

CLIENT
Large Southern US Utility

USE CASE
Outage management

PRODUCTION
Fall 2022

A seamless outage experience that scales

THE CHALLENGE

In late 2022, a large utility in the Southern US that serves three million customers identified four key parts of the outage communications process to streamline that would significantly improve the customer experience.

The utility struggled to send timely ad hoc messaging to affected customers for urgent outage communications.

Outdated and manual processes were causing delays that sometimes resulted in a complete failure to communicate within the necessary timeframe. These delays eroded customer trust and reflected negatively on the brand.

They needed to make outage restoration messaging improvements to enable them to offer consistent, reliable communications to their customers.

PERFORMANCE BREAKTHROUGH

Convey implemented a solution to send continuous proactive communications before, during, and after each event using outbound voice calls, SMS and MMS message flows, and emails. When a large hurricane hit their customers in 2025, the utility was ready with proactive, award-winning communications.

- Reduced template library from 100+ to 25
- Developed single-voice, on-brand messages for all channels
- Templates built to work both in automated systems and for manual use during outages.
- Streamlined channel communications into a single file creation

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CONVEY

3-simple steps to deploy messages

Select recipients

Select templates

Launch campaigns

THE VALUE PROPOSITION

With Convey, the utility added improvements to the customer's outage experience. This created efficiencies, increased customer reach, and improved customer and employee satisfaction in just nine months.

Increased customer reach by **72%**

Reduced message cycle times by **82%**

Improved customer & employee satisfaction

2024 Gold outage communications award winner



"It was timely and good to have this information prior to the storm's arrival. I could plan to know how long it might take if the power went out."
– Utility customer

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