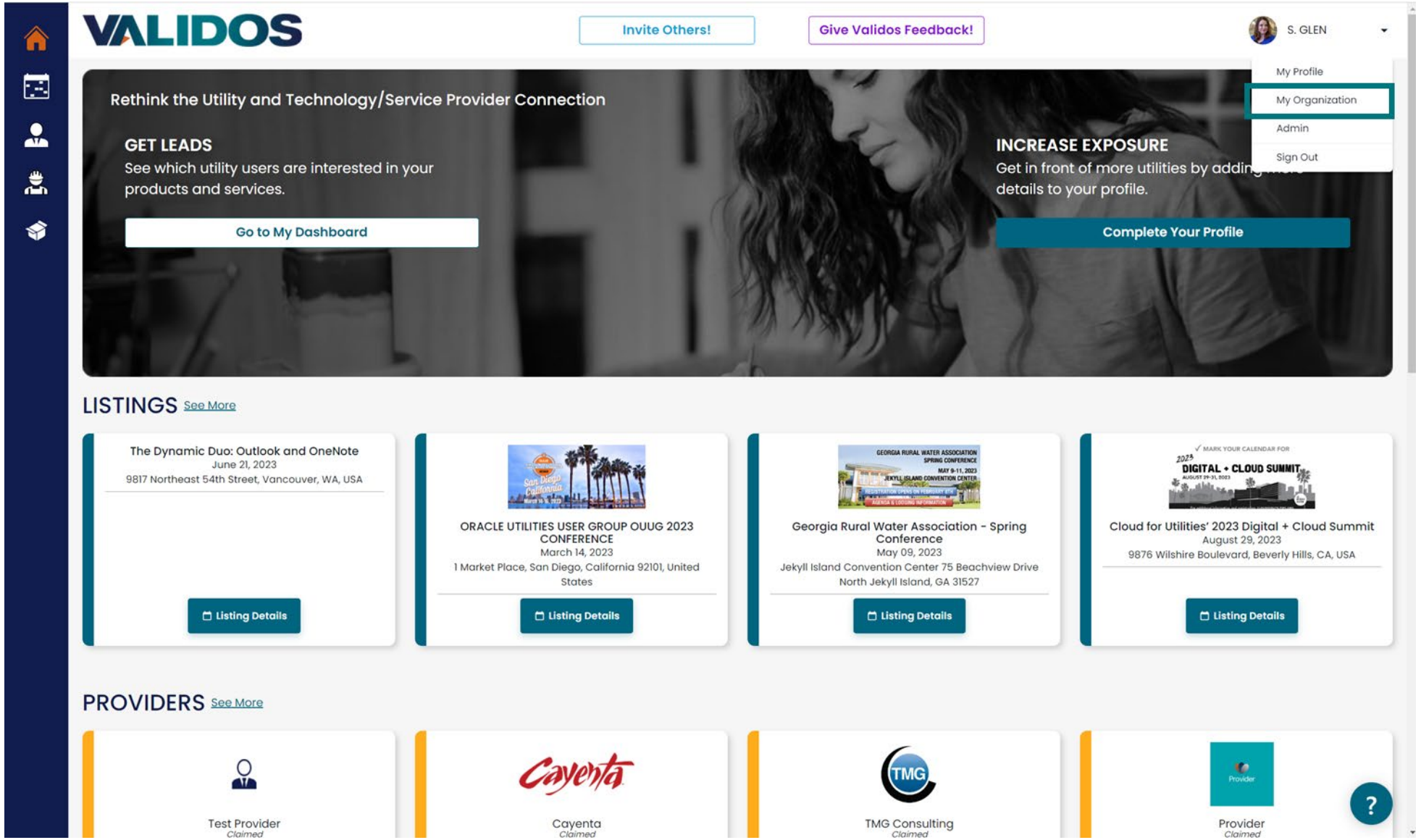
# Step 2 – Create or Maintain your Products

