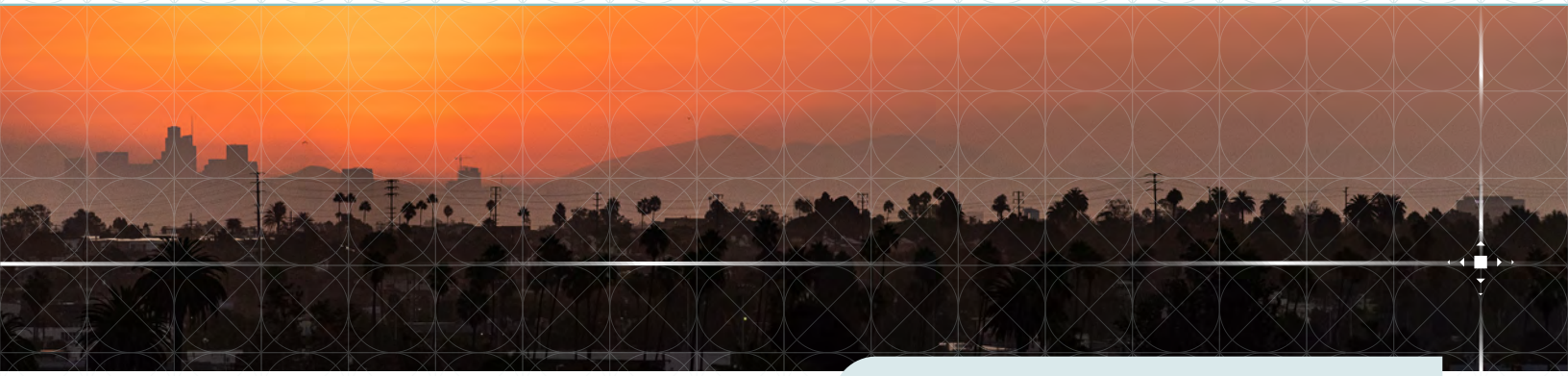
CONVEY

CASE STUDY
Outage management



How California avoided rolling blackouts with outage communications

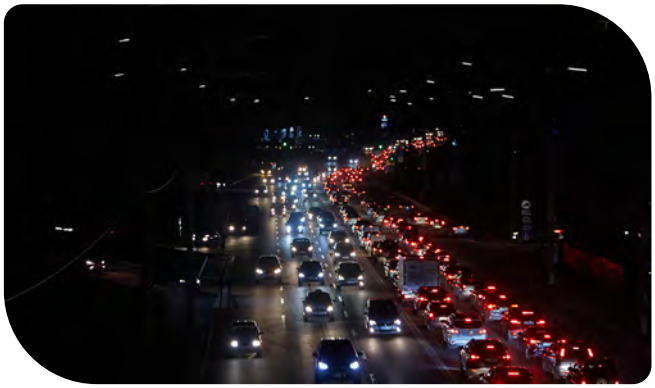
CLIENT
California utilities

USE CASE
Outage management

PRODUCTION
Summer 2022

THE CHALLENGE

In the summer of 2022, extreme heat strained California's energy grid to the point that the California Independent System Operator (ISO) issued its highest-level energy emergency Flex Alert prior to ordering rolling blackouts.



PERFORMANCE BREAKTHROUGH

- **Large scale communications:** 1.5 million communications went out per hour.
- **Dependable analytics:** Real-time reporting and carrier-certified delivery receipts.
- **Reduced operating costs:** Reduced operating expenses with fast customer communications that reduced inbound calls to customer service centers.
- **Proactive safety communications:** Critical infrastructure providers such as hospitals and care facilities were alerted to potential load shed events.

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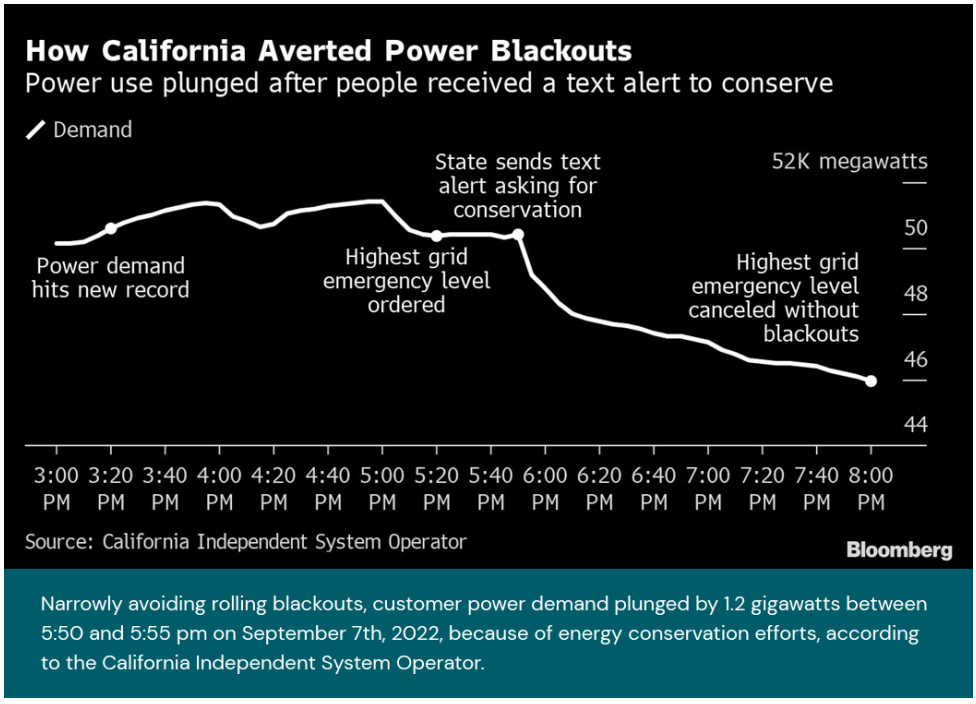
Proactive and intelligent workflows that revolutionize customer service interactions

THE VALUE PROPOSITION

By delivering energy conservation communications prior to a potential load shed event, Convey helped its California utility clients avoid rolling blackouts during a summertime emergency.



Narrowly avoiding rolling blackouts, customer power demand plunged by 1.2 gigawatts between 5:50 and 5:55 pm on September 7th, 2022, because of energy conservation efforts, according to the California Independent System Operator.

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