

FOR IMMEDIATE RELEASE
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CONTACT: SEAN DWYER
[716-908-8019](tel:716-908-8019)
DWYER@ZEPPCOM.COM

ECWA INTRODUCES NEW CUSTOMER ALERT SYSTEM

The Erie County Water Authority (ECWA) is pleased to announce that it has teamed up with Western New York based IVR Technology Group to create a new Customer Alert System. To ensure they are notified of important community water news, Water Authority customers can visit alerts.ecwa.org or text "water" to 1-844-716-ECWA (3292) to enroll.

ECWA Alerts allows customers to sign up to receive notifications by either email, home phone, cell phone, or by text message (message/data rates may apply) to keep them informed of relevant water main breaks, or other vital emergencies in their area. Customers who previously registered their phone number with ECWA must re-register with the new system in order to be included.

"We are happy to be working with a local firm with as much experience in providing secure voice and text applications as IVR Technology," said ECWA Chairman Earl Jann. "Improving our ability to communicate with our customers is paramount and partnering with IVR Technology to develop our alert system is an important step."

Located in Amherst, IVR Technology Group has over twenty years of experience in developing secure voice and text applications. As a HIPAA and PCI Level 1 compliant solutions provider, IVR Technology Group has built over 2,500 applications for a variety of clients and offers a flexible range of services from self-service to white-glove account handling.

"Our mission is to help organizations create better customer interactions," said Akash Desai, President of IVR Technology Group. "As a result, we feel the notification platform we are implementing for ECWA is a great example of this mission."

For more information, visit www.ecwa.org or follow ECWA on Facebook and Twitter.

About the ECWA:

The Erie County Water Authority is an independent, public water utility that provides safe, clean drinking water to more than 550,000 consumers in 35 municipalities throughout Western New York that rely on its product and reliable service 24 hours a day, 365 days a year.