# PelicanCorp innovates Call Before You Dig, Inc. with OneCallAccess



**5,543 sq mi** coverage area

**210,000+** inquiries per annum

**300+** registered members

**11,300+** registered users

Call Before You Dig, Inc., (CBYD) is a state regulated, non-profit organization comprised of all public utilities and municipalities within the State of Connecticut. The Public Utilities Regulatory Authority (PURA) oversees CBYD.

CBYD is a state-wide, One Call notification system providing excavators, including the general public, with the ability to inform multiple owners and operators of underground facilities during proposed excavations, via a telephone call to a toll free number or submitting an E-Ticket at www.cbyd.com

## Challenge

In 2015 Call Before You Dig, Inc. (CBYD) were in need of a fresh approach to their One Call solution and were working on strategies to improve the overall user experience for excavators. CBYD were suffering from a lack of online engagement via their existing One Call system, which was unable to meet the standards of the evolving and progressive service CBYD were striving to achieve. An upgrade was required in order to provide the users and members of the Connecticut region with the enhanced service.

## Solution

The CBYD Board held a strategic planning session, set the direction to be a progressive leader in the damage prevention industry and a decision was made to focus their attention on technology. A technology committee was formed, constituting the locate community, contractors and Utilities, resulting in CBYD opting to upgrade to PelicanCorp's OneCallAccess, a fully managed One Call operation solution for E-Ticket and Call Center operations.

## Outcome

Upgrading their technology to the fully managed OneCallAccess from PelicanCorp, ensured CBYD have achieved the modernization and technological advancements they were after. The increase from less than 40% web adoption to over 75% web inquiries within the first year alone surpassed the expectations of all stakeholders, resulting in greater efficiencies across the wider operation.

Software and Services for the Protection of Essential Infrastructure

## INQUIRY VOLUMES

**Previous System**
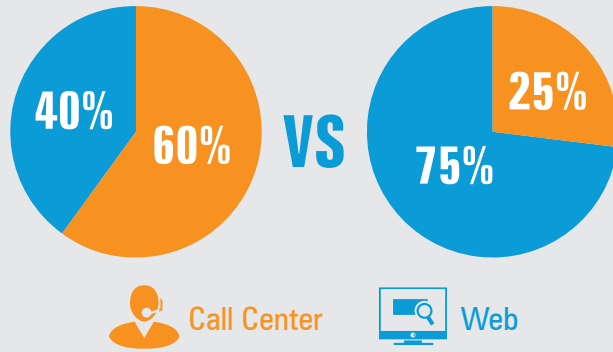
40%

60%

**VS**

**OneCallAccess**

25%

75%

Call Center

Web

In early 2015 Call Before You Dig, Inc., (CBYD) a state regulated, non-profit organization for the State of Connecticut, underwent a review resulting in a strategic plan for the future of their One Call.

Beth Bannister, CBYD Board Member, explains that: "It became the vision of CBYD to be a leader in the damage prevention industry. In order to achieve that we had to shift our focus onto technology, resulting in the formation of a new technology committee." The committee included locators, contractors and utilities, who addressed issues facing the industry and what the new One Call system required.

"We wanted to future proof the service with a focus on online engagement, for lodging and tracking tickets along with incorporating GIS mapping. The committee also saw the need to improve communications to contractors via a new confirmation sheet and supplying a mobile compatible system" said Beth.

CBYD were utilizing a One Call system implemented in the early 2000's, and although reliable was resulting in very low web usage for inquiries. The existing service was developed at a time when web usage was not a primary focus, therefore it needed a major upgrade to meet the needs of the progressive service CBYD wanted.

With a partnership spanning a 35-year history, CBYD worked with PelicanCorp, their existing providers, to gain an understanding of OneCallAccess, the upgrade solution that would provide a range of new enhancements and features to benefit both users and members.

PelicanCorp showcased how OneCallAccess is map centric, allowing contractors to accurately draw their work site on a map, and its ability to provide users with access to their complete history,

including ongoing reporting and analytics functionality.

"To future proof and maximize the availability of CBYD we needed to adjust the thinking on how users engage with the service. Driving towards web usage was going to be a challenge, but CBYD decided to maintain our strong relationship with PelicanCorp and forge ahead with the upgrade" said Beth.

PelicanCorp were able to quickly make configuration changes after the 'Go Live', responding to the needs of the Connecticut utilities without impacting the service. Utilities saw a seamless transition as ticket formats were kept consistent with the previous system.

The confirmation sheet is a major improvement as it addressed the need to communicate information to contractors instantly, whilst also providing the phone numbers of the utilities to the field crews. By incorporating location aware capability into the mobile site without the requirement of an 'app' users have wider access to information.

Beth said: "once we worked through the process and commenced operation we saw a huge uptake in web adoption, with web inquiry volumes increasing from 40% to 75% in the first year." The dramatic result has led to new efficiencies in the call center operation, allowing CBYD to provide a greater level of help desk and support functions for membership and contractors.

The project was an excellent mix of both customer engagement and additional stakeholders through the feedback generated by the technology committee. "By listening to the needs of those utilizing the service directly and working with PelicanCorp to address them, we achieved a better outcome on the upgrade of the CBYD service" said Beth.