

Glasgow Electric Plant Board



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Bill Anderson,
Customer Relations Manager
Glasgow Electric Plant Board

OVERVIEW

The Glasgow Electric Plant Board has been serving the City of Glasgow, Kentucky with its electric needs since 1962. The utility offers reliable electricity and communications services to all of the customers in our service area.

PROBLEM

Glasgow Electric Plant Board needed a system they could use to quickly and easily send customers peak energy usage alerts, outage notifications, and other critical information.

SOLUTION

The solution was Everbridge for critical customer communications.

Q&A with Bill Anderson, Customer Relations Manager



CAN YOU TELL US ABOUT THE CHALLENGES YOU FACED BEFORE DEPLOYING EVERBRIDGE?

We are the first TVA utility (and there are 153 of us) to institute a separate demand charge on its residential customers. We are not only an electric utility, we're also cable TV and Internet service. Thankfully, we don't have very many outages, so the main thing we needed to contact our customers about was when it appeared that a peak (and correspondingly higher electric rates) was coming up, to help keep their bills low.

WHAT PROBLEMS DOES EVERBRIDGE HELP SOLVE? HOW DO YOU CURRENTLY USE THE SYSTEM?

Everbridge helps with these notifications, that usually occur about 4-6 times per month. We also use it for neighborhoods when work is being done that might impact their services. Used more for external communication than internal, although we've also set the system up to work for our personnel.

WHAT WOULD YOU SAY THE RETURN ON INVESTMENT (ROI) HAS BEEN WITH EVERBRIDGE?

I don't know of any other systems that are as reliable or cost-effective as what Everbridge provides. After everything is set up, it's incredibly easy to use and very user-friendly. We now understand why Everbridge is used so extensively and by such large companies.

ANYTHING ELSE YOU'D LIKE TO MENTION IN REGARDS TO YOUR EXPERIENCE WITH EVERBRIDGE?

I'm surprised that Everbridge, in our experience, has so very little down time. While we don't use the system constantly, it has always been ready and functional.

ANYTHING ELSE YOU'D LIKE TO MENTION IN REGARDS TO YOUR EXPERIENCE WITH EVERBRIDGE?

One of the few things it seems that we've gotten into in my 27 years with our company that truly offered the functionality that we were promised without a bunch of add-ons or hidden costs. It does what we were promised.

About Everbridge

Everbridge, Inc. (NASDAQ: EVBG), is a global software company that provides critical communications and enterprise safety applications that enable customers to automate and accelerate the process of keeping people safe and businesses running during critical events. Everbridge is based in Boston and Los Angeles with additional offices in San Francisco, Beijing and London.

For a full product description, along with best practices and product details please see the Everbridge User Guide and Everbridge University.

