

Improving your customers' outage experience

An online roundtable discussion with your LPC peers



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Your hosts for today



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We understand utilities and municipalities because we've made them our business for more than 30 years



Utility research and advisory

Using market research data, expert analysis, and industry experience, we help utilities put their customers first, meet their business objectives, and solve their corporate challenges.

Data science

We apply predictive data science to help electric and gas utilities make data-driven decisions that improve their bottom line and increase customer satisfaction.

Strategic utility consulting

We're advancing business and technology solutions that strategically enhance operations for utilities and their cities.

This is a virtual roundtable discussion

- Participation is essential—there will be opportunities throughout the presentation to participate and ask questions
- We'll publish a recording and slides on the [event page](#)
- Use Zoom's chat feature to post questions and share comments
- Unmute your line when you're ready to speak (*6)
- Turn your video on

Agenda



Drivers of satisfaction with planned and unplanned outages




Equipping and enabling employees for the outage experience



Effective outage communication



Open discussion



Drivers of satisfaction with planned and unplanned outages

Polling question: What do you think has the greatest influence on customer satisfaction with outage reporting?

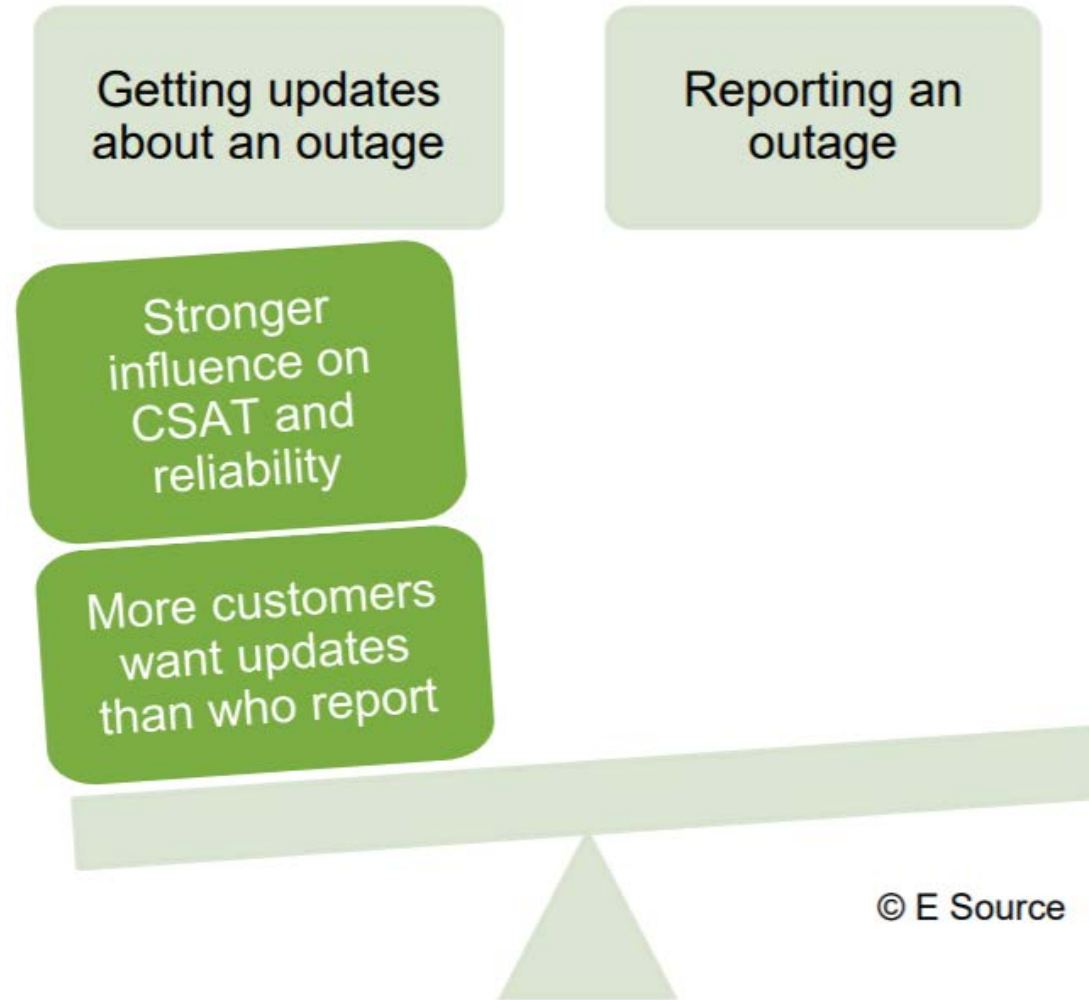
- Accurate information
- Convenient process
- Feeling valued
- Using their preferred channel

Key drivers of residential customer satisfaction (CSAT)

