

Outage Map Checklist:

Is Your Outage Map Outdated?

 KUBRA

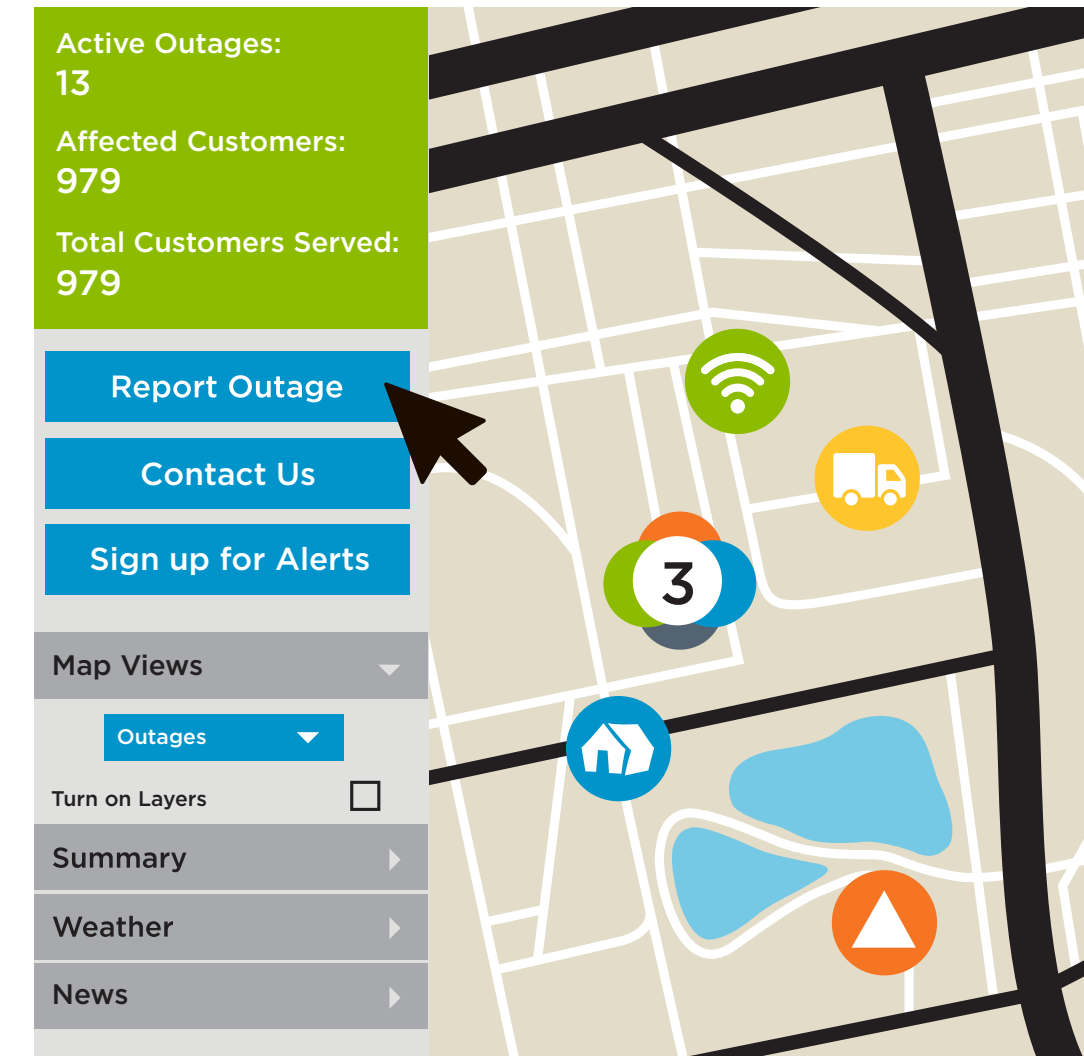


Chances are, your utility company already has an outage map. In fact, over 90% of utilities now offer one to their customers. Although this is a good first step, in the world of Amazon and Google, this is no longer enough. Customers now expect the same level of customer service and user-friendly interfaces from every company they interact with, including their utility.

How do you know if your outage map fits the bill? As the leading provider of outage maps since the launch of our first outage map in 2008, KUBRA has been writing the book on new trends and must-haves. In our infographic below, we review the top features to look for in your outage map.

1. Outage reporting with one click

Customers are most likely looking at your map because they are experiencing an outage. Make sure they have a quick and easy way to report their outage if they don't see their outage on the map.



2. On-map outage alerts subscriptions

Keep customers up to date by offering an easy way to sign up for more information. This is also a great way to improve adoption of your alert program.

