May 18 - 22, 2020
Fort Worth Convention Center | Fort Worth, TX

“Steer Your Way to Fort Worth”
Could Simpler Be Better?

Correctly attributing these famous words to either engineer/mathematician W. Edwards Deming or management consultant guru Peter Drucker is not my point. Regardless of who said it, “What you can’t measure can’t be managed,” remains a rock-solid business pillar, one that has shaped customer-facing and back office operations in the utility sector and other industries for decades. Do you think it is true?

Scores of presenters are now readying PowerPoint slides for Conference 44 workshops, Key Account Forum, Executive Summit, ENGAGE311, Synergy Groups and College for the upcoming CS Week 2020. They will undoubtedly mention Key Performance Indicator improvements, show how big data drives enterprise-wide initiatives and share efficiencies and cost savings realized from measuring CX. These are positive, responsible and competitive actions. But could there be a downside to all this measuring?

Roger Dooley, author of Friction: The Untapped Force that Can Be Your Most Powerful Advantage, raises a potential pitfall of measuring CX he calls the Heisenberg CX Effect. Just as Heisenberg found in physics, the mere act of trying to measure customer experience changes that experience, almost always for the worse. Learning the Heisenberg CX Principle, has your answer to my first question changed?

One fundamental concept in Dooley’s book is this: any added friction, including unnecessary effort, changes customer behavior. “Sadly, most attempts to evaluate CX add friction,” Dooley says, “That extra effort diminishes customer experience.” He uses the example of visiting company websites only to be met within a click or two by a pop-up asking a question. A second example of measurement friction, Dooley identifies email surveys seeking feedback on everything but the kitchen sink. When seeing the progress bar inch ahead ever so slowly, Dooley, and perhaps many customers, lose the motivation “to soldier on with meaningless ratings on features that were as expected.” Answering a flight of questions without finding one that targets what he wants to share creates irritation for Dooley. How about your customers?

Dooley also talks about being forced to listen to phone recordings asking him to take a survey after the call. No wonder many customers are aggravated once they connect with a representative!

Dooley identifies three ways to avoid the Heisenberg CX Effect. Has your utility adopted any of these?

1. Make measurement gathering almost effortless for customers to tell you about their experience. He uses the example of emoji expressions to capture emotional state.
2. Collect data passively, like time in queue, transaction time, number of searches; none requires user time.
3. Allow customers free form comment. Powerful and insightful stuff can be derived from blank space.

CS Week has built a respected reputation of providing utility customer service learning and networking opportunities for over four decades. Showcasing solutions, breaking down the complex into manageable steps and sharing how utilities have implemented alternatives to people, process and technology challenges aligned with their own cultures and situations are our hallmarks. Join me on May 18 - 22 in Fort Worth to see how simpler looks and sounds.

2020 Program Sponsored by:
Monday, May 18
FWCC
7:45 am - 3:45 pm
See page 10 for venue details.

Monday, May 18
Vendor Focused
FWCC
8 am - 3:30 pm/4 pm

Business Process
(and Oracle Utilities) continued

Tuesday, May 19
FWCC
7 am/8 am – 3 pm

Business Process
(and Oracle Utilities)

Monday and Tuesday
May 18 and 19
Omni Hotel | Second Level
Fort Worth Ballrooms E

Members-Only
Roundtable Meeting
9:30 am – 3:30 pm

Cocktails & Dinner
at Whiskey Ranch:
6 pm – 9 pm

Tuesday, 7 am – 3 pm
Breakfast:
7:30 am – 8:30 am
Lunch:
11:30 am – 12:30 pm
Breaks:
10:20 am – 10:45 am
2:30 pm – 3:15 pm
Industry Breakout Sessions:
3 pm – 5 pm
Executive Summit to
Exhibit Hall:
5 pm – 6 pm
See pages 12-13 for venue details.

Wednesday, May 20
Omni Hotel | Second Level
Fort Worth Ballrooms E

Members-Only
Roundtable Meeting
9:30 am – 3:30 pm

Cocktails & Dinner
at Reata Restaurant:
6:30 pm – 9:30 pm

See pages 14-15 for venue details.
CS Week Online Registration Is Open

**REGISTRATION FEES:**

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<tr>
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<th>EARLY NOW - 3/31/20</th>
<th>REGULAR 4/1/20 - 5/16/20</th>
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<td><strong>UTILITY ATTENDEE</strong></td>
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**Conference 44, College and Synergy Groups | Tiered Pricing***

Full Conference attendee registration fee includes admission to breakfasts and keynote speakers’ presentations, Exhibit Hall luncheons, CS Week Conference workshops and all social and networking functions including, but not limited to: Exhibit Hall receptions and the perennial favorite – Thursday Night’s CS Week Special Event.

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**SYNERGY GROUP REGISTRATION FEES:**

Complimentary VENDOR SOLUTION SYNERGY GROUPS
$495 BUSINESS PROCESS SYNERGY GROUPS
Admittance to Vendor Synergy Groups is subject to vendor approval.
Business Process Synergy Groups are intended for Utility and Governmental attendees only (with the exception of Analytics).

**COLLEGE REGISTRATION FEES:**

$495 COLLEGE WITH CONFERENCE REGISTRATION
$595 COLLEGE
College is intended for Utility and Governmental attendees only.

**WOMEN IN UTILITIES SUNRISE EVENT:**

$20 Wednesday, May 20, 2020 | 6:45 am - 8 am

Breakfast with cordials and drawings will be included in the registration fee. The Women in Utilities Sunrise Event is open to all attendees in the industry with a participating company. Badge required.

