Enhancing the Customer Experience

CUSTOMER UTILITY ASSISTANCE ENABLED BY TECHNOLOGY

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STTDs

Employees
2,489

Customers
430K
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

Residential Electric: 372K
Commercial Electric: 46K
Residential Gas: 309K
Commercial Gas: 26K
Residential Water: 243K
Commercial Water: 24K

SMARTMETERS
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
CONFUSED CUSTOMER ENGAGEMENT

This multi-pronged approach can create confusion and delays. Impacts your ability to provide a rapid response at a time when the customer needs it most.
TECHNOLOGY CHALLENGES / DECISIONS

Challenges

• Missed calls, Long Hold times
• Missed appointments meant starting the process all over again
• No immediate feedback from customers
• Reduce Call in the Call Center (Community Offices Shutdown)

Upgrade or Replace?

Replaced legacy system for a more modern approach

Created New Environment for My Account

• Drive improvements to customer experience
• Consolidate workflows
• Increase efficiencies
• Provide safer environment for workers in the field

IVR
Text, Autodailer, Chat
Mobile Dispatch
MyAccount
MY ACCOUNT

New Application Launched

JAN 2020
MOBILE APP
The Plus1 addition to MyAccount will make it easier for customers to make donations and will be automated in the CIS billing application.

- Pays for utility services for people in need.
- This will eliminate paper, mail, and back office processing by the MLGW team.
The Share the Pennies addition to MyAccount will make it easier for customer to make donations and is automated in the CIS billing application.

This is a voluntary program that provides weatherization grants for low-income homeowners.

This will eliminate paper, mail and back office processing by the MLGW team.
Customers can now use a barcode in the MyAccount app to make payments at Dollar General and Family Dollar.
GIFT OF COMFORT

• The program provides a means for individuals in the community to make a payment towards a customer's utility bill as a gift

• The process will require information about the customers so the payments can be applied to their account
GIFT OF COMFORT PROJECT PLAN

Idea

Accepted

Project Charter

Project Development and Timeline

Coding

Testing- Dev

Testing- UAT

Production Migration
OLD GIFT OF COMFORT PROCESS

Follow these simple steps to give a Gift of Comfort:

- Complete the gift form and trim off the gift acknowledgement to send to the recipient.
- Attach a check or money order made payable to MLGW Gift of Comfort in the amount you wish to give.
- Mail the form and check to MLGW.

Your gift will appear in the form of a credit on the recipient’s MLGW bill. You can also download the Gift of Comfort form at www.mlgw.com/gifting

Gift of Comfort

A utility assistance program offered by MLGW that provides a means for individuals in the community to make a payment towards a customer’s utility bill as a gift.
The Gift of Comfort application is located on the main mlgw.com web page.
MY ACCOUNT MOBILE APPLICATION

The MyAccount mobile application will prompt the customers about the program and take them to the web page if they want to know more information about it.
The new page had information about the program

- Allows customers to send PDF form
- Allows customers to use the NEW online process
GIFT OF COMFORT PROCESS

Payment received by donor and sent to MLGW via API

Payment applies to customer’s account instantly

Cut off process runs to remotely activate customer

Processing time: Seconds
HOW GIFT OF COMFORT WORKS

Payment Request Submitted

Thank you for your donation. The payment below has been submitted.

Please print this page out or make note of the Reference ID.

Payment Details
Reference ID: 377980079052
Authorization number: 141676
Date and time: 10/15/2021 09:17:46 (CDT)
Gift of comfort ID: 146BSLAKANS
Donor type: Individual
Donor name: Heidi Slakans
E-mail address: hslakans@mlgw.org
Payment method: Master Card **********7264
Payment amount: $5.00
GIFT OF COMFORT FEEDBACK

MLGW Gift of Comfort

Thank you for purchasing a Gift of Comfort

Results:
What was the purpose of the gift? Assist a person in need
On a scale of 1-5 with 5 being very easy, how easy was it to make the online Gift of Comfort purchase: 5
Would you recommend the Gift of Comfort to family and friends as a gift option: Yes
How did you learn about the Gift of Comfort: Other
Comments/Recommendations: Our church, St. Brigid Catholic Church, used to have to go to Kroger to pay on MLGW bills for those in need who contact us. A member of the Society of St. Vincent de Paul at St. Anne Highland discovered Gift of Comfort and talked about it at one of our monthly meetings. It makes helping others so much easier. Kudos to MLGW for creating this website!
A letter will be sent out to the customer letting them know that a gift was made to their account.
CONTINUES IMPROVEMENT

Sending a personalized Message 2021
Applying Recipient Full Name 2021
Making Gift Of Comfort As a Recurrent payment. 2022
Applying Text message 2022
STATS

2020 Gifts Given
$16,548.48
Amount Paid
72
Households Served

YTD Gifts Given
1,009
Total Gifts
$178,237.75
Total Amount of Gifts

Monthly Gift of Comfort

<table>
<thead>
<tr>
<th>Month</th>
<th>Total Gifts</th>
<th>Total Amount</th>
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</thead>
<tbody>
<tr>
<td>01/01/21</td>
<td>$2,099.00</td>
<td>$2,099.00</td>
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<tr>
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<td>10/01/21</td>
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<td>$11,842.65</td>
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On Track is designed to help residential customers with limited incomes to manage debt and pay off their bills over a period of time. The program focuses on education, financial management and social services assistance.

