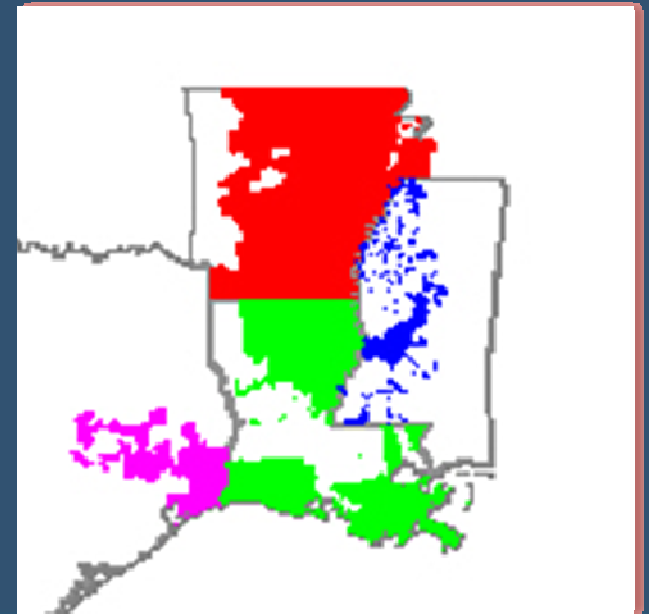


Entergy's Texting Program



Entergy

- Employs approximately 15,000 people.
- Owns and operates power plants with approximately 30,000 megawatts of electric generating capacity.
- Is the second-largest nuclear generator in the United States.
- Delivers electricity to 2.8 million utility customers in Arkansas, Louisiana, Mississippi and Texas.
- Supplies natural gas to approximately 191,000 customers in Baton Rouge and New Orleans.
- Operates a system composed of more than 15,500 miles of high-voltage transmission lines and 1,550 transmission substations.
- Is a Fortune 500 company with revenues of more than \$11 billion in 2011.



Background

Customer Experience

↳ “Keep Me Informed”

↳ Outage (Service Initiation, Service Calls, Permitting)

↳ Texting, Outage Maps, Automated Dialing

- Entergy began outage texting in 2010 (employee customers).
- Today, over 200K customers are registered for texting services.
- On average, 300 customers register for texting every day.



myAccount Texting Features

- Report an outage.
- Receive a message if the power is out.
- Get updates about an outage.
- Receive notice when power has been restored.
- Request a payment extension for your bill.
- Get account information such as your balance, due date and recent payments.
- Get the status of your recent work orders and permits.

myAccount Sign Up

Make it Easy!

Two ways to register:

- Online OR
- Via cell phone by sending a text (*REG*) to number 368374

All you need to sign up:

- Account Number
- ZIP code
- Cell Phone Number

My Entergy Account

[Add Accounts](#)[Account Detail](#)[View My Bill](#)[Pay My Bill](#)[Billing and Payment History](#)[Analyze My Bill](#)[Power to Care Donation](#)[Billing Options](#)[Bill Delivery Options](#)[Automatic Monthly Payments](#)[Payment Arrangements](#)[Start/Stop/Move Service](#) New[Update Account Information](#)[View Outage Map](#)[Cell Phone Texting](#)

myACCOUNT

Sign Up for Texting to Get Your Balance. Anywhere, Anytime! [Learn more >>](#)

SAVE TIME AND MONEY!
Go PaperFREE!

Account Detail for PEGGY SOILEAU

Name	PEGGY SOILEAU	
Account Number	<input type="text" value="QPC 07000"/>	
Service Address	<input type="text" value="BLVD, MARRERO LA 70072-5091"/>	
E-mail Address	psollee@entergy.com Change E-mail Address	
Balance Due	\$0.00	Pay Bill
Past Due	\$0.00	
	View/Cancel Payments	
Amount Billed	\$116.50	View Bill
Due Date	3/15/2012	View Inserts
Last Payment Amount	\$116.50	
Date Received	2/27/2012	View History

My Account Status

Active

Bill Delivery Options

Paper Only [Go PaperFREE!](#)

Automatic Monthly Payments

No [Enroll in Automatic Monthly Payments](#)

Billing Plan

None [Am I eligible for Level Billing?](#)
[Am I eligible for Pick-a-Date?](#)

Messages

No messages are present on this account.