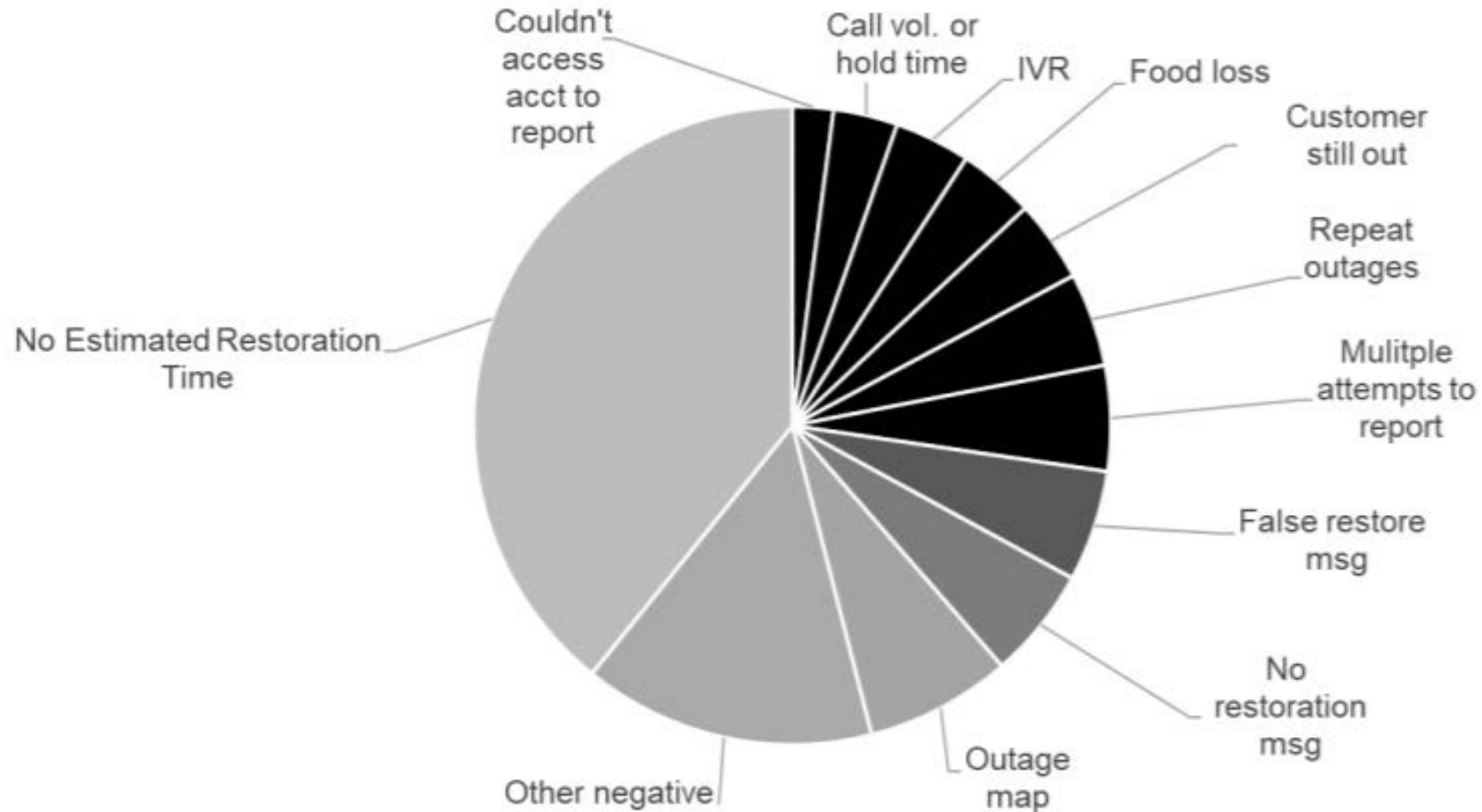


Based on analysis of 4,472 electric, gas, and water customers in Arizona, Arkansas, California, Georgia, Massachusetts, Missouri, and New Hampshire. © E Source

