# AGENT511

## Sequenced customer engagement

Avoid spreadsheets and manual uploads by automating personalized maintenance notifications with REACH™ Orchestration.   Alleviate customer stress and complaints by keeping them informed of infrastructure upgrades, vegetation management, and periodic refreshes.  The platform associates work orders & infrastructure with impacted customers and communication preferences, and delivers messages across text, email, voice, mobile, and print in accordance with your logic.
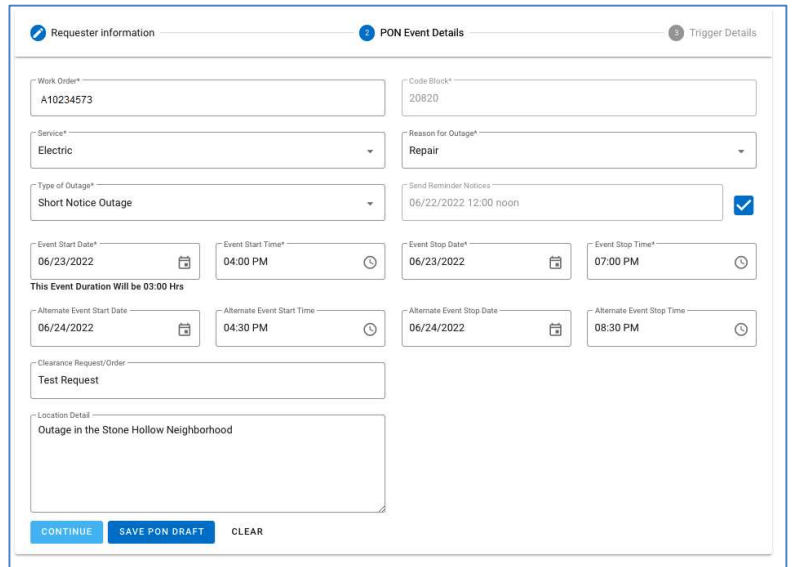
**TRUSTED BY:**

PECO.    NYC Information Technology & Telecommunications    BGE    ★CHICAGO

## Avoid spreadsheets and door hangers

Automate real-time customer communications for immediate maintenance updates

- ✔ REACH is synchronized with customers and assets to instantly correlate work orders with impacted customers
- ✔ Customized workflow to perform recurring notification reminders and updates for the duration of the event
- ✔ Multichannel digital and print template management and delivery
- ✔ Automatic channel selection based upon timeliness (from 3rd class letter to SMS)
- ✔ Once the event occurs, restoration alerts continue the customer engagement



**CASE STUDY**:  PECO, Philadelphia

**PECO deployed REACH Orchestration to automate its planned outage notifications to increase real-time alerting and improve accuracy.**  System reliability is crucial for PECO and vegetation management and infrastructure upgrades result in necessary disruptions. REACH allows PECO to responsibly notify customers in advance and keep customers informed throughout the entire event.  If changes must occur to the event, customers are notified immediately and the system automatically re-sequences alerts.

| Work Order# | Requester Name | Outage Type | Event Start Date And Time | Send Message Date And Time |
|---|---|---|---|---|
| May31_EventC | Reach QA | Outage Cancellation | 06/22/2022 08:00 AM | 05/31/2022 11:29 AM |
| Jun03_EventB | Reach QA | Outage Rescheduled Date Known | 06/23/2022 09:00 AM | 06/03/2022 07:12 AM |
| Jun03_EventE | Reach QA | No Outage (Veg Mgmt) | 06/23/2022 11:45 AM | 06/03/2022 06:50 AM |
| Susan-TEST | Susan DeClerck | Short Notice Outage | 06/23/2022 04:00 PM | 06/21/2022 02:10 PM |
| sample123 | Reach QA | Outage Rescheduled Date Known | 06/25/2022 10:00 AM | 06/14/2022 09:23 AM |

## Search and manage events

Automatic orchestration of messaging schedules that combines rules and messaging channels

- ✔ Modify exising events and REACH will re-sequence messaging reminders in accordance with complex logic
- ✔ Create custom filters such as customer type, assigned assets, and geographic area
- ✔ Update or cancel events to instantly inform customers in accordance with channel timeliness
- ✔ Event and message search on dashboard and via data warehouse for analytics and reporting
- ✔ Delivered from our secure cloud via SSO portal or API

## Customer engagement for the event lifecycle

Inform customers from work order creation to completion

- ✔ Trigger personalized template-based restoration alerts that include reasons and anticipated duration
- ✔ Staged and on-demand templates offer flexibility to maximize relevance and personalization
- ✔ Randomized branded surveys after restoration maximize engagement
- ✔ Two-way reporting & status requests

## Specifications

**Integration**
OMS & Scheduler ReST/JSON API
CIS/OMS/AMI/CC&B/SAP ReST/JSON API
Chrome and Edge browsers

**Environment**
Redundant private cloud
Google Cloud Platform
SSL, firewalls, IP whitelisting

**Notification channels**
Email, SMS text, voice, mobile app
Print: 1st and 3rd class
TCPA portability & carrier look-up

**Support**
24x7 email and telephone
Expert integration, deployment services
Agile, waterfall, hybrid