Promotion

Make it Easy!

- Latest promotion was 4Q11 between Thanksgiving and Christmas
- Targeted email campaign to customers with an extended outage or bill extension request in the prior 6 months
- Used intelligent logon to simplify process
- Nearly 20K new accounts enrolled for texting



Simplified Landing Page



[About Us](#) | [Investor Relations](#) | [Environment](#) | [Our Community](#) | [Operations Information](#) | [Energy Education](#) | [Entergy Companies](#)

Thank you for choosing Entergy text alerts.

Phone Number

Nickname (optional)

Submit

To view all of the text commands available to you, go to [My Account Anywhere](#)



Print/Radio

Keep Me Informed

– Text Alert Tag



Even if my lights go out, text messages keep me connected.

James - Entergy Customer







James isn't the only one who gets nervous during storms. So we set up Entergy text alerts to keep everyone safe and informed. If there is an outage, we'll let you know why – and when your lights will be back on. You can even set up your alerts to keep you posted on the situation of loved ones in other areas. Keeping you informed. That's The Power of People. Entergy.

Sign up for text alerts at enterymississippi.com or text "REG" to 368374.



Entergy

THE POWER OF PEOPLE®



A message from Entergy Mississippi, Inc. ©2012 Entergy Services, Inc. All Rights Reserved.

Thank You



Ameren Outage Communications

Tara Oglesby
Manager, Customer Satisfaction & Business Optimization



FOCUSED ENERGY. *For life.*

Timeline

2005	<ul style="list-style-type: none">• Outage Maps & Charts
2007	<ul style="list-style-type: none">• My Electric Outage
2008	<ul style="list-style-type: none">• Online Outage Reporting
2009	<ul style="list-style-type: none">• Mobile Applications
2010	<ul style="list-style-type: none">• Enhanced Website

Online Outage Maps & Charts

- Outage Map
 - Ability to drill down from state to zip code level
- Information by County
 - Outage counts and trends at the county level
- Outage Restoration Trend
 - 1 week restoration trend at Zip Code, County or City level
- All maps and charts show number of customers served and number of outages


