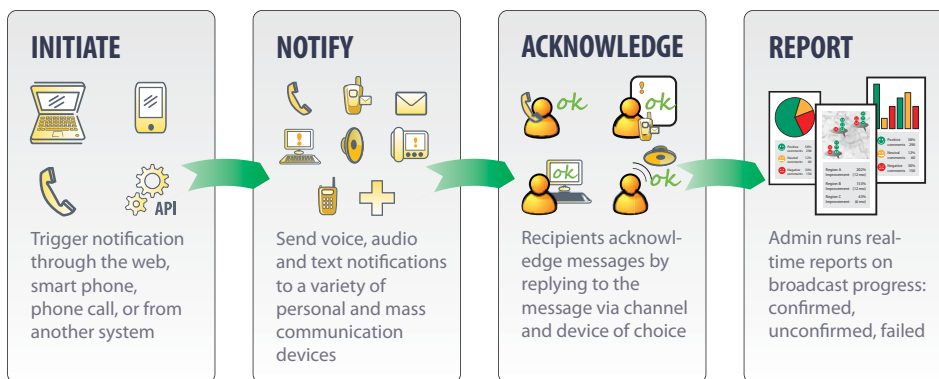


Deregulated utilities are competing with each other to win new business and retain existing customers. BlazeCast® Intelligent Notification and BlazeLoop® Customer Engagement solutions enable utility companies to improve loyalty and enhance the customer experience from outage notification and payment reminders to customer feedback and customer care. Across all utilities, the ability to deliver an exceptional customer service experience has become essential for ensuring competitive success.

BlazeCast® Intelligent Notification

BlazeCast® Intelligent Notification solution enables utility companies to improve satisfaction and ensure a better service experience through automated, interactive and proactive notifications to customers.



Reach Customers Using their Channel of Choice

By using the customer's channel of choice to communicate timely and relevant information, utility companies improve engagement by notifying customers of a wide range of events from outages, payment reminders and energy awareness programs to revenue-generating programs such as service upsell, coupons and promotional offers.

Real-Time Customer Engagement

By engaging customers in real-time at multiple touch points – BlazeCast helps utilities to drive more timely and effective engagement with customers via a multi-channel engagement model that leverages voice, text, email, mobile apps and social media.

- **Advanced Text Notification (SMS)** – send text alerts to mobile phones with the option to request acknowledgement from recipient
- **Auto Dialer** – automate text-to-speech outbound calling over landline and mobile devices in a fast and efficient manner
- **Computer Desktop Notification** – fast, reliable and highly visible messages to computers and laptops
- **Email** – coordinate email alerts with other mediums as part of a layered notification plan

Benefits

» Increase Customer Satisfaction

Deliver real-time, personalized and interactive notifications over the customer's preferred choice of media via landline, mobile phone, IP phone, text, email or other customized channels

» Improve Customer Care

Improve the service experience with notifications for welcome messages, appointment reminders, peak time usage alert, smart grid alert, payment reminders, time of use pricing, consumer demand reduction

» Outage Notification

Using the customer's channel of choice, lower inbound call center volumes with automated and proactive notification for unexpected outages, planned outages and outage restoration

» Staff & Crew Communications

Notify field crews of schedule updates to optimize productivity and customer service

» Increase Customer Revenue

Upsell new products and targeted special offers via customer's preferred choice of communications

BlazeLoop® Customer Engagement

BlazeLoop® Customer Engagement solution plays a pivotal role in improving retention and increasing satisfaction. BlazeLoop enables utilities to capture real-time customer input from a variety of mobile and social media sources – and makes it actionable – by directing it to accountable staff via a wide range of channels for immediate response, action, resolution, tracking and follow up.

Improve Loyalty Through Real-Time Engagement

For today's utilities the old ways of connecting with customers are no longer adequate. Today's tech savvy customers have a heightened sense of immediacy and expect a response when they have a positive or negative experience to share with their utility company. This new customer mindset is driving utility companies to rethink the way they approach customer engagement. It is that speediness to act on customer feedback in real-time that enables utility companies to foster loyalty and retention, and ultimately, turn customer satisfaction into a true competitive edge.



BlazeLoop® Voting solution allows utility companies to engage their customers and capture live responses fast and easy. In a matter of seconds, polls can be created with no programming, no databases, and no complicated set-up. Using the customer's preferred mobile or tablet device, utility companies can capture real-time customer feedback on a variety of relevant topics such as customer satisfaction, service improvements, trust, respect, corporate stewardship, dealing with customer problems, keeping customers informed, handling outages and restoring power, being a leader in energy conservation and many other important attributes for running a highly rated utility from a customers' perspective.

Benefits

- » **Differentiate Offerings**
Become more competitive by offering a differentiated customer experience
- » **Improve Customer Satisfaction**
Direct real-time customer feedback to accountable staff and resolve issues in a timely manner; build goodwill and brand equity
- » **Save At-Risk Customers**
Immediately know when a customer has an issue, empowering employees to take immediate, remedial action
- » **Improve Employee Performance**
Use real-time customer input to reward employees and replicate good practices
- » **Real-Time Reports**
Metrics are centrally tracked and available in real-time reports

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