**On Track participants are eligible to receive:**
- One-on-one assistance from an MLGW service advisor
- Information on budgeting and saving energy at home
- Deferred billing plans (DEFB) for up to three years
- Deposit credited back to the account after successful completion of program
- Social services referral

**On Track participation is free, but to qualify for the program customers must have:**
- A utility bill more than $600
- Only one active account
- Steady income not exceeding 200% of the federal poverty guidelines or steady income and impacted by COVID-19 pandemic
- Customers who have graduated from On Track or have been removed from the program within the past three years are ineligible.
- Customers who have filed bankruptcy within the past six years are ineligible.
- Customers enrolled in the MLGW Life Support program or have an MLGW Life Support payment plan are ineligible.
- Customers enrolled in the PrePay program are ineligible.
• Allows back office to see submitted forms and review attachments
• Users can request customers updated information or additional documents
• Admins can request more information, reject, approve and download the application
• Application and attachments will be zipped up and archive on department secured drive
UTILITY ASSISTANCE

Shelby County’s Community Services Agency (CSA) distributes funds for utility assistance. CSA provides emergency and non-emergency assistance. Customers who have already applied for utility assistance between October 1, 2017 - 2020 are able to apply online (shelbycounties.org) if in the CSA database. If customers apply before October 1, 2017, they cannot apply online at this time and should apply by mail or email. Customers who are currently disconnected or pending disconnection should print and complete the application and include it in the drop box along with all supporting documentation for the fastest response. The utility application drop box is at 8722 South Hickory Ridge Mall, Memphis, TN 38118.

The Metropolitan Inter-Faith Association (MIFA) provides one-time, emergency utility assistance through MLGW’s Pay-1 and Memphis Emergency Assistance programs. Applicants must live in Shelby County and may be eligible for assistance every two years after proving a crisis occurred within the last 90 days. Eligibility is not based on income, but preference is given to those off work for medical reasons. Applicants must provide proof that they can cover the remainder of the bill. Apply mifa.org/assistance.

All MIFA Emergency Services (ES) Inquiries, (telephonic and email) will be centralized to the new ES Helpdesk: emergencyserviceshelpdesk@mifa.org or (901) 529-4338. MIFA will have someone respond with a call or an email within 2 business days. There is also an option to receive assistance with an application if having difficulty accessing or completing one online.

City of Memphis provides $1 million and partners with MLGW, MIFA and the Department of Human Services to provide a low-cost, efficient approach to screen and identify eligible participants for the City’s Utility Assistance Program. Applicants are screened by the Department of Human Services or MIFA and may be eligible for up to $500 in assistance. Applicants need to provide their Disconnect Notice to the Department of Human Services via the office drop box, mail, or online if the customer has created an online account for their case.

CSA Utility Assistance - Program Year 2019 - 2021

<table>
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<tr>
<th>Last Updated</th>
<th>Amount Paid YTD 2020-2021</th>
<th>Household Served 2020-2021</th>
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<tr>
<td>10/5/21</td>
<td>$17,458,303.93</td>
<td>59,389</td>
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CSA Utility Assistance Summary

- Resolution Amount: $28,147,490.30
- Amount Paid: $12,529,728.49
- Pending Payment: $7,722,595.46
- Money Remaining: $7,895,166.35
- Households Served: 46,743

Eligibility Requirements

- Shelby County CSA Website

City of Memphis (MIFA and DHS) - Program Year 2019 - 2021

City Of Memphis Utility Assistance Summary

- Resolution Amount: $2,000,000.00
- Amount Paid: $1,369,872.41
- Pending Payment: $53,087.06
- Money Remaining: $577,040.53
- Households Served: 3,364.00

Eligibility Requirements

- MIFA Website
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 (Phase 2)
OUTAGE / RESTORATION COMMUNICATION

• CARES will determine if the customer is out and then notify the customer of the outage
• The customer can reply STAT to receive the estimated time of restoration
MyAccount has a new feature in the last release that will allow MLGW to post messages to the application. This will accommodate all types of customer communication and Outages will be one of the first. The notifications will be sorted by date time and notifies the customer of the event. There is more information about the event when the customer clicks on the notification.
MOBILE DISPATCH

- 300 trucks equipped with rugged Toughbooks
- Areas include:
  - Customer Service
  - Revenue Protection
  - Meter Shops
  - Facility Locators
  - Trouble Shooters
CUSTOMER COMMUNICATIONS WORKFLOW

Appointment Confirmation

Appointment Reminder

Appointment Enroute Notification

Appointment Feedback / Survey
CUSTOMER ENGAGEMENT - SURVEY

Customer satisfaction, conversational voice, surveys
At or immediately after the time of service
• Input is fresh and reflective of the experience

Surveys configured by job code
• Triggered on work order completion
• Sent through customer’s preferred medium
• Questions align with type of call and individual customer
• Additional questions presented if there was a negative experience

Survey results logged and aggregated
• To show overall CSAT averages
• With ability to drill into specifics
ENHANCE CUSTOMER EXPERIENCE - ROADMAP

- Automate Start/Stop/Transfer Service
- Provide more CIS information on My Account
- Integrate My Account and PrePay
- Integrate My Account and Bill Analysis tool
- Provide other forms (15) to be filled out on My Account
- Planned Outage Communication
- Text In Outage
CUSTOMER EXPERIENCE

All of these steps need to occur seamlessly for an efficient and positive digital customer experience.