



Real-time relief delivered through intelligent workflows

CLIENT

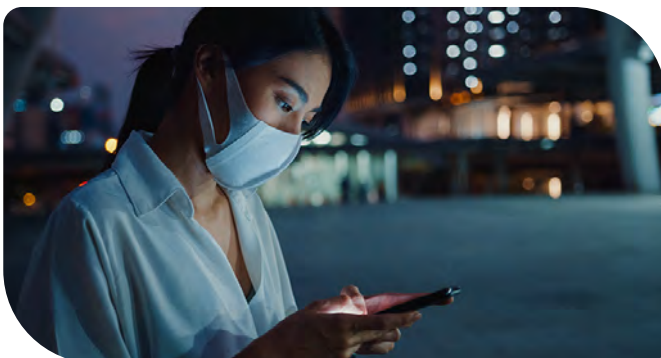
Leading utility company

USE CASEBilling & payment
EONS**PRODUCTION**

2020

THE CHALLENGE

In the early weeks of the COVID-19 pandemic, one of the nation's largest utilities serving more than 8 million customers across seven states faced a unique operational and humanitarian challenge. With unemployment reaching record highs and customers suddenly unable to pay their bills, the utility needed to act fast to deliver financial relief, maintain customer trust, and protect operational continuity.



Key challenges included:

- **Widespread customer hardship** due to pandemic-related job loss.
- **Uncertainty around moratorium timelines** and mounting arrears.
- Urgent need for **compassionate, compliant outreach**.
- **Limited bandwidth** from internal I.T. and support teams.
- **Legacy systems** that weren't built for agile communication.
- **High call center volume** from customers seeking help.

PERFORMANCE BREAKTHROUGH

The utility partnered with Convey, to launch a fully digital **Deferred Payment Assistance** program across six states in just 3.5 weeks. Convey enabled real-time, automated outreach via SMS and IVR, validating eligibility and delivering personalized offers without requiring agent support or additional I.T. lift.

Notable improvements:

- **Program deployed in just 3.5 weeks**, meeting the moment.
- **Over 500,000 customers** received proactive, no-contact DPA offers.
- **21% of eligible customers** opted in for assistance.
- Self-service experience **reduced inbound calls and wait times**.
- **Integrated seamlessly with existing systems** to reduce I.T. strain.
- Responses processed **instantly** with confirmation via email.
- **Multichannel delivery** via SMS, IVR, and email ensured reach.

Real-time workflows turn crisis into connection

THE VALUE PROPOSITION

With Convey, the utility transformed an urgent compliance need into a meaningful customer experience. Intelligent workflows and multi-channel delivery enabled fast, empathetic response and lasting operational benefits.

OUTCOMES:

- **Elevated customer satisfaction** and sentiment during crisis.
- Strengthened customer trust through **transparent, personalized outreach**.
- **Built long-term confidence** in the utility's digital readiness.
- **Honored with Chartwell's Gold Award for innovation in billing and payments**.