

Breakout 1 – Customer Expectations

Thursday, March 10, 2022 3:09 PM

1. Pick a Team Name

Cross Border Customer Warriors

1. Pick a Spokesperson

Nicole Jezykowski

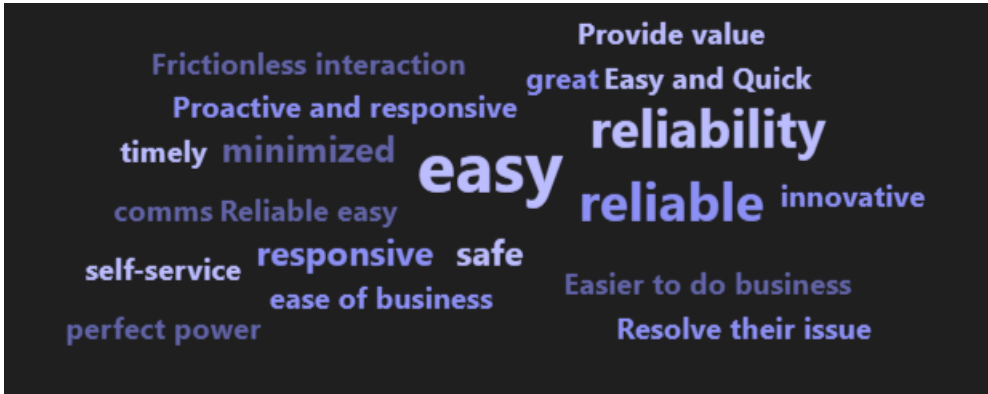
- From the word-cloud generated a few minutes ago, pick one of the 'expectations' listed that you currently DO WELL, and describe what you think was the most important change your organization made to deliver on that customer expectation.

Ameren passed legislation to add capital and reduce outages – improve reliability. Outage communication hub. Proactive outage information. Auto-enrolled alerts. Empathy alerts when ETRs aren't available. Ad hoc messaging tool – text, email, phone – by customer preference. If customers call we have predictive intent in IVR. Goal is ease of business.
--

National Grid – reliability – outage communications and internal alignment to proactively and quickly communicate with customers. Auto enrollment in text message. Highest outage sat scores ever! JDP good at pre-storm notification, struggle is in-storm and ETRs. They make post storm communications to customer with an event summary to customers. Positive feedback through survey in summary.
--

NB Power – data crunchers built dashboard – Power BI to drill down to specific customers, shows reliability performance. Key account specialist can see number of outages customers have had. Asset management used to prioritize maintenance spend. New is maintenance planning not just around capital costs but monetizing cost of outages to the customers. Dollars are bigger than impact of capital spend, shows how important investments are.

Alectra – initiatives for web upgrade, proactive communications, mobile app in 2023.



Breakout 2 – Why Customer Centricity?

Friday, March 11, 2022 9:18 AM

Why Should You Care What the Customer Thinks?

Why is customer-centricity important to your company?

What does this mean to you and your team?

More and more competition. It's gratifying to be able to help people.

More fun to come to work.

It's the right thing to do. We are all customers – we know what it feels like to have an experience that is good or bad.

Alectra - there are opportunities that this can provide in non-utility space. Sell other things to customers.

National Grid creates incentives around customer sentiment for all employees. Working to educate employees on how they impact customers, tied to performance.

NG has a UK business – transmission folks in field – their customers were landowners. They had similar sentiment to do the right thing.

NBP employees – linemen think getting power on is most important which is true but they need to be educated on what customers are looking for along the way.

•

Breakout 3 – Efforts and Challenges

Friday, March 11, 2022 9:21 AM

Based on the previous discussion, describe the efforts your utility has made to date towards building a customer centric culture.

Where are you still challenged?

National Grid: 3 year customer strategy – the org wasn't ready before. Moving from "random acts of greatness" that didn't come together. Leadership changes and different visions. A smaller customer org aligns around strategy to drive across org.

NBP: Does how we do things make sense from a customer perspective. Ex: are there disincentives? AHT is not visible to CSAs on purpose. Mgt watches for Workforce Planning but CSAs don't have to sacrifice customer satisfaction by rushing off the lines.

SRP focused last 4-5 years providing Ultimate Customer Experience. Billing & Accounting focus on treating each other well internally. Answer their question, did I provide what you needed, do you need anything else? People learn more.

Alectra – early in journey. 4-5 utilities merged and had to get efficiency gains first. Values established, pandemic has challenged rolling out message.

Ameren – get people to recognize that customer centricity is not just customer service. Customer first strategy driven through the org, bring customer feedback into everything we do. It's a safety message, diversity & inclusion, customer feedback. Last few years created a CX purpose statement: "deliver exceptional experiences for those we are privileged to serve." People wrote personal statement on how THEY would execute this.