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*To qualify for this Tiered Pricing discount, utilities must register all attendees on the same date. Learn more by emailing Julie Shankles, Registration Manager at jshankles@csweek.org or calling her at 903-893-3214 or 903-821-8631, Monday – Friday, 8 am – 5 pm CST.
When traveling away from the comfort and convenience of home, there’s nothing more reassuring than landing great accommodations. CS Week has reserved room blocks in four hotels, each located on the free Molly the Trolley route. They are all recognized for their amenities, attention to customer service, dining options and proximity to both the Fort Worth Convention Center and many of the sights and sounds that make Fort Worth a destination city. These hotel blocks are filling up fast. Make your reservations soon to ensure your soft landing - pillows included.

PLEASE DO NOT GIVE YOUR CREDIT CARD INFORMATION TO ANYONE CALLING TO OFFER YOU LOWER HOTEL RATES IN FORT WORTH - THIS IS A SCAM!

Looking for a Soft Landing? Search No Further Than csweek.org

SHERATON FORT WORTH HOTEL
1701 Commerce St.
For reservations CLICK HERE or Call (817) 335-7000

COURTYARD BY MARRIOTT FORT WORTH DOWNTOWN/BLACKSTONE
601 Main St.
For reservations CLICK HERE or Call (817) 885-8700

WORTHINGTON RENAISSANCE FORT WORTH HOTEL
200 Main St.
For reservations CLICK HERE or Call (817) 870-1000

OMNI FORT WORTH HOTEL
1300 Houston St.
For reservations CLICK HERE or Call (817) 535-6664

Limited Availability

For more information about commuting to and from the airports and local travel options around town, click Transportation or visit the Transportation tab on www.csweek.org
Sunday, May 17
Registration
9 am – 5 pm

Monday, May 18
Registration
7 am – 5 pm

Tuesday, May 19
Registration
7 am – 6 pm
Exhibit Hall Hours
1 pm – 6 pm
Attendee Orientation
3:15 pm – 3:45 pm
Exhibit Hall Welcome Reception
4 pm – 6 pm
Private Events
After 6 pm

Wednesday, May 20
Women in Utilities Sunrise Event
Omni Hotel | Texas Ballroom
Pre-Function Room
6:45 am – 8 am
Registration
6:45 am – 6 pm

Continental Breakfast with Utility
Team Meeting Tables
7:15 am – 8 am
General Session Welcome
8 am – 8:15 am
Local Welcome: Mayor Betsy Price
8:15 am – 8:25 am
Keynote Speaker: Dr. Julie Albright
8:25 am – 9:15 am
Exhibit Hall Invitation-Only Consultations/Demos
9:15 am – 11:15 am
Session 1 Workshops/Sponsor Solutions
9:30 am – 10:30 am
Workshops Break
10:30 am – 10:45 am
Session 2 Workshops/Sponsor Solutions
10:45 am – 11:45 am
Exhibit Hall Hours
11:15 am – 6 pm
Exhibit Hall Luncheon with Birds of a Feather Tables
12 pm – 1 pm
Innovation Talks
1 pm – 1:45 pm
Session 3 Workshops/Sponsor Solutions
2 pm – 3 pm

Workshops Break
3 pm - 3:15 pm
Session 4 Workshops/Sponsor Solutions
3:15 pm – 4:30 pm
Networking/Canadian/LeadNext Receptions
4:30 pm – 6 pm
Private Events
After 6 pm

Thursday, May 21
Continental Breakfast with Utility
Team Meeting Tables
7:15 am – 8 am
General Session & Keynote Speakers:
Debbie Dennis and Joel Austin
8 am – 8:35 am
Expanding Excellence Awards
8:35 am – 9:05 am
Session 5 Workshops/Awards/Sponsor Solutions
9:15 am – 10:15 am
Exhibit Hall Invitation-Only Consultations/Demos
9:15 am – 11:15 am
Session 6 Workshops/Awards/Sponsor Solutions
10:30 am – 11:30 am
Special Event: Emerald City Extravaganza
7 pm – 10 pm

Friday, May 22
Continental Breakfast
7:15 am – 8 am
Session 9 Workshops
8:15 am – 9:15 am
Closing Session & Individual Expanding Excellence Awards
9:30 am – 9:45 am
Leadership Panel: Allyn Giles, Jeff Martinez and Kara Shuror
9:45 am – 10:45 am
Special Announcement & Vehicle Giveaway
10:45 am

Preliminary Schedule – Subject to Change
City of Cowboys and Culture: Fort Worth Offers A Lot!

Did you know Dallas-Fort Worth took an enviable sixth place in the 2018 Best Job Hubs surveyed by the Computing Technology Industry Association? There’s a lot more to do, though, on the west side of the Metroplex than go to work. As you plan your CS Week 44, be sure to make time before or after to enjoy some of the historic, cultural, sports and entertainment options Fort Worth offers. Here are some must-dos and several one-of-a-kind destinations:

1. From big cats to exotic horned beasts, the Fort Worth Zoo, ranked #4 in the nation, combines learning, awe and adventure.
2. Enjoy a cold one at The Usual, rated one of the best “watering holes.”
3. Get your Tex-Mex fix or make a run for authentic Texas BBQ.
4. The world’s first indoor and only year-round rodeo saddles up every Friday and Saturday nights.
5. Appreciate Wild West heritage at the Amon Carter Museum of American Art or paintings and sculpture by the masters at Kimbell Art Museum.
7. Bring along your mutilated dollars and coins and redeem them during a free tour of the Bureau of Engraving and Printing.
8. Find others’ trash and your next treasure at Cross Eyed Moose Antiques.
9. Visit Log Cabin Village, a living history museum owned and operated by the City of Fort Worth and devoted to the preservation of Texas heritage.
10. No trip to Cowtown is complete without a visit to the daily cattle drive.

