FORWARD-THINKING UTILITY COMPANY

Delivering reliable service notifications to consumers through powerful mass notifications

This utility company provides electricity generation, transmission, and distribution to over one million consumers, largely in North America. Their coverage spans an extensive and diverse area where they also provide natural gas, water, and wastewater treatment systems.

CHALLENGE

After acquiring the regional operations of another utility company, the company wanted the ability to communicate with and support their entire footprint of 4,000 employees and over one million customers. A thorough enterprise-wide evaluation determined they needed to retain the ability for employees to work within their existing systems. They also needed a trusted solution capable of delivering alerts to both customers and non-customer consumers like apartment tenants, building renters, and even visitors to hotels and conference centers.

SOLUTION

OnSolve by Crisis24 Mass Notification checked every box on this company's list. A robust mass notification engine reliably delivers alerts, while the open API integration enables data to be retained in-house and staff to work from their existing system. After triggering notifications, alerts are sent through OnSolve Mass Notification in the recipients' preferred channel — phone, text, or email. OnSolve Mass Notification gathers responses and analytics, which are available within the company's current software for better visibility and continuous improvement. Non-customer consumers can sign up for alerts through a simple text-to-keyword option, so no one is left out of the loop during service outages, scheduled maintenance, or other emergent incidents. OnSolve Mass Notification also serves as an emergency data storage backup, so the company can continue to send alerts should their own servers go down.needed a trusted solution capable of delivering alerts to both customers and non-customer consumers like apartment tenants, building renters and even visitors to hotels and conference centers.

WHY THEY CHOSE ONSOLVE MASS NOTIFICATION

The company needed a high degree of flexibility and customization. They valued the OnSolve Mass Notification team's customer focus and dedication to meeting all the needs they outlined. The flexibility of the open API, the ability to keep working within their existing system, and the capability of being able to communicate with non-customer consumers made OnSolve Mass Notification the best choice. The added benefit of redundancy ensures long-term security and communications continuity for their consumers. The OnSolve Mass Notification team has demonstrated the vision to grow with this corporation as their future needs unfold.

Visit crisis24.com to learn more.

✓ **Leverage a powerful** mass notification system through an open API

✓ **Easily notify both customers and non-customer consumers** for maximum reach

✓ **Benefit from redundancy with backup data storage** to maintain communications in an emergency