



URGENT & IMPORTANT COMMUNICATIONS

Built for Utility Operations.
When Every Message Matters.

When outages or service disruptions occur **customers don't check email**

They reach for their phones —
and they expect answers now.

Utilities face a constant challenge:



Surging call volumes during outages



Limited visibility into customer needs



Rising expectations for real-time communication

Proven Results for Utilities

Utilities using Arcos TextPower see measurable, immediate impact:

70-95% reduction in outage related call volume

50% reduction in peak time load usage

75% reduction in broken payment billings

"We had a large outage. In the past, we probably would have had hundreds of calls. We had two."

— **Mike Jolly, Rock Hill Utilities**

Why Texting Wins for Utilities



98% of text messages are opened



95% are read within 3 minutes



Works on any mobile phone



No app required

Text messaging is the fastest, most reliable way to reach customers and field staff during urgent and important situations — **period.**

Arcos TextPower SmartAlerts®

Automated, Two-Way Utility Communications

Core Use Cases



Outages & Emergencies



Billing, Payments & Service



Load Management & Conservation

▼ Outages & Emergencies

- Automated outage alerts and restoration updates.
- Severe weather and emergency preparedness alerts.
- Boil water advisories and safety notifications.
- Customers can report outages via text.

▼ Billing, Payments & Service

- Payment reminders and cutoff notices.
- Account balance and service information by text.
- Fewer broken payment arrangements.

▼ Load Management & Conservation

- Load curtailment and “Beat the Peak” alerts.
- Conservation and demand-response messaging.
- Real-time communication during peak events.

Built for Utility Operations

- Two-way texting with customers and field crews.
- Group texting for dispatchers — **no mobile app required.**
- Major Storm Mode for large-scale outages.
- Mission-critical network with geo-redundancy and high reliability.
- **Prebuilt integrations** with leading OMS, CIS, IVR, and SCADA systems to support real-time, automated customer communications.

The Bottom Line

Arcos TextPower helps utilities:

- Reduce call center overload during outages
- Improve customer and member satisfaction
- Communicate faster with fewer resources
- Deliver reliable, real-time information when it matters most

Because when the message is urgent, texting isn't optional — it's essential.

Trusted by Utilities Nationwide

Over 250 utilities of all sizes rely on Arcos TextPower to improve customer satisfaction, reduce operational costs, and communicate reliably during critical events.