Oncor Delivers as Host Utility

With its corporate byline, “The Energy Behind Innovation,” Oncor is the largest energy delivery company in the state of Texas. It’s not just their delivery of electricity powering millions of homes, businesses and industries though. The slogan also reflects strategies and supportive technologies that are producing tangible CX benefits.

To enhance customer experience, Oncor recently launched two new mobile applications for customers and employees. MyOncor, the company’s first ever customer-facing app, allows customers to upload their current home or business address to check service status, easily report outages and receive real-time updates from Oncor. Customers can also use MyOncor to manage new service requests and guide them through building a large development or adding to their existing home or business. The app will also keep customers informed of important weather, safety and energy efficiency tips. MyOncor can be downloaded in the App Store and Google Play today.

PowerHub is an employee-facing mobile application designed to equip Oncor personnel to respond and offer assistance to Oncor customers in a variety of areas, whenever and wherever they are. Employees across all departments can use the PowerHub app to answer customer inquiries, submit service requests, report outages and more. Plan to visit their Exhibit Hall Booth #1021 to learn more about these successful employee/customer initiatives.
Energize Mornings with General Sessions

Wednesday Keynote - “Growing Up as a Digital Native”

A thought leader positioned at the growing intersection of society, behavior and technology, Dr. Julie Albright, Digital Sociologist and author of the book, *Left to Their Own Devices: How Digital Natives Are Reshaping the American Dream*, tees up Wednesday’s General Session keynote. Albright examines how “young people brought up with the Internet, smartphones, and social media are quickly rendering old habits, values, behavior, and norms a distance memory – creating the greatest generation gap in history.” She explores how technology has changed digital natives’ relationships with people, places, jobs and other stabilizing structures. Her message has repercussions for the utility customer service industry. See how her insights could inform your organization and its efforts to provide an effective future CX.

Thursday Keynotes - “It’s All Connected: The Modern Culture of Customer Engagement”

Culture change takes a multi-pronged effort. Listen as Debbie Dennis, SVP, HR & Corp Affairs & CCO and Joel Austin, SVP & Chief Digital Officer, sit for a ‘fireside chat’ to share how Oncor has broadened this value driver: Customer engagement involves all stakeholders and every employee. By aligning HR with customer service functions and deploying tools, technology, data and AI, this utility is updating skillsets and mindsets. More staff are engaging with customers and becoming utility advocates.

Friday Executive Panel - “If I’d Only Known Then What I Know Now: Myths vs. Facts”

What do these three axioms have in common?
1. People are a utility’s most important asset.
2. We need new ideas to progress.
3. The more you pay employees, the more committed they will be to customer service.

These are all customer service myths ripe for debunking. Pull up a chair at Friday’s Executive Panel and listen to three industry leaders unpack and explain how their perspectives, honed from years of experience and 20/20 hindsight, have matured and become more nuanced. Separating myth from fact can be complex.
Ask any veteran attendee how to get the most out of CS Week and the answer will likely be, “Start with Attendee Orientation.” Set for Tuesday afternoon, Attendee Orientation is presented by CS Week’s staff and Planning Committee members who go through site layout, logistics and the Conference schedule. They offer tips and tricks for using the Conference mobile app and put faces and voices to names you’ve read about. They explain the importance of badges and highlight both General Session and Exhibit Hall happenings. It’s a high energy half hour and the first prize-winning opportunity.

Emerald City Extravaganza

Speaking of high energy and powering up, Emerald City Band promises to tick both boxes. This 13-piece, 3-horn section super group invigorates audiences and transforms what could be stodgy corporate events into electrifying performances. Emerald City Band calls the Dallas-Fort Worth metroplex home. They typically play over 300 gigs every year.

So, join old friends and new colleagues at Thursday Night’s Special Event for great food, cold adult beverages and one-of-a-kind entertainment in the Convention Center Arena. Badges are required to ensure security. For those who prefer a quieter place for conversation but still want to be close to the action, tables will be set up in the adjacent Exhibit Hall space.

This year’s Women in Utilities theme, “Power Up! Empowering women to,” offers three motivational and educational components:

1. A three-part webinar series that kicked off in January and concludes in April. Watch for upcoming broadcast announcements and visit our On-Demand webinar library to see previous years’ webinars.
2. The Sunrise Event features a local welcome from Oncor’s VP & CIO Malia Hodges and a keynote from Nashville Electric Service’s VP, Customer Service Sylvia Smith, who will share experiential insights that have propelled her to the executive suite and sustained her along the journey. This Wednesday morning SRO event at the Omni Hotel begins early, but the breakfast buffet and cordials make it a great place to meet-and-greet. Plus, here’s another chance to win prizes, thanks to our sponsors.
Monday, May 18 | 7:45 am - 3:45 pm
FWCC / Second Floor / 201 A - B, 202 A - B

Review these course objectives and see which best fits your preparation needs:

**Continuous CX Improvement: Delivering Measurable Value to Frontline Organizations**
Simon Watson, Exec Dir, Power & Utilities Practice, EY
Joanne Campbell, Sr Mgr, National Advisory Service Group, EY
- Learn why and how utilities are merging operations and customer-centric capabilities to develop operating models for customer service that bring CX strategy and realities of day-to-day operations into one view;
- Understand how to use data and organizational teams to identify and prioritize CX improvements that will have a measurable impact on customers, employees, and the bottom line;
- Review automation and AI technology solutions that are making CX improvements doable in months and weeks, not years. Focus will include:
  - Intelligent Automation
  - Digital Learning and Knowledge Management platforms
  - Customer Data Analytic tools
- Learn how utilities are using leading goal setting techniques to prioritize and drive effective change. Define what it takes to build this capability including executive support, cross-functional team engagement, frontline leader, and employee change management and key measures of progress and success.

