

Media Release



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Customer text notifications of planned power outages

Essential Energy is now providing customers with real-time notice about planned power outages, replacing mailed letters with more direct, more effective SMS (Short Messaging Service) notifications.

General Manager Customer and Stakeholder Engagement, Roger Marshall, said a trial of the text message service had found most customers preferred the electronic notification to traditional letters as it provides customers with up to date information on the move.

“Essential Energy is embracing technology to deliver a more efficient, cost-effective service to our customers,” Roger said.

Under the service, customers will be notified 15 days in advance of a planned power outage via a text message. A reminder SMS will also be sent the day before the outage to customers who received the initial SMS notification.

The majority of those customers who have a mobile phone number registered with their electricity retailer have now been switched to electronic notifications.

Registered life support customers, those who haven't provided a valid mobile phone number to their retailer, and customers who have chosen not to receive SMS notifications will continue to receive mail notifications to their premises or postal address.

“A confirmation phone call will also be made to life support customers 5-7 days before a planned power outage,” Roger added.

Customers are encouraged to ensure their mobile details are up to date with their electricity retailer who provides Essential Energy with the necessary contact information.

“To update your mobile phone details, please contact the electricity retailer who provides your bill,” Roger said. “A list of retailers is available at energymadeeasy.gov.au.”

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