AGENT511

# REACH™ Preference Center

## Personalized, relevant messaging delivered by heroes

bge℠
AN EXELON COMPANY

evergy

NYC
Information
Technology &
Telecommunications

peco℠
AN EXELON COMPANY

ORCHESTRATION

# REACH™ Engagement-as-a-service (EAAS)

**Programs**

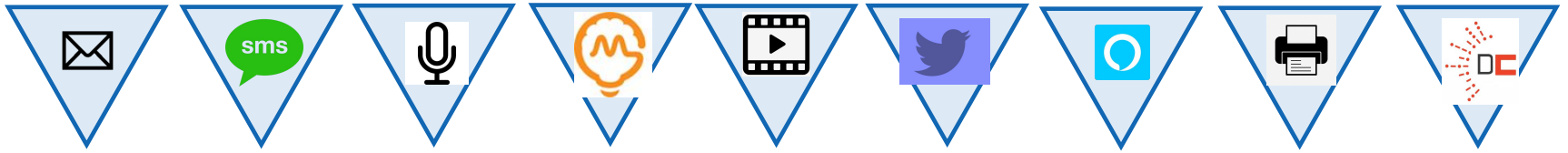
**Core Modules**

- Complex Rules
- Dynamic Templates
- Two-way
- Reports & Analytics
- Integration Frameworks
- Authentication
- Custom Workflows

**Message Creation**

Identical process & custom experience for every channel

**Channels**




FUTURE-PROOF INTEGRATION PLATFORM

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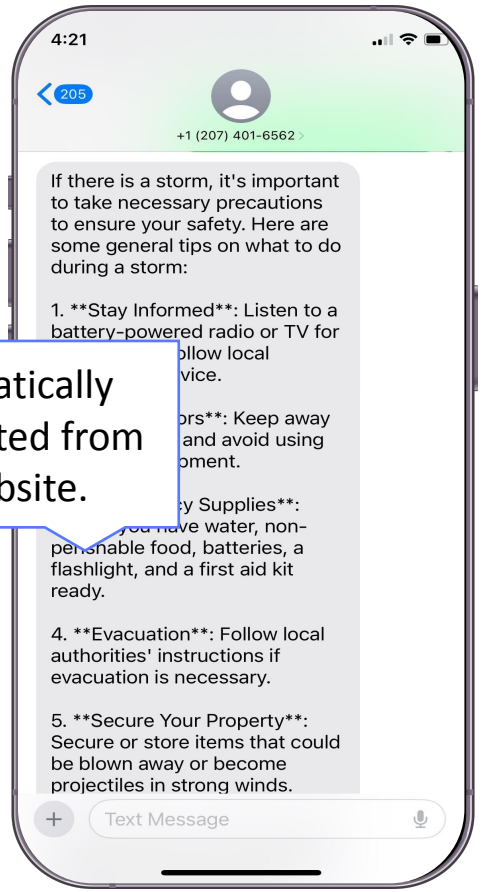
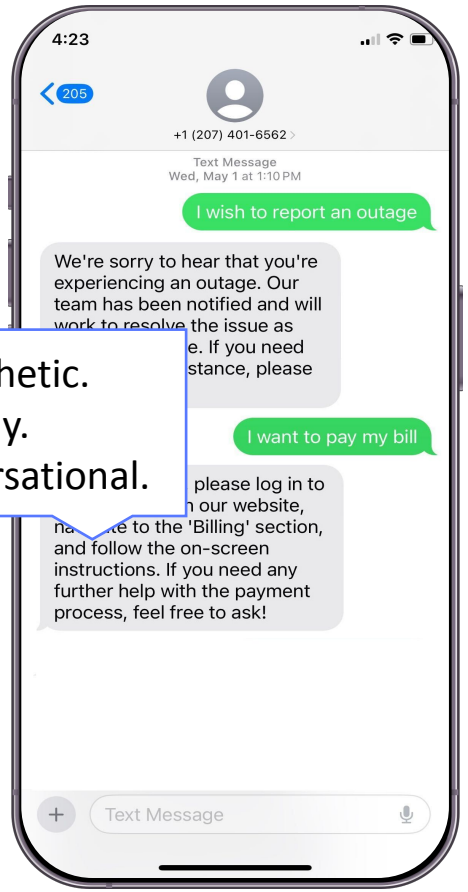
# You notified the customer. Now what?