**Expanding the Role of Change Management in Your Implementation Strategy**
Penny Tootle, Consultant, Utiligent, LLC
- Learn Where Human Capital and Organizational Behavior Converge
  - Any new initiative has the potential to significantly impact the workforce. As project leaders and key stakeholders, our goal is to recognize the project's pain points and proactively prevent disruptive behaviors that could derail or unduly delay project initiatives.
- Learn Fundamental Theories and Practices of Organizational Change
  - Change is a process. Learn foundational principles that can help your organization recognize, adapt to, and embrace change.

**Putting Some Saas In Your Solution**
Lyndal Haddox, VP, Innovative Solutions, AAC Utility Partners
Christina Schueneman, Dir, Technology Assessment & Selection, AAC Utility Partners
- Understand the components of “Cloud” and bridge the communication gap as it pertains to the utilities including active vendor participants who offer different options like SaaS vs. PaaS;
- Recognize the benefits/challenges of a SaaS “like” solution and its variations;
- Prepare for the SaaS transformation by understanding agile implementation of cloud deployment and appreciating the new roles required, including testing, that will shift the IT department’s focus to support the new system;
- Learn how SaaS impacts contractual requirements and how key components like SOW, SLAs, and the SaaS agreement need to be well-covered;
- Appreciate how SaaS changes the organization at all levels; and
- See what ongoing operations utilizing SaaS look like, particularly the PMO, Training, and Center of Excellence.
Two types of Synergy Groups offer day-long opportunities for sharing and unpacking system and operational challenges. Monday’s lineup features two vendor solutions; the third, Oracle Utilities, meets Tuesday. These confabs give attendees valuable time with utility peers, all using the same platform or solution but likely in different ways. Vendor Solution Groups provide facetime for vendors to update clients on enhancements, timetables and roadmaps.

Tuesday’s Synergies follow the CX Lifecycle tracks with the addition of several specialty Groups. This year for the first time, attendees will be allowed to switch Groups throughout the day to hear key presentations and participate in specific discussions. That’s why all Business Process Groups share the same schedule. Map out your Tuesday with the agendas posted at www.csweek.org/web/Synergy.

For more information, contact Shawnna Ansley at 903-893-3214 or sansley@csweek.org.

And in its debut year...

Open to all utility professionals, the new EVCx Forum is designed for those interested in learning from those who have already created or who are developing customer/field service infrastructure necessary to support EV users. CS Week recognizes that utilities walk their customer service/experience journeys at different rates. Some are far down the road, while others are just starting their operations’ engines. Leading utilities can offer best practices and sound advice based on experiences and lessons learned. Come along for the first EVCx Forum ride, get involved in its governance and learn from others who have already ‘been-there-done-that.’
A past Women in Utilities speaker, Dr. Julie Albright is no stranger to CS Week's microphones. This year, she returns as Wednesday’s General Session keynote. Before then, Executive Summit is delighted to welcome her as its first presenter on Monday morning. Recently named by Bloomberg among the top business books of 2019, Albright’s *Left to Their Own Devices: How Digital Natives Are Reshaping the American Dream* will be the basis for her hour-long message.

A digital sociologist teaching classes on the psychology of interactive media and sustainable infrastructure at USC, Albright’s talk will address what it means to grow up in an always-on, always digitally-connected world. She will address topics and share research and trends on the family, teenage socialization, driving behaviors, cyberbullying, self-esteem and mental and physical health, along with increased cybersecurity risks associated with digital natives.

Executives responsible for creating and sustaining their utility’s customer service delivery organizations will appreciate hearing Albright’s insights on the many societal intersections that impact today’s omni-channel CX.

Dr. Julie Albright

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**2020’s Executive Summit from 10,000 Feet**

Currently a work-in-progress, the Executive Summit and Industry Breakout Session agendas are available online at [www.csweek.org/web/Summit](http://www.csweek.org/web/Summit). There, you can read about confirmed speakers, their abstracts and the planned schedule. Watch your USPS mailbox for the 2020 Invitation in early March.

- Registration and check-in opens Sunday afternoon and continues Monday and Tuesday mornings during breakfast.
- 6 presentations are set for Monday; 5 for Tuesday. Utility colleagues and industry partners collaborate to address today’s challenges while strategizing about trends from other customer-facing industries that may be on the horizon for tomorrow’s electric, gas and water utilities.
- 2020 LeadNext graduates will be recognized Monday after lunch.
- Morning and afternoon breaks last 30 minutes each, allowing time to reconnect with the office or find a quiet corner for a deeper conversation.
- Whiskey Ranch, the first craft bourbon and whiskey distillery in North Texas, is the site of Monday’s Reception and Dinner.
Now in its fourth year, LeadNext is a collaborative training program borne from ideas originally proposed by Executive Summit attendees. Its graduation ceremony set during Summit allows the executives who sponsor them a proud moment to say, “Congratulations!” and participants the opportunity to respond, “Thank you!”