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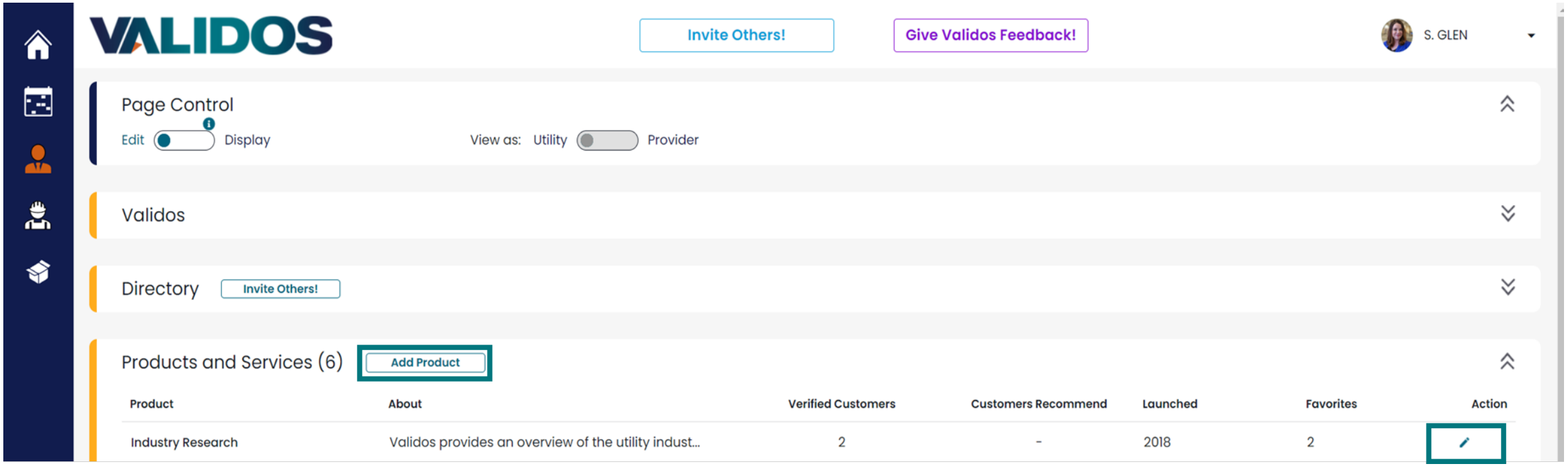
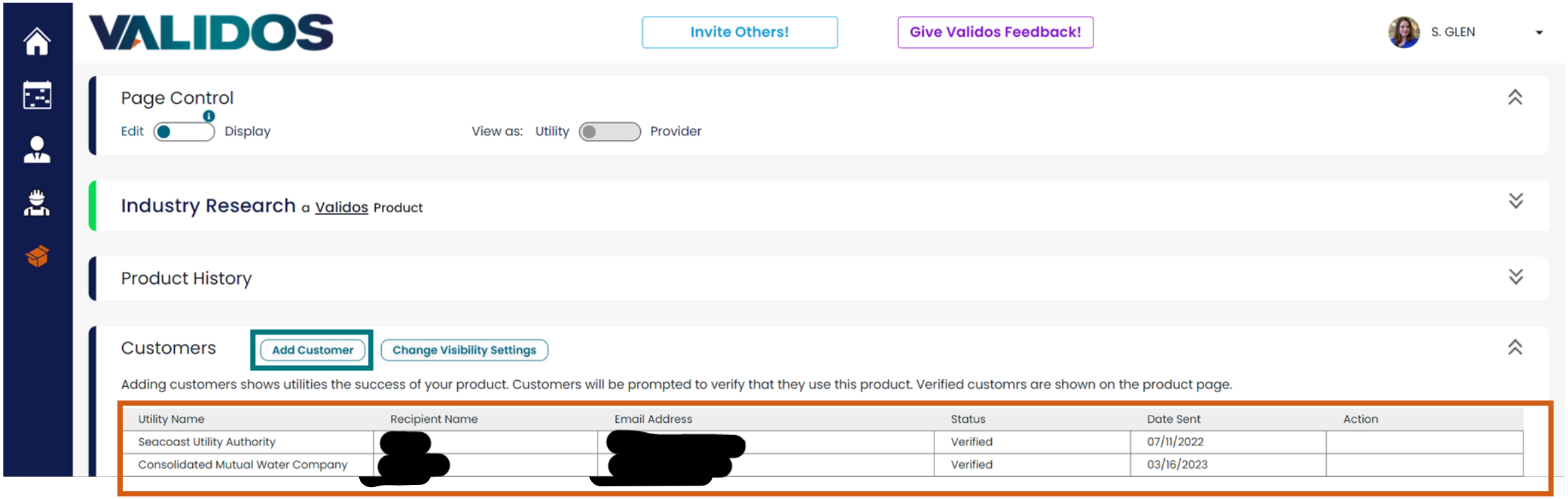