## PRE-STORM



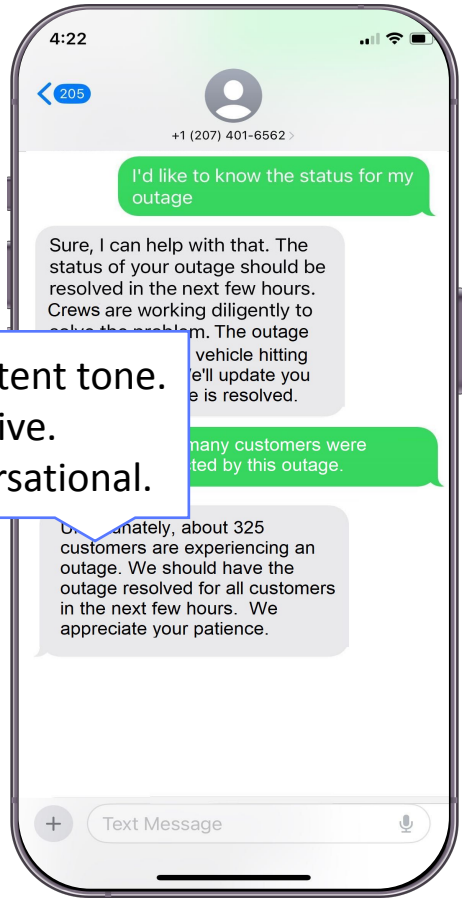

Automatically generated from the website.

## OUTAGE START




Empathetic.
Friendly.
Conversational.

## STATUS UPDATES




Consistent tone.
Proactive.
Conversational.