Getting updates has more weight than reporting

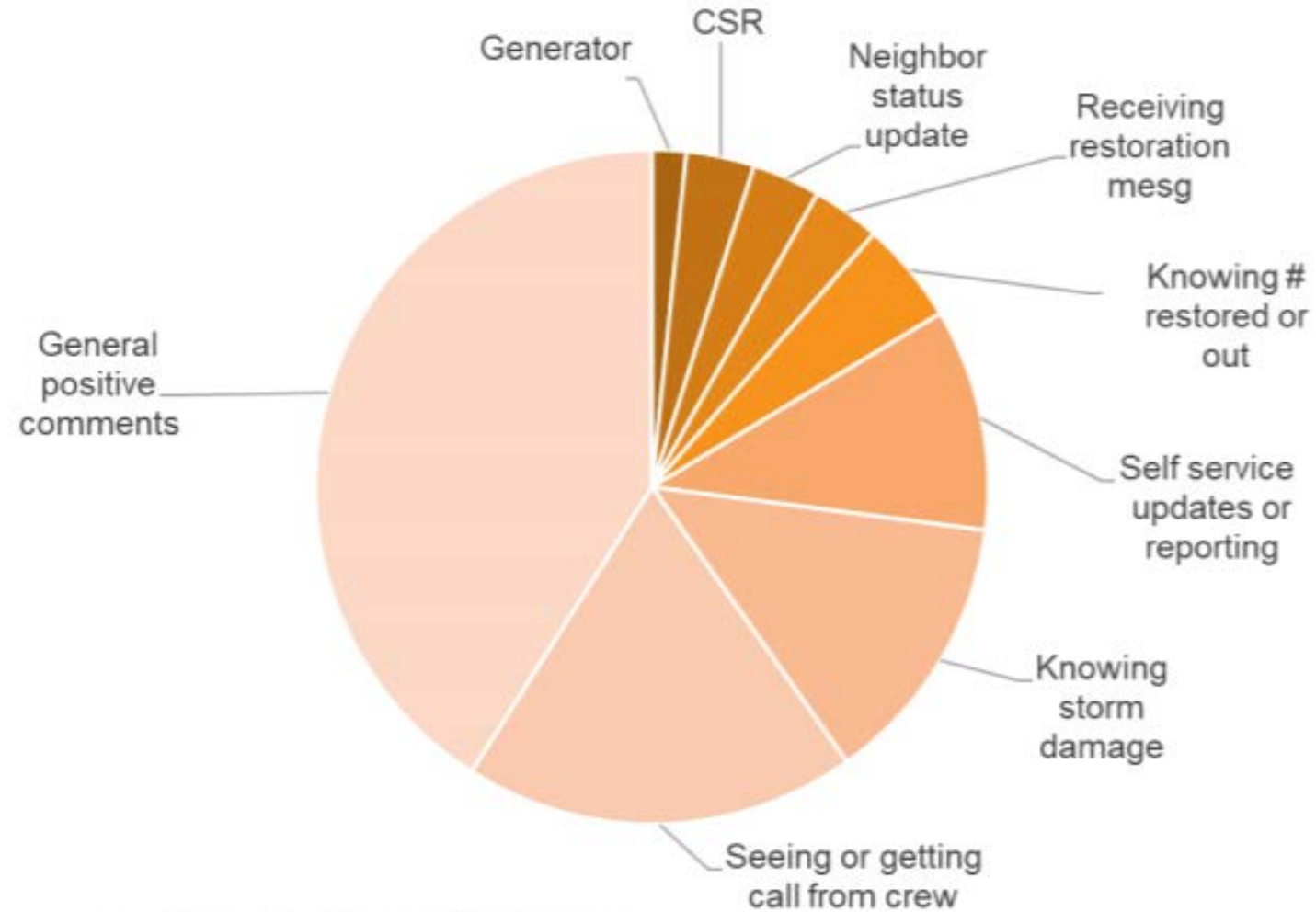


Points of dissatisfaction



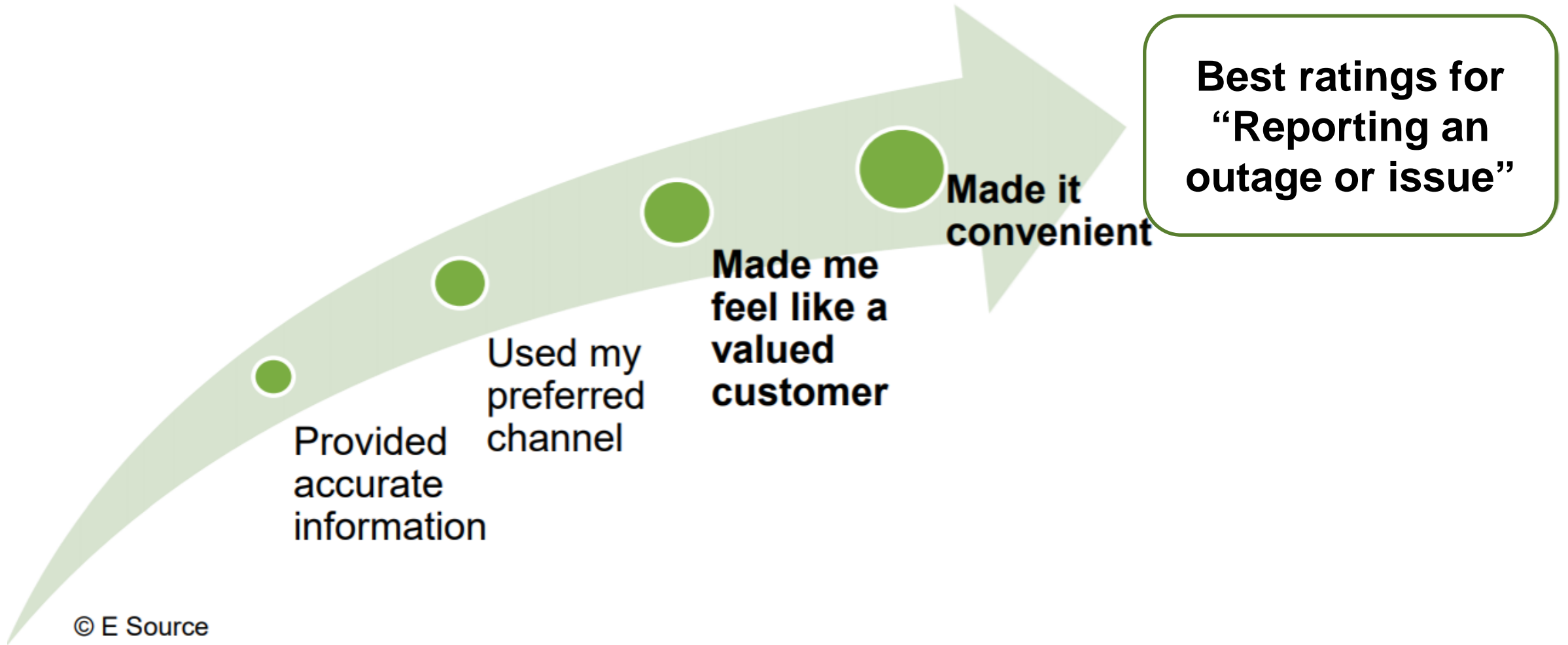
Based on analysis of 473 customer responses to the question, "Please use this space for any comments or feedback about your experience checking the status of the power outage."

Points of satisfaction

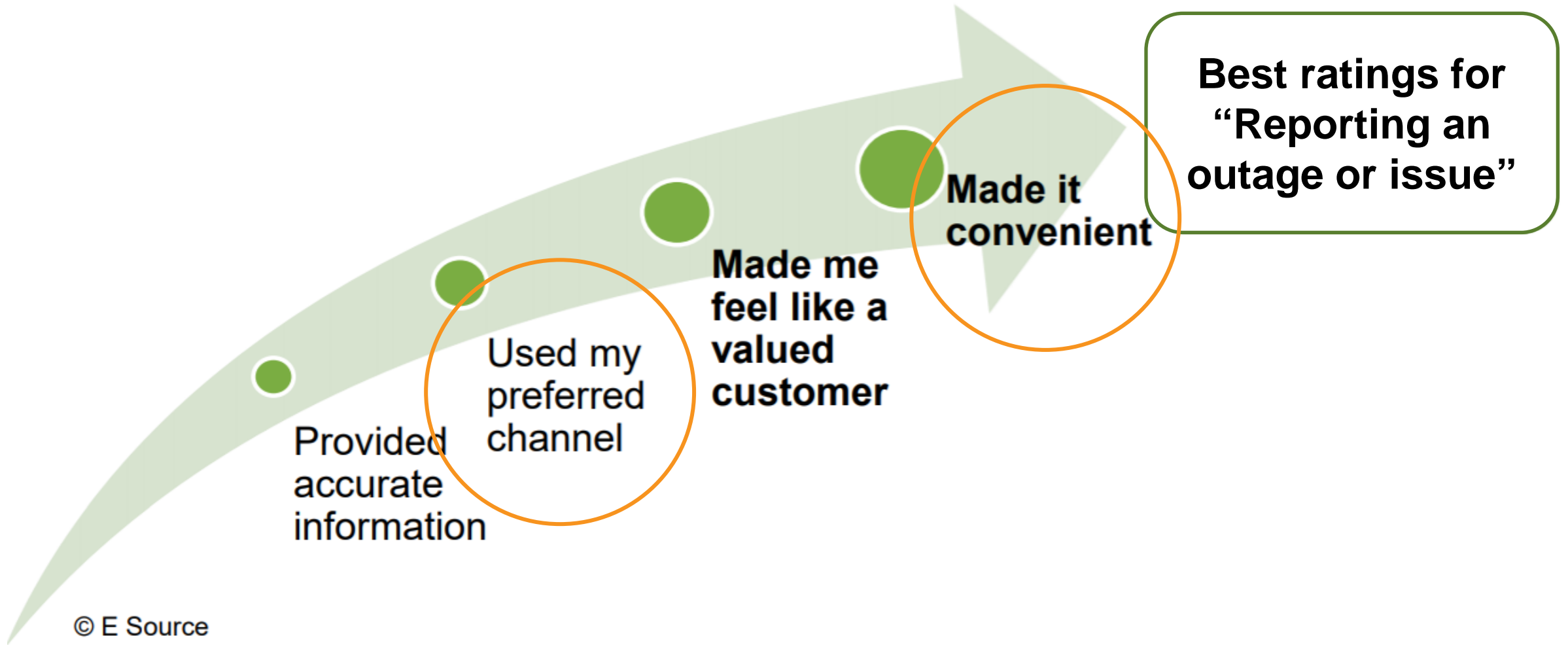


Based on analysis of 473 customer responses to the question, "Please use this space for any comments or feedback about your experience checking the status of the power outage."

