



DC Water uses Everbridge to simplify and personalize communications with customers to drive satisfaction

DC Water distributes drinking water and collects and treats wastewater for 700,000 residents and 17.8 million annual visitors in the District of Columbia. DC Water also provides wholesale wastewater treatment services for 1.6 million people in Montgomery and Prince George counties in Maryland, and Fairfax and Loudoun counties in Virginia. To treat wastewater, DC Water operates the Blue Plains Advanced Wastewater Treatment Plant, the largest advanced wastewater treatment facility in the world.

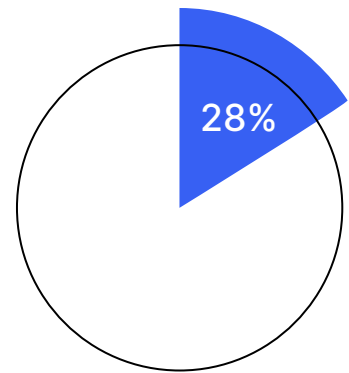


Challenges

Notifying customers of planned and unplanned outages, spills, boil water advisories, and other important messages

Customers expect to be notified when there is a water outage, a water quality concern, or if a wastewater spill occurs in their area. Before leveraging Everbridge solutions, DC Water did not have a streamlined ability to directly notify customers outside of using doorhangers, which work for planned outages only, as well as media outlets and social media.

For example, the communications team might notify subscribers via social media when there is a large main break or restoration of services. But posting to a single communication channel or social media site has its limitations. Not all customers or staff may be on the same channel. Additionally, it's hard to get messages to stand out from the noise, confirm receipt of messages, or personalize the message to enhance the customer's experience.



28%

Just 28% of water utility customers recall receiving any communications from their water provider.

Solutions

A multi-channel and automated system to communicate with customers and staff

To meet evolving customer expectations and higher service bars for satisfaction, DC Water invested in Everbridge technology to simplify complex interactions, personalize communications through the application of advanced analytics to customer data, and proactively communicate with staff and customers to drive transparency and loyalty.

A mobile messaging strategy is essential to a value-added approach to service and operations for the best customer experience. DC Water has capitalized on this through proactive communications.