Active Outages: 13
Affected Customers: 979
Total Customers Served: 979

Report Outage
Contact Us
Sign up for Alerts

Map Views
Outages
Turn on Layers

Summary
Weather
News

The screenshot shows a utility map interface. On the left, a green sidebar contains statistics: 'Active Outages: 13', 'Affected Customers: 979', and 'Total Customers Served: 979'. Below the statistics are three blue buttons: 'Report Outage', 'Contact Us', and 'Sign up for Alerts'. A mouse cursor points to the 'Sign up for Alerts' button. Further down is a 'Map Views' section with a dropdown menu set to 'Outages' and a 'Turn on Layers' checkbox. Below that are links for 'Summary', 'Weather', and 'News'. The map itself shows a street grid with several icons: a green Wi-Fi icon, a yellow truck icon, a blue house icon, and an orange triangle icon. A cluster of three overlapping circles (green, orange, blue) with the number '3' inside is highlighted by a mouse cursor.

3. Outage clustering to improve readability

During an outage event, maps without clustering become unreadable as they are overrun with outage points. Enabling clustering not only helps customers decipher information quicker, but is also easier on the eyes and less anxiety-inducing for those out of power.

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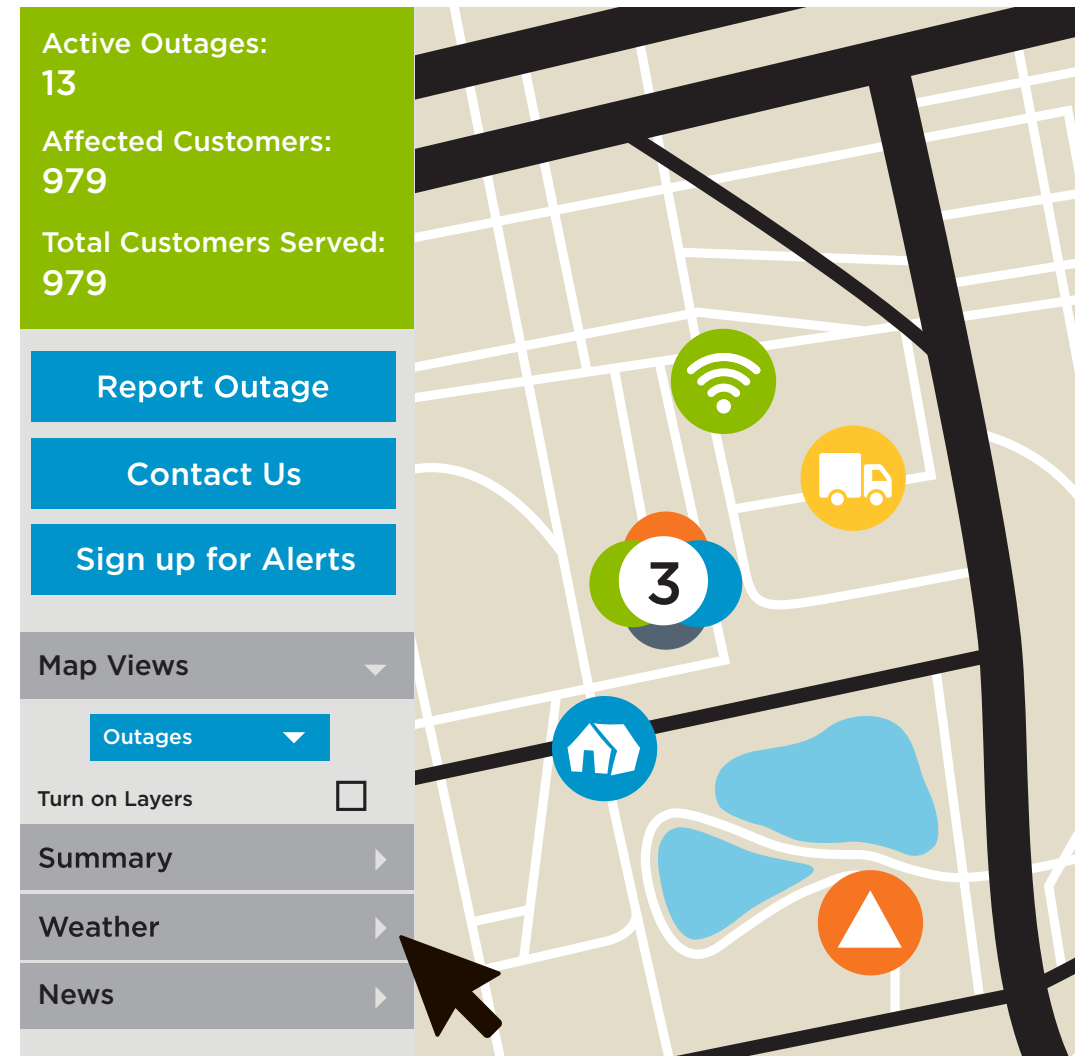
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This screenshot is identical to the one on the left, showing the same utility map interface with statistics, sidebar menu, and map icons. The mouse cursor in this version is pointing directly at the cluster of three overlapping circles with the number '3' inside, illustrating the clustering feature.