Drivers of CSAT: Reporting an outage



These are not the same things ...



con·ven·ient

/kən'vēnyənt/

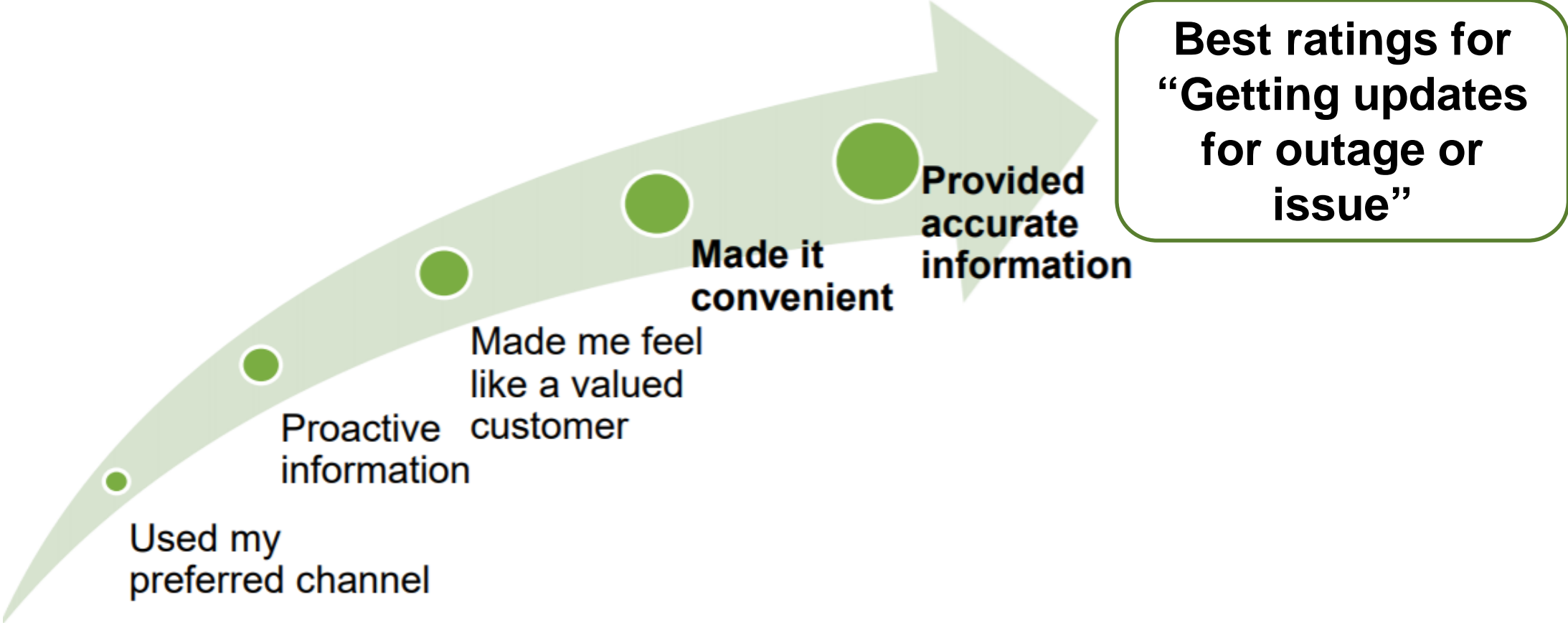
adjective

fitting in well with a person's needs, activities, and plans.

Listen to customer needs

Trying to get to the right page on the iPhone to see the outage map **was difficult and took several tries, wasting my battery life** that I had no way to recharge. **Signing on** to my account **was difficult** and involved having to get a text from them to allow me to sign on, that and **all the passwords needed made it very difficult in the dark** with a phone running out of charge. Looking up my account specifically regarding the outage should have been more simple to do.

Drivers of CSAT: Outage updates



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ac·cu·rate

/ˈækjʊrət/

adjective

correct in details

Low versus high confidence: Outage reported

- We've detected an outage at 123 Main Street
- An outage has been reported in the area of 123 Main Street

Low versus high confidence: estimated restoration time (ERT)

- Power will be restored by 3:30 p.m. on November 18
- We estimate power may be back on between 1:30 and 3:30 p.m. on November 18

Low versus high confidence: ERT update

- Power will be restored by 4:30 p.m. on November 18
- We have new information about your outage: power should be back on between 3:30 and 4:30 p.m. on November 18

Low versus high confidence: Restoration

- Power has been restored to 123 Main Street
- Power has been restored in the area of 123 Main Street; if you're still without power, reply 1 for "still out" or 2 for "don't know"

Equipping and enabling employees for the outage experience

Polling question: Which of the following tactics are you currently pursuing to improve the outage experience? (Select all that apply.)

- Aligning outage information across channels
- Enhancing our outage map
- Streamlining outage processes for field employees
- Simplifying customer reporting and status-check processes
- Managing changes in outage management across departments
- Increasing customer awareness and adoption of outage alerts