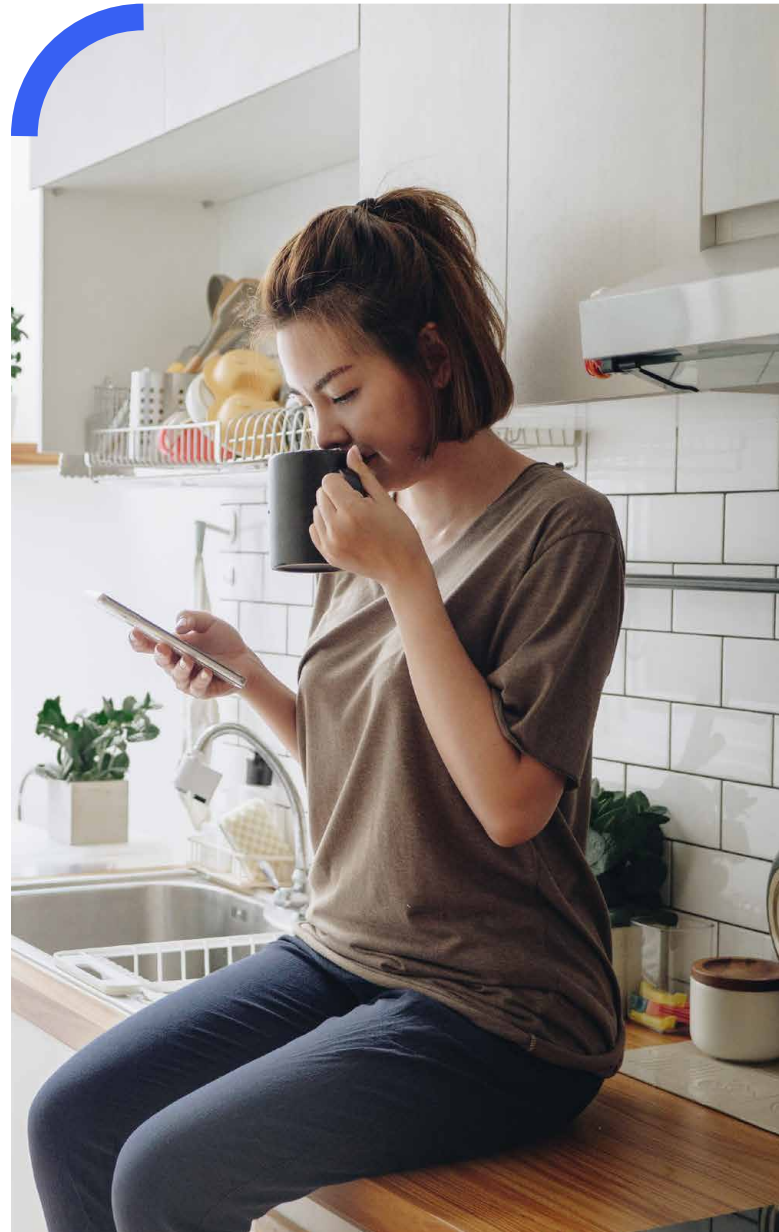
With Everbridge

- DC Water can target unexpected outage and restoration notices to customers in the impacted area
- Customers receive email notifications on their desktop and mobile devices
- Customers can quickly acknowledge and submit a response regarding their water status
- Confirmations and polling answers are tracked in a dashboard
- Data can be exported to Microsoft Excel for further analysis
- Follow-up notifications estimate restoration time
- Restoration is confirmed

Customer satisfaction as a competitive differentiator can be instrumental for utilities seeking growth via new unregulated services and products, or protecting their core business from disruptive entrants. Higher levels of consumer trust and confidence can raise the barriers for market entrants creating disruption and discourage your customer base from making a change.

In addition, DC Water also uses Everbridge for internal emergency notifications. This includes communicating with all or select staff during emergencies via the communication channels that work best for them. DC Water previously had no solution outside of PAs, radio, and email. Now, their duty of care standards are met at higher levels while mitigating or eliminating business disruptions. Effective communication across the business is a win from an HR perspective, a win for customers, and a win for DC Water.

Overall satisfaction scores are 84 points higher when customers recall receiving a proactive communication from their utility service provider.



How Everbridge Works: An Example

Beyond DC Water, other utilities have implemented their own workflows for communicating with staff and customers. Below is one example of how another customer may use Everbridge:

Dispatch is alerted to a water outage on 30th Street between Queen Street and River Street and based on investigation efforts, and impacted customers need to be notified of the disruption and mitigation actions being facilitated.

- A notification is crafted and sent to customers potentially impacted in the area. In addition to making the customers aware of the current situation, the message can ask about their water status.
- Customers receive email notifications on their desktop and mobile devices. They can quickly acknowledge and submit a response regarding their water status.
- As customers acknowledge and respond to the message, confirmations and polling answers can be tracked in a dashboard. Data can be exported to Microsoft Excel for further analysis.
- Repair crews continue to evaluate the severity of the utility repair. If there is a need to expand the response, the crew requests a conference call with senior management to discuss options.
- A conference call notification is launched for senior management to discuss the potential need to expand the repair area and notify other customers of a potential unplanned emergency outage.
- Decision is made that the repairs can be completed without expanding the impacted area and a follow up notification goes out with the estimated time of restoration.
- Once the repair work is completed, a final update is sent to all the impacted customers to let them know.

Stats from J.D. Powers 2019 Utility Residential Customer Satisfaction Study (<https://www.jdpower.com/business/press-releases/2019-water-utility-residential-customer-satisfaction-study>)

Get in touch to learn about Everbridge, the resilience platform.

