IN THE GLOBAL ECONOMY, MULTIPLE INDUSTRIES AND DISCIPLINES ARE OFTEN PULLED INTO A “CRISIS” THAT REQUIRES PROACTIVE “CUSTOMER COMMUNICATION” MANAGEMENT.

Lashell Vaughn
Vice President/CIO, Memphis Light, Gas & Water
BE IT A PANDEMIC, AN ENVIRONMENTAL DISASTER
A SPECIFIC COMMUNITY OR SINGLE CUSTOMER.
A CRISIS IS A MOMENT OF TRUTH THAT TESTS A COMPANY’S READINESS, RESILIENCE, AND CHARACTER.
ARE YOU PREPARED TO COMMUNICATE TO YOUR CUSTOMERS DURING A CRISIS / DURING AN OUTAGE?
The most in one year since the National Oceanic and Atmospheric Administration (NOAA) started keeping track of billion-dollar disasters in 1980.
Let’s take a look at a CRISIS /OUTAGE IN THE MAKING...
LEADERSHIP IN A CRISIS / OUTAGE

PEOPLE
Who are your people?
Who are your customers and how do you contact them?

OPERATIONS
What are your critical functions?

BUSINESS
How do you cut checks?
How do you bill your customers?
Do you bill your customers?

REPUTATION
Did you do the 1st three things well?
MANTLE OF RESPONSIBILITY

REP
- Press, Social Media, Word-of-Mouth, etc.

BUSINESS
- Services, Physical Product, Compliance

OPERATION
- Finance, HR, Facility Operations, etc.

PEOPLE
- Full-Time Employees, Contractors, Vendors, Customers, etc.
MANTLE OF RESPONSIBILITY

PEOPLE

Full-Time Employees, Contractors, Vendors, Customers, etc.

OPERATION

Finance, HR, Facility Operations, etc.

BUSINESS

Services, Physical Product, Compliance

REP

Press, Social Media, Word-of-Mouth, etc.
WHILE LEADERS CONTEMPLATE THEIR AREAS OF RESPONSE AND RESPONSIBILITY, CUSTOMERS ARE ASKING AND WANT TO KNOW ABOUT THEIR SPECIFIC NEIGHBORHOOD AND HOME.
Continues Improvement
Customer Experience

Heidi Slakans, Lead Software Specialist (MLGW)
MLGW SERVICE AREA

- Electric
- Gas
- Water

Employees
- 2489

Customers
- 430K
ONE OF THE LARGEST 3 SERVICE UTILITIES IN THE UNITED STATES

- **Electric**
  - Residential: 372K
  - Commercial: 46K

- **Gas**
  - Residential: 309K
  - Commercial: 26K

- **Water**
  - Residential: 243K
  - Commercial: 24K

SMARTMETERS

- Electric: 4%
- Gas: 19%
- Water: 17%
WHAT DO WE NEED TO COMMUNICATE?

Outages
Impacting customers homes and businesses
Planned / Unplanned

Appointments
Impacting customer’s services and personal schedules

Correspondence
Impacting customer bills, cutoff notices, documents

Reminders
Payment Reminders
Cutoff Notices

Utility Assistance
MULTIPLE COMMUNICATION CHANNELS

When a customer needs help urgently, it’s not uncommon to see the same inquiry coming in across multiple communication channels.

- IVR / Phone
- Text
- eMail
- Online chat
- Social media
Outage Reporting Channels

There are 4 channels of outage information feeding into the CARES/OMS area.

1. MyAccount – My Outage
2. SmartMeters
3. Field Technicians
4. Outage Hotline
5. Text In Outage
OUTAGE COMMUNICATION SYSTEM DESIGN

- **Packages**: Determine opt IN/OUT

- **MV_VIEWS**: Data received From web/ MyAccount, outage reported from CAREs

- **Tables**: holding Outages values

- **Forms**: Customer Service Communication

- **Java Processes**:
  - Outage from CARES
  - Restoration
  - Alerts (STAT, OUT, STOP)
  - Customer Replies
  - TXT Campaigns (18)

- **Webservice**: text communication
OUTAGE / TEXTING CUSTOMERS

- Outage Reported
- CIS - Listeners
- CIS Process Verification
- Web Service
- EzTexting

Power Outage detected @ 123 Oak St Estimated Time on: 4/15 11:30 AM. Reply STAT for more info. HELP for help. STOP to cancel.
OUTAGE / STAT COMMUNICATION

• OUT > CIS processes > Texting Customer
• Customer text STAT
• CIS system sends restoration time.
OUTAGE / RESTORATION VERIFICATION & COMMUNICATION

Power Outage detected @ 123 Oak St. Estimated Time on: 4/15 11:30 AM. Reply STAT for more info. HELP for help. STOP to cancel.

Repair crew has been assigned @ 123 Oak St. Estimated Time on: 4/15 11:30 AM. Reply STAT for more info. HELP for help. STOP to cancel.

(MLGW) Power Outage restored @ 123 Oak St. Please Text OUT if power still out, HELP for help. STOP to cancel.

(MLGW) Power in your area has been restored but the meter can not be verified. Reply OUT if Power is still out, HELP for Help, STOP to cancel.
OUTAGE TEXT CHALLENGES / DECISIONS

Challenges

• Multiple Premises : One Customer
• Text length
• Large Outages
• Fake outage

Decision/Implementation

• Communicate up to 5 premises, direct traffic to MyAccount
• Work with corporate communication to provide useful info
• Broadcast generic messages during large outage
• Filter out fake outage, adding Power Status Check
OUTAGE MESSAGES SENT

1934087 Sent Messages  10/09/2021 - 10/09/2022

- 1850754 Delivered Messages
- 83310 Bounced Messages
- 183996 Replies
- N/A Clicks
- 3814 Unsubscribes
Jon Laman,
Manager Enterprise Resource Planning and GIS (MLGW)
OUTAGE DASHBOARD - CUSTOMER FACING (MY ACCOUNT AND MLGW.COM)
THANK YOU

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