Common elements of an outage-management strategy

Align outage information



Simplify how customers report outages and get updates

Enhance the outage map



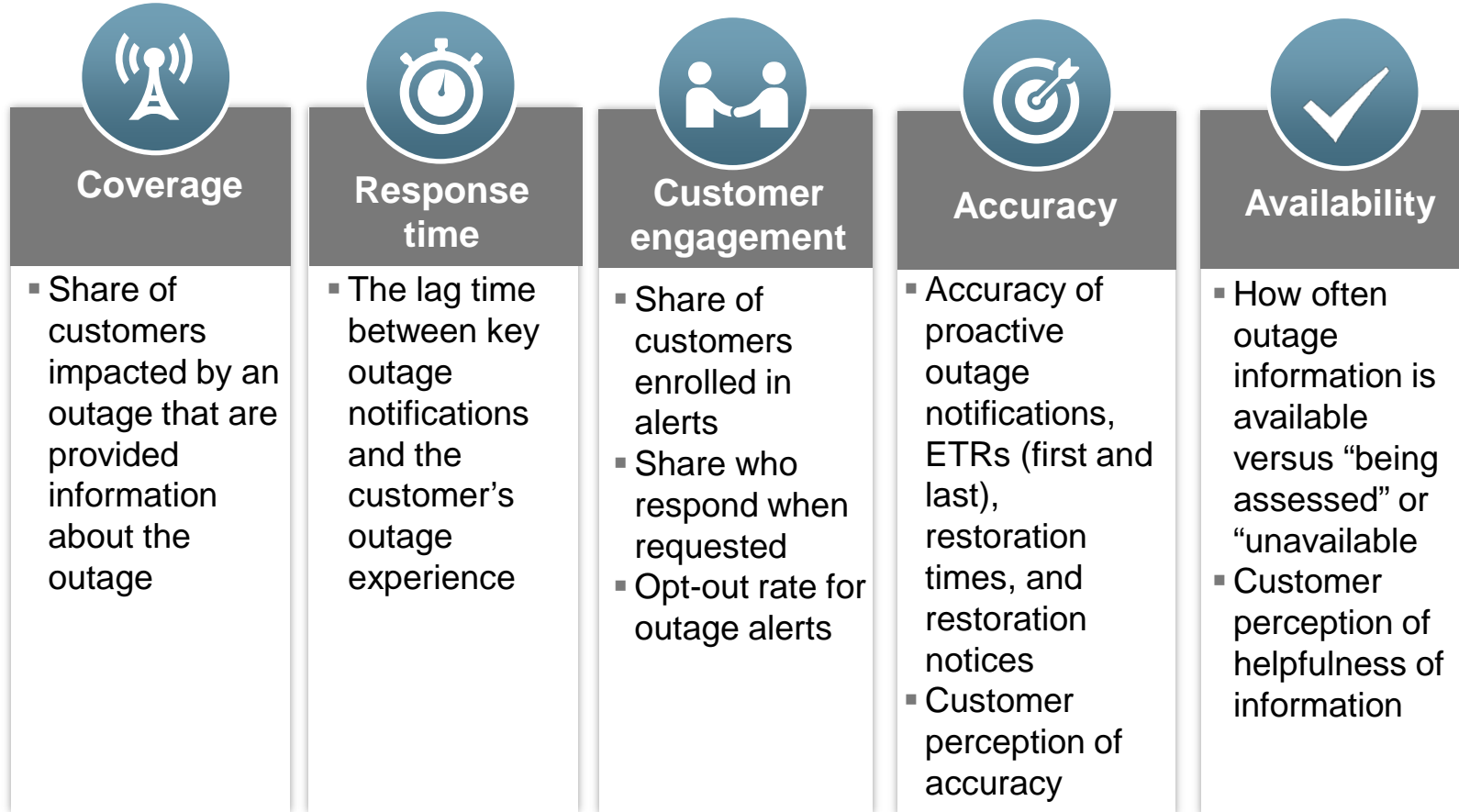
Manage change across departments

Streamline outage field processes



Drive customer awareness and adoption of alerts

Metrics to help measure progress



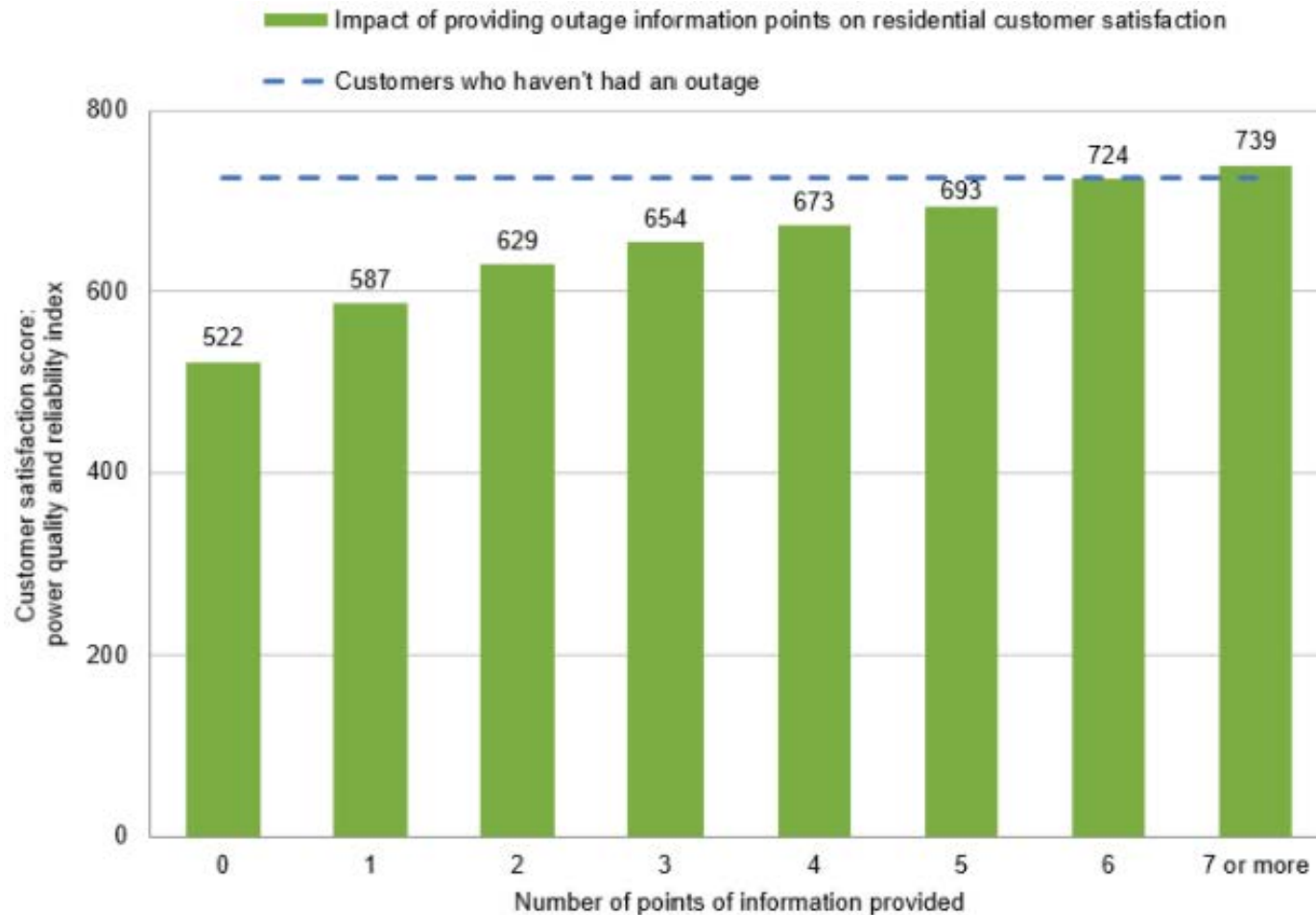


Effective outage communication and campaigns

Polling question: What information do you communicate to customers in an unplanned outage? (Select all that apply.)