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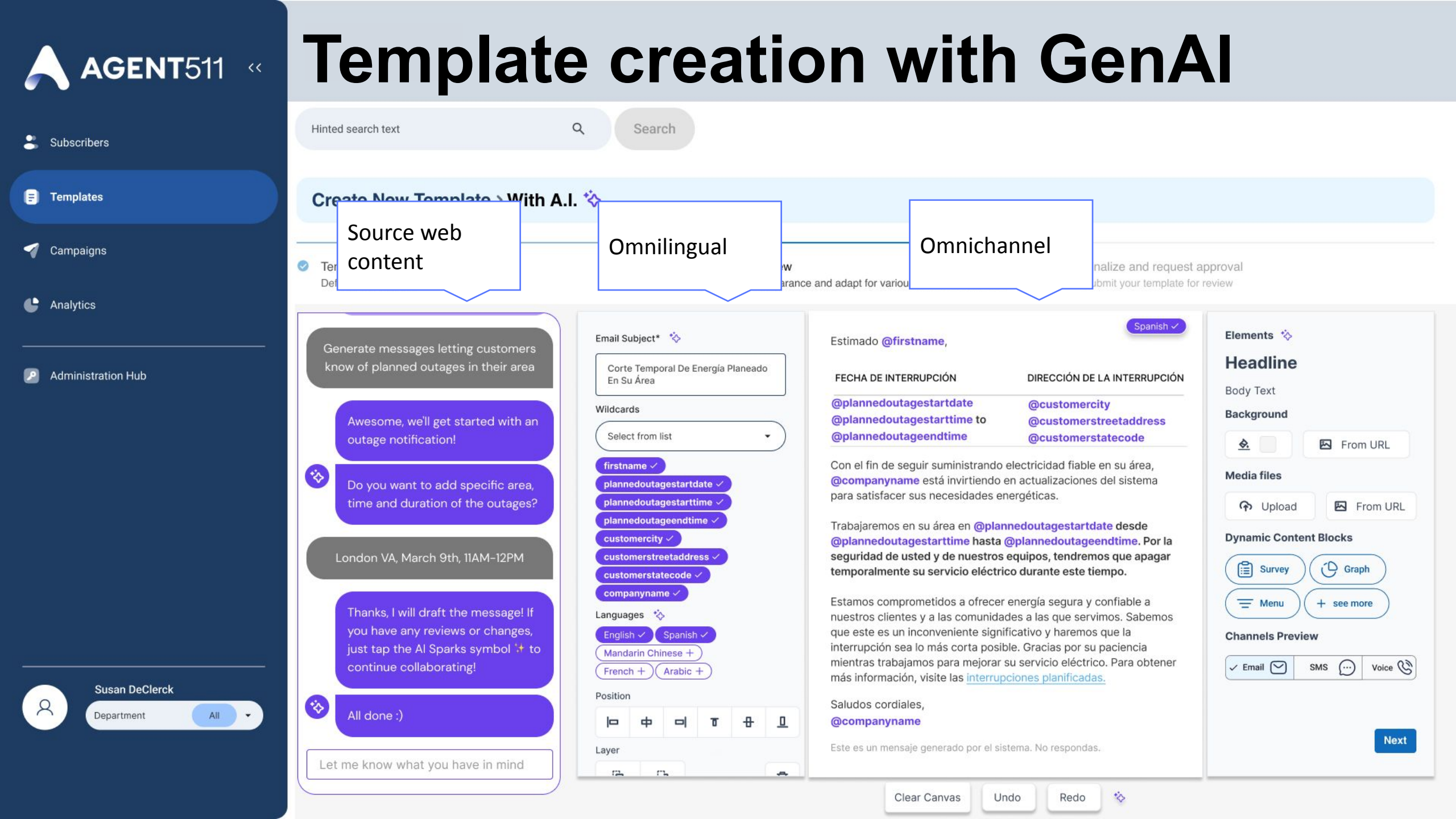
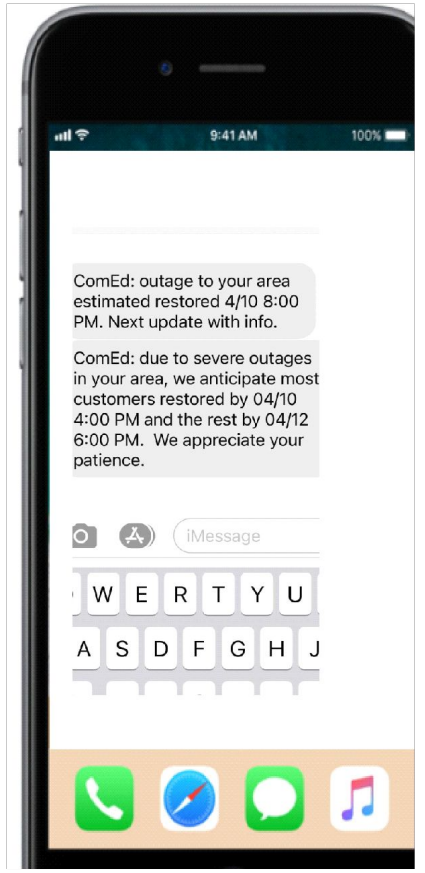
# Template creation with GenAI



# Conversational empathy

- ➔ Show empathy during severe outages
- ➔ Some information better than none
- ➔ Use sentiment analysis to drive survey

| Notification | Actual | Condition | Action |
|---|---|---|---|
| ERT sent | Outage | Standard ERT | Normal |
| Restore sent | Outage | Nested outage | Updated outage & empathy |
| No restore sent | Restored | Nested outage | Empathy after storm |
| ERT sent | Severe outage | Long ERT | Empathy and trend |
| ETR sent & passed | Outage | Long ERT | Empathy and restoration trends |
| Message missed | | Data / process issue | Empathy message |

