

Case Study

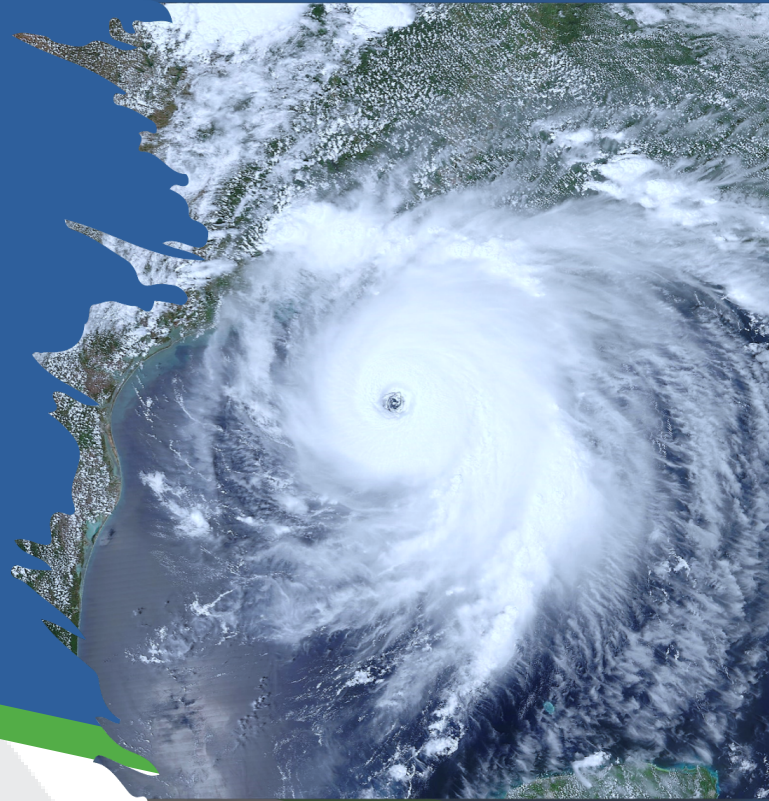
Constant Communication in the Midst of Extended Chaos

"Keeping the customer informed is just as important as keeping the lights on."

- Marketing Manager and Customer Messaging Lead, Major Utility in the Southeast U.S.

Summary Highlights

- Multiple Event Duration: **146 Days**
- Customers: **1.3 Million**
- SMS Messages: **13.6 Million**
- Automated Phone Calls: **4 Million**
- Conversations: **56 Separate Segmented Journeys**



Summary

Our client, a Fortune 500 energy company in the southeastern U.S., found itself in the cone of uncertainty for seven back-to-back storms, five of which were hurricanes.

Through it all, this utility partnered with Message Broadcast to offer consistent, reliable communications to its customers, turning extraordinary circumstances into trust-building opportunities.

Faced with myriad unknowns, this utility's customers learned there was one thing they could depend on: if this utility said they would be updated in 24 hours, they were, without fail.

In the middle of a pandemic and faced with catastrophic damage, this utility earned a Net Promoter Score of +37 and overwhelming positive sentiment from its customers.

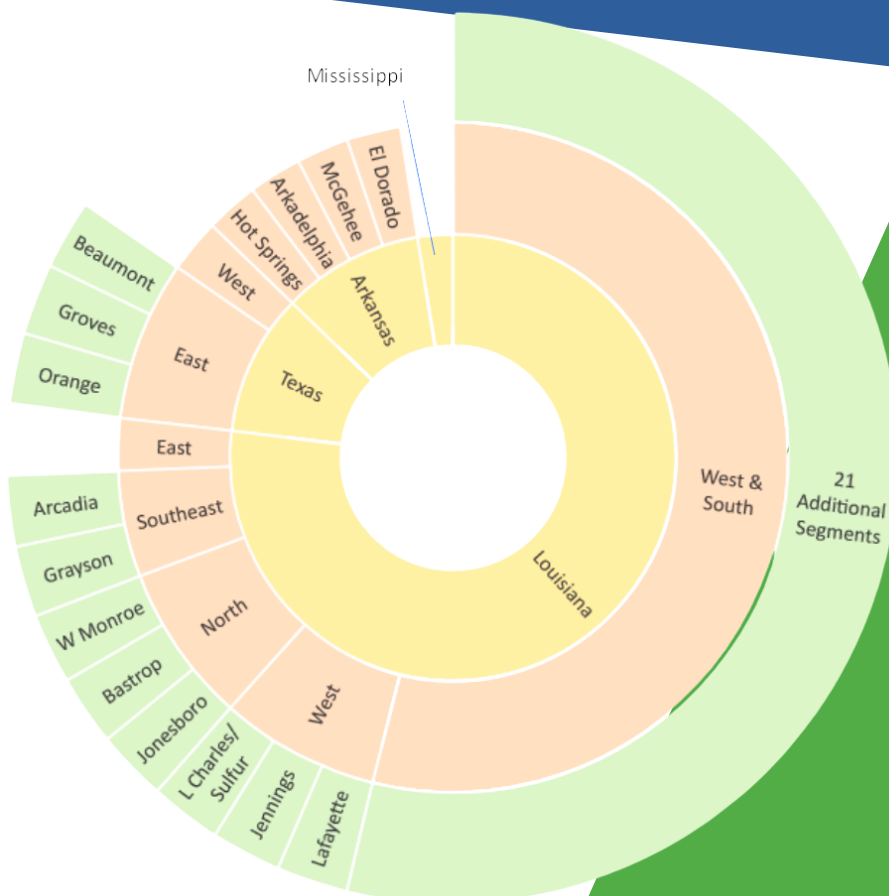
Background and Challenges

It was the busiest Atlantic hurricane season on record; never before had there been back-to-back storms that had wreaked such havoc. Roughly 48 hours after Hurricane Marco made landfall in Louisiana, Hurricane Laura hit with a vengeance. Laura was the strongest storm to hit the state since 1856 and has tied for the fifth strongest to make landfall in the continental U.S.

While some of this utility's customers escaped relatively unscathed, others were less fortunate. Lake Charles, in particular, suffered catastrophic damage from the Category 4 storm. Six short weeks later, the same area would be hit by Hurricane Delta.

The image below attempts to depict the magnitude and complexity of the communications for just one of the seven named storms, Hurricane Laura. **It represents nearly 1.3 million customers and more than 200 unique messages across 56 separate, proactive conversation journeys.**

From concept to approval to simultaneous deployment, messages were sent, in many cases, daily, and each one was customized for its specific audience.



Communications Before, During, and After the Storm

Messages were **personalized by location over time**, beginning with broad audiences pre-storm and narrowing down to segmented audiences as the storm progressed.

The inner yellow ring shows the pre-storm audience. In the middle orange ring, you can see how audiences were segmented during the storm and early post-storm. Finally, the green outer ring depicts the post-storm segments.

messagebroadcast.com
E: sales@messagebroadcast.com
T: (888) 749 - 8000

Results

Over 146 days, constant messaging ensured customers were well informed through outbound voice calls, SMS/MMS, as well as email.

More than 4 in 5 customers received information before and/or after the storm. Overall, the utility earned a **Net Promoter Score of +37**, with customers touting its service and outage response.

In post-event surveys, customers **recalled receiving messages via text more than any other channel and felt the outage communications were timely, concise, and informative.** They also appreciated the convenience of receiving messages proactively on their phone rather than having to check for updates via an internet-connected device.



messagebroadcast.com

E: sales@messagebroadcast.com

T: (888) 749 - 8000

 MESSAGE BROADCAST
link mobility