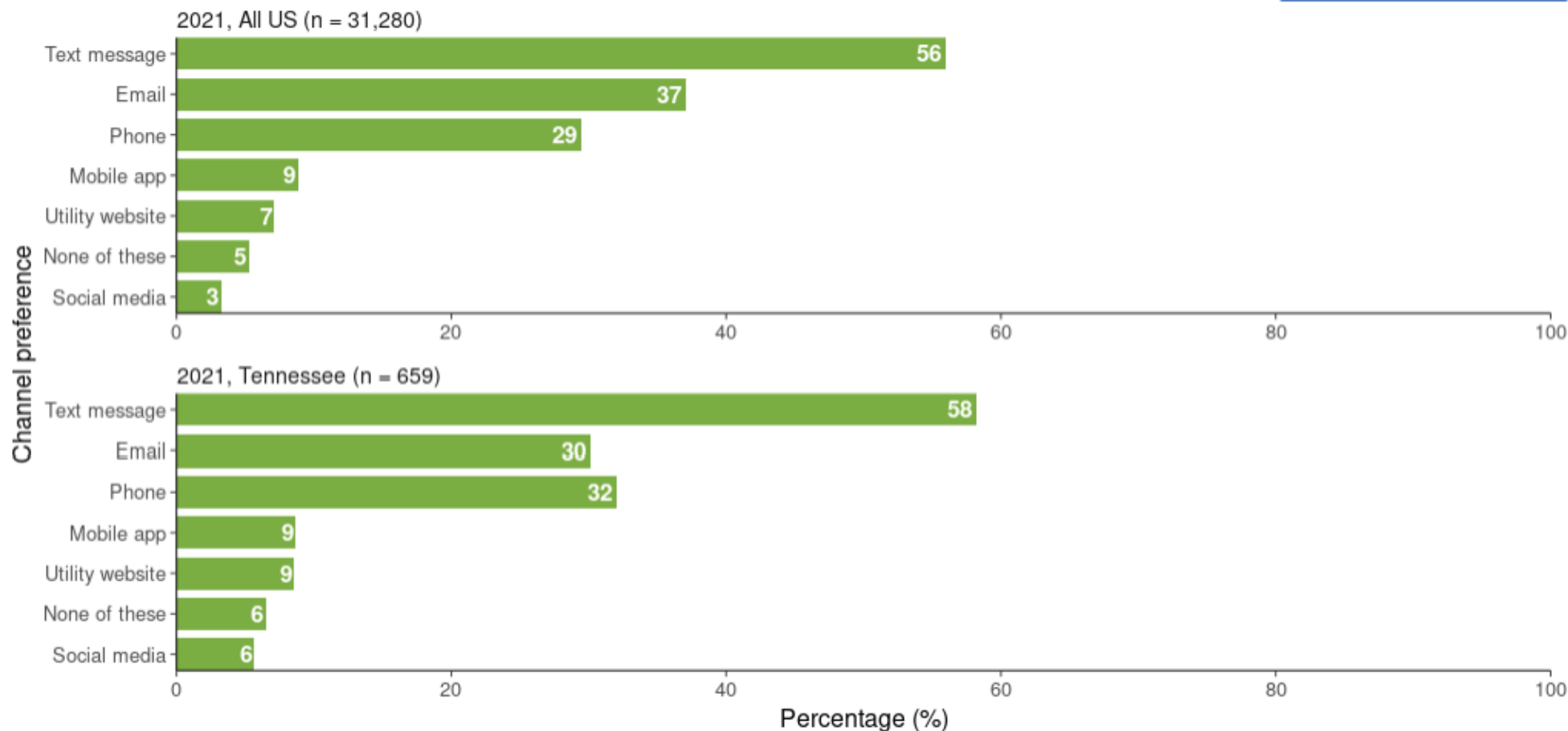
- Cause of the outage
- Start time of the outage
- Extent of the outage or number of customers impacted
- Estimated restoration time
- Changes to the estimated restoration time
- Updates to the restoration efforts
- Status of crews working the outage
- Date and time when power has been restored

