

# Power Grid Customer Emergency Notification System



REACH Alert is a mass communication system that helps you stay in touch with your customers. Whether it is an emergency or simply a customer service program, REACH Alert allows you to focus on your customers' needs.



## REACH Alert

Instant Mass Communication

REACH Alert is a simple, web-based communication tool that allows even the most technologically challenged administrator to easily reach anyone within seconds. From one message for a large group to several messages for many groups, information can be tailored and shared with only those who need it.



With REACH Alert, you can:

- Send mass safety advisories
- Provide power down-time estimates by specific geographic location
- Notify customers when power is restored
- Mobilize and direct work crews, contractor and subcontractors in times of emergency
- Reduce incoming call center inquiries through proactive customer updates

## Stay In Touch - Stay Informed

We developed Reach Alert based on our own need to communicate quickly and effectively. We realized the system had to be intuitive enough for the administrator to use it under stress or with little experience. Reach Alert makes it easy to notify anyone in a matter of seconds, instinctively. Reach Alert is so user friendly, our training sessions usually take less than 15 minutes to conduct.

### You're in touch — and in control.

#### Getting started is easy

Our experience in interface design demonstrated that if the user's first experience is confusing, they will never adopt the system. Reach Alert uses a simple four-step registration process that takes about a minute to complete. Administrators can allow users to enter multiple phone numbers and decide how each will receive the alerts (voice, text, or both) in addition to email.

#### Manage your system

Reach Alert allows you to send messages from the office, home, or worksite where you have a computer or cell phone with service. Maintain near real-time communication with your customers and employees. You can set up multiple groups and appoint an administrator for each one.



#### With Reach Alert:

- No additional hardware or software required
- No hidden per message fees
- Send alerts from your home, office, or anywhere you have a computer or cellular signal
- We ensure that your urgent alerts will be sent quickly and accurately
- Your constituents decide how they wish to receive your alerts; text, voice, or email.
- Messages can be converted into Spanish (or other select languages) instantly
- Alert neighbors near industrial sites of potentially hazardous situations and direct their responses
- Form groups within a company, consortium, and local citizen organizations