



Corporate Citizenship – What It Takes To Engage The Community

**2012
SERVICE
EXCELLENCE
SUMMIT**

March 14, 2012

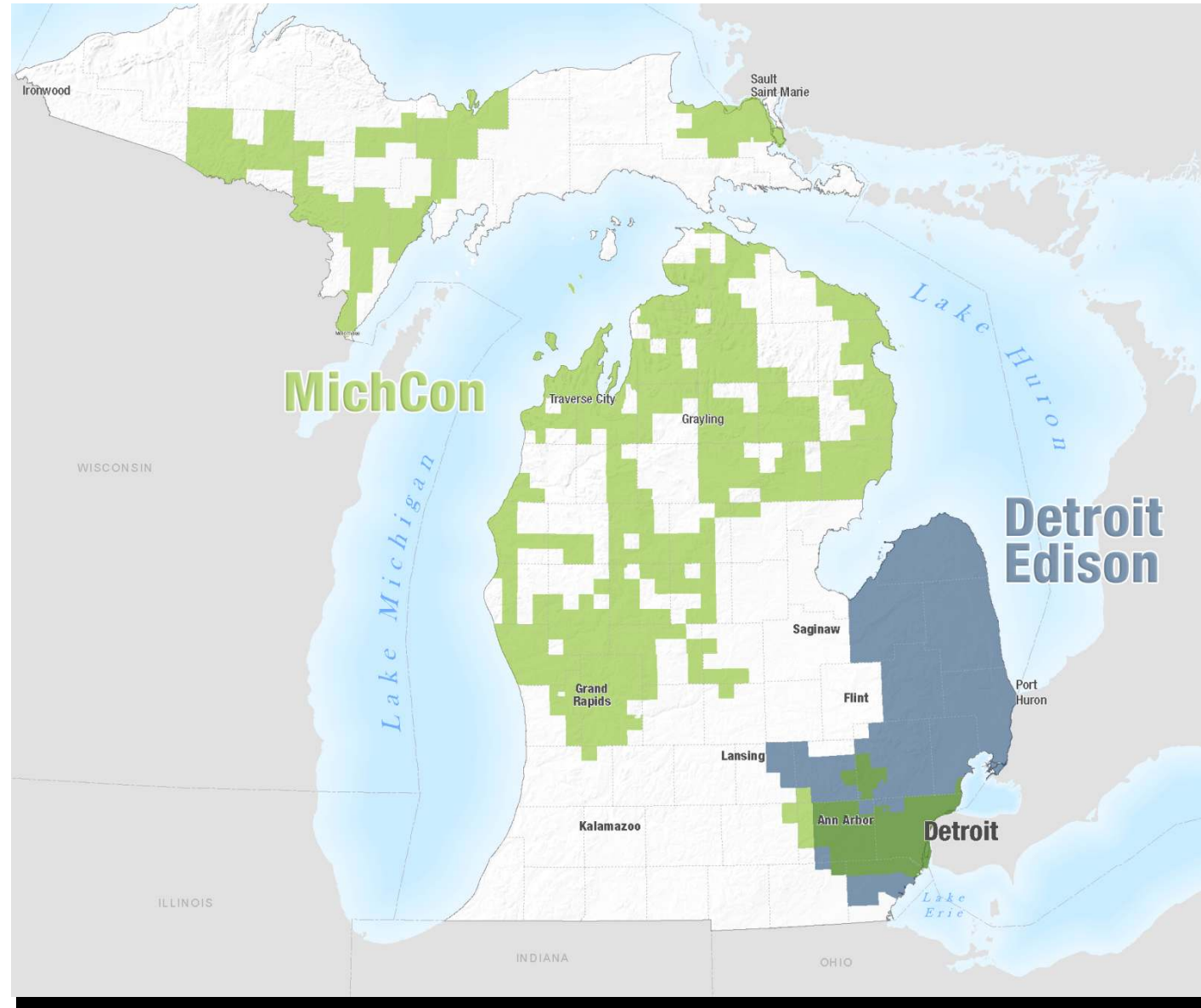
Doug Ziemnick
Manager, Customer Research
DTE Energy

