SoCal Edison

"Message Broadcast is a true partner. Our collaboration on a new communications platform keeps our customers safe and informed with timely and accurate emergency communications."

- Scott Long, Senior Advisor at Southern California Edison

SUMMARY HIGHLIGHTS

- **Winner: Gold – 2019 Chartwell Best Practices Award**
- Increased resource productivity 60%
- Improved notification execution time 83%
- Eliminated delivery latency for critical communications
- Increased customer satisfaction
- Automated executive approval

Chartwell
OUTAGE COMMUNICATIONS
BEST PRACTICES
2019

BACKGROUND

Southern California may be known for blue skies and sandy beaches, but it is no stranger to natural disasters. Wildfires burned nearly 2 million acres of California landscape in 2018, and ten of the twenty most destructive fires have happened since 2015.

Southern California Edison (SCE) faces this harsh reality every day. As one of the nation's largest utilities, SCE delivers power to more than 15 million customers across 50,000 square miles of Southern California.

The Southern California utility customer personifies today's intent-driven consumer. They expect immediate access to reliable information and demand it available through their preferred channels, whether text messaging, connected devices, email, social media, or phone call. With a host of communication channels at the customers' fingertips, it is imperative for utilities to meet today's customer expectations and innovate to exceed their expectations moving forward.

PROBLEM

SCE was quickly outgrowing its customer communications system. The homegrown application lacked capabilities to communicate with customers during times of crisis efficiently: ad-hoc programs could not be created or personalized, customer data had to be ingested manually from disparate data sources, and delays in reporting failed to deliver actionable insights.

To compensate for limitations of the legacy notifications system, SCE relied on manual processes and additional human capital to launch time-sensitive campaigns. A single notification event required the effort of five staff members and more than six hours to complete. As a result, adverse effects on the timeliness and accuracy of communications were leading to high levels of call center contact.

SOLUTION

Message Broadcast collaborated with SCE to deploy its **Enterprise Omnichannel Notification System**, also known as **EONS**. EONS provides a unified interface to create, distribute, and monitor mission-critical messaging programs.

Built for **high performance**, EONS ingests, aggregates, and standardizes large amounts of data from disparate sources into a single dataset. SCE can quickly query specific customer and grid attributes to create dynamic templated and ad-hoc multimodal communications in minutes. The efficiency of EONS has led to a **60% increase in staff productivity**, reducing the resources needed to execute critical one-to-one communications at scale. Despite the reduction in required resources, **notification speed has increased over 83%**, querying data and deploying more communications in an hour than could previously be processed in eight hours.

Public safety remains SCE's top priority. Message Broadcast's implementation of EONS has strengthened SCE's wildfire mitigation efforts by **enhancing internal operational practices** and ensuring the safety of their customers with **timely, relevant**, and **accurate** customer communications.

With EONS, SCE continues to exceed customers' expectations and deliver experiences that demonstrate their commitment to customer safety and high satisfaction.

82%
OF CUSTOMERS PREFER
PROACTIVE COMMUNICATIONS
DURING AN OUTAGE
(J.D. POWER AND ASSOCIATES)

EXPERIENCE THE POWER OF MESSAGE BROADCAST FOR YOURSELF.

TEXT DANGER TO 700800

Message and data rates may apply.
Text STOP to opt out or HELP for help.

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