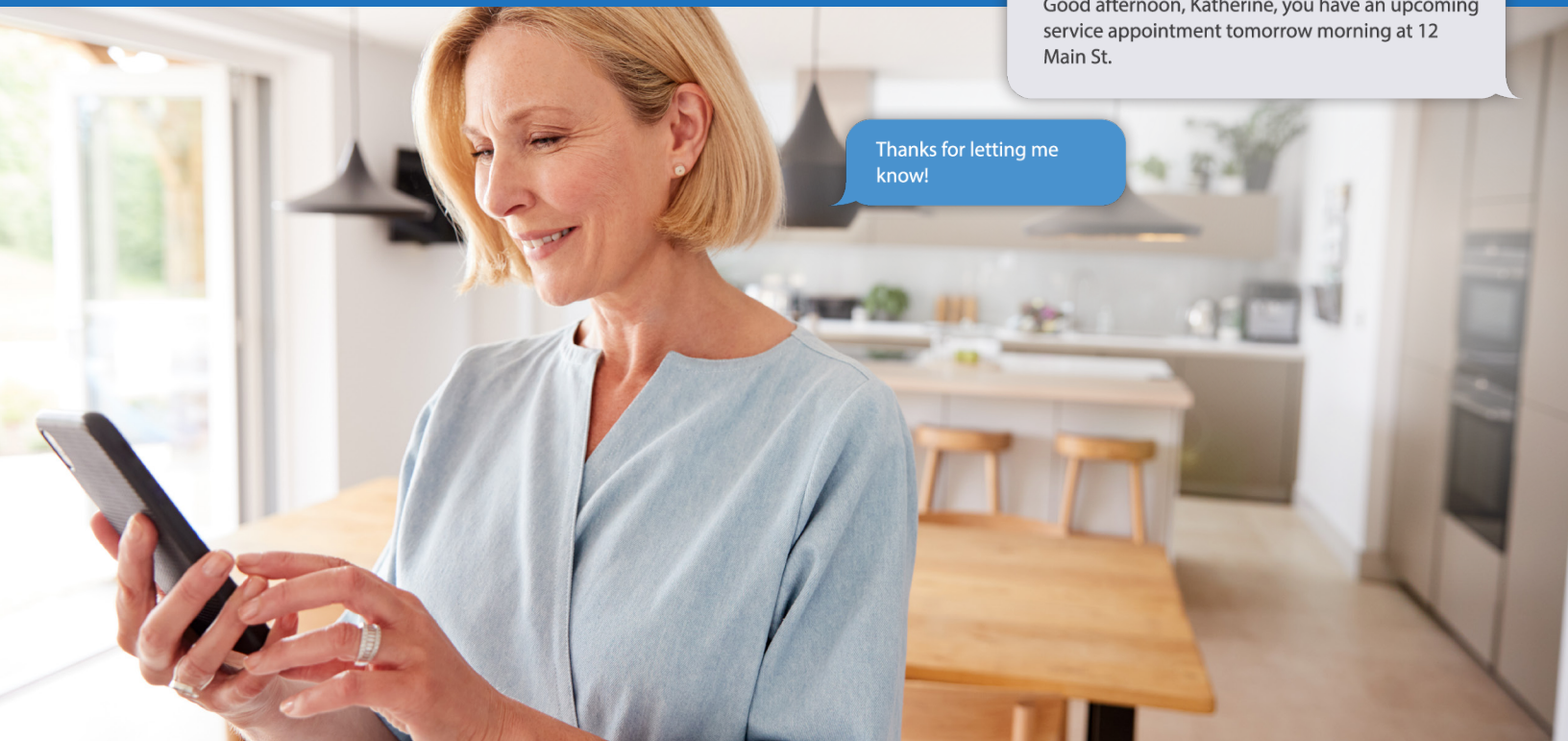


TEXT MESSAGING



Good afternoon, Katherine, you have an upcoming service appointment tomorrow morning at 12 Main St.

Thanks for letting me know!

AN OVERVIEW OF CARGAS ENERGY'S TEXTING CAPABILITIES

Cargas Energy's text messaging functionality helps you improve customer communication without adding to your team's workload. Automated notifications help you deliver the information customers expect about important fuel delivery and service events. Texting is a standard Cargas Energy feature without a module fee or additional costs outside of the standard per-message rates for the texting service.



