

# Protecting Utility Customers and Employees with Everbridge



## OVERVIEW

Park Water Company (PWC) is an investor-owned, public water utility company that serves a population of approximately 200,000 people in California and Montana. PWC delivers water to roughly 65,000 service connections through a distribution system of over 800 miles of pipeline.

### PROJECT HIGHLIGHTS

- + PWC can reliably scale to thousands of notifications to customers at once.
- + Significant time, labor, and cost savings due to automation of once manual processes.
- + Geographically targeted notifications improved customer experience.

targeted notifications were essential for PWC — especially as severe weather frequently causes damages to important equipment. Using laborious and out-of-date methods for notifying customers and key stakeholders was keeping employees preoccupied rather than focusing on fixing the problem at hand.

### Solution

Everbridge provides geographically targeted notifications that enable Park Water Company to send utility communications such as public safety alerts and maintenance notices to customers and key stakeholders in affected areas. Whether it is damaged equipment or routine processes like flushing, PWC leverages Everbridge to notify customers of the situation at hand and provide them with proper instructions to reduce confusion.

## Main Challenges

Park Water Company needed a scalable communications system to notify thousands of customers in minutes during emergencies and for routine utility operations. Effective utility communications and geographically

“Everbridge fits our needs. Not only do we save time and improve customer service during our routine activities with Everbridge, but we also know we have a quick and reliable way to communicate with our customers and employees during an emergency.”

-Manager, Park Water

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## Q&A with Park Water Company

### WHAT REQUIREMENTS NEEDED TO BE CONSIDERED BEFORE CHOOSING THE EVERBRIDGE SYSTEM?

PWC needed a high-capacity communications system so it could rapidly disseminate time-sensitive information and instructions to customers in addition to quickly communicating with employees. Even routine activities such as flushing — the process of cleaning pipes through the force of water — require PWC to provide advance notice to customers to prevent an influx of calls to the call center. Before Everbridge, PWC's emergency notification processes were slow, manual, and unwieldy. The Everbridge platform met all our requirements, and today, PWC can send public safety alerts and maintenance notices to customers in affected areas in minutes.

### HOW HAS EVERBRIDGE IMPACTED PWC'S DAILY OPERATIONS?

PWC has been able to improve its customer service and satisfaction levels thanks in part to Everbridge. By proactively keeping residents informed of pending service interruptions and routine maintenance, decreasing inbound call center requests, and preventing customer complaints, PWC has enhanced its customer service and reduced its inbound support calls. Everbridge also provides substantial time and cost savings. With the Everbridge system, PWC has been able to eliminate costly community outreach efforts, including expensive and labor-intensive door hangers, letters, and community signs, saving the company significant money and labor resources.



### WHY WAS EVERBRIDGE THE RIGHT CHOICE FOR PWC?

Everbridge has helped PWC bolster its emergency preparedness and response strategies. Geographically targeted notifications enable PWC to send public safety alerts and maintenance notices to customers instantly. In addition, the Everbridge system can target a specific area by ZIP code, street address, radius, or by using a polygon to select a neighborhood or other location, making it easier than ever before to reach constituents in affected areas. PWC demonstrated its concern for public safety with the implementation of Everbridge. The platform enables PWC to respond quickly to any emergency, and its built-in notification tools are an absolute necessity for delivering potentially life-saving information.



## Let's Chat

Would you like to know more about **Critical Event Management**? Request a demo at [Everbridge.com](https://www.everbridge.com).