Return to Ameren.com
Close this window

Ameren Missouri

Return to Ameren.com
Close this window

Return to Ameren.com
Close this window






Return to Ameren.com
Close this window

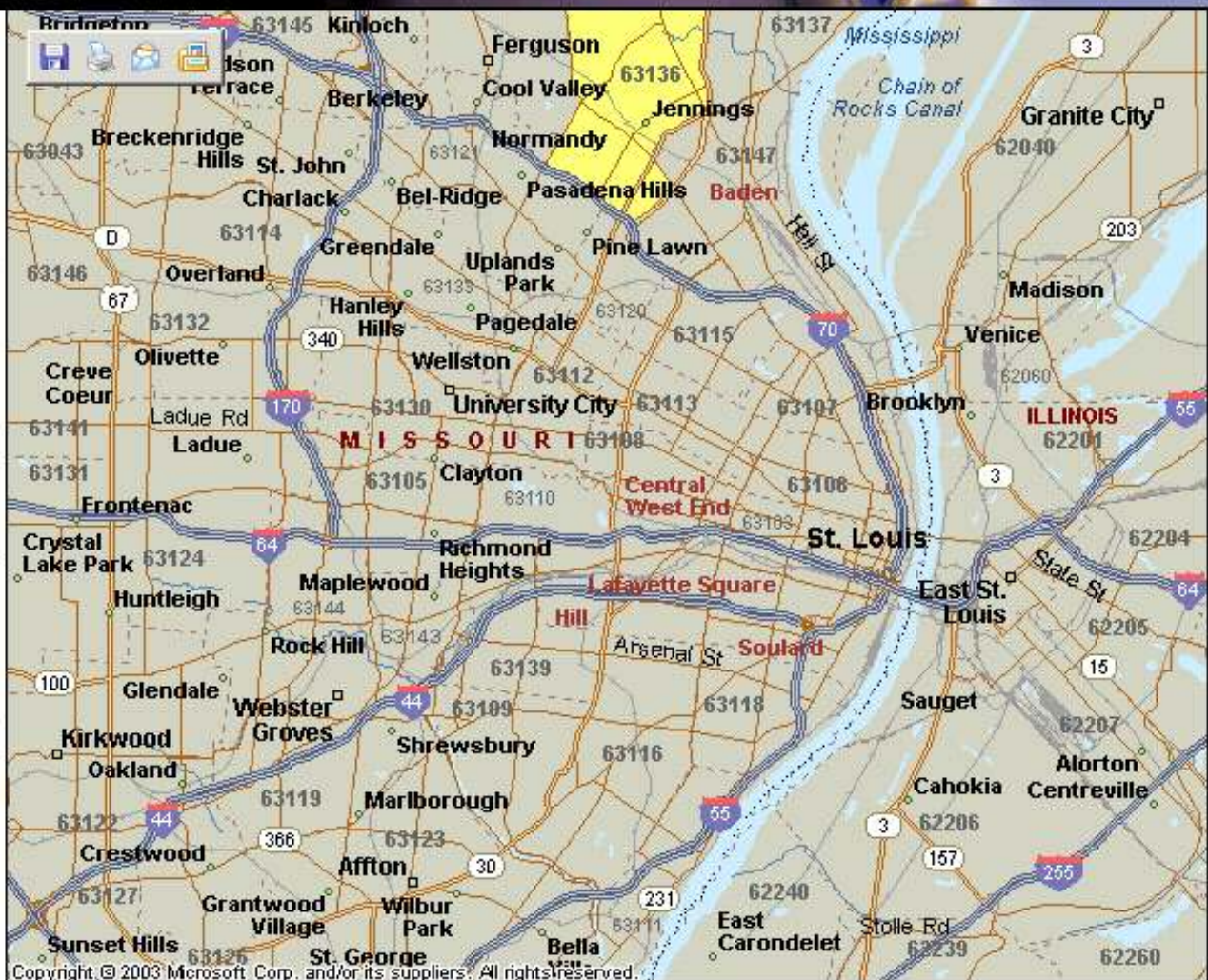
Return to State Map.
Shaded areas represent ZIP Codes with outages.
Click an area of the map for more detail.
Click  to view Alert.

Updated: Apr 26 09:00 AM
Total Outages: 216

ZIP	# of Customers	
	Out	Served
63010	3	15484
63031	9	20874
63043	2	11694
63102	42	2236
63104	1	11506
63105	2	8338
63106	26	5492
63113	1	6611
63115	44	10332

of Customers Out:

-  50-500
-  501-1,000
-  1,001-5,000
-  5,001-10,000
-  Over 10,000



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Mobile Applications



[Outage Information](#)
[Customer Service](#)
[Safety Tips](#)

© 2012 Ameren



Missouri Outages


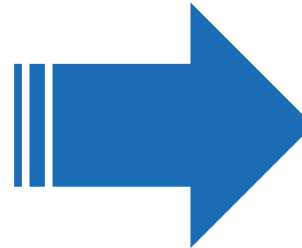
[Outage Summary by County](#)
[Outage Summary by ZIP Code](#)
[My Electric Outage](#)
[Safety Tips](#)

Power Out? Call Us

Ameren Missouri
314.342.1000 (St. Louis area)
800.552.7583 (toll-free, outside St. Louis)