The more points of information a customer receives, the more CSAT increases



© E Source; data from Eversource

Preferred communication channel for outage alerts



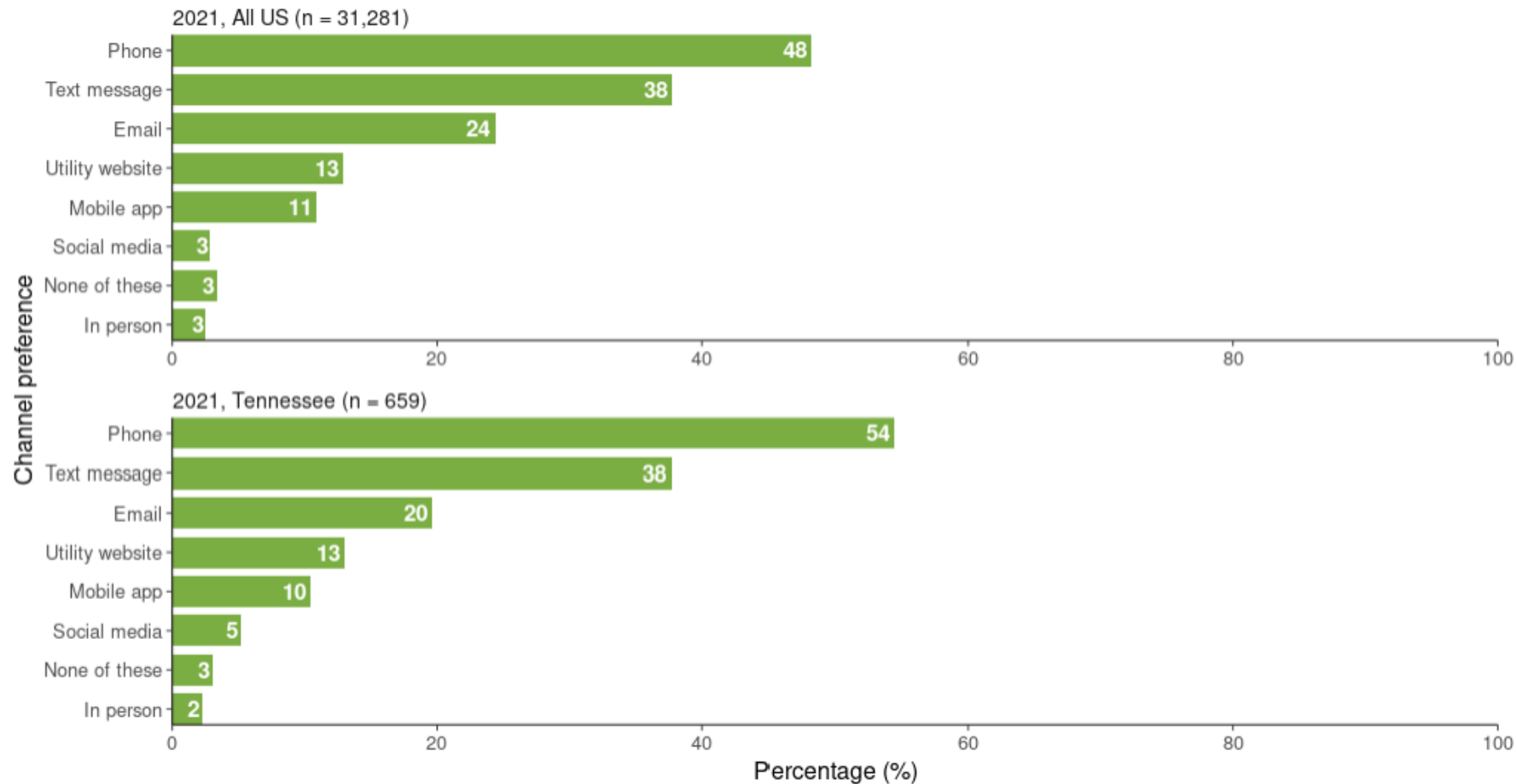
Base: Respondents who are customers of electricity or dual-fuel providers.

Question A8_1: Which ways would you prefer your electricity provider contact you regarding a power outage or emergency? (Select all that apply) [Filtered]

Note: Respondents were allowed to select more than one answer. Percentages shown in the charts reflect weighted data; sample sizes (n) are based on unweighted data.

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Preferred method to report an outage



Base: Respondents who are customers of electricity or dual-fuel providers.

Question A9_1: Which ways would you prefer to contact your electricity provider to report a power outage? (Select all that apply) [Filtered]

Note: Respondents were allowed to select more than one answer. Percentages shown in the charts reflect weighted data; sample sizes (n) are based on unweighted data.

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With Outage Alerts, you'll receive free text message or email updates real-time as our crews work to safely and quickly restore service. Notifications can be personalized to your preferences and will help you track restoration and timing for when power is expected to be back on.

Stay in the know.
SIGN UP FOR OUTAGE ALERTS:
OUTAGE ALERT!

- ▶ Text 'Enroll' to 272688 from a mobile device connected to an Alabama Power account
- ▶ Go to AlabamaPower.com/Alerts

Alabama Power

SPROUT: Your estimated repair time is 2:00pm.

768

50 Comments 210 Shares

TACOMA POWER

**REGISTER TODAY
TACOMA POWER'S
OUTAGE PORTAL**

mytpu · Follow

mytpu Did you know when you register for Tacoma Power's outage portal you can receive text or email alerts about outages? 📱

You can also add another member of your household or friend to receive alerts when the power goes out at your home. Visit the link in our bio to learn more about the outage portal.

#TacomaWashington #OutagePortal #Outages #StayPrepared #Tacoma #TacomaWA #MyTPU

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ComEd uses Nextdoor for storm communications



ComEd Taking Steps to Restore Power After Severe Storms. A severe thunderstorm with 80+ MPH wind gusts and hail has severely damaged many communities in our service area. Over 635,000+ customers have been impacted. This storm caused significant damage across the service territory, including downed poles, broken lines and tree-related damage. We expect that it will take multiple days to restore service to all of the customers affected by the storm and recommend that customers take whatever steps they feel necessary to keep themselves and their families safe.

We have more than 800 employees working around the clock to restore energy to affected customers as quickly and safely as possible. Additionally, more than 1,100 mutual assistance workers are coming in from out of state to assist in restoration efforts. Due to the increase of outage reports, we are experiencing technical difficulties with [ComEd.com](#), our mobile app, and our outage text alerts.

We recommend customers report outages by using our interactive voice response telephone system by contacting us at 1-800-334-7661 and dialing "1". Our crews are working as quickly and safely as possible to restore power. Stay safe and thank you for your patience.



ComEd Continues to Restore Power to 500,000+ customers. A derecho with wind gusts in excess of 90 mph, lightning and, in some cases, hail moved across our region Monday afternoon and caused significant damage throughout our service area, with downed power lines and poles and broken limbs and tree-related damage.

We have restored power to 478,000+ customers, but we're expecting it will take multiple days to restore service to all customers affected by the storm. Our current estimate is that all customers will be restored by 3PM on Saturday, August 15. We recommend customers take whatever steps they feel necessary to keep themselves and their families safe during this time.

Our employees are working around the clock and mutual assistance crews are coming in from other states to help restore power. We will share information with our customers, such as outage causes and estimated times of restoration, as soon as they are available.

Please continue to report your power outages at [ComEd.com/Report](#) or by calling 1800-334-7661 and dialing "1."


We thank you for your patience as we continue to work as safely and quickly as possible 24/7 until all of our customers' power has been restored.