DTE Energy®

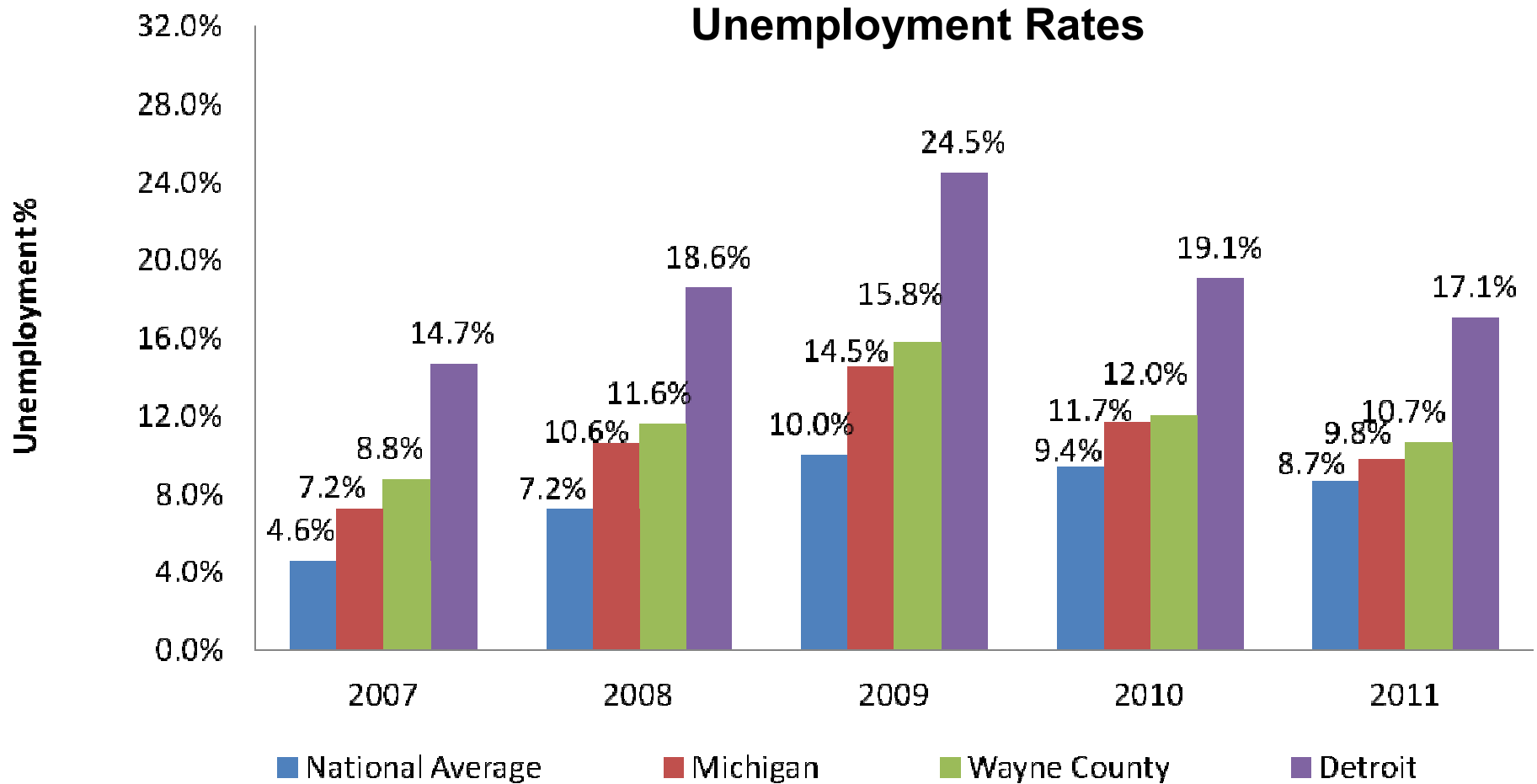


Detroit Edison:
2.1 million electric customers in south-eastern Michigan.

MichCon: 1.2 million gas customers throughout Michigan.



The Area we Serve: High Unemployment



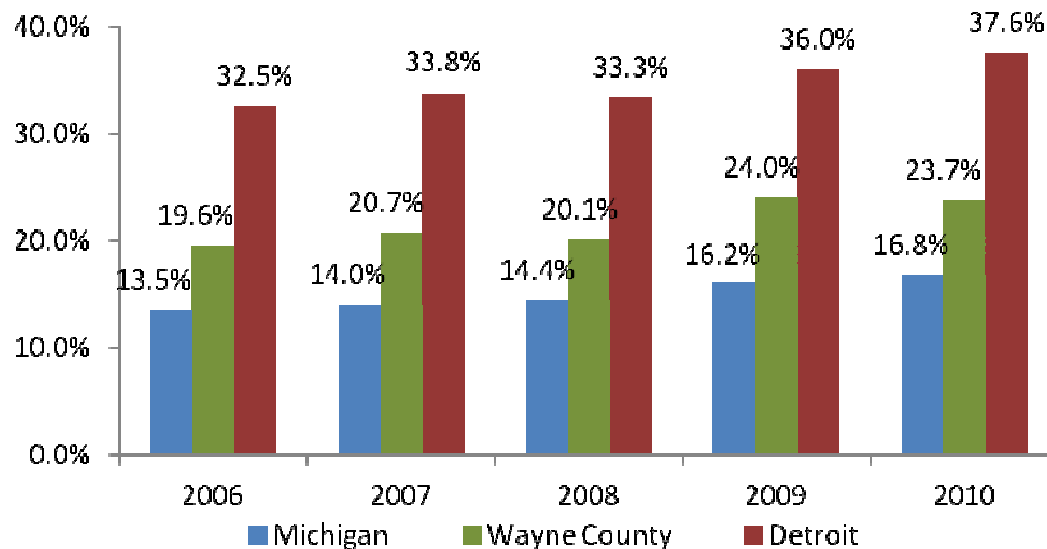
Source: Michigan Department of Technology, Management and Budget – November 2011