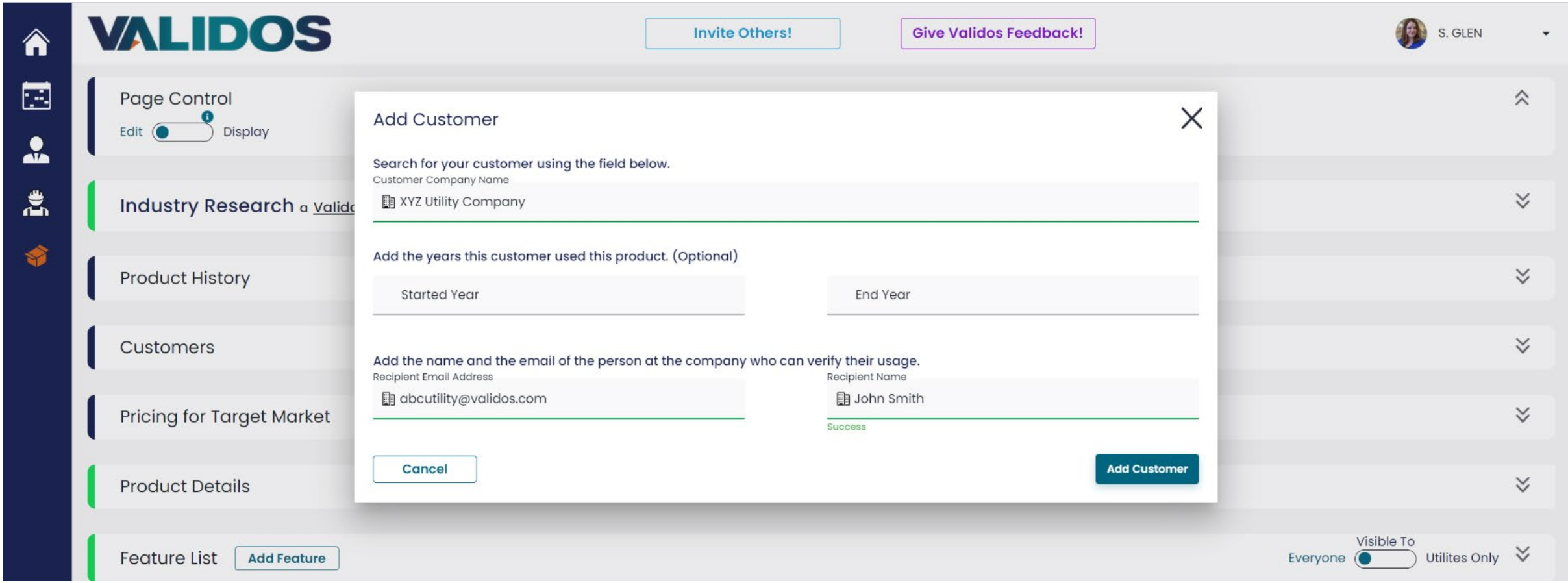
# Step 3 – Add your Utility Contacts as References




Only your organization can see this information.

# Step 3 – Add your Utility Contacts as References

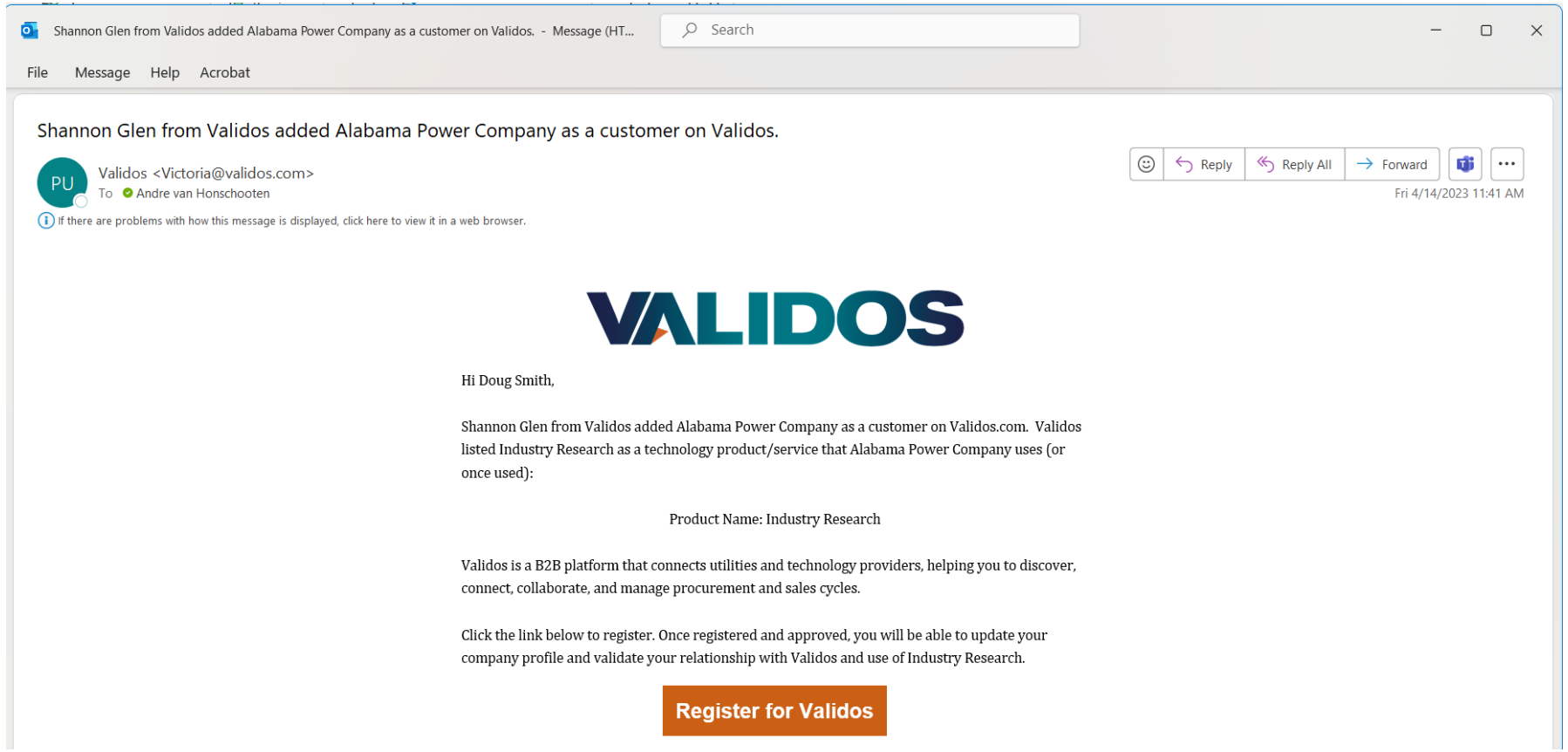
Specify the contact at the utility that is most familiar with you and your product.  Validos.com will send an email to this address requesting they register/log in and verify use of your product.  (The email that Validos.com will send is shown on a later slide)




