

VERTICAL MARKET - UTILITIES

Utility organizations are looking to technology to reduce their costs, drive efficiencies and enhance their competitive advantage. This, together with emerging national energy policies, makes smart messaging critical to business operations. From remote monitoring opportunities using SMS in Machine-to-Machine (M2M) communications to communicating with customers, updating employees and alerting engineers, multi-channel messaging (text, phone, email, fax, and IP messaging) has become an essential communication tool for utilities.

Today's customers are more connected than ever before with multiple touch points. They expect to receive notifications and alerts of billing transactions and issues, status updates on outages, repairs and service progress, as well as consumptions status alerts in real time in the message channel of their choice. Utility companies need a smart, state-of-the-art messaging solution that intelligently automates electronic messaging, provides two-way communications and optimizes work efficiency. By reducing operational cost and complexity, utilities are able to improve customer satisfaction and comply with government regulations in a more cost-effective manner and improve profit margins.

TeleMessage offers an interactive multi-channel messaging solution that delivers on-the-go self-service customer care for utility customers. Utilities that open new channels to customer communications gain control over maintaining their brand, improve demand-end management are among those that achieve the highest satisfaction ratings.

The TeleMessage solutions for the utilities industry include:

- **Mobile and Tablet Application:** an enterprise-ready application that facilitates the sending and receiving of rich messages over SMS and IP messaging via Smartphone Push Notifications on iOS and Android devices.
- **Messaging Gateway:** a multi-channel message delivery and management solution that facilitates real-time messaging to and from any device. It supports many APIs such as SNPP, WCTP (for Pager replacements), XML, SMTP, HTTP and more, allowing it to seamlessly integrate with existing utilities industry IT systems.
- **PC to Mobile:** a suite of applications that allow utility management teams to send messages from Outlook and Web interfaces with emergency mass notification and campaign management features.

TeleMessage delivers intelligent messaging solutions seamlessly over any communication device.

These solutions support an ever growing number of enterprises, including leading brands across a range of industries such as healthcare, travel, finance and retail among others. By optimizing their communication capabilities, our solutions assist enterprises in achieving greater efficiency.

TeleMessage seamlessly handles text, voice and IP messages over mobiles, tablets, the web, Office, APIs and IT infrastructure.

Successfully deployed with over forty operators and thousands of enterprises worldwide, our software reaches hundreds of millions of users and powers billions of messages through customer networks.

Our product line includes: Mobile and Tablet Applications, PC to Mobile, Messaging Gateway, and SMS to Voice.

Key Features

- Differentiates between messages from less important emails and text messages
- Saves money by using IP messaging
- Provides automatic message delivery receipts
- Offers active acknowledgement of message and free-form text response
- Enables user authentication
- Initiates messages to other users on any type of device from a TeleMessage-enabled device
- Leverages cellular and Wi-Fi networks

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SECURE UTILITY APPLICATIONS

TeleMessage provides secure, multi-channel and field-proven messaging solutions that enable utility management teams to securely send, receive and manage a range of message types (SMS, IP messaging via Smartphone Push Notifications, Voice, Fax and E-mail) to any communication device. The suite can be used for the following:

Use Cases

Service Disruption Notifications: Proactively notify affected customers of service disruptions in their area (scheduled or emergency) and include a response option to allow users to connect to customer service. This will reduce the inbound call load, offer customers direct contact with the company and reduce any inconvenience experienced by the customer.

Implementing Energy Efficiency Measures: Automatically send energy saving offers to customers during times of peak usage to encourage them to save power and reduce the demand on the grid.

Billing Reminders: Notify customers in a non-invasive manner of outstanding balances. Provide detailed information on overdue services and offer response options such as transferring to a collections specialist or paying immediately with a credit card.

Schedule Maintenance and Repairs: Inform customers of scheduled maintenance and enable them to confirm technician service calls.

Crew Scheduling: Update crews quickly with emergency information and maintenance schedules.

Key Benefits

Higher Customer Satisfaction - Communicate valuable information to customers in a timely manner and reduce hold times for inbound service by reducing the outbound call load for agents.

Improved Operational Efficiency - Confirm appointments with customers to ensure field visits are validated. React to emergency situations faster and minimize the length of service outages with automated crew communications.

Lower Customer Support Costs - Replace expensive outbound agent contact with cost-effective automated telephone calls and prevent inbound calls with proactive notification.

Reduce Notification Costs - Send one message and reach the entire contact base seamlessly and cost effectively utilizing IP messaging wherever available.

Better Account Management - Resolve collection issues by automatically contacting customers with delinquent accounts and giving them the ability to make payment immediately.

Increased Branding Opportunities - Direct communication with the customers and allowing them to express themselves is a key component to establishing a reliable and trustworthy brand.

Greater Customer Reach - Contact large numbers of customers with personalized information. SMS and push notifications are mainstream communication channels alongside more traditional e-mail, print and broadcast mediums.