

Is your utility prepared?

CATEGORY	REACTIVE APPROACH	STANDARD APPROACH	GOLD STANDARD
PRE-STORM PREPAREDNESS	Limited proactive messaging; reacts only after storm hits	Sends pre-event alerts with clear CTAs; moderate segmentation	Sends multi-proactive messages (48 & 24 hrs. advance) by geography & customer type; clear CTAs
COMMUNICATION STRATEGY	Inconsistent updates; messaging inaccuracies impact trust	Consistent updates via primary channel (SMS) with inbound call support (HVCA)	Accurate, validated messaging delivered consistently across channels (SMS, Email, Voice, Web, App, Wallet)
DEMAND RESPONSE ENGAGEMENT	Low participation; high frustration; panic customers	Educates customers; moderate participation; manageable load reduction	Enables self-served customers; high participation; smooth execution; minimal utility intervention
INTERNAL EXECUTION	Cross-functional delays; slow approvals	Functional alignment during events	Uses pre-approved templates; war-room structure; real-time data dashboards
POST-STORM FOLLOW-UP	Minimal follow-up communication	Educates customers on what to expect; includes bill awareness	Provides impact summary and billing expectations; educates on future preparedness with empathy

LEARN MORE!

See how you can reach the gold standard of communication at www.goconvey.com