LeadNext, a 12-month training Program, begins and ends with CS Week Conferences and includes offsite meetings, webinars and regular phone calls. Its agenda offers deep dives into the CX lifecycle along with strategy development and industry best practices. Retired utility executives coach a select group of candidates, focusing on the ‘big picture’ and positioning them to successfully handle greater responsibility, thanks in part to specialized curriculum delivered through LeadNext. Venue Exec Vic Hatridge will present an overview of the 2019-2020 class highlights, including the outstanding site visits that build such positive impressions of leading companies along with future opportunities the utility industry holds.
Monday and Tuesday
May 18 and 19
Omni Hotel | Second Floor
Fort Worth Ballrooms 1 - 4

Key Account Forum focuses on 10 skillsets:
1. Account management techniques;
2. Best practices in marketing and sales;
3. CSAT improvements;
4. Channel management for large accounts;
5. CRM and CIS systems;
6. Cultivating a sales environment;
7. Data sharing;
8. Development of great key account managers;
9. Marketplace solutions that support key/specialized account management programs;
10. Segmentation, selection practices and using 3rd party data to enhance demographics.

Monday, May 18 | 7 am – 4 pm
Registration and Breakfast

Welcome Message
Greg Dunlap, Venue Exec and Vakesia Graves, 2020 Chair

Top of Mind Issues
Vakesia Graves, Dir, Business Strategy & National Accts, Duke Energy

Each attendee is asked to introduce themselves (name, title, company) and mention new issues not collected during registration. These issues will resurface in breakout sessions.

Leveraging Your CRM to Improve the Customer Experience
Gigi Carroll, Mgr, Business Client Relationships, JEA
Yimi Kierman, Sr Dir, Customer Experience & Major Accts, American Water

This session provides an overview of how one key account management organization is leveraging its CRM, which will be demoed, to improve the customer relationship.

Refreshment Break

A Day in the Life of a New Key Account Manager
Dan Copeland, Customer Solutions Field Rep, JEA
Amber Bogan, Mgr, Major Accts, Missouri American Water
Derrick Williams II, Key Acct Exec, OUC

These panelists will explore what it means to adapt to the new role of key account manager at their respective utilities.

Working Lunch | Breakout Session

Break

Establishing a Customer Outreach Program
Monika Campbell, Lg Customer Accts, BGE, an Exelon Company

Listen to an overview of actions necessary to improve partnering with utility field operations that addresses customer needs while enhancing operational engagement.

Wrap Up
Greg Dunlap and Vakesia Graves

Reception and Dinner – Reata Restaurant
Tuesday, May 19 | 7 am – 3:30 pm

**Registration and Breakfast**

**How Technology Solutions Are Making Customer and Managing-Body Political Relationships Easier**
*Greg Earl, Mgr, Community & Customer Experience, AEP Ohio*
*David Olivier, Mgr, Strategic Accts, Eversource*
*Ed Zazzali, Regional Mgr, Lg Customer Support, PSE&G*

Gain insights from a panel discussing the CX from both the utility and customer perspectives after implementing online tools, new websites, outage maps, e-billing and various smart phone apps.

**Improving Internal Partnering and Relationships with Utility Operations**
*Ted Novicki, Mgr, Key Acct Mgmt – CMP & UIL, Avangrid*

This session explores how to establish relationships between senior utility executives and key customers, including visits, forums and ongoing communications.

**Break**

**Breakout Session | Working Lunch**

**Establishing an Effective Back Office Support Function**
*Tom Damon, Mgr, Lg Customer Accts, OUC*
*Derrick Williams II, Key Acct Exec, OUC*

Learn how one utility has justified and established a back-office support function for their key account operations. Topics will include roles and responsibilities, ratio of back office to key account personnel and location of the support function within the organization.

**Building Rate Advocacy for Grid Modernization Investments**
*Chris Edge, VP, Lg Accts, Duke Energy*

Utilities are making substantial investments in their grids to drive additional efficiencies and improve reliability. See how one utility is building advocacy for these investments among their largest customer base.

**Wrap-Up, Recognition and Dismissal to CS Week Exhibit Hall**
*Greg Dunlap, Vakesia Graves and Mark Wyatt*

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2020 CS Week Key Account Forum Sponsors:

2020 CS Week Research Benchmark Sponsor:

CS Week Research
Roundtable Meeting & Luncheon
Wednesday, May 20 | 9:30 am – 3:30 pm
Omni Hotel | Second Floor
Fort Worth Ballrooms 1 - 3

Questions about registering or making hotel reservations for CS Week Key Account Forum?
The 2020 Key Account Forum invitation will be mailed in late February. For information before then, please contact Rachel White at 903-893-3214 or rwhite@csweek.org.
**Sunday, May 17**
- Registration and Check-In

**Monday, May 18**
- Registration and Check-In
- What’s the 311? – Raquishela Stewart, 2020 ENGAGE311 Conference Chair, City of Charlotte
- Welcome, Agenda Overview and Session Objectives
- “Leadership Without a Title” – Dr. Stevie Dawn
- Virtual Call Center Tour #1
- EXPO311 Hall
- Deskercise

**Monday, cont.*
- Networking Table Topics
- 2020 CS Week 311 Comparative Survey
- Getting to Know You
- Managing in Stressful Circumstances
- Cyber Security Panel
- Rapid Fire Solutions
- How to Successfully Train the Under Employed for Public Service
- Closing Remarks
- Welcome Reception in the EXPO311 Hall

**Tuesday, May 19**
- Welcome
- 2020 CS Week 311 Award of Excellence Presentation
- Networking Table Topics
- Maximizing Community Engagement Now at Low Cost
- EXPO311 Hall
- Call Center Reporting for Stakeholders

**Tuesday, cont.*
- Rapid Fire Solutions
- Virtual Call Center Tour #2
- IMPROV Exercise
- Disaster and Emergency Preparedness
- Learning Lounges
- Closing Remarks
- Networking Reception at Reata Restaurant