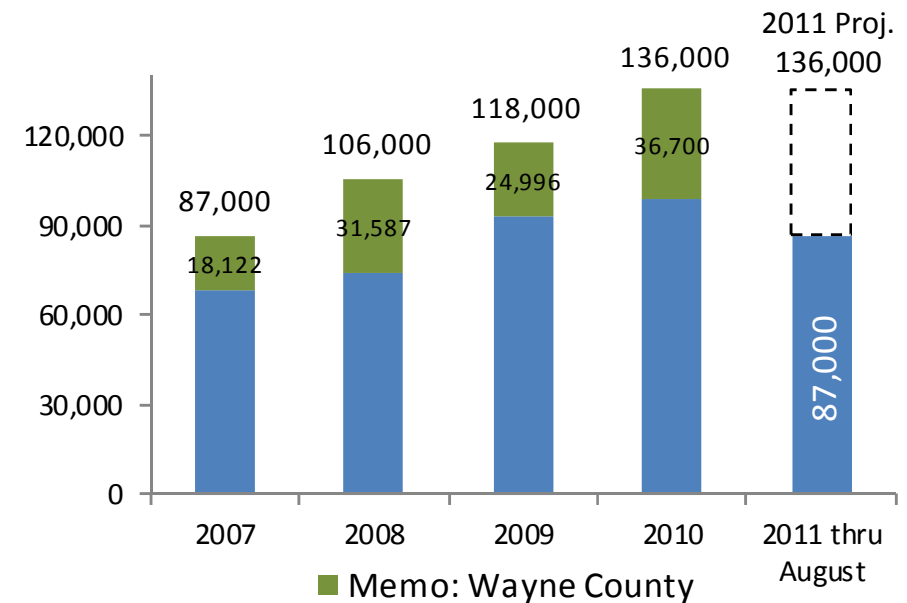
The Area we Serve: High Poverty & Foreclosures

% of People Below Poverty Level



Source: US Census Bureau American Community Survey – September 2011

Michigan Foreclosure Filings



Source: RealtyTrac.com – September 2011

**2011 Customer Service and Satisfaction plan:
“We will be our customers’ advocate” by reducing
defects and improving satisfaction**



Customer Service & Satisfaction Plan

Defect
Reduction



Targeted
Segment
Improvement



Corporate
Image
Improvement



Political
Advocacy
Enhancement



Community
Outreach and
Employee
Engagement





Community Outreach

Improve image of DTE Energy by being an **active visible partner in the community** through our company practices and employee involvement in the communities where we live and work



High level desired outcome:

- Humanizing DTE Energy as a community ally
- Assist large volumes of customers in need through outreach





