



Texas Public Power Association

What Utilities are Doing Outside of Texas

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Communications

Ben Hill, Owensboro, KY
Customer Service

Jim Purcell – Nashville, TN
Key Accounts



Local People, Local Service.

Gainesville Regional Utilities

- City-owned, multi-service utility serving Gainesville, FL
- Home to 2006 National Football and Basketball Champion University of Florida Gators
- Combined services make us the most comprehensive utility service provider in the state: electric, gas, water, wastewater and telecommunications services
- Serve over 87,000 electric retail and several wholesale customers in Gainesville and surrounding unincorporated areas
- Strong commitment to becoming a state and national leader in energy efficiency

Issues Communication

- **THE ISSUE?** Commissions asked staff to pursue all cost effective energy efficiency
- Directed to begin immediately
- First year plan developed within 90 days
- Target of 2.5 MW
- In order to meet the targets and timelines, high priority placed on communications
- Will implement the 22nd program within the next month

Began by Involving Community Stakeholders

- Women for Wise Growth Radio Forum
- League of Women Voters Social Marketing Workshop
- Environmental Ambassadors - high school volunteers visited approximately 265 homes to install 2662 compact fluorescents
- ACTION Network - organization of churches to reach low income customers
- Speaker's Bureau Presentations – “Energy Advisers Will Come to You!”
- Sustainable Alachua County

Communicating with Businesses

- Worked through Large Account Representatives
- Held workshops with Businesses
- Met with Builders
- Held Workshops with Contractors/trades
- Workshops for partnering contractors
 - HVAC
 - Solar (with FMEC)
- Promotions with Strategic Partners
 - Home Depot
 - Lowes
 - University of Florida

Communicating using a variety of tools

- Segmentation Tool *Tapestry*
- Direct Mail – lots of it
- Newspaper Sticky Note Coupon
- News media
- Web site
- Pledge Card Signatures
- CFL lobby display

Communicating with Employees

- Provide incentives for Customer Service Representatives
- Deliver Information and results through
 - Manager's Monthly Meetings
 - Email notifications to “all” employees
 - Emails to frontline employees that include things like:
 - Direct mail pieces
 - Ads
 - Descriptions of promotions

Biggest Challenge

- Getting customers to change their behavior to achieve maximum energy efficiency

Owensboro Municipal Utilities

OMU CUSTOMER SERVICE

A Work in Progress



Owensboro Municipal Utilities

OMU Facts

- Owensboro Municipal Utilities is the largest municipal electric/water system in Kentucky with more than 26,000 electric and 24,000 water customers.
- OMU is organized into four operating divisions; Elmer Smith power plant, Engineering & Operations, Water Production, and Customer Service Center.
- In 1999, OMU began offering telecommunications services, including high speed Internet and point-to-point data services, to commercial customers over its fiber optic network.
- OMU is overseen by a five-member Owensboro Utility Commission which is appointed by the mayor of Owensboro.

Owensboro Municipal Utilities

- **Our Focus in Customer Service**
- Customer Satisfaction
- Keeping Expenses Down
- Keeping Our Write Offs Low

Owensboro Municipal Utilities

Rating of Service Provided By Employees During Transactions

	1996	1998	2004
Excellent	50	52	72
Good	40	37	25
Only Fair	5	8	2
Poor	5	3	1

Owensboro Municipal Utilities

- **Our Challenges:**
- **1) Hiring quality employee.**
 - **Test (civil service requirement)**
 - **Interview - group interviews**
 - **Screening – Behavior Forecaster
(www.persysco.com)**
 - **Additional interview**

Owensboro Municipal Utilities

- **Our Challenges :**
- **2) Develop systems to be user friendly and efficient**
 - OMU home grown CIS
 - green screens to GUI (slowly)
 - poor data structure
 - Consultant – Westin Engineering
 - review all IS systems at OMU

Owensboro Municipal Utilities

- **What do we do well:**

- Keeping our write offs low (LY .0007)**

- How: Deposits & Credit Checks!

- homeowners stay put!

- good credit = no deposit

- write off = 3/12th deposit

- bad credit = 3/12th deposit

- if we are unsure = small deposit

- disconnect for non pay 1 month bill

- (40 days)

Owensboro Municipal Utilities

Conflict Between our goals!!!

