



# AI-Driven Outage Duration Prediction



DTE, a utility serving over 2.3 million customers, was up against challenges in accurately predicting outage durations during weather events, leading to low CSAT and a need for improved communication & restoration strategies. By embracing BlastPoint's outage prediction AI and ML model, they were able to proactively address customer concerns, **pulling ETR forward by 4 hours!**

## Objectives



Enhance utility customer satisfaction by improving service outage response and engagement.



Provide prompt and accurate communications to customers regarding estimated outage durations, particularly during weather events.



Develop a machine learning model capable of early and accurate outage restoration forecasts.



Establish a strategic partnership to build the machine learning model and inform broader company strategies.



Model Accuracy Rate Increased

**X2**

in less than 3 months from implementation

By harnessing the power of data science and machine learning, BlastPoint is helping DTE revolutionize outage estimations and communication practices in their region. **In less than 3 months from implementation, BlastPoint's model doubled DTE's accuracy rate, pulling estimates forward by 4 hours.** Its customers are receiving accurate and timely information when they need it most.