



Delivering industry-leading **emergency communication** at scale

**Hawaiian
Electric**CLIENT
Hawaiian ElectricUSE CASE
Outage managementPRODUCTION
Spring 2024

THE CHALLENGE

Hawaiian Electric, serving 95% of Hawaii's 1.4 million residents, **sought to modernize its emergency communication system and utility customer communication capabilities.**

With increasing extreme weather events and rising customer expectations for real-time emergency alerts, the utility needed to:

- Scale multi-channel messaging quickly during storm communication events
- Ensure communities feel supported and informed through power outage alerts before, during, and after emergencies
- Improve digital engagement while balancing operational efficiency and cost

THE SOLUTION

In May 2024, Hawaiian Electric partnered with Convey to transform their emergency communication workflows. Within months, a fully integrated customer and emergency alert system was live. The customer and emergency communication solution delivered:

High-volume, omnichannel outreach: A utility communication and emergency message system, including SMS, email, and voice, capable of reaching hundreds of thousands of customers per hour

Proactive emergency alerts: Scalable pre-storm emergency alert notifications that help customers prepare and stay safe

Inbound IVR efficiency: Intelligent workflows that automate routine calls, freeing agents to focus on high-value interactions

Future-ready innovations: Ongoing plans for data integration, multi-language support, advanced reporting, and conversational intelligence

Improving community trust and preparedness

RESULTS

By keeping customers reliably informed across multiple channels, the impact was immediate and measurable:

1.26 million

proactive customer communications delivered to date



During Tropical Storm Hone:



300,000+

emergency alerts per hour via email/SMS



75,000

emergency alerts per hour via voice



6,500

inbound IVR calls handled with an average duration of just over one minute

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With the support of Convey, we've been able to reach our customers faster and more reliably when it matters most. Having reliable communication across multiple channels helps our communities feel supported and better prepared when challenges arise.

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— Brendan Bailey,
VP of Customer Service,
Hawaiian Electric