



Severe weather events test more than infrastructure. They test how quickly utilities can inform, guide, and support the communities they serve. Clear, proactive communication helps reduce uncertainty, manage call volumes, and build trust when customers need it most.

This storm readiness checklist outlines key actions utilities can take before, during, and after an event to strengthen operational coordination and deliver timely, reliable customer communications.



PRE-EVENT: PLANNING AND PROTOCOLS

- Establish **robust storm response protocol**
- **Conduct regular drills and scenario/load testing** to validate workflows and escalation procedures
- **Create pre-templated, omni-channel messaging** focused on customer needs



DURING EVENT: CUSTOMER COMMUNICATION AND ENGAGEMENT

- Start early: **launch pre-storm communications** as soon as a threat is identified
- **Prepare data file** for targeted customer outreach
- **Maintain consistent messaging cadence:** pre-storm, during, and post-storm
- **Enable two-way engagement** to gather real-time customer feedback
- **Monitor campaigns** and **verify results** for effectiveness



POST EVENT: CONTINUOUS IMPROVEMENT

- **Conduct post-event audits**, analyze performance data, and refine strategies
- **Update protocols and templates** based on learnings to set new standards for storm response

Partner with Convey to strengthen your storm readiness strategy.

Learn more at www.goconvey.com

Convey helps utilities deliver proactive alerts, coordinate response workflows, and keep customers informed across every channel. From early storm notifications to post-event updates, our solutions support fast, reliable communication at scale.