KUBRA e-Book

Storm Preparedness 101:
An In-Depth Guide to Level Up Your Outage Communications

STORM CHECKLIST

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In an ever-changing climate, the resilience of utility companies during severe storms is critical. With our new e-book, we provide an essential resource that equips utility and service providers with the knowledge and tools necessary to prepare for, mitigate, and recover from storm-related disruptions. Discover invaluable strategies and expert advice from our KUBRA team to bolster your storm preparedness by enhancing your outage communications.

Prepare for Storm Season

Before storm season, utilities should focus their attention on thinking about their outage communication plan and setting up their outage communication systems. You should take this time to train your staff on the outage communications tools you have at your disposal, level-set on workflows between your internal team and external partners, and set up feedback loops with your customers to understand the effectiveness of your outage communications.

> " Once you set up your outage communication tools, ensure that key personnel understand the ins and outs of the tools at your disposal. This should include preloading messaging templates and understanding the error messages that your outage communication tools may provide. Aim to get all your customers enrolled to receive outage communications. "

- KUBRA's Notifi and Storm Center Team
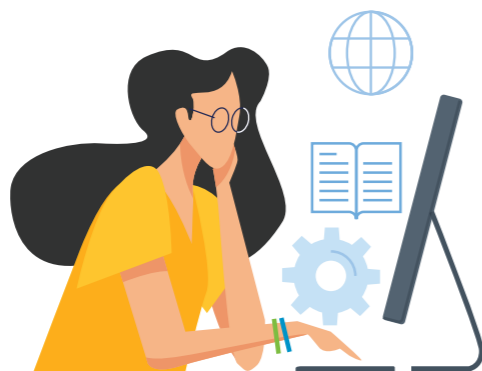
Tasks to Prepare for Storm Season

- Develop an outage communication plan which includes roles, responsibilities, frequency of updates, etc.

- Set up multiple communication channels for customers to receive updates on their preferred channel.

- Enable or invest in an outage map service for customers to actively get outage information.

- Enable automated communication systems to send outage broadcasts to a large group of customers.

- ⭐ Learn how to use your outage communication tools by sending test broadcasts.

- ⭐ Preload templates for broadcast messages for different use cases and communications.

- ⭐ Ensure your web services, which host your outage map, are working.

- Set up surveys and polls to receive feedback on your outage communication plan.

- ⭐ Finalize a process for sharing your OMS data with your service provider.

- ⭐ Regularly update your outage map with information such as changes to your service territory.

- ⭐ Familiarize yourself with all the error messages and notifications your outage solutions provide.

- ⭐ Get ALL of your customers to opt in for outage alerts.

⭐ Recommended by KUBRA's Notifi and Storm Center Team

Before a Storm

Once you know that a storm is about to hit your service area, put your outage communications to the test by sending a broadcast to your customers, letting them know that they may experience an outage in the coming days. To reduce the possibility of high call volumes at your call centers, urge your customers to opt-in for outage communications and promote your outage map so that they can proactively receive outage updates without having the need to call your customer care team.

> **Get in touch with your technology partner and work with them to prepare for an incoming storm. To ensure the smooth functioning of your outage communications tools, pause all technology updates, software maintenance, code changes, and support requests.**

- KUBRA's Notifi and Storm Center Team

Tasks Before a Storm

⭐ Let your technology partner know that you're expecting an outage event.

⭐ Pause any technology updates, software maintenance, code changes, and/or support requests to your outage communication tools.

⭐ Make sure that users of your outage communication tools know how to use the software and can access it.

🔵 Send a broadcast message to inform your customers about the incoming storm.

⭐ Explain the restoration process to your customers and why critical infrastructure, like hospitals, will be prioritized.

🔵 Promote your outage map to reduce call volume at your customer care centers.

🔵 Establish communication channels with local emergency management agencies to ensure customer safety.

⭐ Recommended by KUBRA's Notifi and Storm Center Team

During & After a Storm

Keeping your customers updated regularly is essential to making sure they get relevant information on when the lights may go back on. Let them know about the efforts being made to restore power. Once the storm settles and the power is restored, analyze the feedback received from your customers and improve your outage communications plan to improve customer service for the next storm.

