

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?

Spokesperson:

- Jeff Drahota

Jean Marc Landry (NBP) – Customers will have more options in the future, we should prepare for that more competitive environment

Jeff Drahota (BHE) – Higher sat leads to higher returns and better regulatory outcomes

Ryan Donnelly (Idaho) – Makes us more efficient; for customers and for employees

Kimberly Burdine (NiSource) – Important to be a good steward – provide them the service they are paying for

Seb Oran (Hydro Ottawa) – Disruption is coming, need to act as if customers have a choice

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?

- Seb Oran (Hydro Ottawa) – Reorganized, established chief customer officer, customer experience strategy, committee in place for five years, metrics integrated into employee performance.
- Jean Marc (NBP) – I'm CCO, at the start of that process. Customer squads – conduct ongoing customer immersion interviews. Seeking to understand the person not just the customer.
- Jeff (BHE) – Reorganization, customer facing depts are in one group. The challenge is you need the SLTs and others to believe in this. Needs to be a corporate-wide endeavor. The C-suite needs to take an active role.
- Kimberly (NiSource)– Eight days into a new organization. Customer experience team, not tightly connected to the call center, revenue management. Not sharing insights with the other parts of the organization. Working on that.

