

# A History of Service. A Heritage of Success.

Since its founding in 1992, CRC has helped define the accessibility of after-hours service in the utility industry. Starting first as a central station alarm monitoring service, CRC quickly expanded its operations to include call handling and line crew dispatch. As demand for these unique, specialized services grew, CRC began partnering with cooperatives throughout the United States.

Due to growth, CRC introduced its proprietary outage communication software, CRCLink®, and two additional contact centers were added in Dunlap, Tennessee, and Abilene, Texas, to serve the southern United States and its bilingual customers. In 2011, CRC's Central Station added to its Underwriter's Laboratory (UL) listing, receiving the CSAA Five Diamond certification. And, in 2012, CRC's central station started offering video verification monitoring for theft prevention and asset protection.

Building on the momentum of membership growth, CRC unveiled a new era of service with the addition of its contact center in Kirksville, Missouri. The fourth contact center continues CRC's commitment to our 500+ utility members, representing over 12 million consumers.

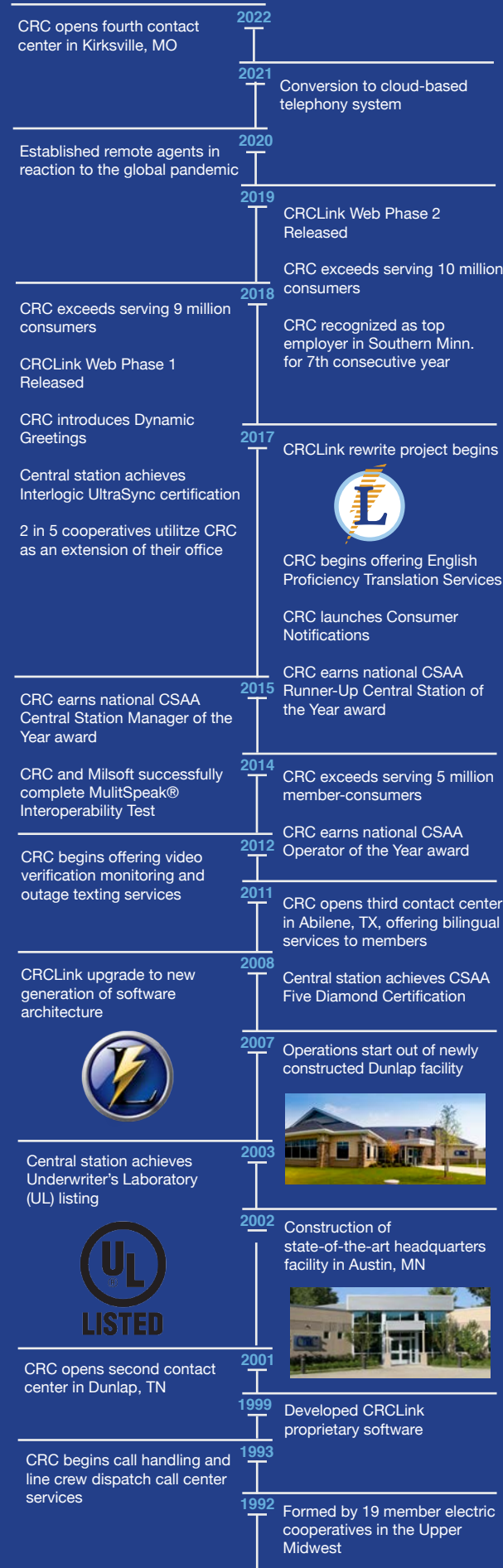
Continued innovation is something CRC's members can always count on. Through integrations with the major OMS systems in conjunction with its own proprietary software CRCLink, CRC has the capability to send notifications to consumers via text telling them we're aware of the outage and that crews have been dispatched. CRC uses this same capability to provide inbound callers with this information via a customized dynamic greeting. Just more innovative services from CRC.

Focusing on the **Human Side of Technology**®



Austin Center Minnesota  
 Dunlap Center Tennessee  
 Abilene Center Texas  
 Kirksville Center Missouri

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## Focusing on the Power of Partnership 24/7



Focusing on the Human Side of Technology® means more than having live agents answer the phone. At Cooperative Response Center (CRC), it's about finding ways to share our 24/7 call handling and dispatch technologies with those who need it most. For over 30 years, utilities have turned to CRC to help them turn staffing challenges into seamless solutions.

