

## ENERGY USAGE NOTIFICATIONS

An energy brokerage firm migrating to a new VoIP platform is looking for a way to notify its customers, wholesale electric utility supply companies, of when they are in jeopardy of surpassing their wattage limit and must switch to another supply source on the power grid. The process requires communicating with several entities at once, and the notifications must be recorded as per federal regulations. The energy brokerage firm is looking to further enhance their solution by creating a closed loop system that confirms the customers have been called when their wattage consumption has reached a certain point.

Solving this challenge will benefit the energy brokerage firm in the following ways:

- ◆ Communicating with customers approaching their wattage consumption limit is mission critical to the business of brokering power utilities; supporting this requirement with the new VoIP infrastructure allows the company to stay with their current VoIP migration strategy, supporting all communications requirements.
- ◆ Creating a closed loop process ensures the customer notification process takes place, keeping the brokerage firm within federal guidelines and improving customer satisfaction.
- ◆ Reducing the risk of shutting down a customer means reducing the chances of lost revenue and/or the risk of potential legal sanctions by the customer in retaliation to loss of service.
- ◆ Sophisticated technologies and processes that protect the customer bring higher rates of revenue in the market, accelerating the ROI from the VoIP migration.



## THE SOLUTION

**The focus of this solution is to utilize the VoIP infrastructure to create an effective customer notification process that meets all federal regulations**

- ◆ Sophisticated systems monitoring power consumption notify a broker that one of their customers is approaching their power consumption limit. The broker selects an icon on the IP phone that initiates a conference call with multiple parties at the customer's business and their brokerage firm to communicate the impending event.
- ◆ Conference calls to customers are recorded automatically and are available for playback to review as to when the customer was notified and who participated on the call per federal regulations; the file can be downloaded and provided to any federal agents performing routine investigations of the firm's operations.
- ◆ When a conference call is initiated, management is automatically alerted; they can decide to monitor the call and at any time guide the broker through the call, or even join the conference and participate if needed.
- ◆ A backend routine queries the system monitoring power consumption for those customers that have been identified as at-risk and verifies that the customers have been called within a specified amount of time by querying the VoIP infrastructure's event logs; if the customer has not been notified, the situation is escalated to management.
- ◆ Once the conference call is made to the customer, a back-end routine updates the customer records for a closed loop solution.