Creating a more informed and connected customer experience

City Utilities
Connecting Our Community

CLIENT
City Utilities of Springfield

USE CASE
Customer engagement

PRODUCTION
2025

THE CHALLENGE

City Utilities of Springfield serves more than 115,000 electric, water, and natural gas customers across Springfield, Missouri. As a community-owned utility, one outage or emergency event can affect thousands of customers across multiple service types.

Before modernizing its communications strategy, the utility relied on email, social media, IVR robocalls, and door hangers to reach customers. It had no ad hoc texting capability, limited customer segmentation, and no way to send targeted, location-based messages during outages. Approximately 30% of customers were not receiving automated notifications, creating significant communication gaps during critical events.

With 14–18% of customers having limited broadband access, City Utilities needed a faster, more equitable way to deliver urgent information and reduce customer confusion during emergencies.

THE APPROACH

City Utilities selected Convey to unify SMS and IVR communications in a single platform. Using Convey, the utility **gained the ability to send community-wide alerts within minutes** while also delivering feeder-specific updates to affected customers. The solution included:

- Ad hoc SMS and voice messaging from one platform
- Automatic customer preference management (text or call)
- Feeder-boundary and location-based segmentation
- IVR fallback for landline-only customers or failed SMS delivery
- Pre-built message templates for rapid event response
- Delivery analytics and reporting for operational visibility

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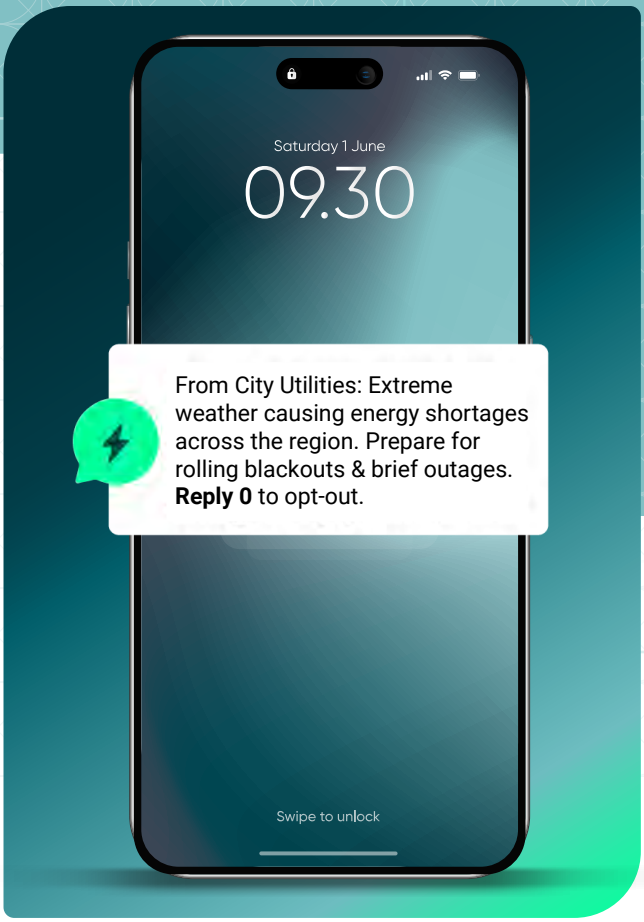
Delivering faster communication and stronger customer trust



OUTCOMES

City Utilities also expanded messaging beyond emergencies to include planned outages, conservation requests, boil water advisories, gas safety alerts, restoration updates, and other proactive customer communications.

93.3%
SMS delivery rate

88%
Overall customer satisfaction

34% → 54%
Text message awareness

92%
Urgent message delivery rate

<2%
Opt-out rate

384+
weekly SMS campaigns delivered

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