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FOR IMMEDIATE RELEASE

## **WIREGRASS ELECTRIC COOPERATIVE IMPLEMENTS IVR FROM CENTURION**

TAMPA (April 13, 2010) -- Wiregrass Electric in Hartford, AL, has implemented an interactive voice response system from Centurion to better serve its members seven days per week, twenty-four hours per day. Their members can now pay their electric bills by telephone, using credit cards or electronic checks, whenever and wherever they choose to do so.

Wiregrass utilizes Utility Powered Network CIS services from Southeast Data Cooperative (SEDC). Centurion has worked closely with SEDC to be the first IVR manufacturer to support SEDC's new IVR interface utilizing web services that allows members to take advantage of expanded self-service capabilities.

The Centurion IVR utilizes SIP VoIP trunks to communicate with the Wiregrass NEC Univerge SV 8300 IP PBX and is the first IVR to use this method of telephony integration with the NEC Univerge System. The utilization of SIP VoIP eases port expansion, maintains excellent voice quality, and preserves the total number of IP extensions supported by the telephone system.

Wiregrass will be using the IVR's outbound notification system to replace outsourced services to provide courtesy calls to members who are overdue in paying their bills and offer the opportunity to pay their bills during the call. Additionally, Wiregrass will use the system to notify members of scheduled outages, tree trimming, cooperative announcements, and any emergencies that might arise.

Wiregrass has now implemented a GIS / Outage Management System from Futura, which is supported by the Centurion IVR for Automated Outage Reporting and automated customer call back when their service has been restored. The IVR port capacity has been tripled to handle large volumes of calls and was accomplished through software licensing thanks to the use of SIP VoIP trunk ports.

### **About Wiregrass Electric**

Wiregrass provides electricity to 22,000 consumers in Southeast Alabama and has offices in Hartford, Dothan, Ashford, and Samson. Its 62 employees support almost 4,000 miles of line with an average of 5.69 meters per mile.

### **About Centurion, Inc.**

Since 1981, Centurion, Inc. has provided in-house solutions to help companies better serve their customers. With thousands of federal, state and local government agencies, public and private utilities, financial institutions and other business customers worldwide, Centurion's extensive library

of Interactive Voice Response (IVR), Automatic Call Distribution (ACD), CRM, Screen Pop and Recording applications are custom designed to enhance every aspect of an organization's online and real-time interfaces. Committed to "delivering on our promise", Centurion is positioned to deliver the very best hardware, software and post-sale support to increase an organization's efficiency, reduce costs and improve interactions with existing and potential customers.

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