



Cutting call center traffic 57% during public safety power shutoffs

CLIENT

Large US utility

USE CASE

Public safety power shutoff

PRODUCTION

Wildfire season

THE CHALLENGE

A public safety power shutoff (PSPS) is a proactive de-energization of lines in high-risk areas to prevent wildfire ignition.

Regulators require affected customers to be notified within two hours of the shutoff decision, in their preferred language and channel.

One large US utility serving more than five million customers needed a proactive, reliable omnichannel notification system to reach every affected household before the power went out.

Manual processes and disconnected tools created gaps, duplication, and inconsistent information. Medical baseline and critical care customers needed automatic priority, and every event drove a surge of inbound calls the contact center could not absorb.

THE APPROACH

The utility implemented Convey's PSPS solution and enhanced with industry-leading high throughput. Convey enabled both ad-hoc and proactive, automated messaging across the full event lifecycle. With 24/7 full-service support, plus easy access to the team through automated bridge conference calls, support was available within minutes of a PSPS declaration.

The solution included:

- Sustained throughput of 900K messages per hour, per channel
- Coordinated voice, SMS, and email in 16+ languages
- Automatic priority for medical baseline and critical care customers
- Address-level alerts for non-account holders
- Inflight delivery reports every 15 minutes

Reaching every customer in the moments that matter most

OUTCOMES

98%

email delivery rate
achieved through
IP warming



100%

adherence to
regulatory
requirements
for timing and
accuracy



900K

messages per
hour, per channel,
sustained at peak



9.8M+

notifications delivered
across 10 PSPS events
in a single wildfire
season



16+

languages
delivered across
voice, SMS, and
email



97%

SMS and email
and **85%+** voice
delivery success,
every event



57%

reduction in call
center traffic
through automated
proactive calls



40%

lower average
handle time using
inflight reports that
let agents track live
status