Community Outreach Activities

Customer Outreach

- Community Offices
- Customer Assistance Events

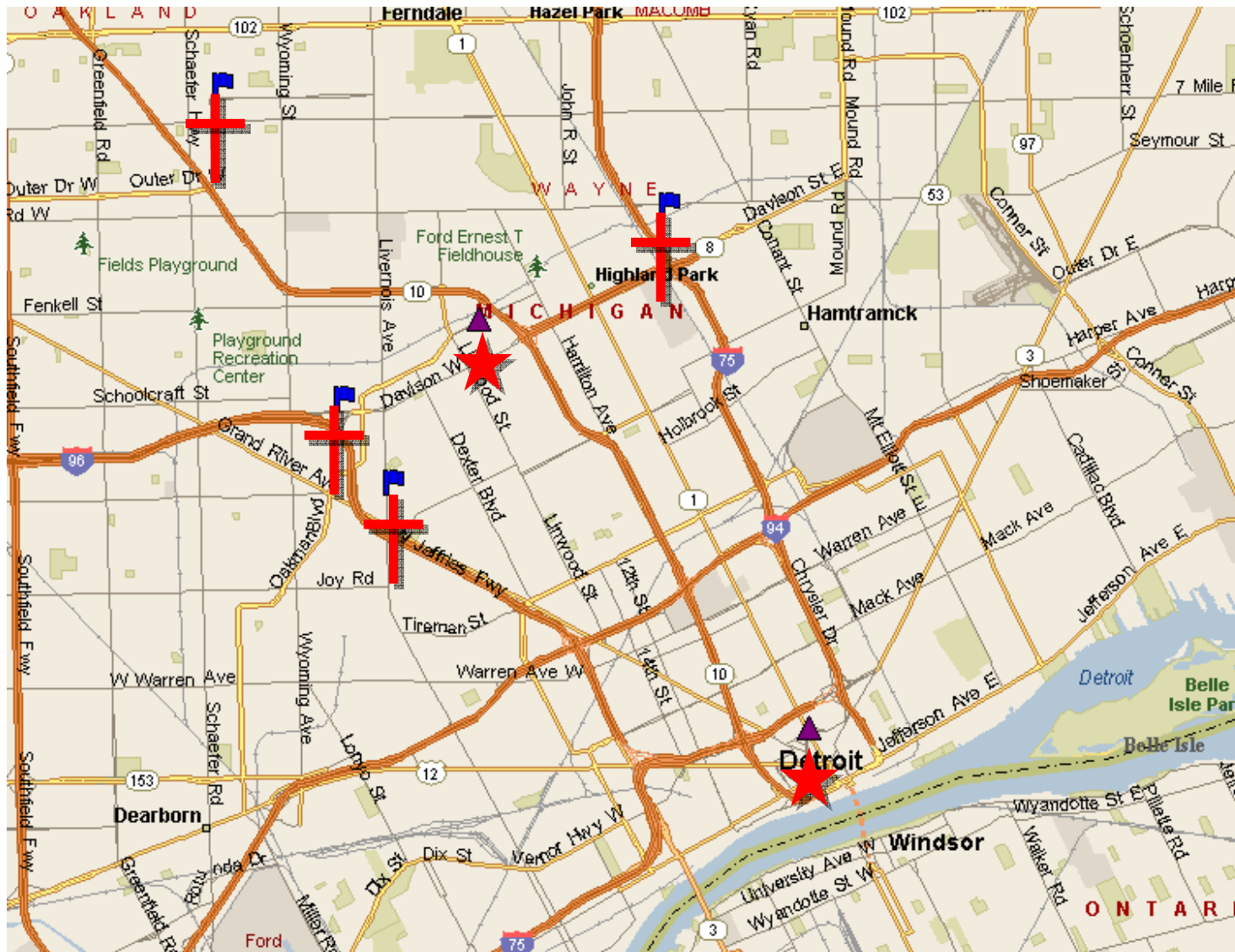
Community Relations

- Community Involvement Events
 - Special Community Projects
 - Leveraging other Human Services Agencies
- Executive Outreach
- Director Outreach





Community Outreach Offices



Community Outreach Locations

Fellowship Chapel
7707 W. Outer Drive
Detroit, MI 48235

St.Cecilia Catholic School
6327 Burlingame
Detroit, MI 48204

Focus Hope
1300 Oakman
Detroit, MI 48238

Second Ebenezer Church
14601 Dequindre
Detroit, MI 48203

New Destiny
8100 Davison
Detroit, MI 48238

Michigan Welfare Rights Org
23 E. Adams, 4th Floor
Detroit, MI 48226





Customer Assistance Events

Customer Assistance Events are held throughout the community and range from 500 – 5,000 customers in attendance. The events offer...



