



REACH™ Preference Center

Personalized, relevant messaging delivered by heroes



REACH™ Engagement-as-a-service (EAAS)

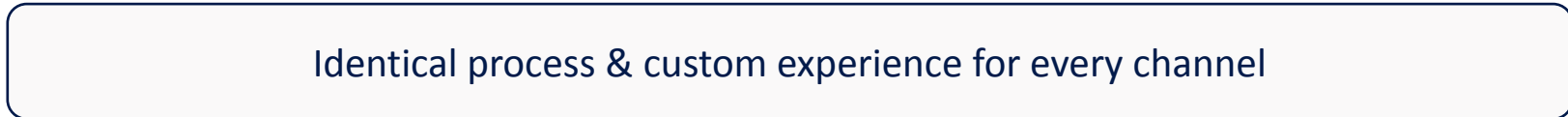
Programs



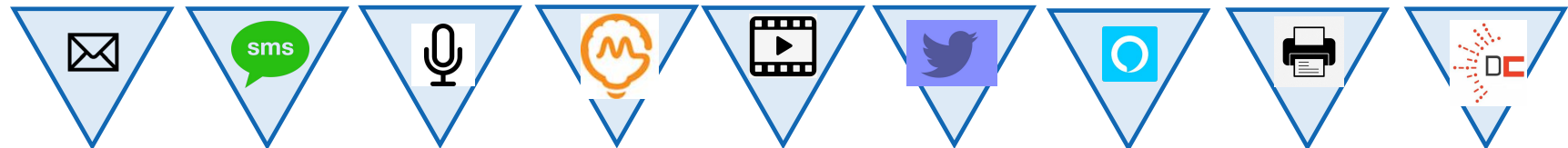
Core Modules



Message Creation



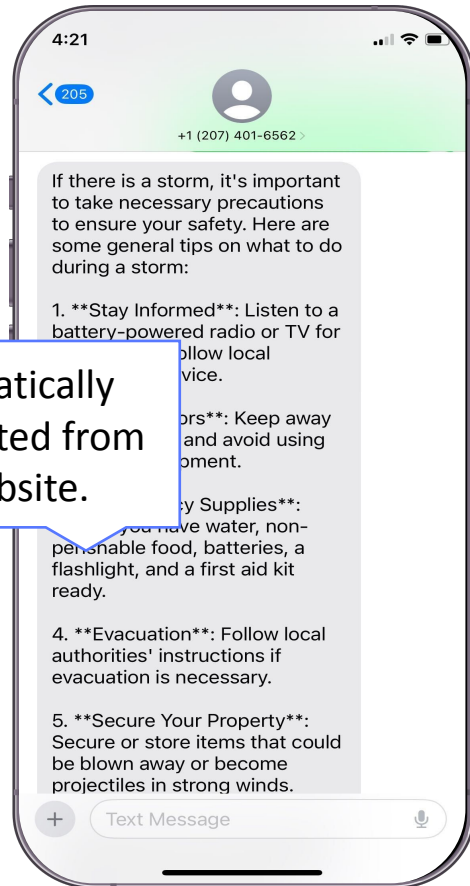
Channels



FUTURE-PROOF INTEGRATION PLATFORM

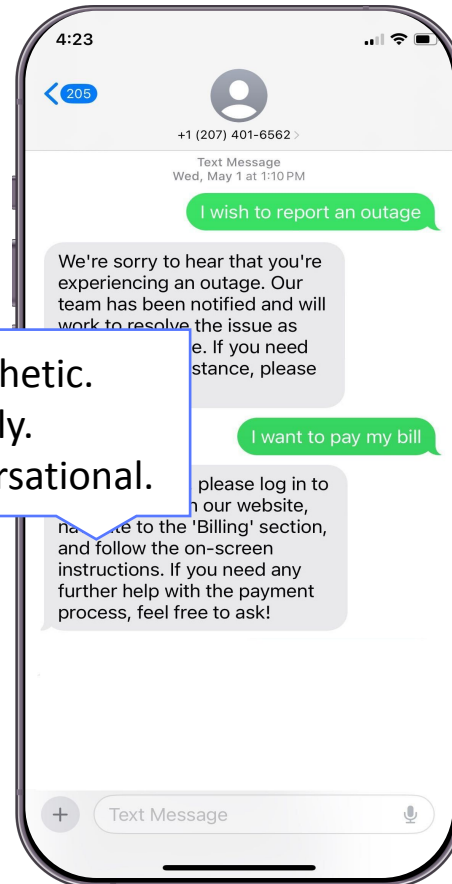
You notified the customer. Now what?

