



Customer Service Department

TPPA

Marketing & Customer Service Conference

March 26-28, 2007

South Padre Island, Texas

Market Research

- Coordinated customer Focus Groups to gain insight on developing and improving customer services
- Conducted a Customer Service Satisfaction Survey to identify drivers of customer satisfaction and bench mark areas of interest.



Web Pages

- Updated and expanded information on Customer Services web pages
- Currently working to implement an on-line energy audit program



Established IVR

- Established an *out-bound* call function to notify delinquent customers by phone regarding their delinquent account status
- Developed an *in-bound* call function to provide basic customer information and direct customer calls



Enhanced Payment Options

- Credit/Debit Card
 - Phone or Online (PayConnexion)
 - Counter (May 2007)
- Off Site
 - 23 locations (Fidelity)
- PC Banking



Debt Collection

Contracted with a collection agency to assist with bad debt collection and dedicated one full-time staff person to update customer accounts for bad debt and to work with the agency



24-Hour Reconnect

- Expanded disconnection for delinquent payment from four to five days per week
- Developed an after hours Customer Service dispatch function until 7:00 p.m. weekdays and half a day on Saturday
- 24 hour reconnection is also available



Automated Meter Reading (AMR)

Developed a city-wide residential AMR plan for implementation of electric and water ERT meter installation effort. Effort coordinated between GPL, Customer Service, Water, and Warehouse. A Memorandum of Understanding was signed between all parties.



New Projects!

- Automated Dispatch
- Phone recording - CSR/Customer
- Virtual Hold - Customer
- Vehicle Tracking - Staff
- Enhanced CIS tie-end to web pages
- Van for drive-by ERT meter reading





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