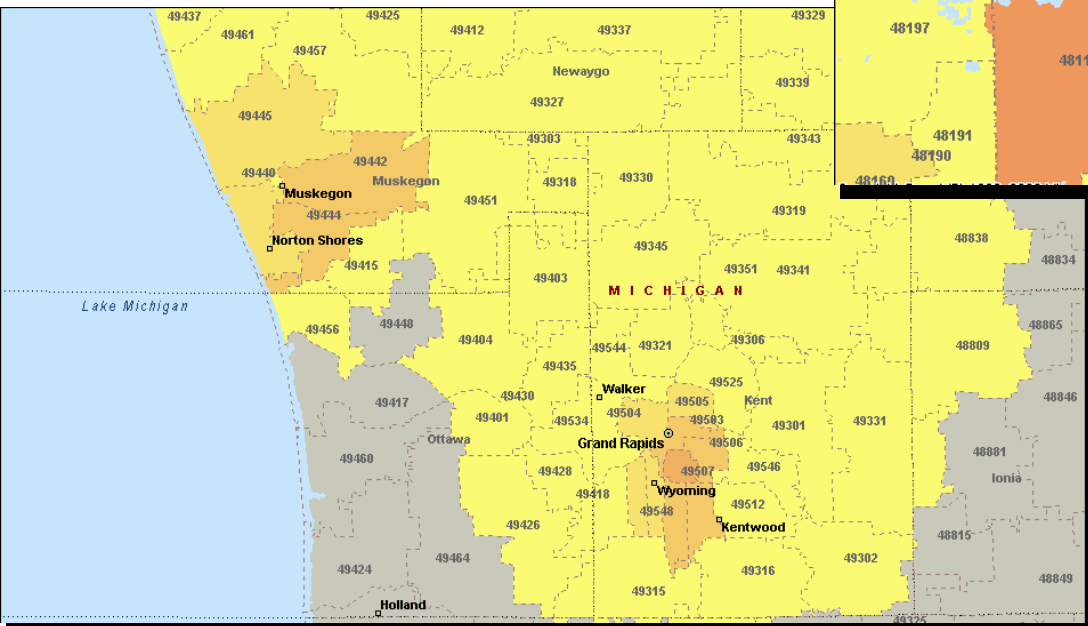
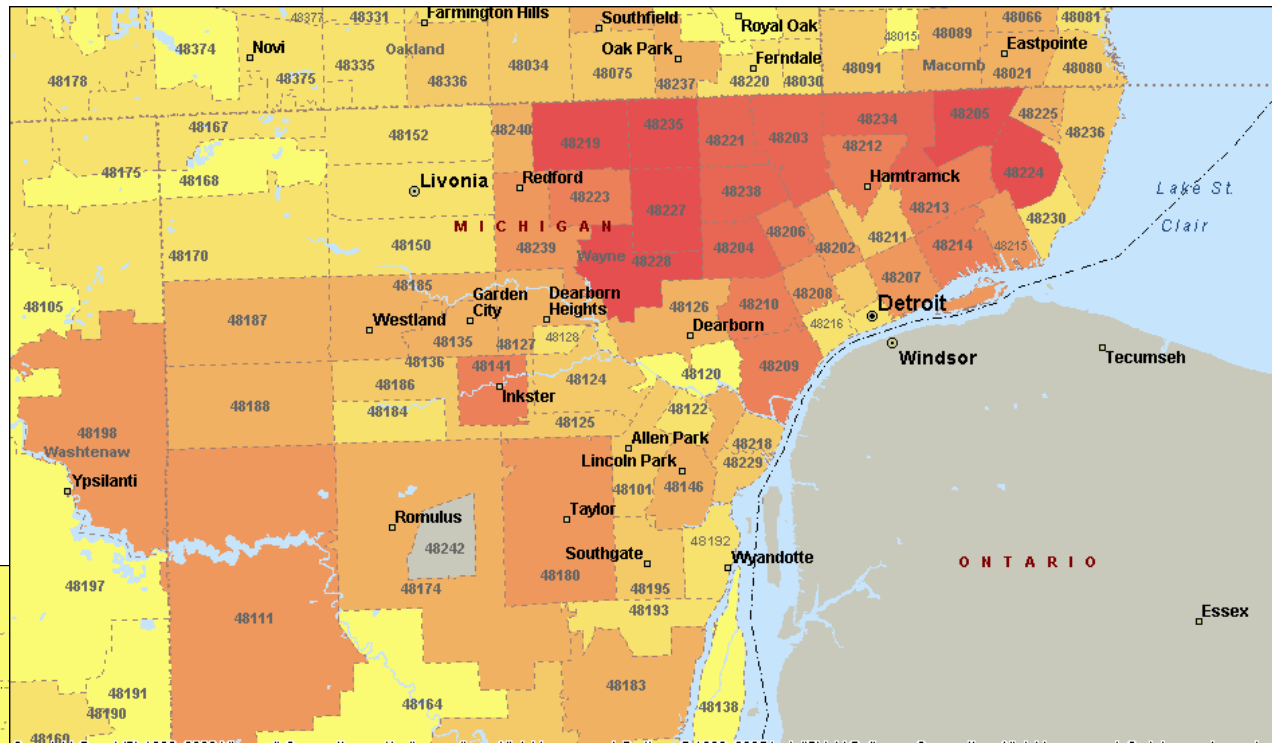
1. Payment plan programs
 - Budget / Levelized
 - Arrears / Shut off protection
2. Assistance funds (from partner agencies)
3. Energy Efficiency
 - Education / Seminar
 - Home consultation
4. Human Service Agencies (wide variety)





2011 Customer Outreach Strategy – Customer Forums – Arrears by Zip Code*

Total Arrears by ZIP Code



2011 Customer Outreach Strategy used analysis of arrears by zip code to optimize forum effectiveness





Outreach Events... At many venues

Community Outreach Events have be held at...

