

# Customer Alerts and Notifications (CAN) Project

James Foutz

Conservation and Marketing  
Manager



Council Workshop  
May 14, 2019

# Agenda

- Background
- Project Phases
- What's been accomplished?
- Next Steps
- Project Team

# Background

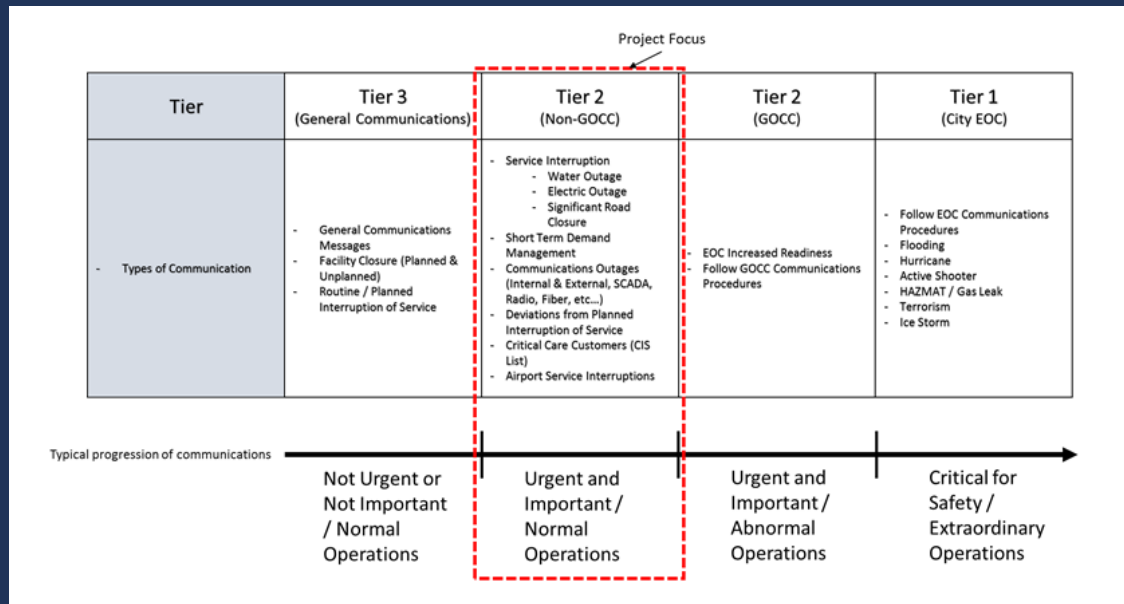
- Project was initiated as a result of the After Action Report from the pump outage and the boil water notice which resulted from that.
  - Multi-functional team identified communications as a deficiency during the event.
- Our ability to communicate with customers quickly and with relevant information was not at an acceptable level.

# Background

- Business Improvement Program (BIP) Project started in December of 2018 with requirements gathering and analysis.
  - Customer Survey
  - Stakeholder feedback sessions
- Timeline
  - December 2018 → March 2019: Requirements and Analysis
  - March 2019 → May 2019: Development and Implementation

# Requirements Phase

- Looked at our communications processes during what we termed as “Tier 2” events. These are events where communication requirements are urgent and important, but within normal business operation.



# Requirements Phase

- Defined four main requirements that we needed to satisfy in order to close our process gaps.
  - Provide relevant service interruption information to customers via text or email.
  - Provide outbound notification in under 30 minutes during a service interruption.
  - Make information accessible and centralized.
  - Standardize electric and water outage business processes.
- Documented the existing business processes and conducted analysis on past outage events.

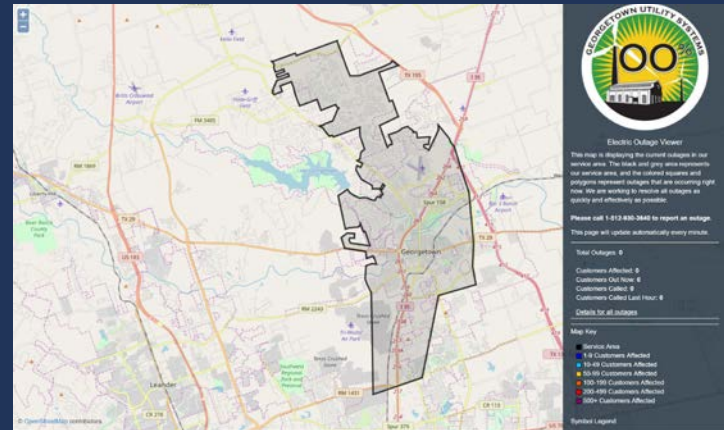
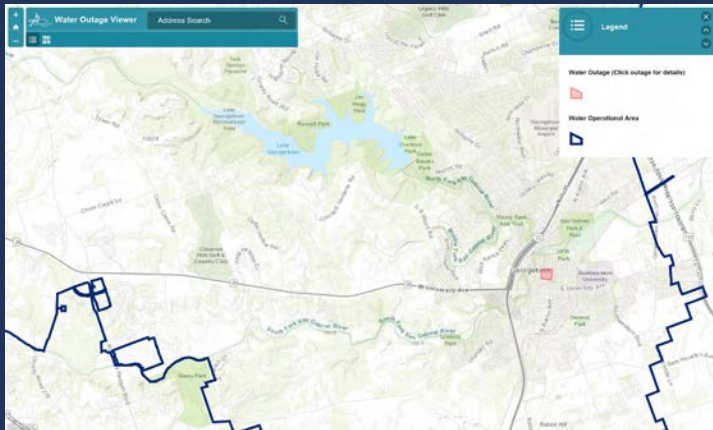
# Work done up to this point...

- **Process Improvement**
- **Website updates**
  - The [gus.georgetown.org/outages](http://gus.georgetown.org/outages) page has been updated to contain relevant information for customers.
  - The main page for [gus.georgetown.org](http://gus.georgetown.org) will also display a pop-up when there is a significant outage occurring.
- **Direct notifications**
  - Existing application (Paymentus) has been configured for communications based on CIS contact information.

# Work done up to this point...

- **Outage maps**

- Both electric and water will have an outage map which will display current outages in real time.





# The Team

- This was accomplished with existing applications and existing staff
- Multiple departments involved
  - Communications: Keith Hutchinson, Jack Daly
  - Conservation and Marketing: James Foutz, Judith Mattocks, Randy McKenzie
  - Technical Services: Joe Sepulveda, Christian Richardson
  - IT: Eric McDonald, Neha Rathi, David Hernandez
  - Customer Care: Cindy Pospisil
  - Control Center: Chelsea Solomon, Kevin Vitek, Patrick Roepke

# Next Steps

- Automate the notification process
  - Still a manual process from beginning to end
- Improve the contact information in our CIS
  - Currently, we have email addresses for about 55% of our customers
  - CSR's verify information when talking to customers on the phone, but we will have to develop a campaign to have customers update their information in the CIS customer portal or through contacting the utility.
- Continuous Improvement & Public Awareness
- “Go-Live” for the outage maps on May 17<sup>th</sup>.

# Questions?



City of Georgetown