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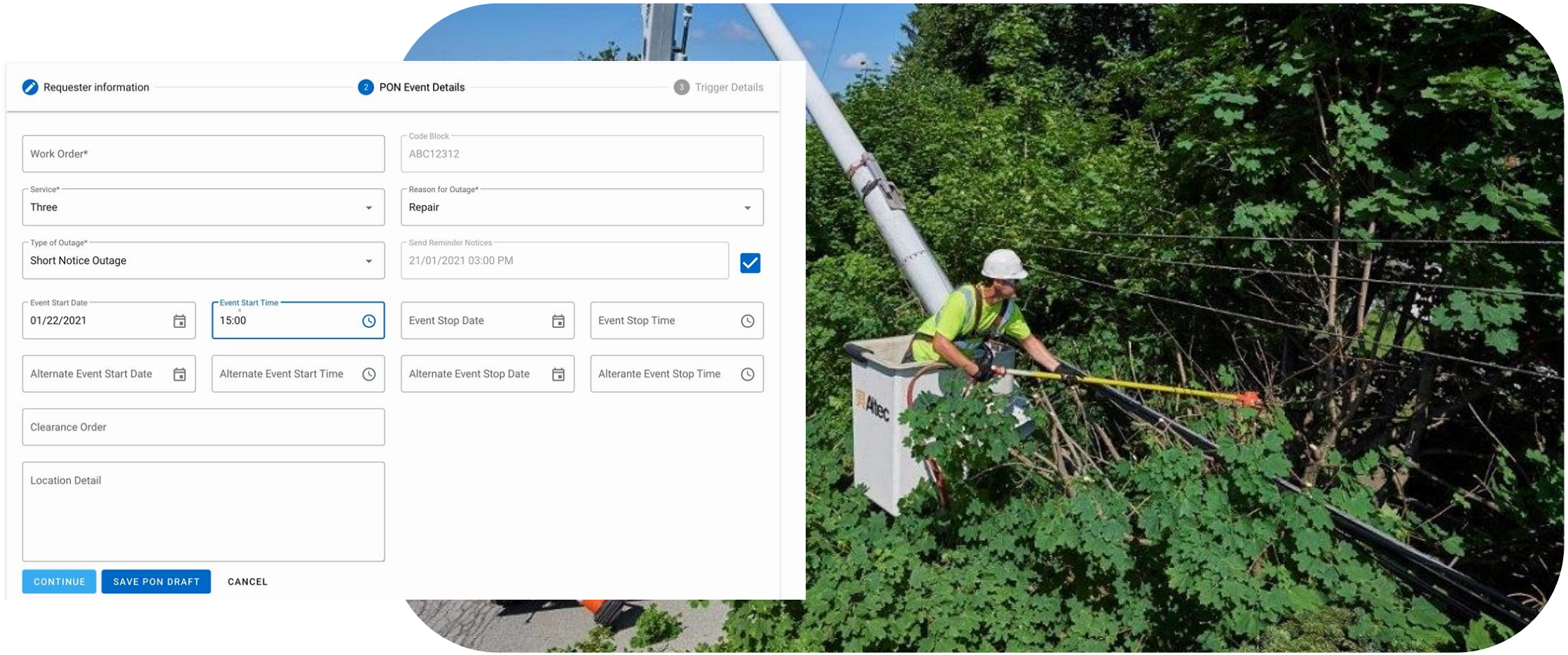
AUTOMATION