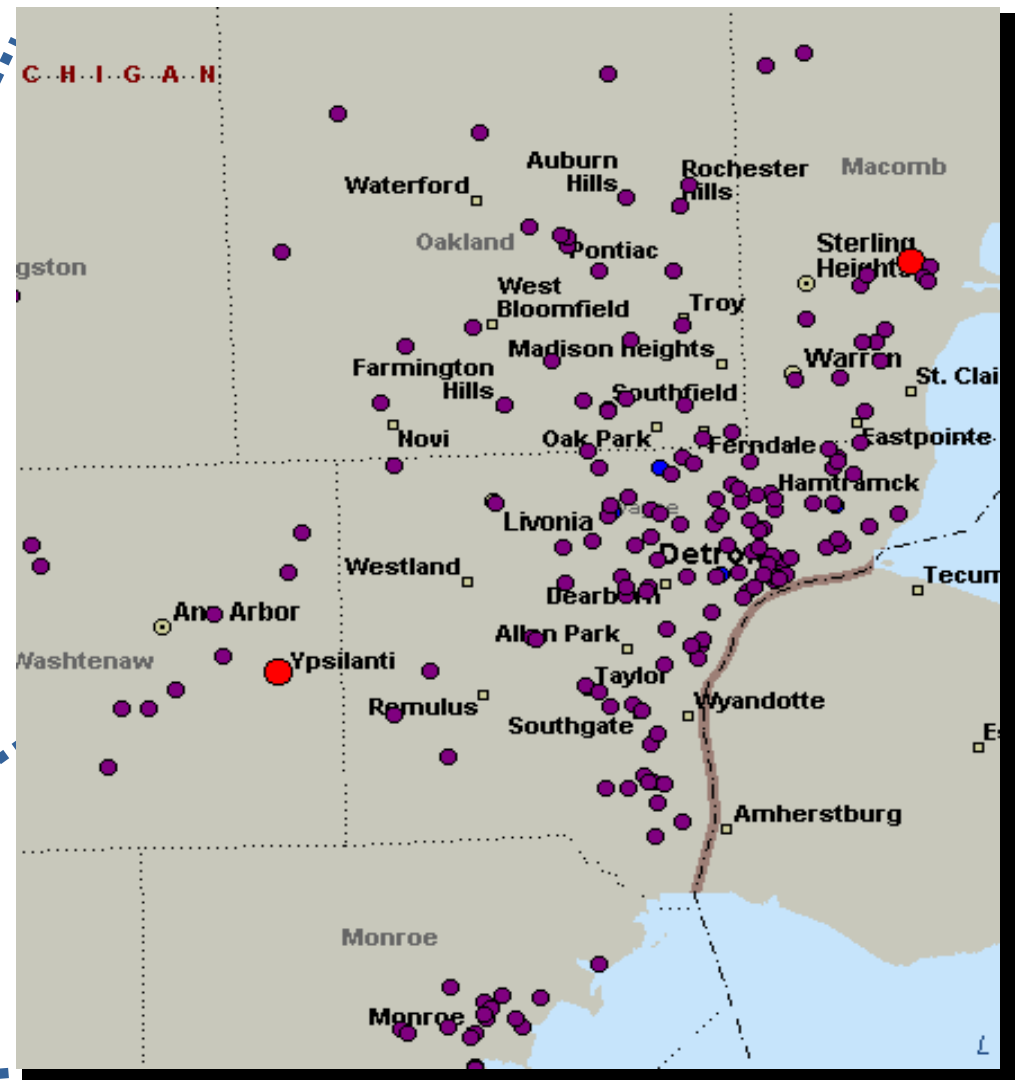
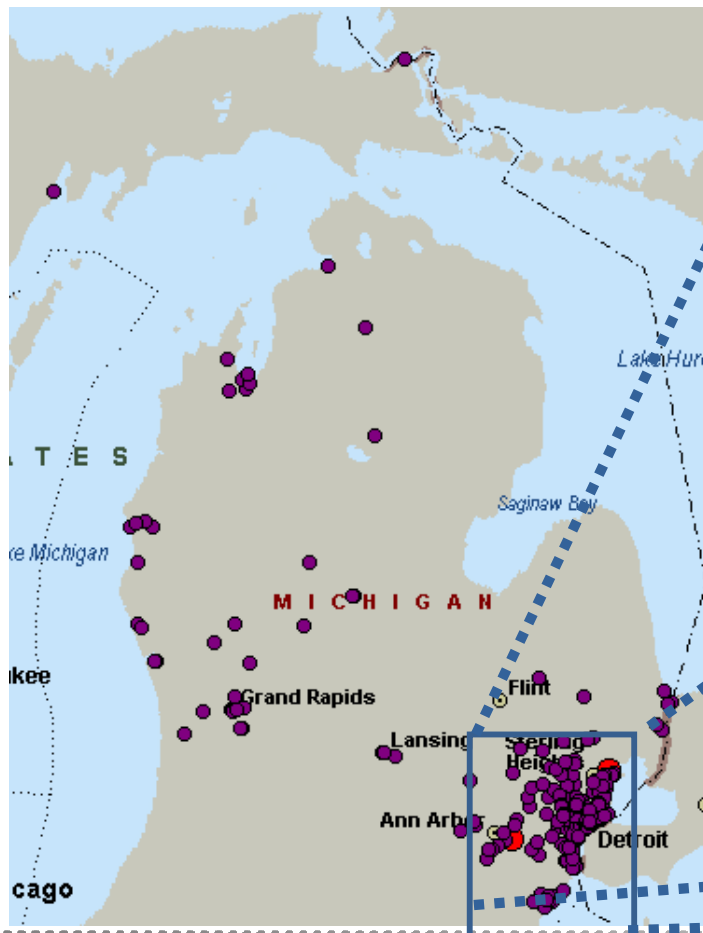
- Block club meetings
- Town hall meetings
- Senior Fairs
- Health Fairs
- Churches
- Fairs
- Hospitals
- Schools
- Union Halls
- Bus





2011 Community Outreach Events

More than 170 Community Outreach events in 2011.





