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 25 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

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 members. 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 members 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 members and crews are in good hands so you can focus on getting the lights back on.

PCI Compliance

Providing excellent service with live agents while protecting your membership’s personal information is possible and easier than you think. CRC has achieved PCI compliance and provides member security solutions ensuring the utmost security when taking payments over the phone.
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 an installed software at the utility, 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.

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

Utility Focus
We understand the unique demands of the electric cooperative industry.

Seamless
Extending the service capabilities of your utility to ensure superior customer service.

Innovation
By partnering with CRC, you have the investment power of over 300 cooperatives. 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 with your OMS, AMI, and CIS systems to maximize your technology investments.

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 members.

Cooperative Partner
CRC lives the same core principles that make your business successful. Because we are a cooperative, we think like a cooperative.
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.

As operations grew, CRC introduced its proprietary outage communication software, CRCLink®. A second contact center was added in Dunlap, Tennessee to serve the southern United States. 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 Abilene Center in Abilene, Texas. The third contact center continues CRC’s commitment to our 300+ cooperative members, representing almost 8 million member-consumers.

Continued innovation is something CRC’s members can always count on. In 2017, CRC unveiled a new service, Outage Notifications, which allows for the proactive notification of outages as they occur to members who signed up for the service. Through integrations with the major OMS systems in conjunction with its own proprietary software CRCLink, CRC has the capability to send notifications to members via text telling them we’re aware of the outage and that crews have been dispatched. Also in 2017, CRC used this same capability to provide inbound callers with this information via a customized greeting. Just more innovative services from CRC.

Focusing on the Human Side of Technology.®