*This name and email  will only used to invite the recipient to register and to verify the use of the product. Consent to add their name and email in Validos.com should first be obtained.  This increases the likelihood that they will verify the use of the product*

# Step 4 – Validos.com Sends an email to Utility Contact

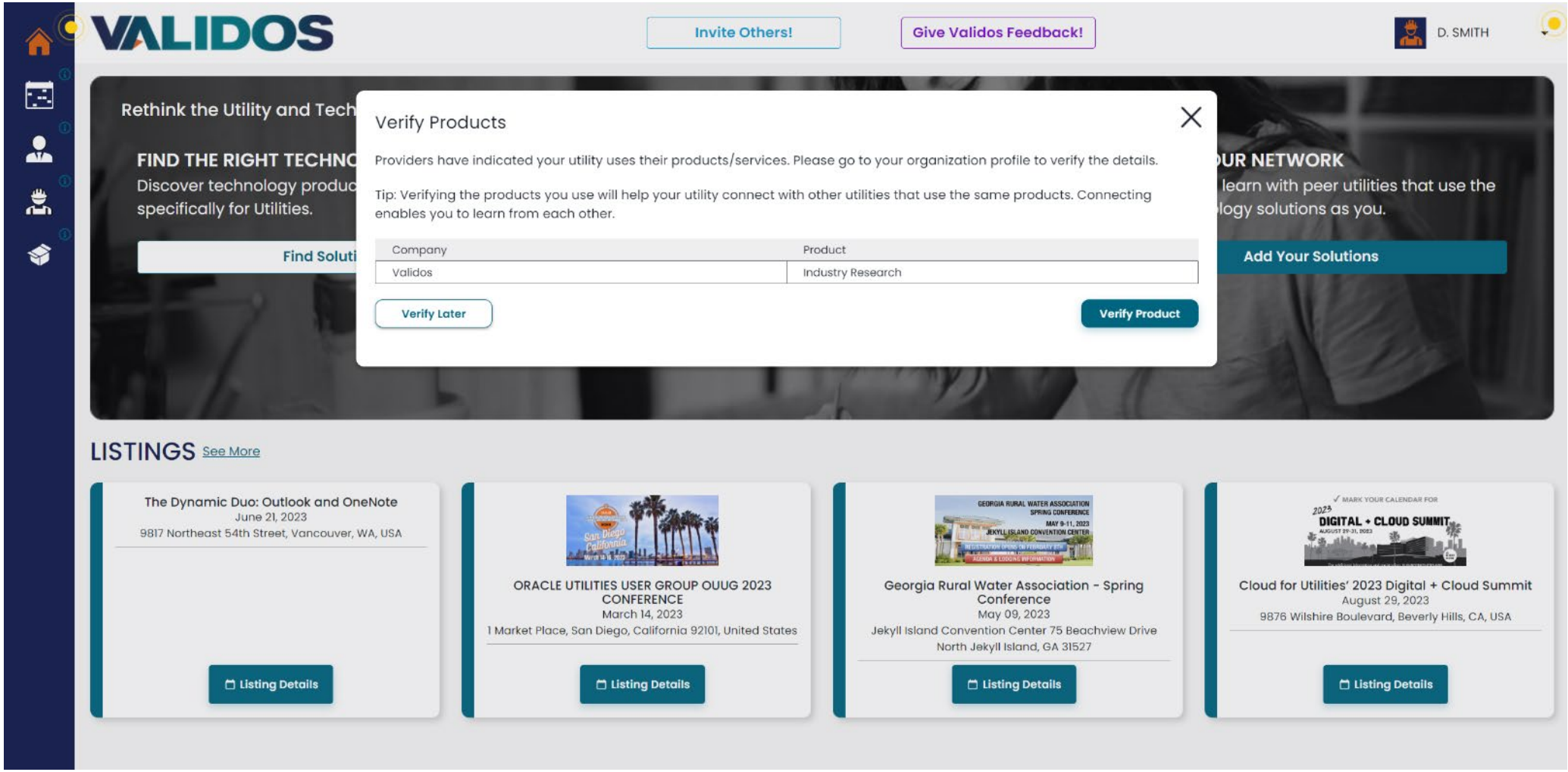
This is the email that the contact specified in step 2 will receive from Validos.com. Note that it includes your name, your company name as well as your product name. The “Register for Validos” url will navigate them to Validos.com where they will be asked to register. Only registered users that are authenticated and validated will be able to verify products.