[Return to Outage Information](#)
[Return to Main Page](#)

© 2012 Ameren



- [View Your Account](#) >
- [Pay Your Bill](#) >
- [Report an Outage](#) >
- [Twitter Updates](#) >
- [Contact Us](#) >

[VIEW FULL SITE](#) [LOG IN](#)

FOCUSED ENERGY. *For life.*

Online Reporting & Website Enhancements

- Online Reporting
 - In a previous outage; 140,000 orders - 400 reported online/mobile
- Website Enhancements
 - Outage restoration updates
 - Videos and photos of storm damage and restoration efforts
 - Page changes during major outage events

The screenshot shows the Ameren Missouri website's Outage Center. At the top, the Ameren Missouri logo is on the left, and navigation links for Customer Service Center, My Home, My Business, Community, Environment, and Act On Energy are on the right. The main content area features a large banner with a photo of a utility worker and the text: "We're ready to respond. Report your outage online. If you see a down line or smell a natural gas odor, call us at 800.552.7583." Below this is the "Outage Center" section with a list of links: Report your outage with our online resources, Report My Outage or www.ameren.mobi on your smartphone; If you see a down power line or suspect a natural gas odor, please contact us immediately at 800.552.7583; and Learn how you can get prepared for storms and emergencies. There are four featured tiles: "Report My Outage" (use phone number to report and view status), "Outage Map" (view map by ZIP code or county), "Get Prepared" (make sure you are prepared for power outages), and "Go Mobile" (use Ameren.mobi to access outage info on a smartphone). A "Power Videos" tile encourages users to watch a video about power restoration. On the left sidebar, there is a "Did You Know?" section featuring Kelly, an Information Technology employee, with the text: "We're focused on new and better ways to create energy." Social media share icons for Facebook and Twitter are in the bottom right corner.

FOCUSED ENERGY. *For life.*

What's Next...

Ameren MISSOURI FOCUSED ENERGY. For Life.

Customer Service Center • My Home • My Business • Community • Environment • Act On Energy

Outage Center
 Power Out? Contact Us
 Current Status
 Outage Map
 Outages by County
 Restoration Trends
 Report My Outage
 Check My Outage Status

Get Prepared
 Prepare Your Home
 Prepare Your Business
 Assemble a Storm Kit Now
 How Ameren Prepares
 Access Ameren.mobi
 Update Your Phone Number

How We Respond
 Storm Trailers
 Quantum Weather

Storm Links
 Links to Other Resources

Did You Know?
 We're focused on new and better ways to create energy.
 Kelly Information Technology

We're ready to respond.
 Report your outage **online**.
 If you see a down line or smell a natural gas odor, call us at 800.552.7583.

Outage Center

- Report your outage with our online resources, [Report My Outage](#) or [www.ameren.mobi](#) on your smartphone. ([view video](#)).
- If you see a down power line or suspect a natural gas odor, please contact us immediately at 800.552.7583.
- Learn how you can [get prepared](#) for storms and emergencies.

Report My Outage
 Use your phone number to [report your outage](#) and view outage status.

Outage Map
 View the [outage map](#) or [find outages by ZIP Code or county](#).

Get Prepared
 Make sure you're [prepared](#) for power outages.

Go Mobile
 Use [Ameren.mobi](#) to access outage information on your smartphone.

Power Videos
 Ever ask, "Why does my power go out?" [View our video to find the answer](#), plus more about power restoration.

ZIP	Out	Served
63011	5	16288
63016	1	3530
63017	79	19216
63021	7	23514
63028	1	11677
63048	4	1511
63049	3	7531
63055	2	1212
63077	1	5631

of Customers Out:
 50-500
 501-1,000
 1,001-5,000
 5,001-10,000
 Over 10,000

Ameren Missouri Close this window

Return to State Map:
 Shaded areas represent ZIP Codes with outages.
 Click an area of the map to zoom.

