



Emergency readiness reimagined for wildfire season

CLIENT
Leading California Utility

USE CASE
Outage management
EONS

PRODUCTION
2018

THE CHALLENGE

A leading utility in California, who serves over 15 million customers across 50,000 square miles—many of them living in wildfire-prone areas. As climate-driven disasters intensified, so did the expectations of utility customers seeking real-time, reliable updates via SMS, voice, email, or connected devices. Yet their outdated, homegrown outage communication system struggled to deliver in the moments that mattered most.

- **Manual data ingestion** from disparate systems and no centralized dataset.
- **Inability to launch** targeted, multimodal campaigns quickly.
- Emergency alerts required 5 staff members and **5 hours to deploy**.
- Communications lacked personalization and consistency.
- **High call volume** from customers seeking updates.
- Latency in critical notifications and **risk of human error**.



PERFORMANCE BREAKTHROUGH

To modernize emergency response and enhance public safety, **this leading California Utility implemented Convey's real-time, intelligent communication platform.** Purpose-built for regulated industries, EONS transformed their manual processes into automated, real-time, multi-channel emergency workflows.

- **60% increase in staff productivity**, reducing manual effort and operational drag.
- **80% faster emergency campaign execution**, accelerating outreach from 5 hours to 1.
- **Real-time outage updates delivered** through SMS, voice, and email simultaneously.
- **Geotargeted and translated messaging** reached specific at-risk populations instantly.
- Automated workflows and templated responses ensured **regulatory-compliant communications.**
- **Delivery latency eliminated**, and notifications consistently reached the right party.
- **Significant reduction in human error**, with centralized control and audit-ready reporting.

Modernize wildfire mitigation with intelligent workflows

THE VALUE PROPOSITION

With Convey's EONS platform, **this utility transformed compliance obligations into trust-building, customer-first experiences.** EONS empowered the utility to operate with greater intelligence, transparency, and agility, leading to measurable outcomes during crisis responses and beyond.

OUTCOMES:

- **Strengthened wildfire mitigation** and emergency preparedness.
- **Enhanced regulatory reporting** through real-time operational insights.
- **Improved customer satisfaction** through transparent, proactive communication.
- Recognized with the **Gold – Chartwell Outage Communications Best Practices Award.**