

# Customer Experience Leadership Council plenary: The next normal



**E Source**

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# Agenda

- E Source introductions
- Icebreaker
- Fireside chat on key CX lessons from the crisis
- Breakout discussion on planning and strategizing for the next normal in utility CX
- Sharing from discussions
- SPECIAL GUEST!!!
- Wrap it up and get ready for day 2



# Your E Source crew

# Your hosts and moderators



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# Never have I ever ...





~~FORWARD~~  
Back to CX basics

# Customers had needs ...

Helping me and  
my community

Care

Keeping the electricity or gas on,  
offering shutoff protection, making it  
easy to get or keep energy services

Reliability



## Utility CX plan of action

Care

Safety and  
reliability

Basic needs

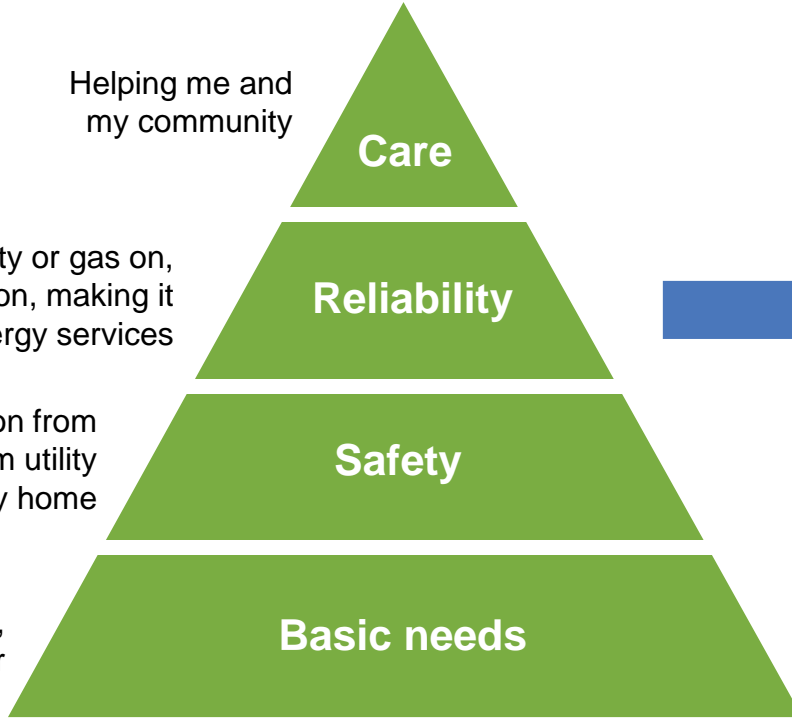


Offering protection from  
pandemic scams and from utility  
workers coming to my home

Safety

Having access to food,  
shelter, and water

Basic needs





# And y'all responded!

TVA offers \$1 billion customer relief  
SoCalGas introduces new options to COVID-19 relief

Introduces  
Contactless  
Enrollment

for Enrollment Assistance  
DP&L announces new options to COVID-19 relief

Program assist customers  
Duke Energy provides \$300,000 in relief

Response to COVID-19 and relief funds to help customers  
Indiana provides assistance for its

COVID-19 Social Distancing Guidelines  
Cleco Power recognized by J.D. Power  
response to COVID-19 pandemic