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“Emotional Intelligence (EI) is one of the great skills that all effective communicators possess,” says Monday keynote Dr. Stevie Dawn. In her planned speech, “Leadership Without a Title,” Dr. Dawn will help attendees, regardless of their role on the org chart, identify personal emotions and the emotions of others with whom they work and interact. Then, by introducing ways to make better decisions in stressful situations typical of customer service centers, Dr. Dawn will teach attendees how to channel emotions more effectively. Do some advance reading about EI by visiting her website at orangecompass.com

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2020 ENGAGE311 Sponsors:

*Elite:*
- CATALYST CONSULTING GROUP, INC.
- DATAMARK INCORPORATED
- incapsulate

*Sapphire:*
- ORACLE Public Sector
Wednesday, May 20*

- Welcome
- 2020 CS Week 311 Technology Survey Presentation
- Networking Table Topics
- Yoga at Your Desk
- EXPO311 Hall
- Creating a Multi-Functional Quality Program

Wednesday, cont.*

- Learning Lounges
- Social Media Managing and Customer Service
- Virtual Tour #3
- Developing Partnerships and Creating Ambassadors
- Rapid Fire Solutions
- Closing Remarks

CS Week 311 Award of Excellence

Each year, CS Week 311 recognizes one centralized government customer service center that has consistently demonstrated a customer-focused approach to improving local government. The 2020 Award will be presented Tuesday morning.

Applications must clearly outline the customer service center’s positive impacts on service delivery, customer service, technology and teamwork. Including supporting documentation is encouraged.

Customer service centers which have made significant strides in enhancing their CX, becoming more operationally efficient and increasing morale will join ranks with our 2018 and 2019 winners and finalists:

- City of Baltimore
- City of Los Angeles
- City of Atlanta - ATL311
- City of Knoxville 311

Virtual Tours

Take a virtual walk through progressive customer service centers to see what leads to effectiveness, operational efficiency and high employee morale.

Learning Lounges

Learning Lounges are back by popular demand. Assigned to room corners, municipal customer service professionals make informal presentations and engage listeners in discussion about their initiatives and solutions. This year’s Learning Lounges will feature:

**City of Austin:** “Reducing Interaction Time on Unproductive Calls” and “Creating a CAREBEAR Environment”

**City of Alexandria:** “The Road to Implementation: From Small Center to a Full Scale 311”

**City of Toronto:** “Modernization and Transformation of 311”

**City of Sugar Land:** “Increase Visibility of 311” and “Changes in Technology and Customer Expectation”

**City of Fort Worth:** “How to Manage Your Vendor”

**City of Lafayette:** “How to Implement 311 and Getting Started”

2020 EXPO311 Exhibitors*

Catalyst Consulting Group
CitiBot
Datamark, Inc.
Incapsulate
QScend Technologies, Inc.
Taske Technology

Exhibiting space is still available. Please contact Amber Wiens at 903-821-8721 with questions and for logistics.
Customer Experience Lifecycle

**CONTACT CENTER**
Explores current, emerging and enabling processes and technology in the areas of customer acquisition; telephony; DSM/conservation; CRM; call center software; outage management; work management; GIS; kiosks; and document management.

**ANALYTICS**
Covers the analytics acquired from Smart Grid and/or Smart Infrastructure, AMI, MDM, consumtion monitoring, demand management, outage management and apps that mine, aggregate and report data. Covers the IoT and data-driven applications used to improve operations, enhance customer experience and coalesce data for various purposes.

**CREDIT & COLLECTIONS**
Considers new issues and best practices in the areas of credit and collection processes and software; third party collections; mobile workforce management; modeling and scoring; data analytics; e-checks; and remote disconnect through AMI.

**EXPANDING EXCELLENCE AWARDS**
Presentations from the two (large and small utility) winning utilities and their teams for the four company categories awarded at Thursday’s General Session.

**DIGITAL CUSTOMER ENGAGEMENT**
Utilizes digital tools and techniques to find, listen to and mobilize stakeholders around issues in the utility industry.

**FIELD SERVICES**
Concentrates on various aspects of field operations including outage management; materials management; mobile workforce management; GIS; communications architecture; GPS; broadband; dispatch; routing; and scheduling.

**SPONSOR SOLUTIONS**
Platinum and Gold sponsors present current issues for informing utility attendees about their products and services and client success stories.

**BILLING & PAYMENTS**
Focuses on all aspects of residential, commercial and industrial billing including e-billing; wholesale billing; billing for other services; bill print services; consolidated bills; revenue assurance; complex billing; and dynamic (real-time) pricing. This track also examines various payment issues related to credit cards; debit cards; e-checks; lockbox operations; treasury functions; EBPP; cashier workstations; and kiosks.

**STRATEGIES & MANAGEMENT**
Focuses on trends from a people, process and technology perspective by sharing information related to plans, strategies, trends and management of the CX Lifecycle.
Workshops At-a-Glance

AN | ANALYTICS
- Drive Operational Improvement with AI & ML
- Develop and Launch Analytics Capabilities
- Data Science to Drive Personalized Rates and Energy Usage Education
- Leverage Your Data to Connect with Your Customers
- What Is the Right Metric for Measuring Performance vs. Cost?
- Drive Incentive Pay with VOC Analytics and Benchmarking
- Customer 360: Using Data & Analytics to Improve Customer Experience
- Which Tools Are Right for Your Analytics Toolbox?
- Platform of Insights: Changing the Way We Know Customers

Sponsored by: itineris

CC | CONTACT CENTER
- How to Lose, Save or Make a Bundle at First Contact
- Culture, Shocked: Driving Cultural Changes to Improve Contact Center Performance
- Predicting Intent: Personalized CX with Analytics and Machine-Learning
- Reimagining a Holistic CX
- Build a High-Performing and Engaged Work-at-Home Culture
- Customer Education: Tools to Help Customers Make a Change
- Managing Talent in the Contact Center
- Organizational Benefits of the Universal Agent

