

System Profile

Location: Hudson, MA
Customers: 13,200

Software Deployed:
mPower IVR™
mPower OMS™
mPower Integrator™
mPower WMS™

IVR System Highlights:

- Two-way customer communication
- E-mail and texting capabilities
- Affordable price point for smaller utilities
- AMI listener automatically processes outages & restoration events
- System automatically records outages in OMS

Case Study: Hudson Light and Power Enhances their Outage Management System to improve customer service with mPower IVR™



Background

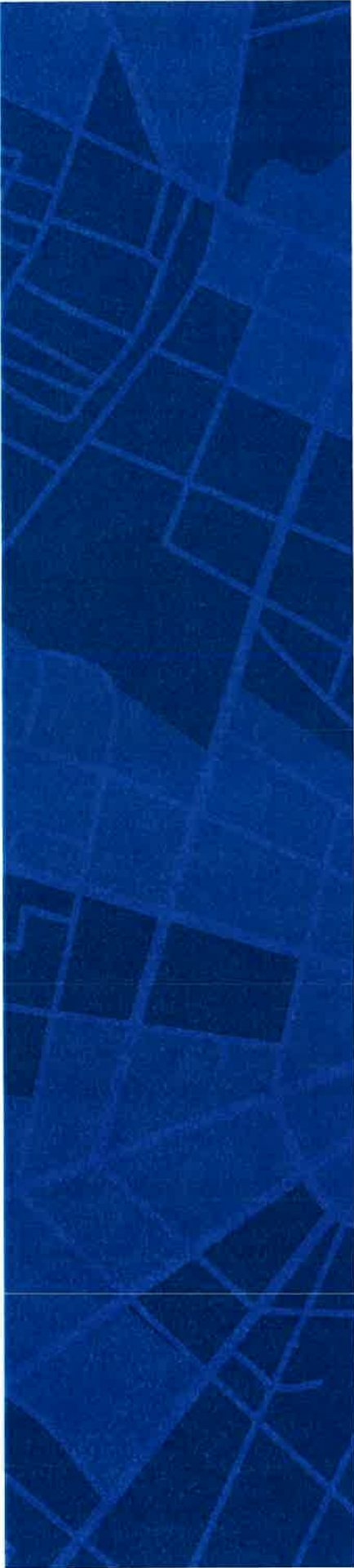
mPower completed a significant **CAD to GIS map and data conversion** for Hudson Light and Power (Hudson) in 2016. A year later, Hudson purchased **Integrator™**, followed by mPower **OMS™** in 2018 and mPower **Work Management System** in 2019.

In 2020, mPower helped Hudson tap the power of their AMI data by utilizing mPower **Integrator™ software for advanced load analysis** capabilities.

In 2021, Hudson began searching for an IVR (interactive voice response) system to improve customer notifications and transition away from having an overnight dispatcher. Key considerations for the system were two-way customer communication and cost.

The Solution

After looking at other IVR solutions, Hudson made the decision to deploy mPower IVR™. "We looked at another IVR solution that was more focused on billing," said Chris Monsini, Engineering Project Manager at Hudson, "We decided to go with mPower for multiple reasons. It was



already tied into our system in the field, it had the ability to send outage and restoration notifications to customers, and one of the biggest reasons—was the affordability of mPower IVR.”

During the initial deployment, setup, and training, Hudson organized a successful marketing campaign to get customers opted into their IVR system. The campaign included a sign-up form with their monthly billing statements. Before the system was running, they already had over 200 customers enrolled. Once the system was running, they used their IVR to enroll customers automatically.

“It was a very smooth deployment. I worked closely with mPower’s development team. They were great and took their time building the call flow and explaining how everything worked. They also taught me how to make changes,” added Monsini, “this solution not only enables us to capture data but also helped us transition away from being manned 24 hours a day. “

Making the case for IVR

By implementing mPower IVR™, Hudson is now able to notify customers and personnel when outage and restoration events occur. They are also making it easier for customers to submit outages over the phone by utilizing a toll-free number to submit outages. The toll-free number can process virtually unlimited inbound calls and will automatically record outages in their outage management system.

“We’re anticipating many more of our customers to opt-in as word spreads that customers can now receive outage and restoration notifications via email and text,” says Monsini, “I would definitely recommend mPower IVR™ and have recommended their suite of software products to many utilities over the years.”