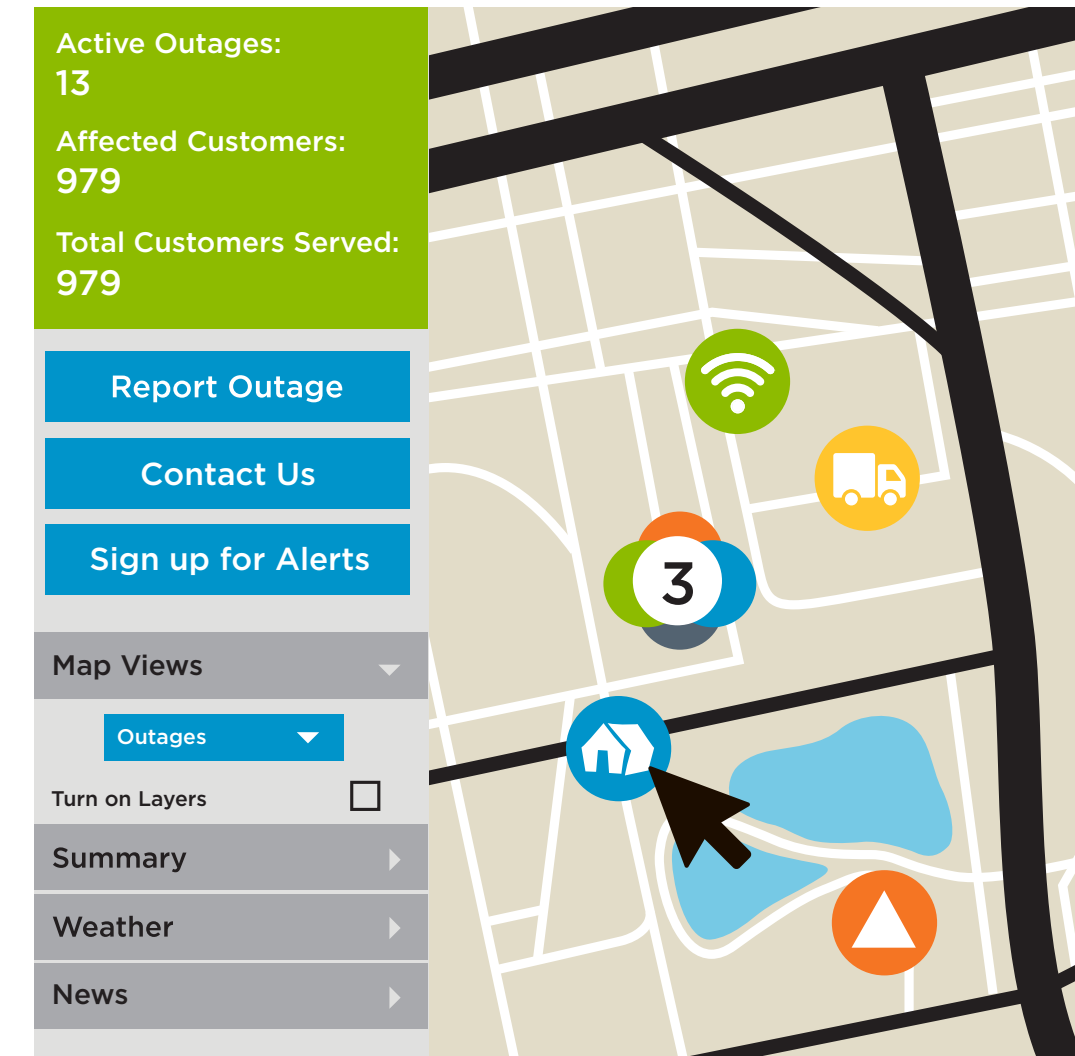
4. Real-time weather overlay

Showing weather radar on the map not only shows customers exactly which areas may be affected by a storm, but helps customers understand the severity of the storm and the reason why restoration might take longer than usual.