Improve Communication

Automatically communicate with customers about their deliveries and service appointments.



Personalize Messages

Personalize message templates with information pulled from Cargas Energy fields.



Track Everything

Use the Message Center to see all new and historical customer text communications in one place.

OVERVIEW

Cargas Energy's texting feature embeds text messaging functionality directly in Cargas Energy, allowing you to communicate with customers without ever leaving the software. Messages are automatically generated based on trigger events like creating a will call ticket or scheduling a service appointment. In addition to automated messages, the texting feature allows you to hold a text conversation with a customer directly within Cargas Energy, similar to a chat tool. The Message Center gives you one place to view and track all text conversations. The texting feature includes ready-to-use templates for multiple trigger events. You can customize each template and add personalized information by pulling from select fields in Cargas Energy.

FEATURES

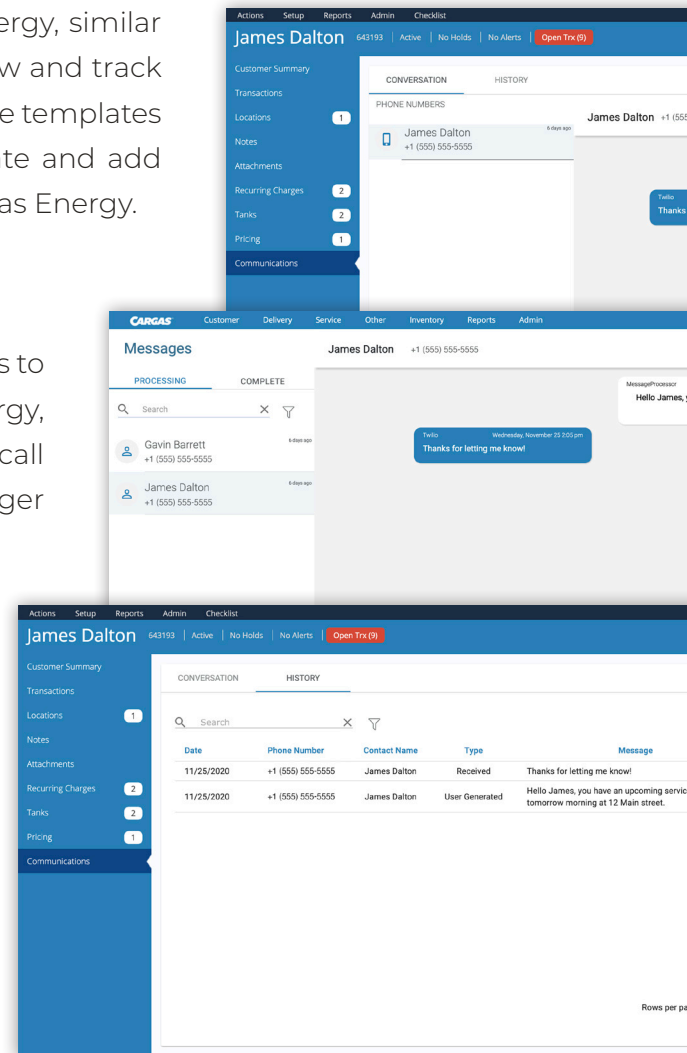
Automatic notifications. Automatically send text notifications to customers when certain trigger events occur in Cargas Energy, like scheduling a service appointment or creating a will call ticket. The texting feature currently supports multiple trigger events: service appointment scheduled, technician in transit, technician arrived, work order completed, will call ticket created, will call ticket completed, call ahead delivery (multiple options), difficult delivery (multiple options).