Sponsored by: Desert Sky Group

CE | DIGITAL CUSTOMER ENGAGEMENT
- The Social Media Journey: One Voice, Many Engagers
- Creating a Winning Web Experience
- The Power of Digital Robotics in the Customer Service Space
- Energy Engagement through Smart Meters
- Leveraging Customer Engagement through an Omni-Channel Approach
- Digital Solar Initiatives Answer Consumers’ Demands
- One Year Later: Customer Engagement Transformation Journey

Sponsored by: LevelOne

BP | BILLING & PAYMENTS
- Prepaid Pilot Delivers Payment and Billing Innovations
- AMI: More Than a Reading
- Optimize TOU Rate Plan Participation While Maximizing CSAT
- Refreshed: New Approaches to the Walk-In Center
- Engaging Customers in Community Solar: It Takes a Village
- Using Smartphones to Ensure Billing/Automation Excellence
- Accelerated Paperless Adoption
- Billing Case Study: Concern, Priorities, Progress

Sponsored by: Paymentus

CR | CREDIT & COLLECTIONS
- Safeguarding Your Company’s Data from Cybercriminals
- Creating Low Income Customer Centric Programming
- Reduce Bad Debt with Middleware and AI
- Utilities United Against Scams: Update and Status
- Improve CX and Revenue Collection with Segmentation Strategies
- AMI Strategy for Collections
- Compliance Matters?

Sponsored by: Virtuoso sourcing group

FS | FIELD SERVICES
- Skill Up and Scale Down
- Customer Service at the Front Door
- Virtual Reality Training for Field Employees
- Vehicle Telematics: The Road to a Safer & More Efficient Field Fleet
- Investing in Training Field Employees of the Future
- We’re Floaters Not Sinkers: Optimizing Workflow through Special Initiatives
- Keep Me Informed Along the Residential Customer Journey
- Protect and Collect: Successful Revenue Assurance Programs

Sponsored by: KIoudGin
Workshops At-a-Glance, continued.

**STRATEGIES & MANAGEMENT**

- A Solution for a Decarbonized, Digitalized, Decentralized, Democratized Energy Future
- Employees as Advocates
- Driving Organizational Change through Diversity and Inclusion
- LeadNext – A Path to Career Growth
- Leadership Styles: Learned vs. Desired Traits of Effective Leaders
- CIS Modernization Enables New Capabilities
- Keep, Upgrade, Replace: Strategic Decisions in a Major CIS Implementation
- Agile vs. Waterfall: Collaborating with IT
- Power Up! Empowering Women Today
- Future of Utilities and the Impacts on CX Strategy
- Attract Talent & Improve CS through EX

*Sponsored by:*

![Bridgewater Consulting Group](image)

**EXPANDING EXCELLENCE AWARD WINNERS**

- Best Analytics Project
- Best CIS Implementation
- Innovation in Digital Customer Engagement
- Innovation in People & Process

*New for 2020!*

- Expanding Excellence Award company and individual winners will be announced by name in the 2020 On-Site Guide.

- Online Workshop Tracks Tool at csweek.org/web/Conference/Workshop_Resources.aspx can help you plan your Workshops path early.

**SPONSOR SOLUTIONS**

- When Utility Customer Engagement Meets Digital: Elevating CX
- Contemporary IT Planning Risks and Mitigation
- Leveraging AMI Data to Understand Your Customers
- 1-800-Customer-Value: How AI Is Evolving Customer Service into Customer Value
- Catch, Grow and Release: A Model for Achieving New CIS Objectives
- Next Generation Digital at the Heart of the Customer Journey
- State It...Don't Debate It!
- How to Crowdsource Your Utility Marketplace
- A View from the Cloud: Stories of Leading Soaring Utilities
- Customer Operations Success: Leveraging Service Partners and the Cloud
- Mastering the Changing Utilities Market Model
- You Had Me at “Venmo” – Billing and Payment Trends
- Modernizing Customer, Asset, Finance, SC and HR at Digital Speed
- Customer-Centricity: Why You Need It and How to Achieve it
- Appealing to Digital Natives Using Simple Customer Service Capabilities
- Industry CRM: The Low-Risk, High ROI Way to Unlock Legacy CIS
ANALYTICS

DRIVE OPERATIONAL IMPROVEMENTS WITH AI AND ML
Aref Erfani, Enterprise Architect, DC Water

- Use Artificial Intelligence (AI) and Machine Learning (ML) to improve operations;
- Improve service delivery with predictive analytics;
- Identify other opportunities for AI and ML applications in utilities.

Advances in AI and ML capabilities allow greater application of these technologies to address more challenging problems while helping to reduce costs and improving service. Predictive analytics can transform the service delivery model from reactive to proactive. This session will focus on how DC Water is applying AI and ML capabilities to help prevent service interruptions and improve decision making. They have developed water main break and sewer overflow models, along with a neural network deep learning platform, to process pipe video scans and automate the detection and classification of pipe defects. See what DC Water has already planned for future AI and ML applications.

DEVELOP AND LAUNCH ANALYTICS CAPABILITIES
Matthew Croucher, Dir, Business Analytics, Entergy

- Understand the value proposition, create an effective architecture, gain alignment and secure buy-in for the human resources and organizational changes needed to create an effective analytics program;
- Learn how to establish a center of excellence and the difference between business intelligence and advanced analytics;
- Identify and secure some quick analytics wins in the customer space.