What's more, if something unexpected happens, CRC can help at a moment's notice. A major outage event, a substation fire, a tornado; these are just a few of the times when our members have needed us most. The flexibility to handle calls and dispatch, with the reliability of knowing your members are well taken care of. That's the service you can count on with CRC.

- Call Handling
- Line Crew Dispatch
- Alarm Monitoring
- Video Asset Monitoring

3 in 5 electric cooperatives utilize CRC services

### Call Handling & Line Crew Dispatch

We've built our business around being available to your members 24/7/365. At CRC our team of customer service representatives (CSRs) are ready to help your business focus on taking care of your customers. Whether it's the uncertainty of weather events, taking outage calls, billing or disconnects, or being available on weekends and holidays, one thing is certain: your customers are our business.

When our CSRs complete an outage call, it isn't the end—it's just the beginning. Our team of dedicated dispatchers coordinate the information to manage your outage event, all while our CSRs continue to take your outage calls. What's more, our dispatchers are experienced in navigating the complexities of line crew assembly, dispatching and, most importantly, safety, with continued communication and efficiency. With CRC, you have peace of mind knowing your consumers and crews are in good hands so you can focus on getting the lights back on.

### Dynamic Greetings

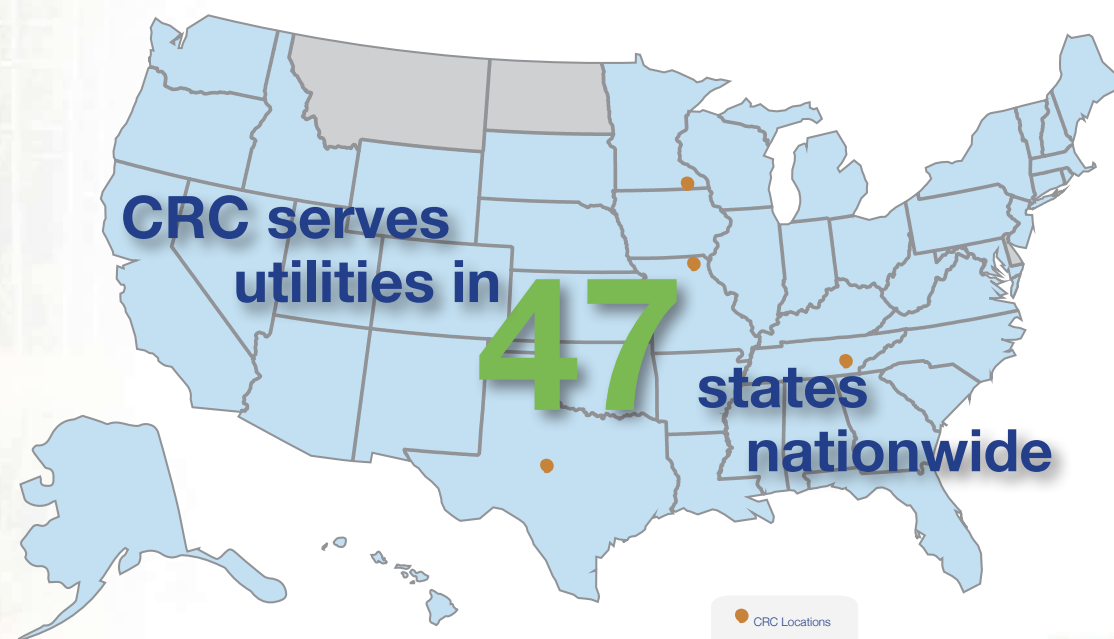
Although CRC strives to answer every call with an agent, technology is used during times of high call volume to expedite service for callers. When a utility experiences an influx of calls, instead of those calls getting blocked or placed on hold until a CSR is available to assist them, dynamic greetings come into play to give each caller unique information specific to their outage, versus a standard utility message. Calls are completed quickly and efficiently, keeping the customer informed.