Customer Satisfaction vs. Write Offs

we only charge a deposit if we must

Expenses vs. Write Offs & Customer Satisfaction

cost of running credit reports

Customer Satisfaction vs. Expenses

do not pass on credit card fees

Nashville Electric Service

One of ten largest municipal electric utilities – 700 square miles

Five Board members appointed by Nashville Mayor

All power purchased from TVA

350,000 customers – 7,000 large commercial – 75 “Platinum” Customers

\$900 million per year in operating revenues

All-time peak – 2,532,350 kW (in summer 2005)

Residential rate – 7.5 cents per kilowatt hour

RP3 Participant



NES Platinum “Key” Accounts

Program is within Engineering Department – Energy Services Section

15 account managers (five engineers – 10 BS degrees)

75 customers

Dupont

Vanderbilt

Bridgestone

Dell Computer

All Hospitals

State and Local governments

Top 10 provide 12.5 percent of NES revenue

Top 50 provide 23 percent of NES revenue

Mission Statement – General Philosophies

The effective delivery of a Platinum Customer Program by a dedicated staff of employees will provide NES with the platform to move to a partnership environment with these accounts

Empowered by Strategic Plan

Issue 1 – Stakeholder, teamwork, communication, and relationships must improve

Issue 3 - Accountability, quality, and responsiveness must be proactively embedded in NES culture

Single Point of Contact

Outage Assistance

Customer Care

Proactive Communication

No Surprises

Community Partnerships

Customers should not ever have to chase the process

NES Platinum Accounts

*What Is Our Current
Focus?*

Platinum Plus

Customized Customer Relationship (CRM)
Management database

Alignment – Internal “Sales” Presentations

Platinum “*Plus*”

What is Platinum Plus?

Additional Services for critical customers with regional/national implications.

- **Metro Nashville Airport Authority**
- **BellSouth Data Center**
- **Tennessee Processing Center**
- **Metro Water and Sewer (five major plants)**

CONFIDENTIAL

Automated outage and recloser/switch operations via email

Clearly defined follow up of problem/issue

Advance notification of work in area

Quarterly meetings with CEO/COO

Platinum “Plus”

Platinum Plus Notification Procedure

	Advanced Notification	Situational Notification
Timing of Notification	Advanced notice (two days)	As soon as practical, but not more than 4 hours
Events requiring Notification	<u>Any</u> scheduled work involving substation and feeders which may affect the service to a platinum plus customer including distribution switching, substation lowside breaker, bus and transformer, maintenance, etc. Also includes notification when scheduled work is cancelled.	Storm problems, emergency switching, loading issues, abnormal conditions, etc. which may affect the service to a platinum plus customer
Notification Process	Email from ESE, clearance form may be used also	Direct email from CADOPS and/or follow-up from ESE or System Operations

Platinum “*Plus*” Automated Emails

From: NES_Platinum@nespower.com
To: Platinum Plus Notification List

Customer Name: Tennessee Processing
Center
Device: Switch #5370 OPEN

**This is an automatically generated email,
please do not reply to the above email
address.**

Status Change Date/Time: 28-FEB-2007 01:01
P

Customized CRM

Microsoft Access - [Update Customer Information Form]

File Edit View Insert Format Records Tools Window Help

Type a question for help

Arial 8

Update Customer Information Form

Account: Account #: Meter #: Account Mgr:

SIC: Priority: ELCP Step Level: On-Site Generation (kW): Platinum Platinum+ Multiple Locations Standby Svc. Contract

Meeting Date: Fiscal Start Date (mm/dd): Budget Due Date (mm/dd): Contract Begin Date: Contract End Date:

Total Contract Demand (kW):

Rate Schedule	Rate Options	Rate Features	Rate Features	Contract Demand
Firm	N/A	N/A	N/A	0
FPI	N/A	N/A	N/A	0
LIP	N/A	N/A	N/A	0
LFP	N/A	N/A	N/A	0
VPI	N/A	N/A	N/A	0
Reserved for future rate				
Reserved for future rate				
Reserved for future rate				
Reserved for future rate				
Reserved for future rate				

Click here to go to the last customer page.

Click here to print this page to your default printer.

	Main Substation - Circuit	Riser Pole #	Pole/Pad #	Substation - Circuit To Main Sub	Substation - Circuit To Main Sub
#1	N/A			N/A	N/A
#2	N/A			N/A	N/A
#3	N/A			N/A	N/A

Primary Contact Secondary Contact #1 Secondary Contact #2 24/7 Contact Control Room Corp. Energy Mgr.

First Name: Last Name: Job Title:

Work Phone: Extension: Fax: Mobile: Pager: Home Phone:

E-mail: Street Address:

Mailing Address: City: State: Zip:

Comments:

Record: 999 of 999

The name of the customer.

NUM

Internal “Sales” Campaign

20 to 30 minute PowerPoint presentation focusing on:

- Why the Platinum customer program is important
- How the program fits the Strategic Plan (alignment)
- Who they are (especially compared to other segments)
- Their financial impact
- Where the information is located (Intranet)
 - Substation/Circuit List
- How “you can help”
- Examples of how others have helped
- “Quick Quizzes” with prizes (NES shirts)

Executive Management Empowerment

Led effort to develop and implement Strategic Plan

“Champions” of Alignment

Required program be presented to all NES Management and Supervision

Required program be presented to all Operations and Engineering staff

Required presentations in goals for Performance Management System (with accountability)



What are our Biggest Challenges?

TVA Fuel Cost Adjustment (FCA)

TVA new Industrial Rate Portfolio

Wolf Creek Dam