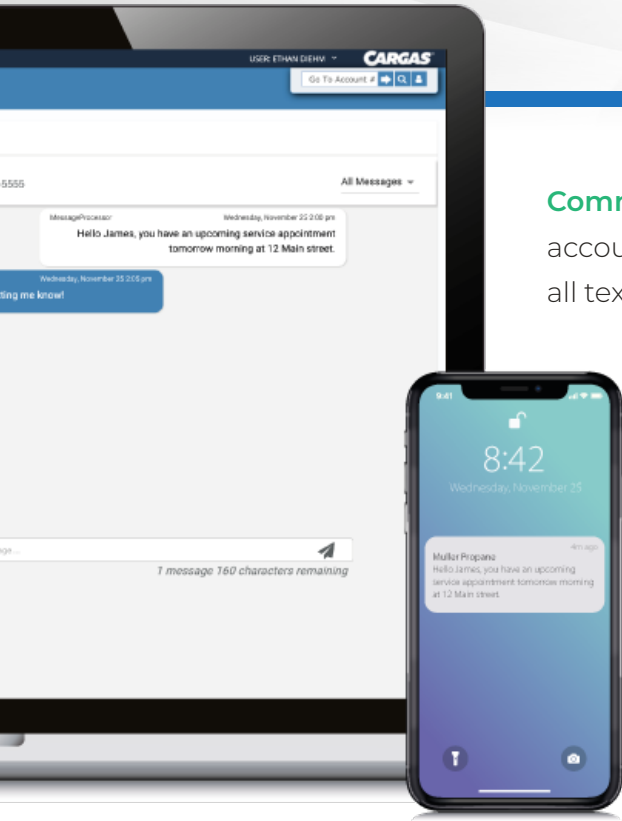
Customizable, personalized templates. Customize each message template with the information that's important to your business. For example, you might want to include your office number so customers can call in if they have questions. You can also pull data from Cargas Energy fields, like Customer Name and Tank Address, to personalize the messages.

Test messages. When setting up your message templates, you'll have the option to send test messages to a designated phone number to see how the messages will appear to a customer.

Employee photos for service messages. Add photos of your service technicians to service messages.

Hold conversations. Have a text conversation with a customer directly in Cargas Energy. You will see customer messages and be able to send replies all without leaving the software.





Communications tab. For customers with text notifications enabled, the account screen will include a “Communications” tab where you can view all text communications with the customer. Using the Communications tab, you can send new messages, hold conversions, and view message history.

Message Center. The Message Center acts as a universal inbox where you can see all text communications across all customers. When you’ve responded to a message, you can mark it “completed” in the Message Center, so you can easily distinguish completed messages from those that are still ongoing or require a response. You’ll be able to send new messages, hold conversations, and view historical messages through the Message Center.

Customizable settings. Set up any mobile number associated with a customer’s account to receive text messages. You can select which notifications a customer should receive, like delivery only, service only, or both.

Automatic unsubscribe. Automatically disable texting for customers who opt-out of text notifications by replying “STOP” to a message.

IS THERE ANYTHING CARGAS ENERGY TEXTING DOESN'T DO?

Reply to confirm. For example, asking customers for a response, like “reply ‘C’ to confirm your appointment.” While customers can reply to text messages sent through Cargas Energy, those messages do not trigger any workflow or process in the software. Viewing and responding to customer texts currently has to be managed manually.

Text to pay. For example, allowing customers to reply “PAY” to pay an invoice with the card they have on file. This functionality may be available in the future.

Marketing messages. Currently, the texting feature does not support automated marketing messages. For example, texting customers to notify them of an available discount or asking them to complete a survey. This functionality may be available in the future.

Group messaging. Currently, messages can be sent on an individual basis only, not to groups of customers. This functionality may be available in the future.

ADDITIONAL DETAILS

If you choose to use the texting feature, you will have access to all of the functionality described above, including message setup, enable texting for customer mobile numbers, automated messages, Message Center inbox to manage replies, and historical message management on the customer screen. The texting feature also includes default copy for each automated message template.

Currently, the texting feature supports eight trigger events to generate automated messages. We know additional trigger events will be of interest to our customers and plan to add more options as we receive feedback from you.

Cargas Energy texting is powered by Twilio, a leader in business communications that specializes in embedding messaging and other communication services in software like Cargas Energy.

While texting is a standard Cargas Energy feature at no additional cost to you, there are associated fees that are standard for any text messaging service, such as per-message, phone line, and carrier fees. Please contact your Customer Success Manager to learn more about the costs associated with the texting feature and what you can expect to pay for your business.

NEXT STEPS

Cargas Energy's texting feature is now available for all customers. To learn more about this feature and get started, contact your Customer Success Manager.