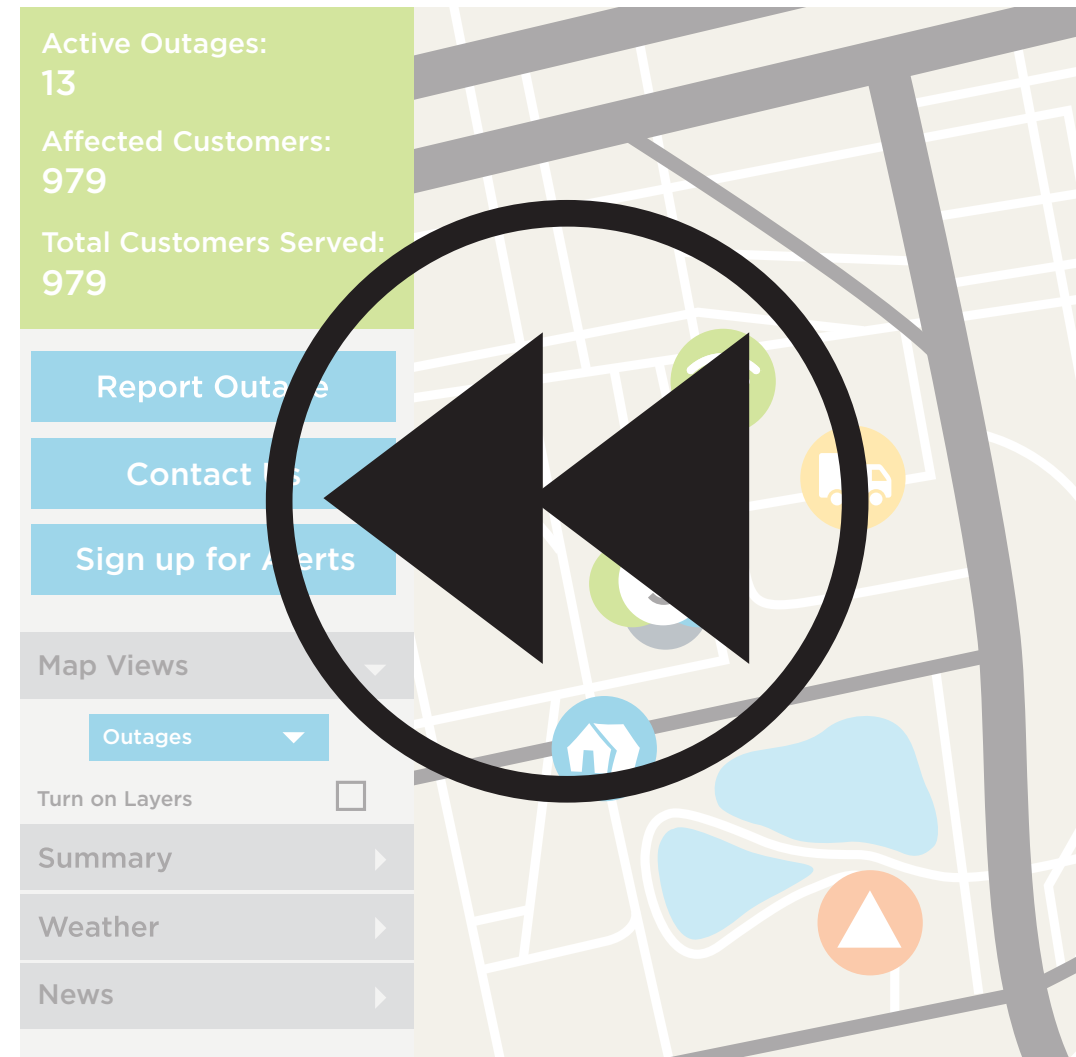
5. Ability to show ad-hoc locations for emergency resources or additional hazards

Keep customers safe and informed by dropping custom icons onto the map to show them the locations of key resources such as ice stations and warming stations, along with the locations of hazards that may present a danger to them.



6. Ability to enable event history to record outage events for future review

Don't let an outage event or storm go past without learning from it. By having access to event history, you can ensure you have the data to do future analysis and improvements.



In addition to these key features, an effective outage map needs to be user-friendly, mobile responsive, offer the most relevant information, and be easily accessible during both blue sky days and weather events. Great maps are used far more often than less-than-stellar ones, and can lead to improved operational efficiency and greater customer satisfaction. Why spend resources on an outage map that your customers won't use, or worse, will frustrate them?

KUBRA has recently released a new version of our industry-leading Storm Center outage map that includes all of these features and more. Contact us today for a live, one-on-one demo to see how you can use it to improve customer satisfaction across your service territories.


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