

Easton Suburban Water Authority Keeps Customer Communication Flowing with Regroup



The Easton Suburban Water Authority (ESWA) provides water service to approximately 34,500 customers across nine municipalities, serving a total population of nearly 99,000 residents. As a water utility operating in a mix of suburban and some urban communities, ESWA places a high priority on clear, timely communication to maintain customer trust and service reliability.

ESWA has been a Regroup customer since June 2023, following several years of growing communication demands driven by system expansion, construction activity, and the need for faster emergency notifications.

The Challenge: Keeping the Water On, and Customers Informed

Historically, ESWA communicated with customers primarily during its annual water system flushing program. As infrastructure projects increased and unplanned events such as water main breaks or pressure issues impacted more residents, leaders sought to expand their notification capabilities.

The Authority needed a communication platform that could:

- Support frequent, year-round notifications
- Target specific geographic areas and pressure zones
- Automate outreach during emergencies
- Reduce the volume of inbound customer service calls

Tim Ryan, Technology Director for ESWA identified a clear need for robust mapping and geofencing capabilities, as well as a system that could adapt to his team's operational workflows. ESWA had previously used another system but encountered limitations with features and flexibility.

“

Keeping our customers informed has been one of the greatest benefits of using Regroup.

What started as a tool for flushing notifications is now part of everything we do.

Tim Ryan

Technology Director for ESWA

Solution: An Integrated Notification Platform with Powerful Mapping Features

After evaluating four alternative solutions, ESWA selected Regroup's mass notification system for its flexibility, geofencing capabilities, and ability to support both external customer communications and internal coordination.

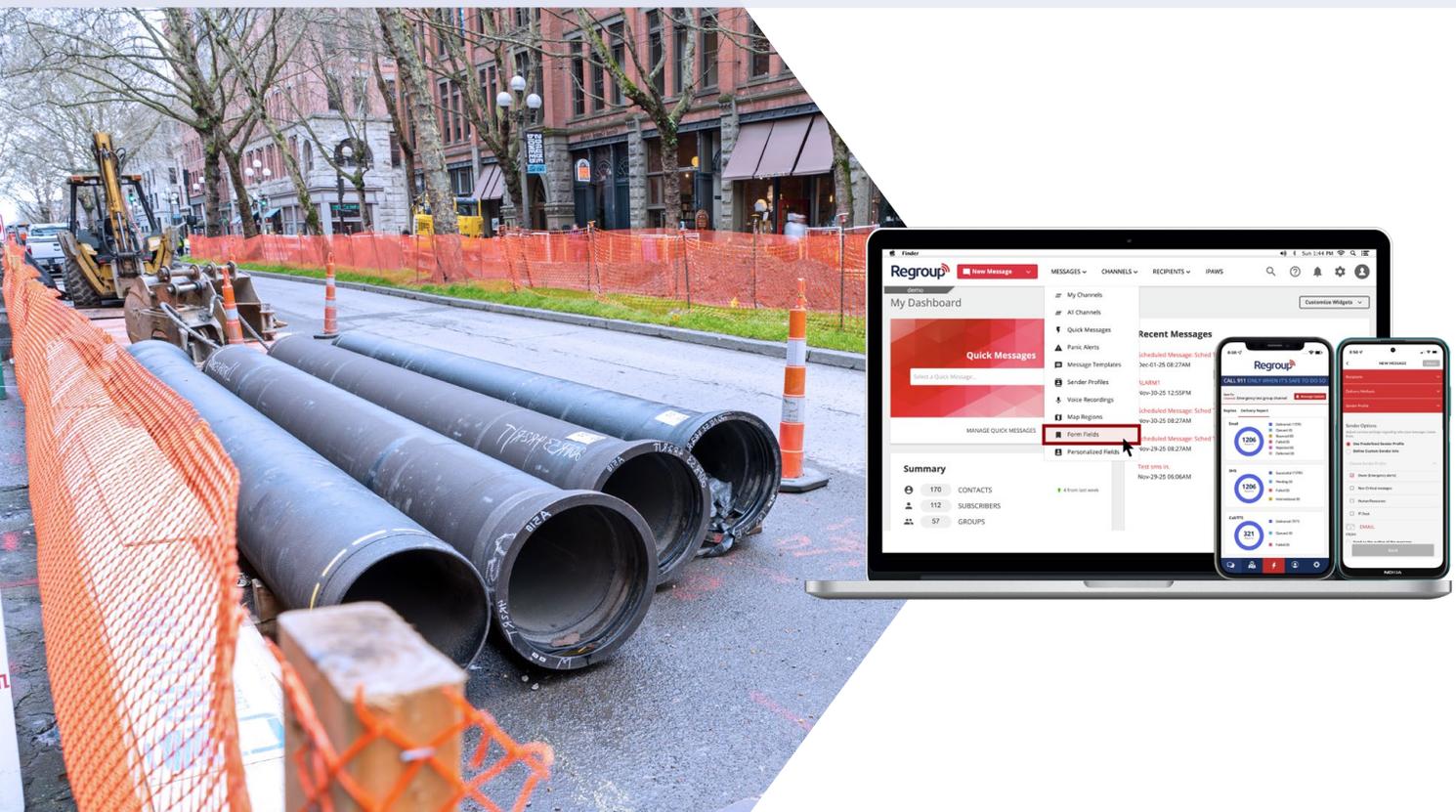
Initially deployed for annual flushing notices, Regroup quickly became a core communication tool used for:

- Construction project updates when water service was impacted
- Planned maintenance and repair notifications
- Emergency alerts and service interruptions

ESWA uses both geofencing and uploaded lists to target messages to specific customers, ensuring the right people receive the message they need. "Regroup's targeting capabilities are so important to us," shares Tim. "We know we can get notifications out to impacted customers in a timely manner, without causing concern from unimpacted areas. It helps avoid message fatigue, while also cutting down on the number of inbound calls to our customer service team because people are proactively notified in advance of shut-off events."

To ensure contact information remained accurate, ESWA worked with Regroup to build a custom import tool that syncs customer phone numbers and email addresses from its billing system. While the data import is performed monthly, the automated process eliminates manual list management and ensures outreach accuracy. Tim's team also created pre-built message templates and predefined areas, including pressure zones, for rapid deployment during urgent situations.

Internally, Regroup is used to keep approximately 50 employees—including board members, customer service representatives, field crews, and crew leaders—informed. Internal teams also receive copies of all customer-facing messages, ensuring staff are aware when notifications go out and can respond confidently to customer inquiries.



Results: Satisfied Customers and Communication that Flows Easily

Since implementing Regroup, ESWA has significantly strengthened its communication strategy. Customers have responded positively to the increased frequency and clarity of communications, particularly through text messages and email alerts. In addition, the organization benefits from:

- **Expanded Usage:** Communication evolved from an annual notification to a year-round engagement tool.
- **Improved Transparency:** Customers receive proactive updates before, during, and after service events.
- **Reduced Call Volume:** Fewer calls come into the Customer Service team during maintenance and emergency situations.
- **Operational Efficiency:** Automated data syncing and pre-built messaging saves staff time and ensures the right customers get the information they need.

“Keeping our customers informed has been one of the greatest benefits of using Regroup. What started as a tool for flushing notifications is now part of everything we do.” shares Tim. “We get a lot of positive feedback on text notifications and emails. Customers are engaging with us and responding to messages in the portal. When we notify them about a problem in their area, they’re very appreciative.”

Regroup has also enabled targeted outreach for preventative messaging. For example, during freezing conditions, ESWA notified customers who previously experienced frozen meters, helping them avoid repeat issues.

Looking Ahead

With Regroup fully integrated into its daily operations, Easton Suburban Water Authority plans to continue expanding its use of targeted notifications to improve customer engagement, streamline internal coordination, and maintain trust across the communities it serves. As infrastructure projects and service demands grow, Regroup remains a critical tool in supporting ESWA’s mission of reliable and transparent customer communication.



Ready to see what Regroup can do for your community?
Schedule a customized demo today at regroup.com/demo.



Regroup