PRE-STORM



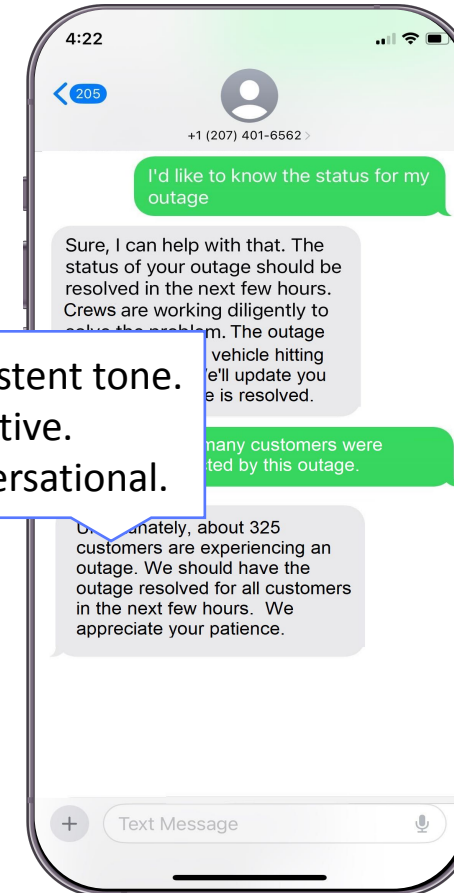
Automatically generated from the website.

OUTAGE START



Empathetic.
Friendly.
Conversational.

STATUS UPDATES



Consistent tone.
Proactive.
Conversational.



Template creation with GenAI

Subscribers

Templates

Campaigns

Analytics

Administration Hub

Susan DeClerck

Department All

Hinted search text



Search

Create New Template With A.I.

Source web content

Omnilingual

Omnichannel

Generate messages letting customers know of planned outages in their area

Awesome, we'll get started with an outage notification!

Do you want to add specific area, time and duration of the outages?

London VA, March 9th, 11AM-12PM

Thanks, I will draft the message! If you have any reviews or changes, just tap the AI Sparks symbol to continue collaborating!

All done :)

Let me know what you have in mind

Email Subject*

Corte Temporal De Energía Planeado En Su Área

Wildcards

Select from list

firstname ✓

plannedoutagestartdate ✓

plannedoutagestarttime ✓

plannedoutageendtime ✓

customercity ✓

customerstreetaddress ✓

customerstatecode ✓

companyname ✓

Languages

English ✓

Spanish ✓

Mandarin Chinese +

French +

Arabic +

Position



Layer



Estimado @firstname,

Spanish ✓

FECHA DE INTERRUPCIÓN

DIRECCIÓN DE LA INTERRUPCIÓN

@plannedoutagestartdate

@customercity

@plannedoutagestarttime to

@customerstreetaddress

@plannedoutageendtime

@customerstatecode

Con el fin de seguir suministrando electricidad fiable en su área, @companyname está invirtiendo en actualizaciones del sistema para satisfacer sus necesidades energéticas.

Trabajaremos en su área en @plannedoutagestartdate desde @plannedoutagestarttime hasta @plannedoutageendtime. Por la seguridad de usted y de nuestros equipos, tendremos que apagar temporalmente su servicio eléctrico durante este tiempo.

Estamos comprometidos a ofrecer energía segura y confiable a nuestros clientes y a las comunidades a las que servimos. Sabemos que este es un inconveniente significativo y haremos que la interrupción sea lo más corta posible. Gracias por su paciencia mientras trabajamos para mejorar su servicio eléctrico. Para obtener más información, visite las [interrupciones planificadas](#).

Saludos cordiales, @companyname

Este es un mensaje generado por el sistema. No respondas.

