CUSTOMER ENGAGEMENT PROGRAMS

Presented by:
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AGENDA

• CPS Energy Overview
• Our Challenge
• The Creation of Community & Key Accounts Engagement (C&KAE)
• Customer Response Unit (CRU)
• Mobile Support Center (MSC)
• Customer Outreach
• Casa Verde Weatherization
• Executive Account Management
CPS ENERGY OVERVIEW

- Largest municipally owned, vertically integrated electric & gas utility in the nation - 756K Electric & 334K gas customers
- Lowest energy rates among the top 10 largest U.S. cities
- Noted by Bank of America Merrill Lynch as the “Premier Credit Rating” in industry
- Innovative public private partnerships have yielded 600 jobs & $1.1B in economic impact to-date in local San Antonio community
- $11B in asset base, $2.5B in annual revenue
- 14% of customers are on a Demand Response program, equivalent total 135MWs
- San Antonio Ranks 7th in Nation for Solar Energy *

Vision 2020 transitions CPS Energy from a company that is highly dependent on power from traditional generation sources to a company that provides competitively priced power based on a diverse generation portfolio.

AFFORDABLE | RELIABLE | INNOVATIVE

*Source: Environment Texas Research & Policy Center, March 2015
Our Challenge

CPS Energy Rate Request to City Council - November 2013

- Increase visibility in the community
- Improve the customer service experience
- Ability to provide personalized outreach

Develop creative solutions to support income and health-challenged customers to be able to receive critical services in a way that is economically feasible.
Understanding

Community & Key Accounts Engagement concept

- Focus groups or individual meetings
- Gap analysis
- Strategy

We check-in with our customers to ensure we are responding to their changing needs!
Community & Key Accounts Engagement (C&KAE)

Go to the Customers and Engage Them!

Is a team of dedicated, empowered and mobile employees focusing on low-income customers, as well as those with distinct needs.

Is a highly visible presence in the community that offers an enhanced customer service experience, both residential and commercial/industrial.

Is engaging customers in Public Safety Education.
C&KAE Structure

A “flipped” model of customer service – we go to our customers!

- Customer Response Unit (CRU)
- Customer Outreach
- Low-Income Weatherization
- Executive Account Management
- Commercial & Industrial Customer Management
CUSTOMER RESPONSE UNIT (CRU)

- Visible, Mobile, face-to-face
- “Flipped” customer service
  - We go to the customer
  - Home, hospitals, senior centers, council offices
- Case management approach
- Assist customers to find agency assistance
- Ability to roll trucks at a moment’s notice

Affordable | Reliable | Innovative
MOBILE SUPPORT CENTER (MSC)
VIDEO: MOBILE SUPPORT CENTER (MSC)

https://www.youtube.com/watch?v=CkW_ZLBLaQE&feature=youtu.be
Customer Outreach

- Increased visibility in the community
- Increased enrollment of customers in our assistance programs
- Promotion of all CPS Energy programs and services
- Public safety & education included
CUSTOMER ASSISTANCE PROGRAMS

- Affordability Discount Program
- Auto Pay
- Budget Payment Plan
- Burned Veteran’s Discount
- Critical Care
- Disabled Citizens Billing
- Emergency Assistance Programs
  - REAP and WARM
- Senior Citizens Billing
Customer Outreach

- Creation of Partnerships
  - Schools
  - Agencies
  - City/County
CASA VERDE WEATHERIZATION
ENERGY/SAFETY UPGRADES

➢ Weatherization Measures:
  ➢ Attic Insulation
  ➢ Wall Insulation
  ➢ Air infiltration control
  ➢ Solar Screens
  ➢ Water Heater insulation
  ➢ Smoke and CO2 Detectors
  ➢ Furnace

➢ Over 18,000 homes weatherized to date
EXECUTIVE ACCOUNT MANAGEMENT

- Manage key account customers on a tactical basis (CICM)

- Manage key account customers on a strategic basis (EAM)
  - Commercial and residential developer customers
  - Internal advocates/ombudsmen during planning process
  - One-stop-shop with full ownership through delivery of new services
QUESTIONS?
Delivering Value

TO OUR CUSTOMERS

• Easy access to local events attracting hundreds to seek out for the first time solutions to energy needs
• Greatly enhanced customer awareness of programs that offered savings and relief
• Supported customers with real time assistance to apply for and benefit from specialized programs
• Empowered our customers with tips to increase energy efficiency and lower their costs
• Provided qualified customers with long term weatherization solutions
• Made it more feasible for customers to pay their energy bills
• Were often directed to other needed resources
Delivering Value

TO CPS ENERGY and the City of San Antonio

• High visibility to our ongoing civic commitment, particularly to lower income household
• Highly visible CPS branding
• Partnering with local contractors provided needed jobs for San Antonio residents
• Engaged partnerships with various non profits, churches, etc. in holding events
• Ability to direct families to other needed resources within the city
• An even stronger partnership with the city of San Antonio and CPS
• National recognition for our customer focused solutions
• Potential that it mitigated some health related issues
• Improved quality of life for the community
• Goodwill came back in the form of more loyal customers with on time payments
• Support our Customer Engagement & Care team in reducing collection call volume, incoming calls to call center, and City of San Antonio offices
• An even stronger partnership with the city of San Antonio and CPS