MAXIMIZING CUSTOMER INSIGHTS

PRESENTED BY:

DeAnna Hardwick
VP, Customer Success

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Informational Update
OBJECTIVES & TAKEAWAYS

• INFORM HOW CUSTOMER INSIGHTS MAXIMIZES OUR PROGRAMS
AGENDA

• OVERALL FEEDBACK
• GENERATIONS
• WHAT MATTERS TO OUR CUSTOMERS
• INSIGHTS SUPPORTING PROGRAMS & SERVICES
PEOPLE FIRST! IN ACTION
THINKING GLOBAL ACTING LOCAL
WHAT WE ARE LEARNING

Global Trends

- 80% want to use voice AI & chat bots
- 72% would engage a “non-traditional” provider
- 68% want BUNDLED energy solutions
- >50% prefer digital interactions
- >50% prefer automated energy management over manual intervention
- >50% prefer utilities to partner on new products and services
- The average person will move approx. 11x in their lifetime
- 10 minutes spent annually with their utility

Data source: New Energy Consumer Accenture 2018 (sample insights)
TOP CUSTOMER INSIGHTS

39% would engage a “non-traditional” provider

>50% are interested in a local peer energy marketplace

An average person in Bexar County will move approx. 15x in their lifetime

>50% prefer automated energy management

54% prefer digital interactions

Data Source: 2019 Escalent Benchmark CPS Energy customers; US Census; CDC
GENERATIONAL INSIGHTS
BEXAR COUNTY POPULATION

25% MILLENNIALS
Born: 1981-1996
Ages: 23-38
Social cause and a memorable experience

23% GEN X
Born: 1965-1980
Ages: 39-54
Tangible results and quality service

21% GEN Z
Born: 1997-2012
Ages: 7-22
Digital marketing presence

18% BOOMERS
Born: 1946-1964
Ages: 55-73
Online research and sales rep advice

5% “LEGACY” GENERATION
Born: 1925-1945
Ages: 74-91
Affordability and practical value

Data source: U.S. Census Data; Barclays.com; Pew Research Center
COMMUNICATION & CUSTOMER PREFERENCE

It is vital to understand where our customers prefer to interact & improve experiences

46% Non-digital users

54% Of customers prefer to interact digitally

Data Source: Escalent, 2019 Customer Satisfaction Survey
Our Budget Payment Plans & Senior Citizen Billing Program help low-income households, where the average energy bill is roughly 10-12% locally.

WiFi Thermostat Rewards & Casa Verde’s Weatherization target homeowners to help reduce their bills. In TX, 46% of total low-income households are homeowners.

Our Affordability Discounts & Utility Assistance programs help during financial hardships. Locally, 17.3% of households are below federal poverty level vs 13.1% nationally.

We remain focused on enhancing programs & services to meet our customer’s need

Data source(s): TEPRI – Delighting the Residential Customer Report 2019
PARTNERING WITH OVER 100 COMMUNITY AGENCIES

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1Qualification varies by agency guidelines based on Federal Poverty Level
On average, customers can receive up to $1300 in assistance from partner agencies throughout the year.
**BUNDLED CUSTOMER CARE**

**Case Example 1**
- Received $1700 Energy Assistance through REAP & other community partners
- Enrolled into Affordability Discount Program (customer average savings of ~$148 annually)
- Enrolled into Critical Care Program to assist individuals who must use electrically operated medical equipment per physician

**Case Example 2**
- Received $1200 Combined Utility Assistance through REAP & other partners
- Enrolled into Affordability Discount Program
- Received free Portable Heater to prepare for cold winter
- Casa Verde Weatherization Program to reduce energy loss (& costs) with free energy efficiency improvements

Sandy Maudet (CRU), helping customers through financial hardship connecting them with Bexar County and COSA DHS aid

Priscilla Robledo (CRU), helping a customer complete a program application in his home
CONTINUING INFORMED CUSTOMER ASSISTANCE

STEP BRIDGE ➔ FLEXSTEP

- 236K Energy Efficiency Rebates
- 300K Reduce My Use Customers
- 150K Smart Thermostats

- Designing next generation programs
- Embracing new community goals
- Providing additional options
- Supporting growth

*FlexSTEP is important to continue to help us keep customer bills affordable*
MAXIMIZING INSIGHTS

By continuing to use customer insights, we will:

• Provide communication options
• Improve digital & non-digital experiences
• Enhance value of our products & services
• Continue to partner

Customers interact and share feedback face-to-face at our community fairs
OUR GUIDING PILLARS & FOUNDATION

Our focus aligns with what customers tell us they want, reliable & affordable service.
Thank You