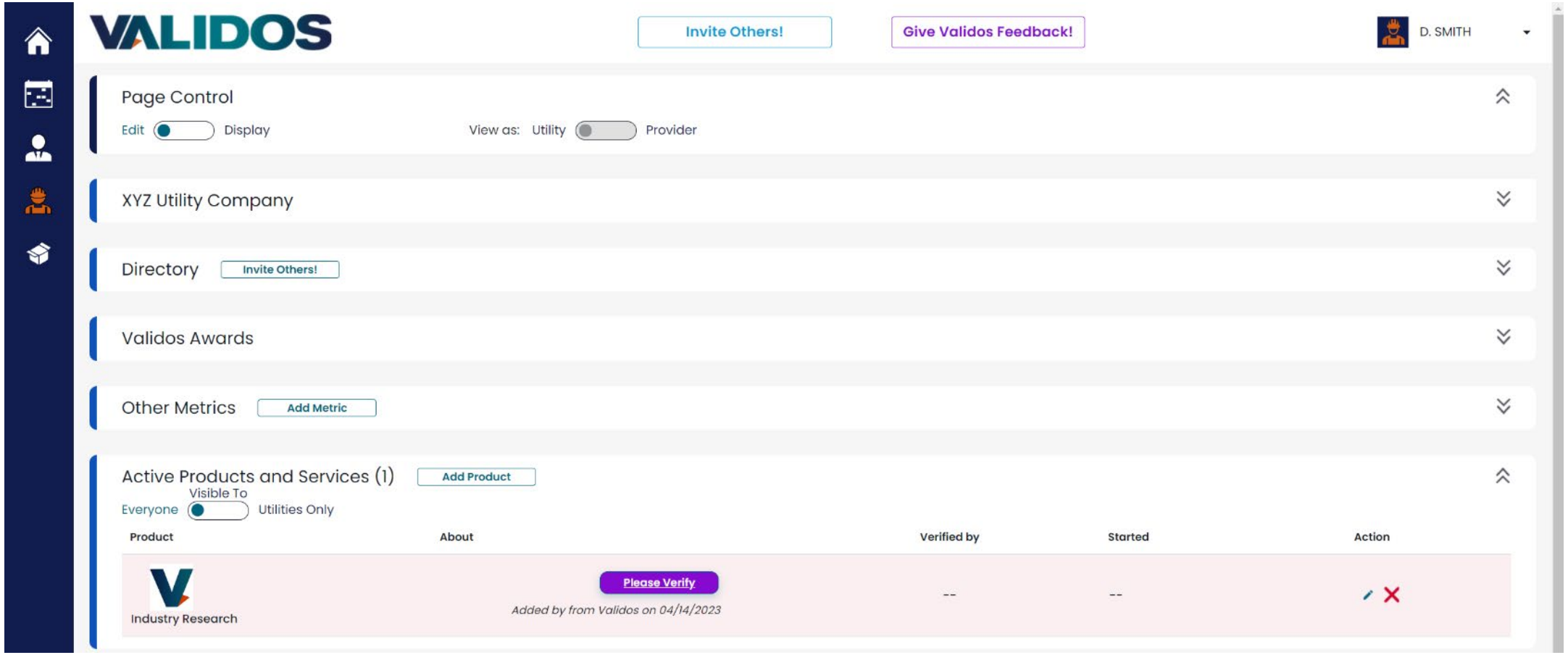
# Step 5 – Utility Contact Registers/Logs on to Validos.com

After your utility contact has been verified and authenticated, when they log in, they will be asked to Verify your Product.

Clicking the Verify Product button will automatically navigate them to their Utility profile

