

## CASE STUDY



# CALM IN THE STORM

“Message Broadcast provides solutions we depend on. We were able to reduce costs, increase customer satisfaction and minimize storm fatigue of our employees.”

- Digital Channel Strategy Manager at Major U.S. Utility

## SUMMARY HIGHLIGHTS

- ▾ Delivered over 7 million messages during Hurricane Florence
- ▾ Increased customer satisfaction scores
- ▾ Reduced inbound call volume to call centers
- ▾ Increased SMS enrollment and opt-over
- ▾ Served consistent, customer-friendly multichannel experiences
- ▾ Delivered high throughput, timely SMS communications
- ▾ Validated right party contact and cleansed customer data

## BACKGROUND

This client is one of the largest energy companies in the country, providing electricity and natural gas to more than **8 million** customers in seven states.

During times of natural disaster, effective emergency communications are a critical component of emergency management. The proper execution of an emergency plan requires actions are taken swiftly and made with precision.

This utility's crisis response protocol takes a customer-centric approach: Prepare, Assess, Restore, and Recover. By proactively providing relevant and frequent information to customers over their preferred communication channels, this utility gives its customers peace of mind and ensures their safety throughout a natural disaster.

## PROBLEM

During the devastation of Hurricane Irma in 2017, this utility urged customers to immediately contact its customer care centers to report power outages and service disruptions. The ensuing and far-reaching impact of Hurricane Irma inundated its call centers with a surge of inbound calls. The rush of customer outreach quickly exceeded the resources on hand to field and support the high volume of requests. Following the events of Hurricane Irma, the utility went back to the drawing board to revise its emergency response strategies. After much discussion, its focus changed to a proactive communications approach.

This new approach of proactive customer communications was tested in 2018 when Hurricane Florence began to wreak havoc in the Carolinas.

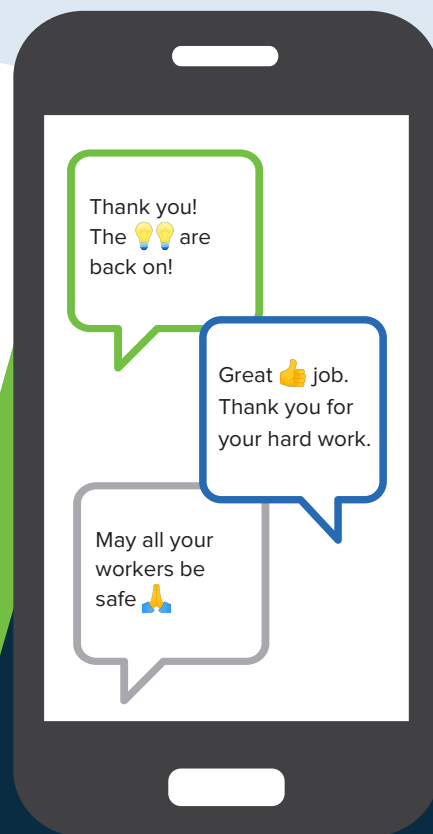
The utility had previously analyzed its customer base and found more than 70% of its proactive outage communication program participants preferred receiving SMS communications to email and voice. The strong customer preference for text messaging would make the SMS channel a critical vehicle to successfully execute its disaster communication plans.

## SOLUTION

The utility quickly turned to Message Broadcast during the crisis to communicate effectively with millions of its customers through the SMS channel. In **less than 24 hours**, Message Broadcast successfully migrated this utility's messaging traffic to its high-throughput SMS gateway and simultaneously deployed its enterprise-grade messaging platform.

Message Broadcast enabled the utility to validate right party contact by transforming informative session flows into conversational interactions and increasing customer engagement with a series of personalized questions. In addition to increasing customer engagement, customer satisfaction also improved by delivering timely and relevant communications to the appropriate party. Message Broadcast's technical capabilities and carrier expertise converted multi-part SMS messages of more than 160 characters into single session communications permitting the inclusion of rich media and the enablement of capturing images from the customer's mobile device.

The utility and Message Broadcast successfully **delivered more than 7 million SMS messages**, keeping its customers safe, informed, and apprised of progress throughout the restoration and recovery process.



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