



CLIENT
Mansfield Electric

USE CASE
Outage management
REACH™

PRODUCTION
March 2024

Creating reliability with REACH™

THE CHALLENGE

Mansfield Municipal Electric Department (MMED) serves 10,000 customers in Southeastern Massachusetts. As extreme weather events increase and ISO New England prepares for possible load curtailments, **MMED needed a more responsive, localized way to notify residents of outages and maintenance events.**

- Traditional channels lacked personalization and speed.
- The town's mass notification system couldn't target impacted customers.
- Manual outreach created operational inefficiencies.
- Customers were potentially unaware or unprepared for service disruptions.

PERFORMANCE BREAKTHROUGH

By integrating its Outage Management System (OMS) with Convey's REACH Cloud platform, **MMED rapidly modernized its customer communications.**

- **45-day deployment:** Operational in time for spring/summer infrastructure work.
- **Multi-channel messaging:** Proactive alerts via voice, text, and email with local branding.
- **Personalization features:** Text-to-speech and on-demand voice messages recorded by town leadership added familiarity and trust.
- **Real-time insights:** REACH Cloud dashboard enabled MMED to monitor deliverability and track community engagement.

Speed, precision, trust, scale: The REACH advantage

THE VALUE PROPOSITION

For municipal utilities aiming to enhance reliability and community trust, this solution delivers:



Targeted, high-impact communication

Segmented alerts based on meter topology and outage data.



Operational efficiency

Automated workflows reduce manual effort and response time.



Improved customer experience

Residents received timely, relevant information to make informed plans during outages.



Scalable for future needs

Potential expansion to water GIS, ERP, and alerts like main breaks and boil water notices.

2024
JAN 1 – MAY 15

MESSAGES
SENT:
20,749

MESSAGES
DELIVERED:
20,617

99.4%
DELIVERED