for its response to help those impacted



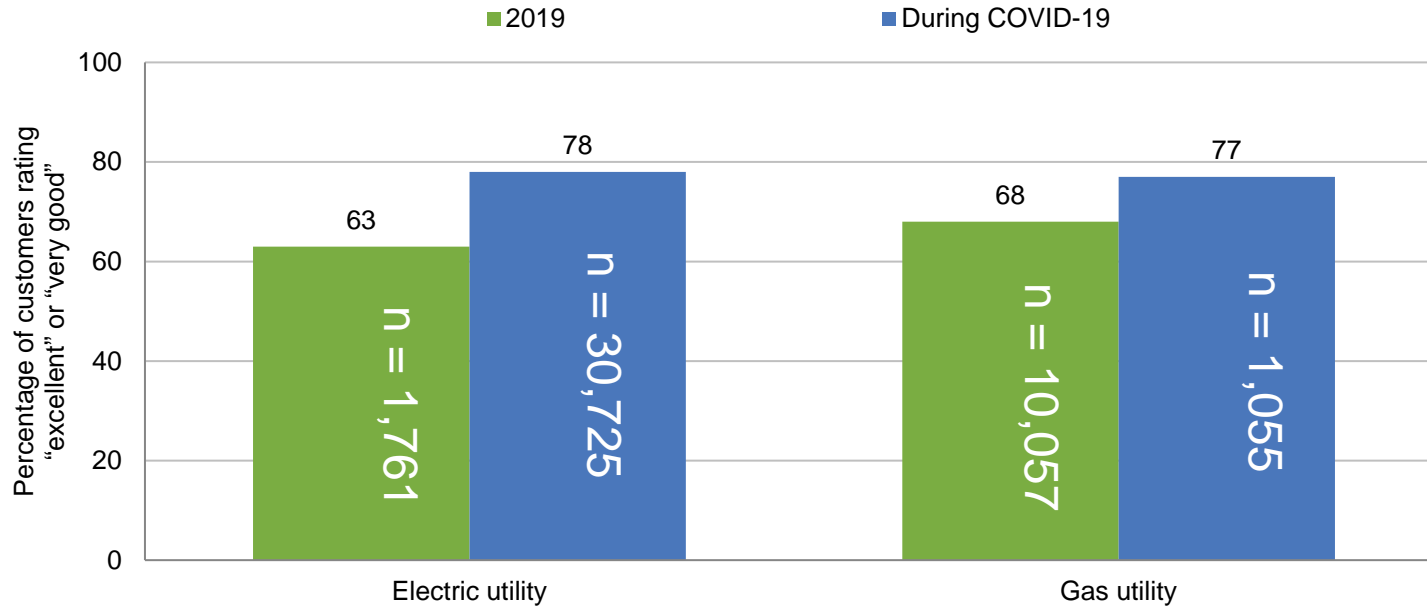
# What you did

Customer care

Digital

Communication

# And you got results!



**Base:** US respondents who pay an electricity or natural gas bill (n varies). **Question S2\_1, S3\_1:** Thinking about your overall satisfaction with your electric or natural gas utility, how would you rank them? **Notes:** Percentages may not add to 100 due to rounding. We removed data labels less than 2%. © E Source (2020 COVID-19 Residential Survey)

**Base:** US respondents who are customers of electric, dual-fuel, or natural gas utilities (n varies). **Question A12, A21:** Taking into account your overall satisfaction as a customer of your electric or natural gas provider, how would you rate them? **Notes:** Percentages may not add to 100 due to rounding. We removed data labels less than 2%. © E Source (2019 Residential Customer Insights Center)

# What's the opportunity?

What have you learned?

What has made you more nimble  
and more responsive?

What will you do differently in the near future?

How has your long-term strategy changed?



# Fireside chat



# Breakout discussion

# Breakout instructions

- Pick someone from your group to be your reporter
- Discuss any or all of the following questions:
  - What's on the horizon for CX at your utility?
  - What are you preparing for to meet or exceed customer expectations in the next normal?
  - How are you going to keep CX a priority in your organization?
  - How are you going to build on the customer goodwill you've earned?
  - What do you need help with?



A photograph of a solar farm under construction, featuring rows of solar panels on metal racks. Two workers in safety gear are visible in the lower right. The image has a warm, orange-tinted overlay.

# Share

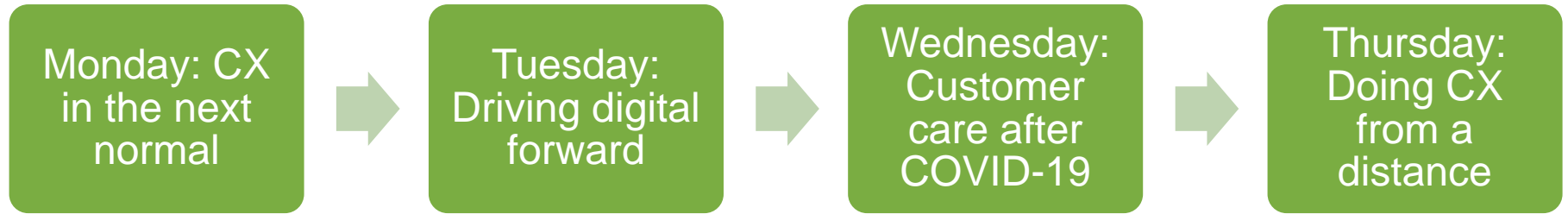
# SPECIAL GUEST



An aerial view of a city with a network of glowing white lines connecting various points, overlaid on a blue-tinted background. The lines form a complex web of arcs and straight paths, suggesting a network or data flow. The city buildings and roads are visible in the background.

# Wrap up

# See you tomorrow (and all week)!



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