Elements

Headline

Body Text

Background



From URL

Media files



Upload



From URL

Dynamic Content Blocks



Survey



Graph



Menu



+ see more

Channels Preview



Email



SMS



Voice

Next

Clear Canvas

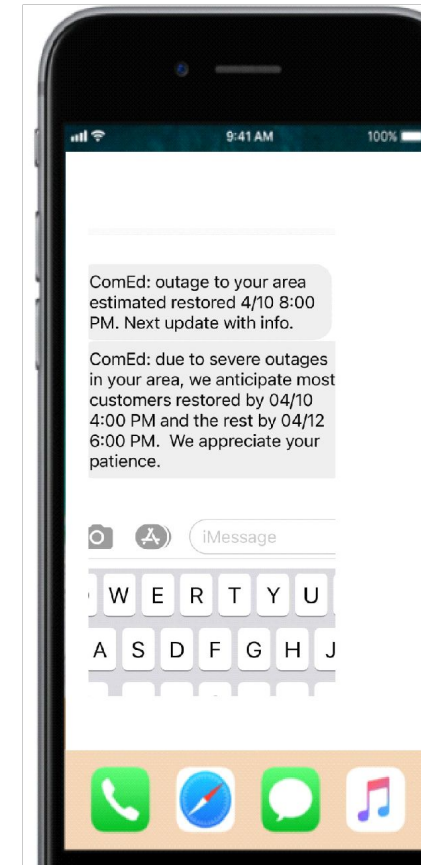
Undo

Redo

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



Automate manual processes

1 Requester information 2 PON Event Details 3 Trigger Details

Work Order*

Code Block
ABC12312

Service*
Three

Reason for Outage*
Repair

Type of Outage*
Short Notice Outage

Send Reminder Notices
21/01/2021 03:00 PM

Event Start Date
01/22/2021

Event Start Time
15:00

Event Stop Date

Event Stop Time

Alternate Event Start Date

Alternate Event Start Time

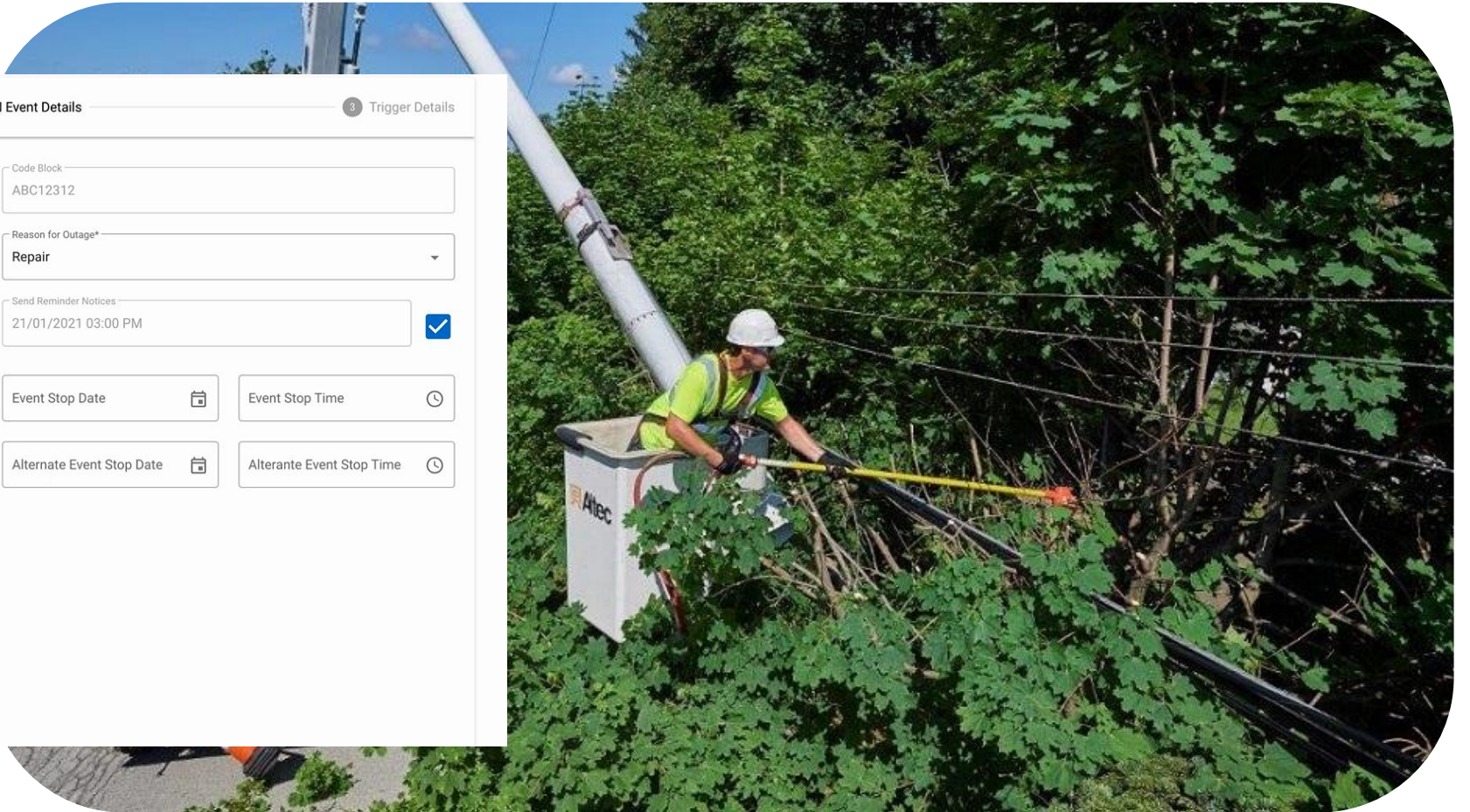
Alternate Event Stop Date

Alternate Event Stop Time

Clearance Order

Location Detail

CONTINUE SAVE PON DRAFT CANCEL



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

