

REACH™ Orchestration

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.



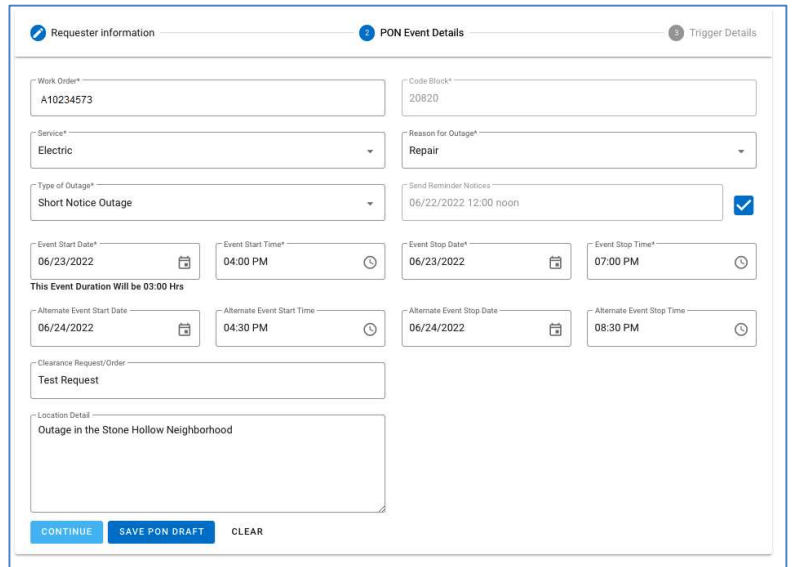
TRUSTED BY:



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



The screenshot shows a web form for creating a Planned Outage Notification (PON). The form is divided into three tabs: 'Requester information', 'PON Event Details', and 'Trigger Details'. The 'PON Event Details' tab is active. The form contains the following fields:

- Work Order*: A10234573
- Code Block*: 20820
- Service*: Electric
- Reason for Outage*: Repair
- Type of Outage*: Short Notice Outage
- Send Reminder Notices: 06/22/2022 12:00 noon (checked)
- Event Start Date*: 06/23/2022
- Event Start Time*: 04:00 PM
- Event Stop Date*: 06/23/2022
- Event Stop Time*: 07:00 PM
- This Event Duration Will be 03:00 Hrs
- Alternate Event Start Date: 06/24/2022
- Alternate Event Start Time: 04:30 PM
- Alternate Event Stop Date: 06/24/2022
- Alternate Event Stop Time: 08:30 PM
- Clearance Request/Order: Test Request
- Location Detail: Outage in the Stone Hollow Neighborhood

At the bottom of the form, there are three buttons: 'CONTINUE', 'SAVE PON DRAFT', and 'CLEAR'.

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.

Event Start Date Range

From: To: 06/22/2022 - 06/25/2022

Requester Email: []

Department Name: []

Work Order#: []

Type of Outage: []

Transformer No: []

Status: []

Feeder: []

SEARCH [] RESET []

EXPORT TO EXCEL []

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

VIEW [] EDIT [] VOID [] EVENT HISTORY []

Rows per page: 10 1-5 of 5

Search and manage events

Automatic orchestration of messaging schedules that combines rules and messaging channels

- ✓ Modify existing 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

