

## CASE STUDY: National Aqueous



### **SIMPLIFYING OPERATIONS: How National Aqueous Corporation uses Send Word Now to Streamline Its Communication with both Residents and Regulatory Agencies**

National Aqueous Corporation, the water facility of the Melody Lake Association in upstate New York, serves the needs of the 65 homes in its community. The utility operates in a rural area, and its operations are often affected by severe weather incidents that damage pipes and knock down trees. As a publicly regulated company, National Aqueous is required to send reports to the Health Department any time that water service is interrupted. And as a community participant, the organization plays a key role in organizing meetings and keeping its residents up to speed on utility disturbances. Jim Barry, the owner of the utility, has a lot to manage.

#### **The Issue**

Early spring in upstate New York brings warm weather and dramatic thunder storms. After the long winter months, these annual changes can wreak havoc on the small water utility. On one Friday in April of 2009, the workers at National Aqueous received a call from a resident informing them of water bubbling up on the main road in the development. They dispatched a pipe trace crew and found that there was a small break in one of their mains. While the crew attempted to repair the damage, they faced the possibility of interrupting the water service, an act that would require that a prompt notification be sent to all residents.

#### **The Solution**

Luckily enough, the National Aqueous repair team was able to fix the leak without shutting the system down. Jim Barry sent out two rounds of notifications using Send Word Now – the first to notify residents immediately when the leak was found and the

second once it had been repaired. However, in an unfortunate twist of events, a storm blew through the region later that night, cutting off power to the community. Barry and his crew members received a “no water” call, but were able to work with their local electrical utility and pass on critical information to residents in almost no time. With Send Word Now’s on-demand notification services, National Aqueous remained in control of the situation, acting as a go-to for information in the community.

Although Barry maintains primary responsibility for activating the Send Word Now service, his System Operator has the ability to send alerts if needed. And these alerts are not always directed at customers. For vendors and employees on the road, Barry uses Send Word Now alerts to keep his team updated during time-sensitive situations. He uses the service several times a month, for critical events, to set up community meetings, and to send out bill reminders.



## The Send Word Now Advantage

Before turning to Send Word Now, Jim Barry and the employees of National Aqueous were forced to walk door-to-door, handing out fliers and posting notices any time that the community experienced a water disruption. This method, though necessary for compliance with industry regulations, was extremely time consuming, impractical, and inefficient. Residents experienced time-lags in acquiring critical information, and National Aqueous operators were required to manually tally and record the details of all notification rounds.

With Send Word Now, Barry can notify all of his customers in a matter of minutes, or even seconds, via house phone, email, cell phone and text. In doing so, he can simultaneously contact building residents and all property owners, many of whom reside out-of-state. At the end of each notification round, Send Word Now's software allows him to generate detailed reports, listing resident names, addresses, time of notification and method of delivery. Barry is then able to send these reports directly to the Health Department, as well as to the various other public agencies that regulate his company. By automating this process, he's saved time, money, and peace of mind.

"Our facilities are located in a very rural area," explained Barry, "and a big storm can have a

great impact. Power cables can easily be knocked down, pipes break; Send Word Now's service is great to send messages quickly. I love that I can use the report feature of Send Word Now to generate lists

and keep an audit trail of our notifications. The PDFs generated by the software satisfy our notification requirements, and allow government agencies to be more confident in our work."

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**-Jim Barry**  
*President of National Aqueous*

And, while Send Word Now's robust notification platform and reporting features stood out to National Aqueous, it was the company's world-class customer service that truly set it apart from competitors. Jim Barry explained that the user interface and the software's design have made the job of sending alerts extremely easy. He recognized Send Word Now's commitment to customer satisfaction, noting, "A company that's willing to train you and get you up and rolling is key." Send Word Now's customer support team understands the challenges a new customer faces when implementing an alert system for the first time, and is available 24-7 to help with the needs of its users.

## Why Send Word Now

Send Word Now can significantly improve your company's communications platform. For regulated utilities, whose customers depend on prompt and accurate responses to emergencies, the need for quick, efficient, and cost-effective notification has never been higher. And with Send Word Now's automated reports, answering to regulatory agencies has never been easier.

Send Word Now is the leading provider of on-demand alerting and response services for both routine and emergency communication. The easy-to-use, web-based emergency notification service is used by government agencies, municipalities, universities, non-profit organizations and businesses, including many Fortune 500 companies, to ensure fast, effective, two-way communication in real-time. Send Word Now's Alert Tracer® provides a full audit trail of messages sent and received for after-action reporting and follow-up. Designed to reach anyone, anywhere, anytime, with any device over any type of connection, Send Word Now's mass notification system is capable of transmitting hundreds of thousands of voice and text messages in minutes.