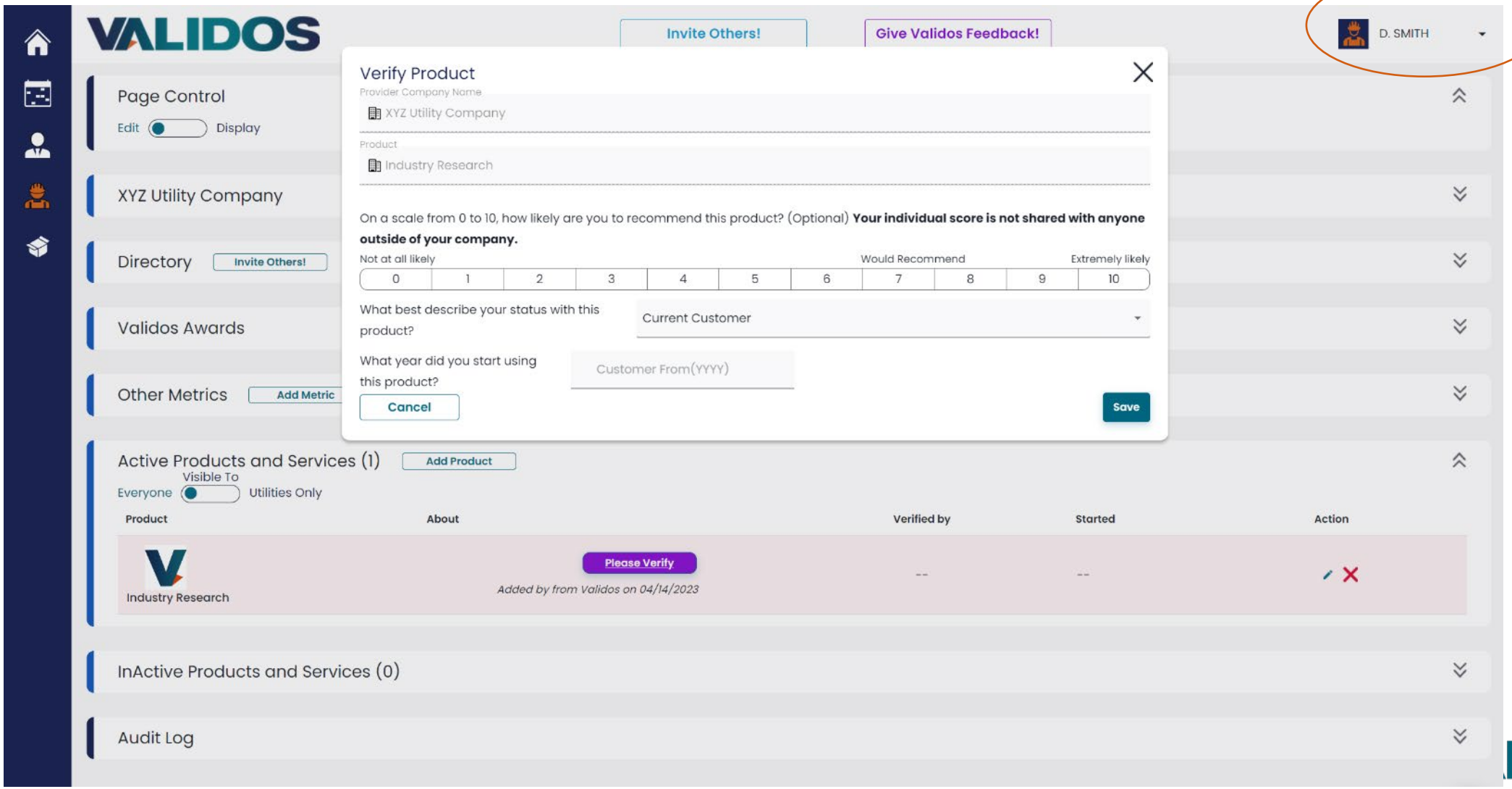


# Step 6 – Utility Contact Verifies use of Product



# Step 6 – Utility Contact Verifies use of Product

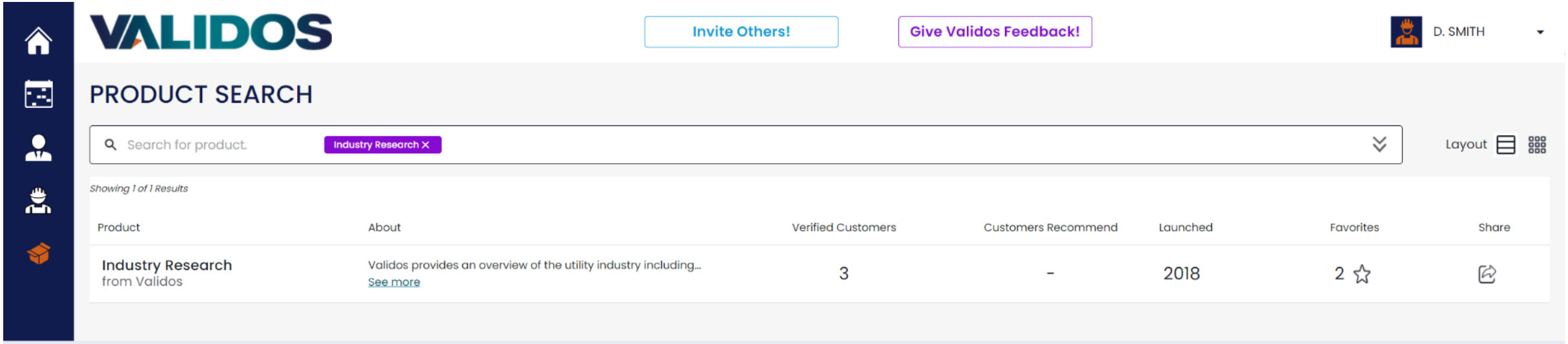
The Utility contact may choose to provide a recommendation score. This is completely anonymous and does not show on the product until 5 recommendations are accumulated, and all recommendations are averaged. This can help other utilities when they are looking at products.




Utility user gets to manage their personal profile and choose whether any of their information is visible to anyone outside of their organization

# Step 7 – Utility now shows as a Verified Customer for Product

Everyone can see your verified customer count.  Unverified requests, are not visible.