ComEd Prepares Customers for Winter Storms and Outages. Your safety is our top priority and as winter storms continue to approach our service area, we're preparing and want you to, too! Stay in the know by updating your preferences and phone number now at [ComEd.com/MyAccount](#). The more information we have, the better we can keep you informed. Here are a few ways you can prepare you and your loved ones before and during extreme weather:

1. In the event of an outage, contact us:
 - Report at [ComEd.com/Report](#)
 - Text OUT to 26633 and STAT to receive restoration information
 - Download the mobile app at [ComEd.com/App](#)
 - Visit [ComEd.com/Map](#)
 - Call 1-800-334-7661
 - Spanish-speaking customers should call 1-800-955-8237
2. Be safe
 - If you see or come into contact with a downed power line, immediately call ComEd at 1-800-334-7661
 - Never approach a downed power line, always assume a power line is extremely dangerous and energized
 - Do not approach ComEd crews — they may be working on live electrical equipment, and the perimeter of the work zone may be hazardous
 - Turn off or unplug electronic equipment and appliances
 - Always clear ice and snow from ventilation pipes for direct-vent furnaces and water heaters
 - Do not connect a generator directly to your home's wiring and never use a generator indoors or in any enclosed area


Austin Energy winter storm campaign



**Ice + Tree
+ Power Lines
= Possibility of
Power Outages**

Go to outagemap.austinenergy.com
to see if your outage has been reported

austinenergy.com



**3 Ways to Report
a Power Outage**

- 1 Text "Outage" to 287846
- 2 Visit outagemap.austinenergy.com
and click "Report Outage"
- 3 Call 512-322-9100

austinenergy.com



**URGENT:
CONSERVE
ENERGY
NOW!**

Outage Updates at:
outagemap.austinenergy.com

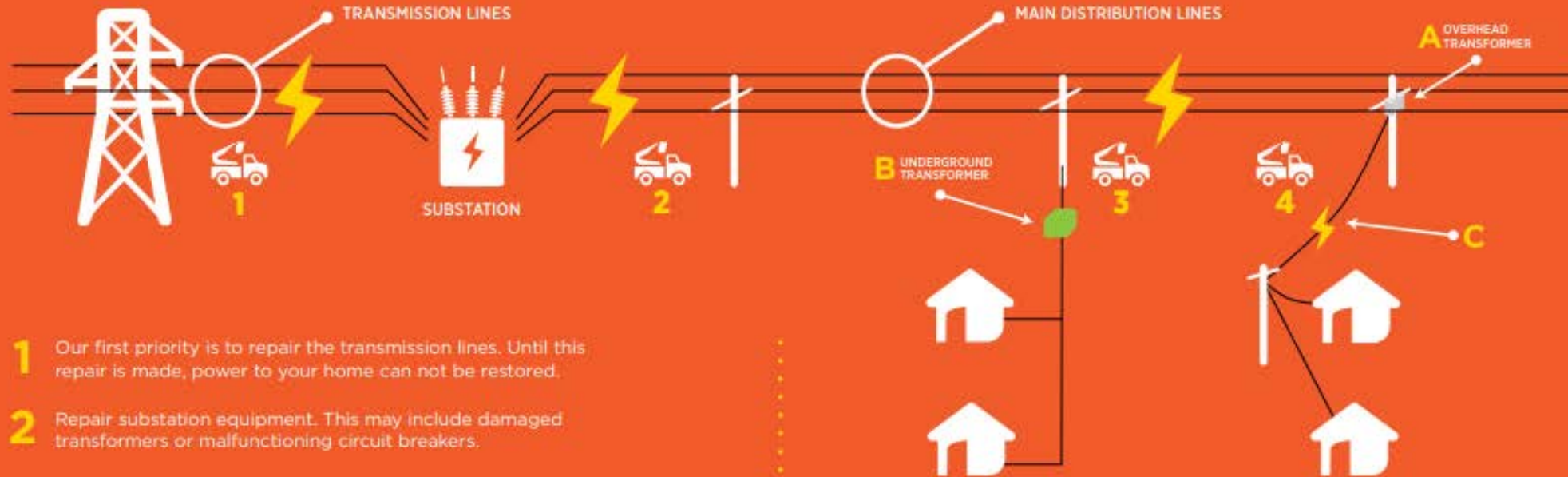




Customer Driven.
Community Focused.™

AUSTIN ENERGY

How We Restore Power



- 1** Our first priority is to repair the transmission lines. Until this repair is made, power to your home can not be restored.
- 2** Repair substation equipment. This may include damaged transformers or malfunctioning circuit breakers.
- 3** Fix the main distribution lines which carries power from the substation to an overhead (A) or underground (B) transformer near your home. These repairs may include addressing broken poles, bad transformers, open fuses and switches.
- 4** Check the service line (C) that carries power from the transformer to your electric meter.

The sequence of repairs can mean that some homes may have their power restored while others around them have not.

How You Can Help as We Restore Power

If you are are without power, you can help us avoid overloaded circuits and additional outages when power comes back on by:

- Turning off thermostats.
- Turning off light fixtures and unplugging any appliances.
- Only leaving on one light to indicate when the power is back on.

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Automatic enrollment in alerts

Business value:

- Low organic enrollment in outage alerts—5% to 15%
- Small percentage of customers report an outage—around 15%
- You need to reach customers with outage information to positively impact CSAT

Automatic enrollment in alerts


Utility case study:

- Went from 15% to 87% of residential customers enrolled in outage alerts
- 0.03% opt-out rate
- 85% CSAT with alerts
- Sent first message when impacted by outage, when the messages showed value
- Channel (email, text) based on known preference, available contact information, or segmentation if two types of contact were available

Automatic enrollment in alerts

Considerations before implementing:

- Geographic information system or mapping accuracy
- Availability and accuracy of customer contact information
- Easy opt-out process
- 2-way texting (should customers have to confirm the outage?)



Open discussion



SAVE THE DATE



Fall 2021



Customer Experience Leadership Council

September 28, 2021

Sheraton Denver Downtown

or

online



www.esource.com/fall-2021-cxlc

*This event is invitation-only

SAVE THE DATE



Fall 2021



Marketing and Communications Leadership Council

September 28, 2021

Sheraton Denver Downtown **or** online

www.esource.com/fall-2021-mclc



*This event is invitation-only

S A V E T H E D A T E

E Source

FORUM 2021

September 28–October 1

Join us

**Sheraton
Denver
Downtown**



Online



We're putting together our first-ever hybrid event so you can participate in person or virtually.

www.esource.com/forum2021

forum

Let us know how we can help!



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