### Consumer Notifications & Outage Texting

With today's technology, your customers expect information instantly. Be ahead of the game – let them know their power is out with a notification before they even call to report it. CRC continues to evolve with today's trends and wants to make your work easier while keeping your customers happy!

### Bill Payment Facilitation

Providing excellent service with live agents while protecting your customer's personal information is possible and easier than you think. CRC provides billing security solutions ensuring the utmost protection when taking payments over the phone.



Utilization of CRC services by our members.

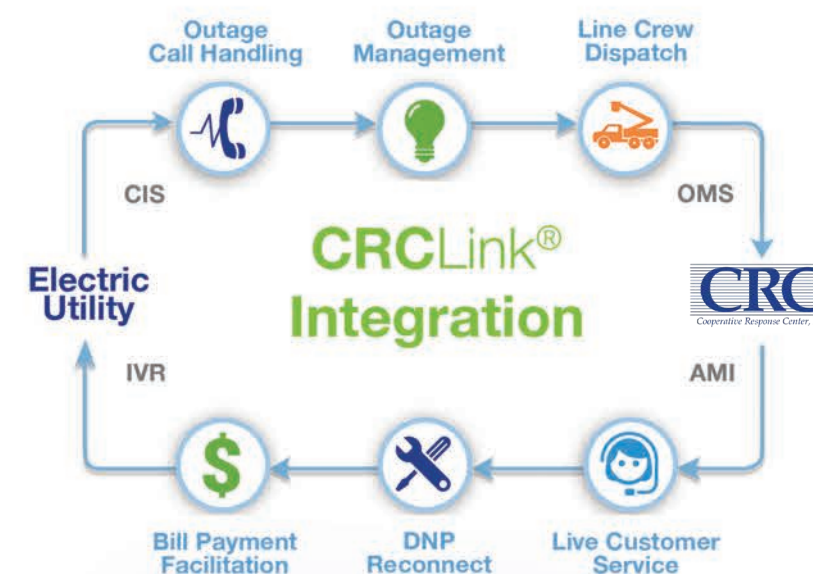
17% 24/7 Customer Call Handling Only

83% Crew Dispatch with 24/7 Customer Call Handling

### CRCLink®

At CRC, we're committed to seamless integration with utility technologies and exchanging real-time data with people and systems at the most critical times. CRC hosts CRCLink®, a proprietary software centered on call handling, managing outage events, and dispatching crews. Whether it is used as a web-accessible application or simply as the driver of web-service interfaces, CRCLink functions as the nerve system of CRC's operation.

MultiSpeak® integration allows CRCLink to push and pull valuable data from customer information systems, metering systems, and outage management systems giving CRC's personnel all the tools they need to manage events as if they were at the utility. In scenarios where these advanced technologies don't yet play a role, CRCLink fills the gap by serving as the utility's stand-alone outage communication platform. Whether used as an application or an interface, CRC is committed to continuous development of CRCLink as it adapts to the changing landscape of utility technology.



### Alarm Monitoring

As an award-winning UL-Listed and TMA Five-Diamond certified third-party central station, CRC has the expertise that comes along with experience. Our professional, dedicated central station operators understand the critical technical requirements of sophisticated alarm systems and will follow the established utility protocol to notify/dispatch the appropriate personnel when an alarm is received, keeping your employees, customers, and assets protected and secure.

## Why CRC?

### Value

CRC is the cost-effective solution to provide round-the-clock service to your customers.

### Utility Focus

We understand the unique demands of the electric industry and live the same core principles that make your business successful.

### Innovation

By partnering with CRC, you have the investment power of over 400 utilities. At CRC, we can meet the ever-changing demands of the utility industry by pooling our resources to invest in the newest technologies and capabilities.

### Integration

CRC integrates seamlessly with your OMS, AMI, and CIS systems to maximize your technology investments extending the service capabilities of your utility to ensure superior customer service.

### Disaster Recovery

Whether it be a network failure, natural disaster or unexpected office closure, allow CRC to handle calls so you can focus on what's really important: getting back up and running.

### Business Continuity

It's simple; we're there when you can't be. At CRC, we make it our priority to take care of your customers.