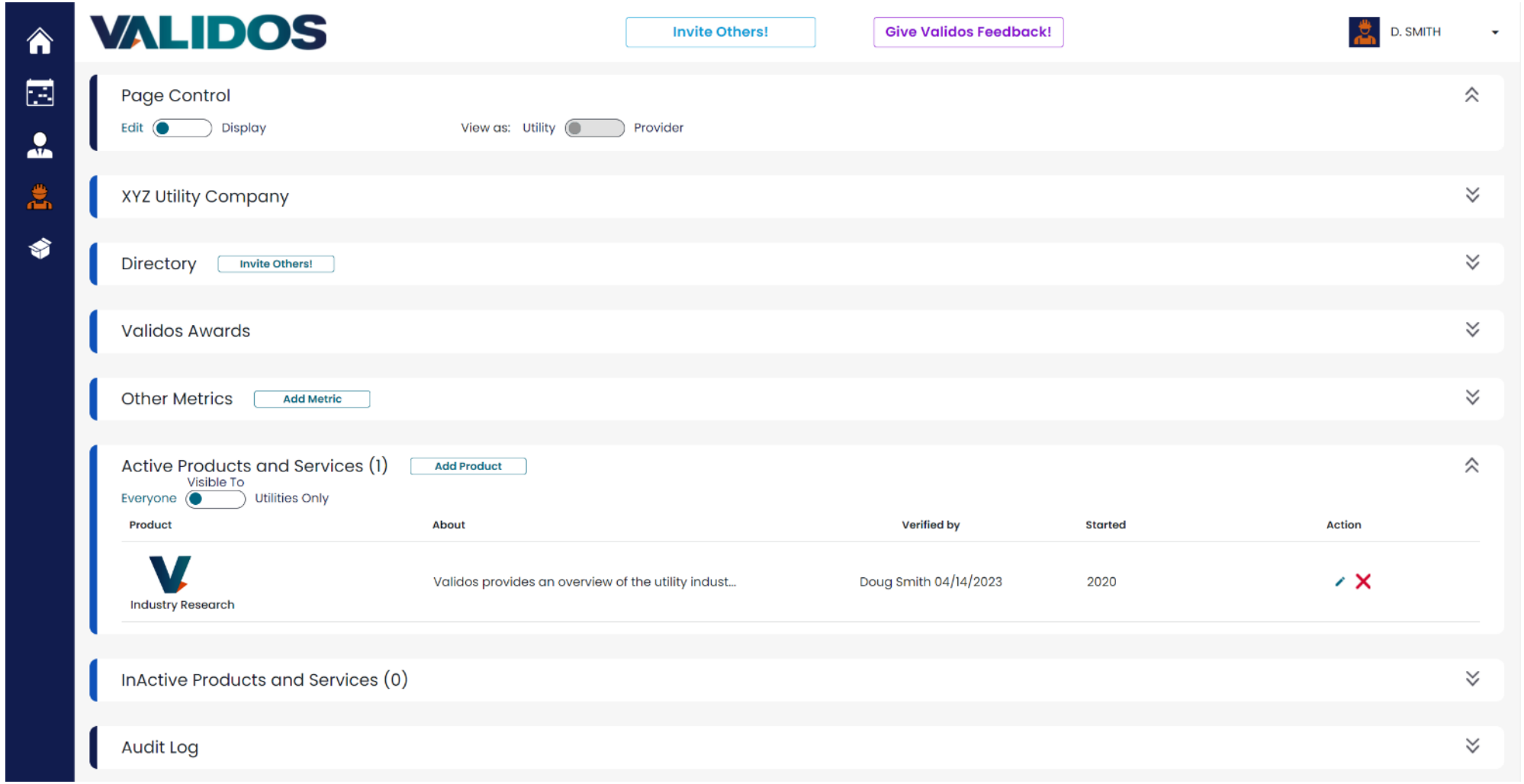


# Step 7 – Utility now shows as a Verified Customer for Product

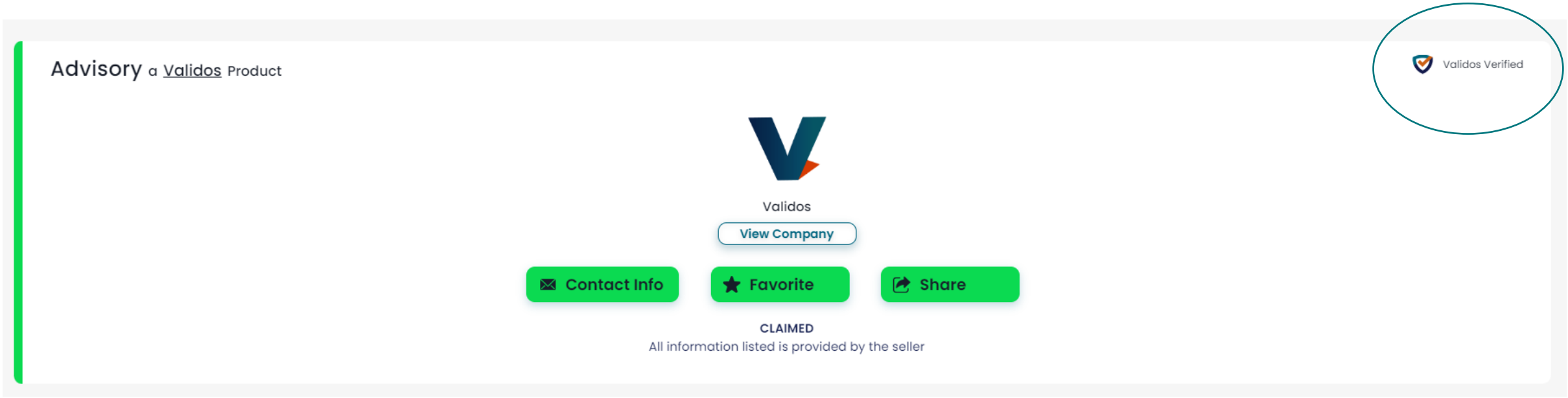
This is Doug Smith's Utility organization view