> **"If your outage communication tools face any issues during the storm, work with your technology partner to conduct a root cause analysis. This will help find the source of the problem and deliver a solution that will strengthen your outage communications for the next outage event."**
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> - KUBRA's Notifi and Storm Center Team
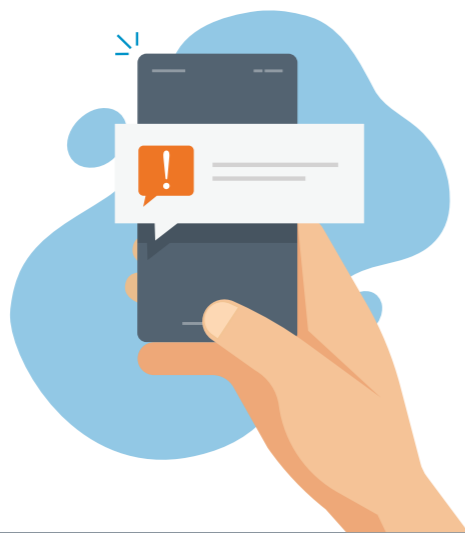
Tasks During a Storm

- Regularly update your customers on estimated restoration times, crew status, the area affected, etc.
- ⭐ Work with your service provider to have a dedicated developer to troubleshoot any issues.
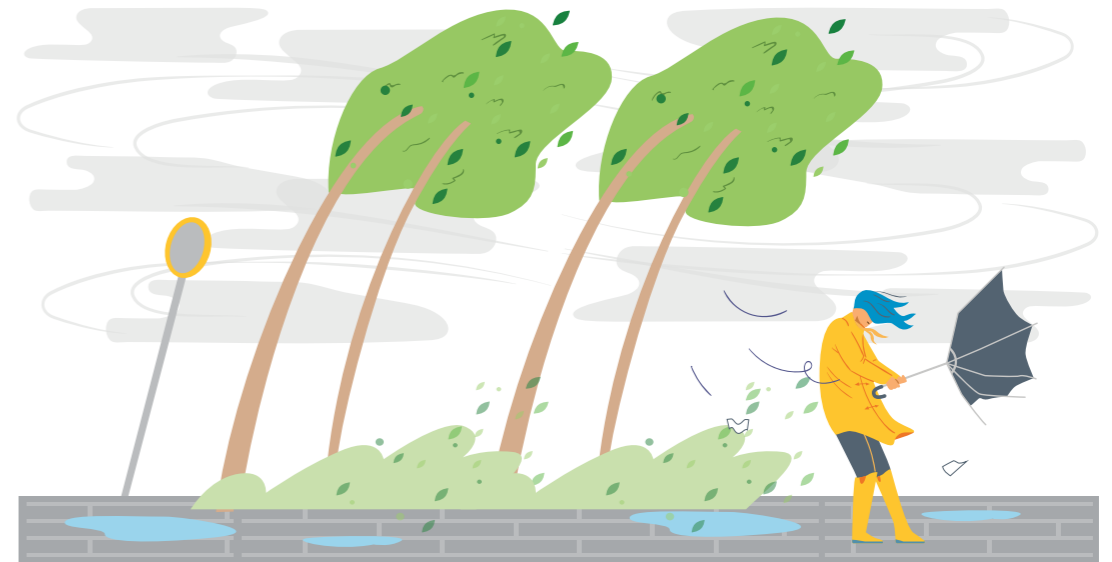
Tasks After a Storm

- Update your customers on efforts being made to restore services.
- Update the outage communication plan based on learnings and feedback from customers.
- ⭐ Resume technology updates, software maintenance, code changes, and/or support requests to your outage communication solutions.
- ⭐ Conduct a root cause analysis with your service provider to find the source of any problems during the storm.
- ⭐ Review the process of sharing your OMS data with your service provider.

⭐ Recommended by KUBRA's Notifi and Storm Center Team

Outage Communications is just one of many responsibilities you have towards your customers and stakeholders during an outage event.

Click **here** to read our Ultimate Guide to Preparing for a Storm. This white paper also includes a 40-step Storm Checklist of tasks to help you monitor the weather, execute emergency plans, and restore infrastructure.

Contact sales@kubra.com to learn about how Storm Center™ and Notifi® can help you prepare for your next outage event.

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