CUSTOMER ENGAGEMENT SUMMER RECAP

INTRODUCTION BY:
Felecia Etheridge
Chief Customer Engagement Officer

December 17, 2018
Informational Update
AGENDA

• INTRODUCTION
• CUSTOMER SUCCESS
• COMMUNITY OUTREACH
• CORPORATE COMMUNICATIONS & MARKETING
SUMMER RECAP 2

The Market

Plants & Resources

Our People

Record Breaking Precipitation

Record Breaking Temperatures

Exceptional and Consistent Customer Experience

ERCOT Daily Average Price
Summer (May through September) represents a time when CPS Energy systems are at full capacity and we have the majority of interactions with customers.

Summer is the time to demonstrate exceptional, consistent customer experiences and deliver value to the community.
## SUMMER RECAP 2

<table>
<thead>
<tr>
<th>Performance</th>
<th>Desired Direction</th>
<th>Previous YTD Thru 10/17</th>
<th>YTD Thru 10/18</th>
<th>Target</th>
<th>Year Over Year Difference</th>
<th>Quartile</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residential Customer Satisfaction</td>
<td>↑</td>
<td>79</td>
<td>82</td>
<td>77.5</td>
<td>+4%</td>
<td>CPS Energy Specific</td>
</tr>
<tr>
<td>Service Levels</td>
<td>↑</td>
<td>87%</td>
<td>91%</td>
<td>90%</td>
<td>+5%</td>
<td>1st</td>
</tr>
<tr>
<td>Managed Key Account Commercial &amp; Industrial Customers</td>
<td>↑</td>
<td>84</td>
<td>88.4</td>
<td>83</td>
<td>+6%</td>
<td>CPS Energy Specific</td>
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<tr>
<td>Handle Time</td>
<td>N/A</td>
<td>7:39</td>
<td>7:40</td>
<td>N/A</td>
<td>+0%</td>
<td>CPS Energy Specific</td>
</tr>
<tr>
<td>Abandon Rate</td>
<td>↓</td>
<td>1.4%</td>
<td>0.6%</td>
<td>1.40%</td>
<td>-57%</td>
<td>1st</td>
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<tr>
<td>Average Speed of Answer</td>
<td>↓</td>
<td>24</td>
<td>12</td>
<td>N/A</td>
<td>-50%</td>
<td>CPS Energy Specific</td>
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<tr>
<td>Recordable Incident Rate</td>
<td>↓</td>
<td>0</td>
<td>0</td>
<td>0.27</td>
<td>0%</td>
<td>1st</td>
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CUSTOMER SUCCESS

PRESENTED BY:

Martha Mitchell

Vice President, Customer Success
Overall, Strong Customer Service Level, but we challenged ourselves for 2018
A staffing model was utilized with previous years trends
- New hire classes were scheduled to allow peak staffing by June
- The model along with planning has helped the Call Center achieve a record 91% Service Level
- Optimum staffing during peak has helped manage attrition

Interval Adjustments are based on internal models and the Work Force Tool
- Adjustments include:
  - Overtime
  - Shift Adjustments
  - Call Duty
- A renewed focus on communicating the adjustment and the need has improved the Service Level

Models are based on previous weather event outages and customer behavior
- Weather planning will occur weekly or as needed based on forecasted events
- FY 19 Outage Service Level is 87% a 7% improvement over FY 18 despite a 38% increase in volume
- Average Speed to Answer for an Outage call is 18 seconds

Progressions
- Cross training
- Empathy training
- Huddle Boards
- Quality redesign
- Attrition YTD for the Call Center in FY 19 is 21% including trainees a 36% improvement YoY
- Hold time has been reduced 16% due to Huddle Boards
• The service level for FY 19 is a record 91% vs. 88% in FY 18, 80% in FY 17, and 63% in FY 16
• Abandoned calls have also been decreasing each year despite call volume remaining consistent
• Improvements have been driven by enhanced planning and employee focused initiatives
COMMUNITY OUTREACH

PRESENTED BY:

Maria Garcia

Vice President, Community and Key Account Engagement
COMMUNITY OUTREACH

- 36 Customer Care Fair events completed*
  - Over 3,400 residents engaged
  - At least 2 Care Fairs held per Council District since March
  - Included 8 suburban cities
    - Helotes, Schertz, Somerset, Elmendorf, Alamo Heights, Windcrest, Universal City and Live Oak

39 Customer Care Fairs will have been completed by mid-Nov 2018. Each City Council District visited 3x, and 11 Suburban cities engaged.

*Through 10/31/2018
NOTABLE EVENTS

- CPS Energy’s Mobile Support Center (MSC) was awarded the ‘Expanding Excellence Award’ for Innovation in People & Process during Customer Service Week on May 3, 2018, in Tampa, Fl.

- Our Mobile Support Center (MSC) was staged throughout our service territory to support more of our customers.
MANAGED ACCOUNTS
SUMMER OUTREACH

• Energy Efficiency Workshops – 11 events
  • Demand response programs
  • Rebate information
  • Energy conservation & efficiency tips
  • Construction processes
• Community Presentations – 35 events
  • San Antonio Manufacturing Association (SAMA) Account Management Forum
  • Flexible Path – over 600 customers
  • Earth Day
  • Rebate Check Presentations - $5M
  • Enhanced Customer Portal demonstrations
• Proactive school district gas testing & certification

Executive Account Manager Shawn Cobb presenting to Commercial Developers
CORPORATE COMMUNICATIONS AND MARKETING

PRESENTED BY:

Jonathan Tijerina
Senior Director, Corporate Communications, Marketing and Smart City Outreach
CUSTOMER OUTREACH CAMPAIGN

OBJECTIVES

• Help customers understand how to **SAVE ENERGY & SAVE MONEY**
• Create awareness for energy efficiency **PRODUCTS & SERVICES**
• Help the community understand the importance of conservation to **ENSURE GRID RELIABILITY IN TIMES OF PEAK DEMAND**

“SIMPLE SUMMER SAVINGS”
DIGITAL BILLBOARDS

Make time to unplug this summer.
Find Simple Summer Savings at cpsenergy.com

13 Billion Impressions

PEAK ENERGY DAY TODAY.
REDUCE YOUR USE!
cpsenergy.com/summersavings

22 DAYS SUPPORTING DEMAND RESPONSE
NEWS MEDIA & BLOG POSTS

• The campaign garnered 45 total mentions in the media

• Simple Summer Savings blog posts received nearly 2,300 readers
SOCIAL MEDIA

The campaign garnered 1,371 shares across CPS Energy’s Facebook and Twitter platforms.
Thank You