



“ 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.”

Mary Young  
**Park Water Company**

## 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.

## PROBLEM

Park Water Company needed a high capacity communications system to notify thousands of customers in minutes during emergencies and for routine operations.

## SOLUTION

Everbridge provides geographically targeted notifications that enable Park Water Company to send public safety alerts and maintenance notices to customers in affected areas.

### WHAT FACTORS DID YOU CONSIDER 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 of 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 is capable of targeting 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.

### About Everbridge

Everbridge is a leading unified critical communications platform trusted by corporations and communities of all sizes that need to reach the right people for immediate action, collaboration, and decision-making. Connecting millions of people and internet-connected devices, the company provides reassurance that secure, compliant messages are delivered, locally and globally, received and responded to, no matter the recipient's location. Everbridge is based in Boston, Los Angeles, 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.