Updated: Mar 07 01:00 PM
 Total Outages: 347

ZIP	Out	Served
63011	5	16288
63016	1	3530
63017	79	19216
63021	7	23514
63028	1	11677
63048	4	1511
63049	3	7531
63055	2	1212
63077	1	5631

of Customers Out:
 50-500
 501-1,000
 1,001-5,000
 5,001-10,000
 Over 10,000

Ameren.mobi

- View Your Account >
- Pay Your Bill >
- Report an Outage >
- Twitter Updates >
- Contact Us >

VIEW FULL SITE | LOG IN

FOCUSED ENERGY. For Life.

Thank You!

Tara Oglesby

Manager, Ameren Missouri

Customer Satisfaction & Business Optimization

314-554-2109

Best Practices in Outage Communication 2011 Storm Lessons

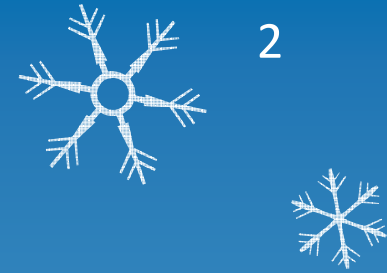
J.D. Power and Associates
Service Excellence Summit

March 14, 2012
Orlando, FL

PPL Electric Utilities
Don Frazier



2011 Storms - PPL Electric Utilities



Background

- 1.4 million customers
- Central Eastern PA – think TREES & Mountains!

1. Memorial Day Weekend - T&L/Wind Storms (May 26-31)

182,478 customers out of service (Level 3)

2. Hurricane Irene (Aug 27-Sept 3)

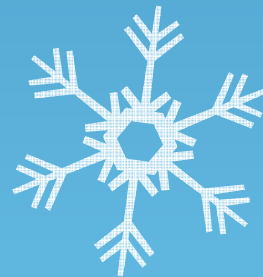
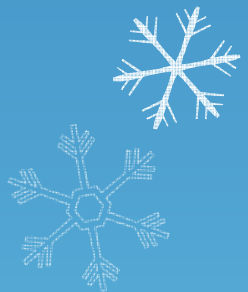
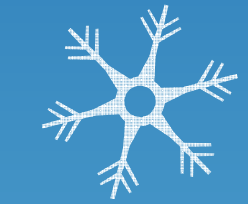
428,503 customers out of service (Level 4)

3. Tropical Storm Lee – Floods (Sept 7-14)

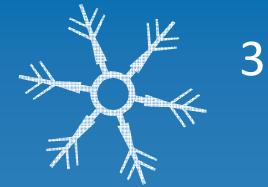
52,638 customers out of service (Level 3)

4. Halloween Snow Storm (October 29 – Nov 5)

388,318 customers out of service (Level 4)



Memorial Day Storm



1

- Heavy winds (58 mph), T&L, 3 tornadoes (90-110 mph)
- Holiday Weekend, staffing, crew callout issues, all 6 regions impacted

2

- Regional ERTs provided
- Device specific
- Embedded outages – multi-day storm apparent

3

- ERT's changing multiple times
- Some customers on Communication Alerts Pilot
- Market Research - Post Storm feedback poor



“The communication was poor. Each time when we called [the IVR] would respond with a time they were predicting the power to be restored, and each time we called it was always six to eight hours later. So, we could not anticipate or have preparation.”

“It took a long time. I lost all my food and can't replace it. They pushed the time back to restore the power nine times.”

“My wife called about three or four times and they kept giving her different time that the power would be restored.”

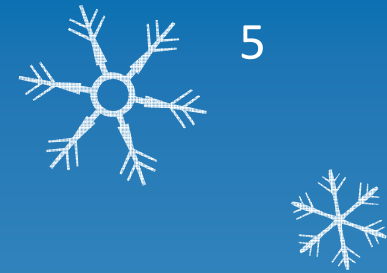
“Every time we called we got a new time and they missed the deadline every time. When we did get the power on, it was nowhere near the time they had estimated.”

