

Notifications Give Utility Customers Glow of Satisfaction

THE SITUATION

More than 515,000 customers receive their electricity from southwestern Ohio's public utility company. Customers include residents, commercial and industrial businesses, and government facilities in an area spanning 6,000 square miles.

The company knows that customers don't appreciate being "left in the dark." Their research revealed that acknowledging an outage and explaining why it occurred satisfies customers. The utility determined that a message notification service would be the most cost-effective and efficient way to contact customers. They needed a service that could alert customers when power lines are down and send details about power outages. In addition, the company wanted to notify customers about scheduled maintenance calls, such as tree trimming around power lines.

THE SOLUTION

With One Call Now, customers receive timely, automated notifications. When big storms cause power outages, customers want to know when power will be back on. "Even if we don't know exactly when it will be restored, acknowledging the outage greatly reduces the call volume to our call center and eases customer's minds," said, the utility's director of operations. "And when we're back up, we use the system to notify customers that the power has been restored in their area," continued the director. "During outages in the summer, we set up ice stations and use the system to let customers know where the stations are located."

Messages from One Call Now notify customers when crews will be trimming trees in their area. This simple notification reduces calls from disgruntled customers whose trees have been trimmed.

One Call Now also sends emergency notifications to employees. When severe weather threatens or other emergencies happen, messages are delivered quickly and efficiently to employees' work phones and mobile devices.

THE RESULT

"Our goal is to continually increase customer satisfaction with our service," commented the operations director. "One Call Now helps us do that. It gives us a way to easily reach out to customers to give them the information they need. It's working out very well for us."

Continued

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DIRECTOR OF OPERATIONS

INDUSTRY

Utilities

SCOPE/GEOGRAPHY

Southwest Ohio

PROBLEM

Notifying customers about power situations

PAYBACK

Increased customer satisfaction



This company's successful result supports the finding of a J.D. Power and Associates study stating, "...utilities may be able to mitigate low satisfaction levels due to outages by providing comprehensive outage information. Among business customers who called their utility to report an outage, those who received four or more pieces of outage information are nearly as satisfied overall as those who never experienced an outage. By proactively communicating about corporate citizenship initiatives and power outage information, electric utilities are providing additional value to their business customers, to which those customers are responding positively."

For utilities companies, the One Call Now notification tool can help increase customer satisfaction by providing simple, reliable, and effective communication.

CONTACT US TO LEARN MORE!

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One Call Now is America's largest message notification provider, serving one in five American households annually. Founded in 2002, One Call Now has been honored as one of Inc. Magazine's fastest growing privately held companies in America for four consecutive years. Schools, businesses, churches, volunteer organizations, emergency crews, and municipalities use One Call Now's high-speed, fully redundant service to send voice, SMS text and email messages to thousands of numbers simultaneously. When Messages Matter, We Deliver!