

How MLGW kept a major storm from overwhelming its call center

MLGW

CLIENT
Memphis Light, Gas and Water Division

USE CASE
Outage management

PRODUCTION
2025

THE CHALLENGE

When a major January storm left nearly 10,000 meters without power, MLGW faced the potential for a significant increase in call center demand.

Before partnering with Convey, MLGW primarily relied on social media and news coverage to communicate service disruptions. While those channels provided updates, they did not consistently reach customers directly. For customers who needed answers, the call center was often their first stop.

PERFORMANCE BREAKTHROUGH

With Convey, MLGW shifted from waiting for customers to call to proactively reaching customers affected by the storm. Customers received timely outage information directly through their preferred communication channels, helping answer questions before they reached the call center.

The difference was dramatic.

> **"Prior to Convey, my team was overwhelmed with calls. After the partnership, we didn't see the queue go over 20 calls waiting during the storm. I've worked in the call center for 25 years and I've never seen that happen before."**
>
> Kenneth Culp,
> Director of Customer Care
> MLGW

During a storm that would typically generate hundreds of calls, MLGW kept the queue to approximately 20 calls with six employees supporting customers.

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CONVEY

Fewer calls. Less pressure. A better way to manage storm communications.

THE VALUE PROPOSITION

Storm communications do more than keep customers informed. When customers receive answers before they need to call, utilities can reduce pressure on their call centers and focus staff on the customers who need direct assistance. For MLGW, Convey helped turn outage information into proactive customer engagement.

Reach affected customers directly

Instead of relying on customers to find information through social media or the news, MLGW could communicate directly with customers impacted by the storm.

Reduce avoidable calls

Customers received information before picking up the phone, helping prevent routine outage inquiries from reaching the call center.

Manage major events with existing resources

The January storm did not require MLGW to activate an emergency call center response or bring in overnight overtime staffing.

Deliver information where customers are

Proactive messages gave customers timely answers through the communication channels they already use.

THE RESULTS

90%+ fewer call than comparable storms

20 actual calls in the queue



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