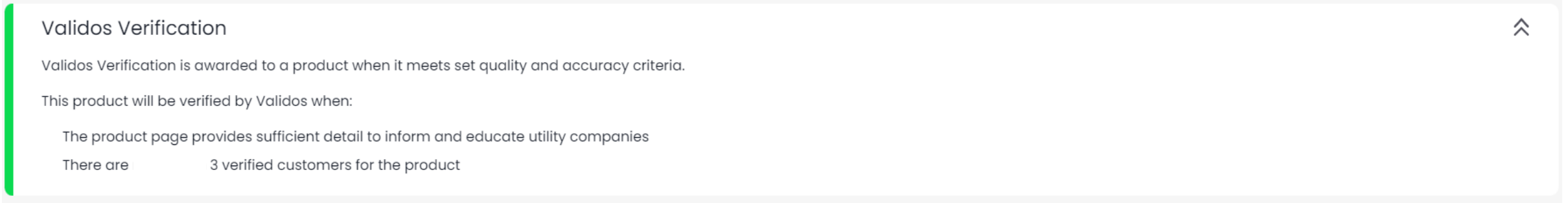
Your Product is now also visible on the Utility Organization profile.

Other utilities can discover you when they collaborate.



# Step 8 – Product will receive "Validos Verified" badge once it has 3 verified customers

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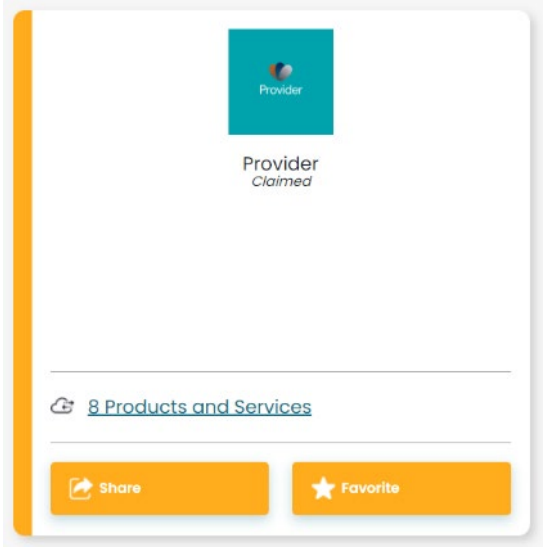
# Next series:

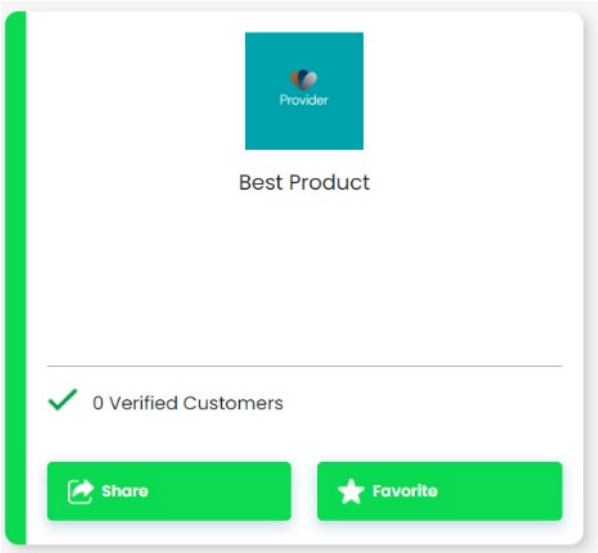
**Set Customer Visibility Settings –** choose whether your verified customer list is visible to other utilities or not.  Verified customers are never visible to other providers.  However, from the Utility Organization record, products they use are visible.

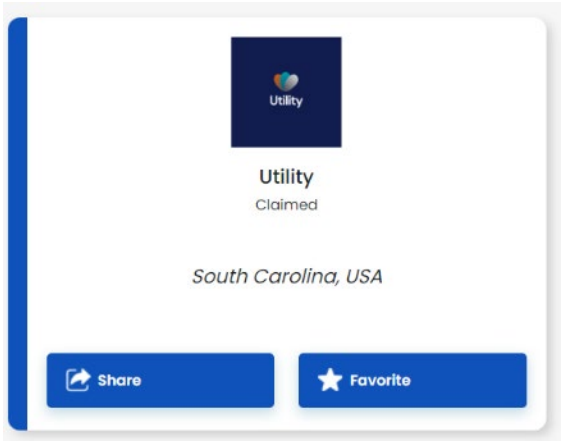
# Legend

Colors have been used to designate

- Providers (Orange)
- Utilities (Blue)
- Products (Green)
- Listings (not sure what the name of that color is)



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