



CLIENT  
LG&E and KU

USE CASE  
Outage management

PRODUCTION  
Winter 2025

# Building a **storm-ready** communication strategy

## THE CHALLENGE

Serving more than one million customers across Kentucky and Virginia, LG&E and KU operate in a region prone to frequent and severe summer and winter storms. With rising customer expectations for reliability and transparency, the organization recognized that reactive, one-off notifications were no longer sufficient. At this scale, communication must be structured, repeatable, and resilient under pressure.

That need was tested almost immediately. Just days after activating SMS, **Winter Storm Fern struck on January 24, 2026**, bringing ice, snow, and extreme cold across the service territory. Then, on **January 27**, a separate extreme cold event caused a localized transformer failure impacting approximately 350 customers.

While smaller in scale, this second event required a different communication approach. With restoration times exceeding 24 hours, LG&E and KU needed to deliver targeted, transparent messaging that explained the situation and set clear expectations.

The ability to shift from broad, high-volume communication to precise, situation-specific messaging quickly became essential.

## SOLUTION

At the end of 2025, LG&E and KU took a significant step forward by enabling proactive SMS capabilities through Convey. By January 21, 2026, SMS was fully activated, establishing a new foundation for real-time, direct communication during service events.

Using Convey, LG&E and KU were able to:


- **Notify 740,000 customers** about the new SMS capability
- **Support more than 25,500 impacted customers** during Winter Storm Fern
- **Deliver over 59,000 proactive outage messages**

With structured workflows and predefined messaging cadences in place, the team was prepared to communicate at scale while still adapting to the nuances of each event.

# Strengthening community confidence at scale

## KEY TAKEAWAYS

LG&E and KU's experience reinforces several critical principles for modern utility engagement:




### Proactive communication must be operationalized, not improvised

Having the right tools is only the starting point. **Defined workflows and cadences ensure consistent communication** when it matters most.



### Scale demands structure

Reaching hundreds of thousands of customers requires a **repeatable model that can expand and adapt** without breaking under pressure.



### Transparency builds trust during uncertainty

Frequent, clear updates—especially when timelines shift—**help reduce frustration and strengthen customer confidence.**



### Flexibility is essential for real-world conditions

Not every outage follows the same pattern. The ability to **tailor messaging for unique scenarios** is just as important as managing large-scale events.

