CONVEY

CASE STUDY
Con Edison

# From hours to minutes: How Con Edison transformed outage communication with Convey

conEdison

CLIENT
Con Edison of New York

USE CASE
Outage management

PRODUCTION
July 2024

## THE CHALLENGE

Before 2024, Con Edison's outage communications were slow, inconsistent, and manual. **It took more than 6 hours to coordinate messages across six regions—leaving customers uninformed during critical situations.** The legacy system lacked speed, flexibility, and visibility, resulting in a poor experience for both internal teams and customers.

## PERFORMANCE BREAKTHROUGH

**Con Edison partnered with Convey** (formerly Message Broadcast) to launch the Outage Communications Messaging Center (**OCMC**), a unified, real-time platform built to improve how customers are informed during planned and unplanned outages.

OCMC replaced multiple disconnected systems with one streamlined hub, enabling:

- **Multi-channel communication** (SMS, email, voice)
- **Self-service tools** and **AI** voice messaging
- **Real-time delivery tracking** and **campaign monitoring**

The result was faster execution, better transparency, and higher customer satisfaction during both everyday interruptions and large-scale emergencies.



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# Why OCMC isn't just faster—it's smarter, more human, and built for what's next

## THE VALUE PROPOSITION

Convey delivers fast, flexible, and customer-first outage communications across every major channel—all from **one intuitive platform**.

### Faster response times

**Messages that once took hours now go out in minutes**—across all regions, all at once.

### Multi-channel delivery

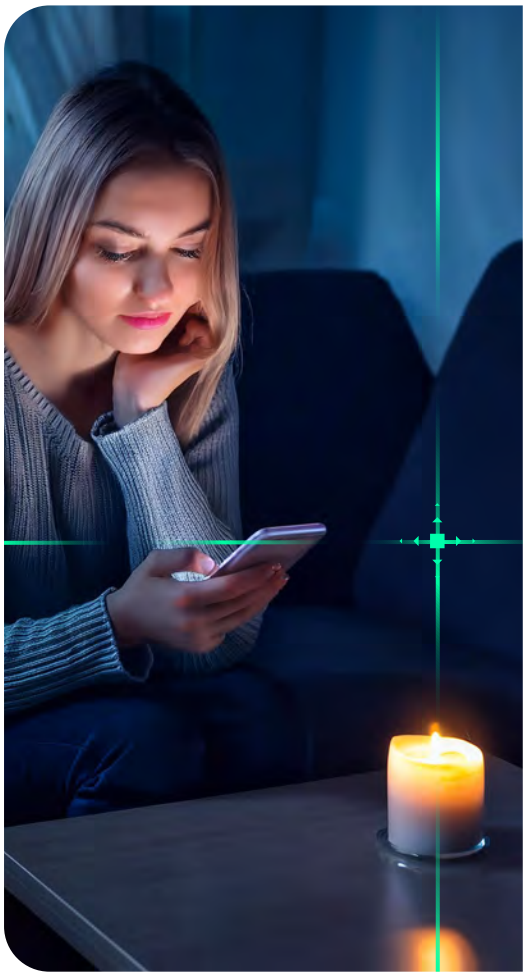
Reach customers via SMS, email, or voice in a single campaign—on **their preferred channel.**

### Real-time visibility

Monitor delivery, test messages, and launch updates instantly with **AI-powered tools**.

### Performance under pressure

**OCMC excelled during major outages**—delivering rapid, clear updates when customers needed them most.





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