

## PRESS RELEASE

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### **The Gibraltar Electricity Authority – mobile application**

Following the launch of our new website in the latter part of 2015, today, the Gibraltar Electricity Authority launches its new mobile application.

The mobile application not only gives the user instant access to a copy of our website's main sections such as the Frequently Asked Questions, but also, we have incorporated an Education section aimed at all our Customers regardless of age, where users will be able to learn more about electricity, obtain energy saving tips, as well as participate in quizzes.

However, the most important feature of our mobile application is the ability to advise and provide users with up to date and real time information on any Power Outages, planned or otherwise that may be affecting our Customers. To receive said information, the user must opt for push notifications on their device.

Push notifications will also be used by the Gibraltar Electricity Authority as a marketing tool, with the aim of informing our Customers of upcoming events, issuing reminders on the settlement of bills, as well as providing information on our services, amongst others.

This mobile application complements both our Facebook Page and Twitter Account, and demonstrates the Gibraltar Electricity Authority's commitment to improving on our Customer Service, as it embraces modern technology in order to enhance our Customers' experience when dealing with our organisation.

The Gibraltar Electricity Authority's mobile application is available on iPhone and android and can be downloaded from the App Store and Google Play respectively.