“....The rate for PPL's electricity has gone up, so why isn't the service better?”

“We had no idea when the power was coming on. They kept saying in just a couple of hours and it never did.”

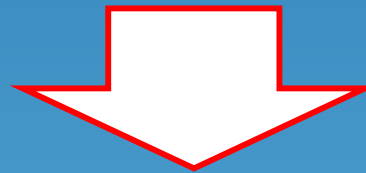
Key Report Finding: When taken in total, and knowing from past ERT accuracy research, PPL would be best served by providing longer estimates for restoration, accounting for unknown delays along the way.

Change the Procedure

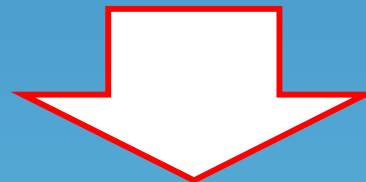


ERT accuracy is driven from two key pieces of data:

- 1) Extent of damage to the electrical system
- 2) Resources required to make the repairs



Needed to move to allowing Outage Management System capability to Suppress ERT information until (1) and (2) above were really known.



Now large Storms (Level 3 and 4) ERTs are suppressed – for the first 24 hours of a storm - NO customer ERT provided, but customer told that PPL is assessing extent of damage and resources required to make repairs.

- Early in Storms, resources are not known...especially a holiday weekend!
- More attention spent on making accurate assessments now.



ERT Language Changed

6

1. Initial response when outage reported now:

“Due to a major event affecting the PPL service area, an estimated restoration time is not yet available.”

2. Then as more information becomes available, after 24 hours, an area ERT is provided:

*“Thank you for reporting your outage. We estimate that **most** of the customers in your area will be back on by 11:00 pm on September 1. This repair estimate is based on the latest information available and could change if repairs are more difficult than expected.”*

3. Finally, when crews have been dispatched, a normal job specific ERT is issued:

“Thank you for reporting your outage. The reason for your outage is XXXXXXXX. We estimate power to most customers in your area will be back on by 3:30 pm on September 1. This estimate is based on the best information available.”

Lessons Learned

1. Customers want information....BUT they want accurate information.
2. Be honest and tell them what we do know....otherwise the impact is worse!

Communication in the 3 major storms that followed was more accurate and customers were more satisfied.

New PPL EU outage communication initiatives

- MyPPL Alert – Text, email or phone call to selected device(s) (2011-12)
- Facebook and Twitter updates (2011)
- PPL EU mobile Outage site (2012)

More lessons
learned....

Don't lose a
basketball bet!

**GO GREEN!
GO STATE!**



Jeff Conklin, '81 Duke University

Idaho Power Company Best Practices in Outage Communication



**Becky Andersohn
J. D. Power and Associates
2012 Service Excellence Summit
March 14, 2012**

Outage Communication Improvements



- Outage Management System project to correct customer to transformer ties
- Consolidated dispatch operations
- Established seven 24/7 Outage Specialist positions
- Implemented MOBILE dispatching systems
- AMI meters installed for 99% of customers
- Major outage events –
- Storm assessment –
- Routine post-storm evaluation
- Increased corporate emphasis on reliability
- Planned Outage Communication Process -

Customer Feedback



- Customer satisfaction research –
- Corporate reliability targets
- Simplified after-hours IVR –
- Detailed outage messages should contain 7 pieces of information:
 - Emphasis on expressing empathy in messages
 - Messages update every 2 hours or as new information becomes available
- Additional Outage Communication for large or sustained outages –
- Voice of the Customer team –

Future Plans



- Identify ways to improve restoration time estimates
- New outage management system implementation in 2013
- Utilize new service center phone system to implement customer call-backs
- Identify and implement other outage communication opportunities (i.e. social media, web, etc.)



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