



“ Being able to tailor messages to only identified areas on a map rather than just sending out the message across the entire population, and being able to respond to situations appropriately based on customer communication is so helpful. It allows us a lot of flexibility and saves us a lot of time.”

Aaron Bean
Westfield Gas & Electric

OVERVIEW

Westfield Gas & Electric is located in Westfield, Massachusetts and serves approximately 19,000 electric customers and 9,000 gas customers. The Everbridge system replaced a manual call center and provides Westfield Gas & Electric with the ability to get informed about situations in real-time and engage in two-way communication with employees and customers about incidents.

PROBLEM

Westfield Gas & Electric was using a manual call center and would send out crews to investigate the problem and determine if it was their responsibility, which was often time-consuming.

SOLUTION

Everbridge provides Westfield Gas & Electric with mobile apps that give staff in the field the ability to share photos with system administrators, which helps workers assess the situation and respond properly.

WHAT TYPES OF INCIDENTS CONCERN YOU WHEN IT COMES TO CRITICAL COMMUNICATIONS?

We deal with mostly severe weather alerts and power outages. Being a utilities company, our business has a responsibility to the community to have an effective communication system in place to inform civilians and employees about the status of incidents.

HOW DO YOU USE THE EVERBRIDGE SYSTEM?

We often use the system to see what the customers are seeing first-hand, rather than trying to query the customers over the telephone. Being able to see pictures of real-time situations is very helpful in enabling us to map out and send crews to the location. This saves us a lot of time when trying to figure out how to respond to situations appropriately.

We also use the system to connect with our customers and employees to update them on the status of incidents. Having two-way communication with them is very helpful for us during emergencies.

HOW DO YOU UTILIZE THE TARGET MESSAGING APPLICATION OF THE EVERBRIDGE SYSTEM?

Being able to see everything on a map, that's fantastic. Being able to see where the calls are coming in from, that's a really, really great feature, and being able to send out messages tailored to a certain area on the map is also a very

great feature. It's helpful, rather than just sending out the message across the entire population to say that we're currently experiencing outages, to say it's going to be some time. I can now say, "Your area is going to be back in power within two hours," or, "Our crews are responding to this area." It allows us a lot more flexibility.

HOW WILL EVERBRIDGE IMPROVE YOUR COMMUNICATIONS WITH STAFF AND CUSTOMERS?

The new system is fantastic, and the Mass Notification and Interactive Visibility solutions are very user-friendly. Even people on my team have commented on how well the Everbridge system is laid out and how userfriendly it is to get up and running and how quick a novice can just get in and craft a message and be able to send out that message very quickly to the right people.

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.