# Automate manual processes

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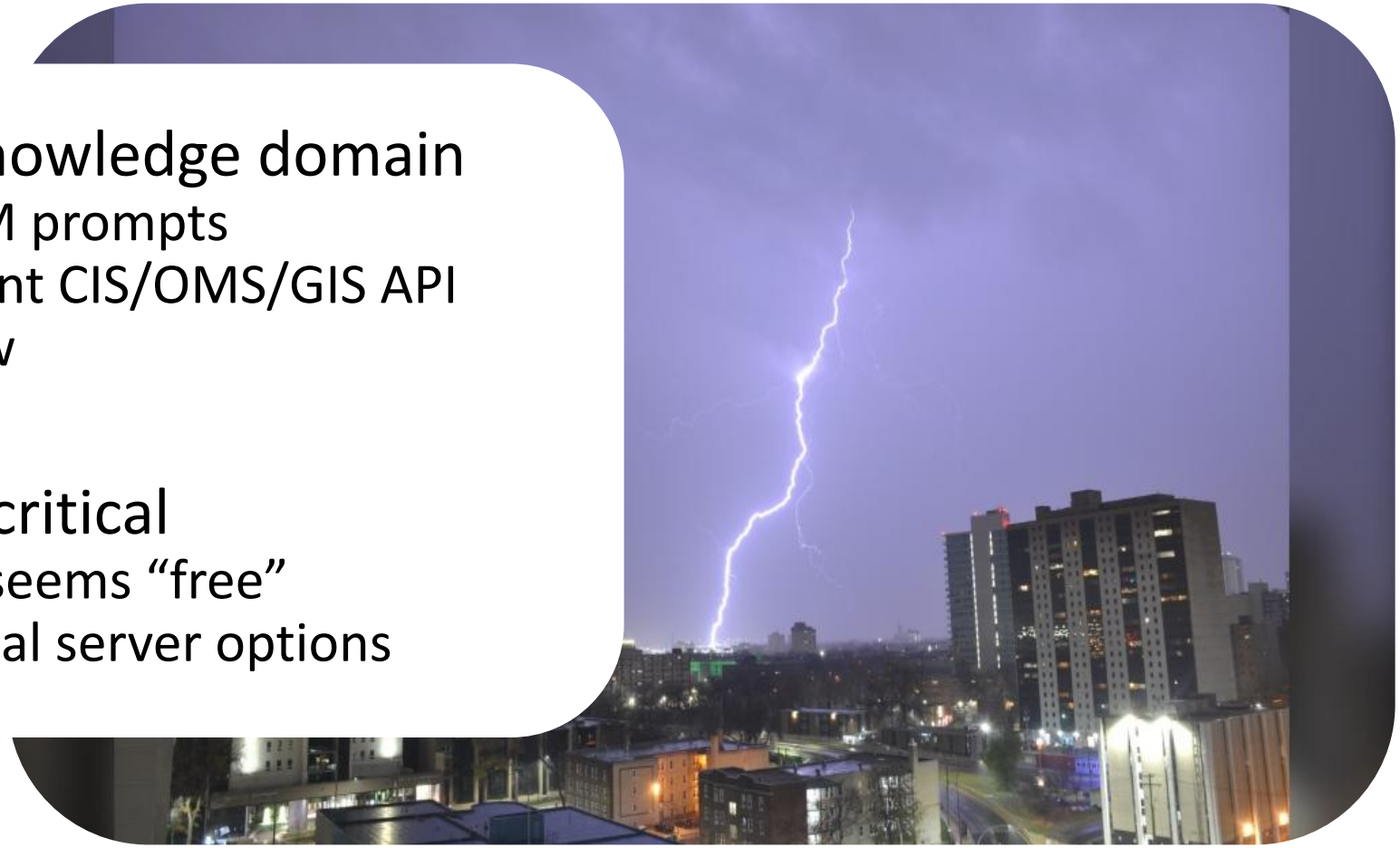
# Let’s make it happen

➔ Create a knowledge domain
- Build LLM prompts
- Implement CIS/OMS/GIS API
- Workflow

➔ GPU price critical
- Today it seems “free”
- Bare metal server options



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