CUSTOMER COMMUNICATION AND ENGAGEMENT (CCE) WITH MOBILE DISPATCH

ANDREW MCCOLGAN
MLGW provides electric and gas service to all of Shelby County.

MLGW provides water services to all of the Memphis and parts of unincorporated Shelby County, as well as Arlington and Lakeland.
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
MOBILE DISPATCH

- 300 trucks equipped with rugged Toughbooks
- Areas include:
  - Customer Service
  - Revenue Protection
  - Meter Shops
  - Facility Locators
  - Trouble Shooters
Cleest Mobile Dispatch

• Project started in 2017...planned for a 2 year project!

• Provides solutions for:
  • Customer engagement
  • Field management
  • MLGW managed applications
  • ESRI Integration
  • Mobile away from the truck
MLGW MOBILITY NETWORK

The project required higher bandwidth, security and reliability
AT&T FIRSTNET CELLULAR NETWORK

• Clevest Mobile Dispatch application runs on cellular

• FirstNet is a first responders network allows MGLW to have priority communication over the general public

• FirstNet gives MLGW priority bandwidth and reliability during storms and disasters
Mobile Dispatch Project Timeline

- 2017
- Pandemic
- November 2022
  - Final Business Unit
  - Implemented in Clevest
- CCE Go-Live
  - September 2023
MLGW MOBILE DISPATCH WORKFLOW:

Completion and/or Host Inquiry Process

Work Orders Received (Enroute & Onsite Process)

Mobile Dispatch Application (Workbook)

Dispatcher Application (Workspace)

MLGW MOBILE DISPATCH WORKFLOW:

Complete Order

Request Host Inquiry

Web Service

MLGW Host Systems

CLEVEST

Clevest Host System
MLGW DISPATCHER APPLICATION:

- MLGW Creating and Receiving Orders in Host Systems
  - CIS (Revenue Protection, Customer Service, Meter shop, etc....)
  - Cares (Troubleshooters)
  - TN811 (Locates)

- Orders Received in Cleveest Host System
  - Soap Web Services

- Dispatching and monitoring process
  - Auto Assigned
  - Manually Assigned

- Dispatcher to field workers communication

- Jasper Reports and Dashboard
MLGW DISPATCHER APPLICATION:

- Dispatcher Workspace Log in
- Workspace Views
- Workorder Assign
- View Assigned, Completed, Onsite, Enroute, etc.
- View W.O History, Breadcrumbs, Geofencing
- View GIS Assets & Attachments
- Run Reports & Dashboard
MLGW TECHNICIAN PROCESS:

- MLGW Order Received
  - Revenue Protection- iPhone
  - Troubleshooter- CF33
  - Facility Locator- CF33
- MLGW Work and Complete of Orders
- Assets and Order Map View
- Turn by Turn Direction
- Back Office Message
- Host Inquiry
- Shift Registry
MLGW CF-33 TECHNICIAN WORKFLOW:

- View General Information
- Tech Enroute; Onsite
- Completion form
- Electric Meter Remove
- Field Image Capture
- Completion & Submission
What is CCE?

• Collaboration between MLGW, IFS (Clevest), and Message Broadcast.
• Integrations between MLGW’s Mobile Dispatch system, CIS, and Message Broadcast enable MLGW to send reminder notifications to customers throughout the lifecycle of the service order appointment.
Appointment Notifications

- Notifications will be sent at specific times leading up to the appointment.
  - Appointment Confirmation
  - Week before
  - Day before
  - Enroute
  - Reassigned
Appointment Notifications

- MLGW Call Center will ask the customer if they would like to be contacted with Appointment Notifications.
- Customer can choose between Email, SMS Text, or IVR notifications and will provide an email address or phone number they would like to be contacted at.
- Pilot project limited to M01 Pilot Light Up service orders.
- Integration with MyAccount will be added after the pilot project.
• Select the appointment date and time, click ok and the order is created.
Confirmation Text Message

Once the service order is created an appointment confirmation is sent.
Confirmation Email Message

Once the service order is created an appointment confirmation is sent.

Note: If the option is phone, the customer receives a phone call.

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MLGW is reminding you of your Service appointment on September 11. Your technician will arrive between the hours of 12:00 PM and 4:00 PM.

If you need to cancel or reschedule your appointment, contact Customer Service at (901) 544-6549 between 8am and 6pm Monday through Friday.
Enroute Message

The customer is sent the message when the technician is enroute to the customer’s home.
Survey Message

Thank you for being an MLGW customer. Your MLGW Service service call has been completed. Please let us know how we did: https://bit.ly/44T0E6J
Text STOP to opt out, HELP for help. Msg & Data Rates may apply.
Customer Feedback

- When the order is completed, the customer will receive a survey to rate their service.
- Survey results are sent back to CIS and stored along with all of the service order information.

On Selecting

- Very Dissatisfied
- Dissatisfied
- Neutral
- Satisfied
- Very Satisfied

Thank you for taking the time to let us know how we did. Let's start the survey!

How are you feeling about the service you received from us today?

We're sorry to hear that. Would you like someone to call you back?

Yes, call me back at 9013358051.

Yes, call me back at a different number.

No, do not call me.
Customer Satisfaction Survey

When a customer completes a survey, a note is added in CIS.
Customer Communication and Engagement

Count of Customer Feedback Survey

- **Very Satisfied**: 57
- **Very Dissatisfied**: 3
- **Satisfied**: 2
- **Dissatisfied**: 1

**Count of CCE Sign Up**
- **Email**: 30
- **Phone**: 218
- **Text**: 262

**Count of CCE Responses**
- **Email**: 510
- **Phone**: 63

**Daily Rate of CCE Opt In**

- **Email**:
  - September: 11
  - October: 207
- **Phone**:
  - September: 25
  - October: 237
- **Text**:
  - September: 30
  - October: 237

Last Refresh: 10/18/2023 8:33:19 AM
Future Enhancements

• Implementation of additional order types.
• Survey Feedback for Dissatisfied, Highly Satisfied, in addition to Highly Dissatisfied.
• Integration with MyAccount
Thank you!!

Questions??