Meals on Wheels

- 700 employees and their families, including great leader turnout
 - Packing and delivering meals over the Christmas holiday
 - 6,000 seniors served
 - Huge goodwill generated internally and externally





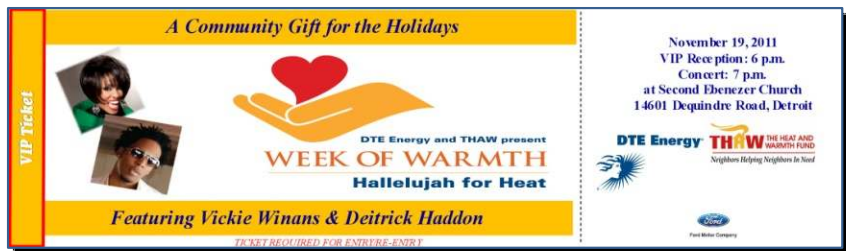
Special Community Projects



Examples of Customer Outreach “Special Projects” ...



1. Church Energy Efficiency Program
 2. Neighborhood Energy Efficiency Day
 3. Community Gospel Concert
 4. Awareness @ Sports Event
 5. THAW Fund Raisers
- Many More...





Executive Outreach Design

Executives paired with key community
elected officials close to their work or home.



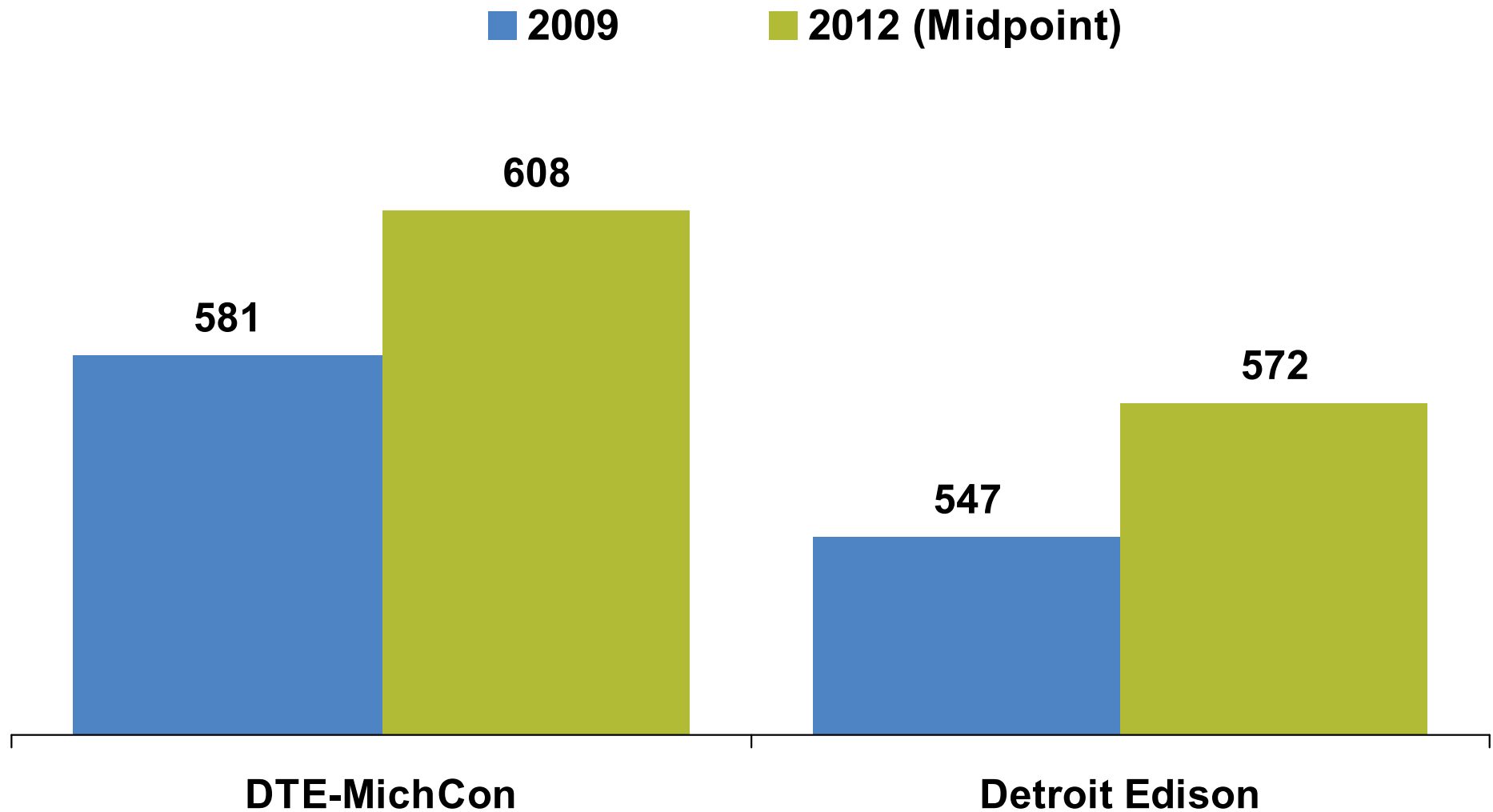


Directors Outreach Highlights

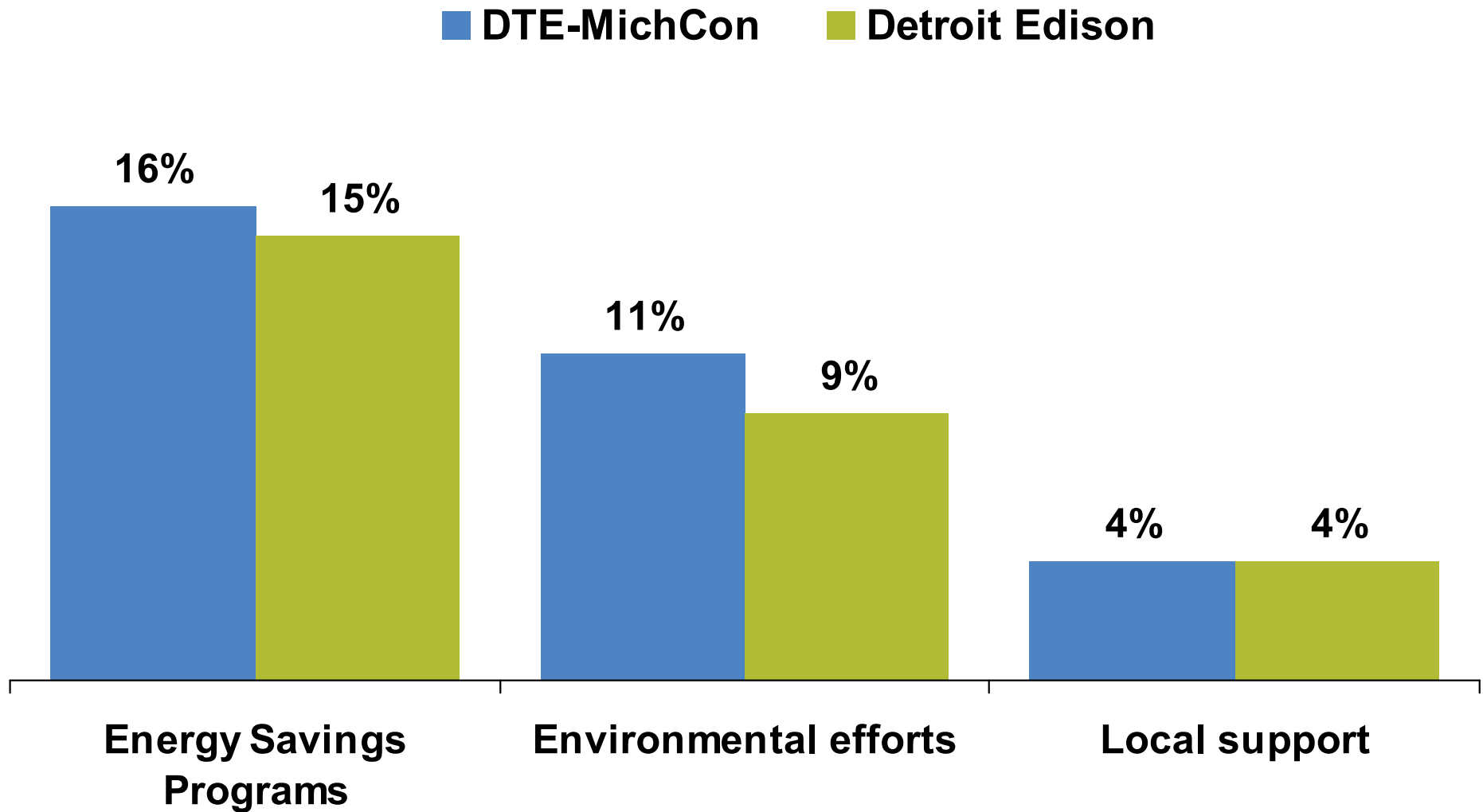
Directors paired with one **block club** and one **community organization**.



DTE Energy Residential Corporate Citizenship Is Trending Higher



Increase In Residential Corporate Citizenship Awareness – 2009 to 2012 Midpoint



Midwest Large Ranking

Local Support / Donations Awareness