Analytics is a powerful tool that can dramatically help a utility improve customer experience, operations and financial outcomes. How should utilities use analytics capabilities? This session will cover two critical phases of the utility analytics journey: strategy development and analytics program launch.

DATA SCIENCE TO DRIVE PERSONALIZED RATES AND ENERGY USAGE EDUCATION
Curt Bonn, Dir, Product & Experience Strategy, Consumers Energy
David Wolpa, VP, Enterprise Solutions, Uplight

- Understand how data science and machine-learning (ML) can empower personalized communications and education that drive customer actions;
- Leverage AMI and customer data to deliver proactive communications personalized to each residential customer;
- Use a data-driven approach to recommend next best actions for customers to take, plan and identify options to reduce energy bills.

With the goal of matching customers with service plans that best fit their needs, Consumers Energy transitioned its residential customers to new Time of Use and demand rates. This program required educating customers about new plan offers and how to best manage their energy bills. Because customers use energy differently, this utility needed a personalized approach to address this goal. Powered by a robust trove of AMI interval data, historical usage information and ML methodologies, Consumers Energy segmented customer by service plan and analyzed their on- and off-peak usage and demand patterns. As a result, they carefully crafted a personalized list of behavioral recommendations by customer segment. These next-best actions and insights were offered to customers through personalized energy reports to create a fully tailored proactive and reactive communication strategy. They improved customer satisfaction by helping customers better understand their current plan and identify options to reduce energy bills.

Utilities are challenged by competitors who aren’t utilities. Global leaders have successfully engaged the market and created a CX that utility customers now expect as the new normal. How can utilities keep up? Learn how Southern Maryland Electric Cooperative, Fayetteville Public Works and Kansas City Water have leveraged their data during a platform redesign to increase connectivity with their members/customers and personalize the CX. This panel will share a wide range of experiences showing how they have connected with customers in ways similar to global leaders whose names are ubiquitous in the marketplace.

LEVERAGE YOUR DATA TO CONNECT WITH YOUR CUSTOMERS
John Clarkson, Customer Service Officer, KC Water
Bevan Grice, Dir, Customer Service, Fayetteville PWC
Joseph Trentacosta, Sr VP & CIO, Southern Maryland Electric Coop
Erin Romo, Dir, Customer Solutions, Utilitec

- Change the landscape of your customer connection during a platform redesign;
- Use the data you already have to focus on your customers;
- Personalize messaging to tell the right story to the right member/customer at the right time.
WHAT IS THE RIGHT METRIC FOR MEASURING PERFORMANCE VS. COST?

Kurt Belken, Dir, CS Strategy, Eversource
Lucy Teixeira, VP, Admin, Aquarion Water Co

• Learn how to identify the benchmarks that are important to your company;
• Understand the relationship between cost and improvement process implementation;
• Appreciate how different utilities make “Is it worth it?” decisions that inform their operational and capital roadmaps.

Through industry benchmarking, utilities can compare their processes and operations against their peers. However, being a mid-range or low performer may not necessarily be a bad thing since trying to reach the top tiers in the industry may be too costly for some. Once a metric indicates your company may need to improve in relation to your peer’s performance, there are a multitude of considerations and decisions which should be backed by data analytics to help companies find the right cost/benefit. This dollar, time and resources investments must balance against the company performance improvement goals, requiring clear-eyed decisions supported by data.

DRIVE INCENTIVE PAY WITH VOC ANALYTICS AND BENCHMARKING

Sandra Broughton, Dir, Customer Ops Support, Southern Company Gas
Doris Yon, Mgr, VOC Strategy & Solutions, Southern Company Gas

• Identify analytical tools and establish a program to measure and benchmark Voice of the Customer (VOC) metrics;
• Create an enterprise culture that advocates, educates and drives VOC program adoption;
• See how one utility has institutionalized results and translated VOC KPI data points into performance incentive pay goals.

Because customer expectations have grown exponentially in the past several years, utilities must compete with other industries that continually focus on customer feedback and product innovation. To achieve this, utilities have expanded metrics beyond operational KPIs as a basis of success. A mature customer-centric culture incorporates customer feedback, benchmarking and data analytics into its strategy, metrics, long-term planning and future-state vision. Southern Company Gas has focused on VOC for a decade, implementing a maturity strategy and expanding its VOC program and channels to gather, measure and benchmark customer feedback. They use external and internal CSAT models, along with industry and cross-industry benchmarking, to analyze the customer journey and inform enterprise decisions. With this maturity, senior executives and the board of directors adopted the VOC metric of Overall Satisfaction as an employee incentive pay goal in 2019.

CUSTOMER 360: USING DATA AND ANALYTICS TO IMPROVE CX

Chris Herndon, Mgr, Customer Data & Analytics, Oncor

• Create an improved and differentiated CX by using data available from various sources;
• Enhance the employee experience by improving tools with an Agile approach;
• Gain operational efficiencies through significant improvements in first contact resolution and average handle time.

Oncor has leveraged its enterprise data strategy by sourcing needed data from multiple systems to provide an integrated user experience. Previously, utility employees accessed multiple platforms to effectively support customers. Customer 360 now allows access to various data sources for customer-facing employees in their Contact Center – all in one platform. Visual cues and workflow enhancements have improved process consistency, standard KPIs and CX. This platform is a base for implementing advanced analytics capabilities and taking CX to a new level.

WHICH TOOLS ARE RIGHT FOR YOUR ANALYTICS TOOLBOX?

Jeff Horn, Enterprise Data & Analytics Lead, Evergy
Jenn Laughlin, Sr Performance Mgmt Analyst, Tacoma Public Utilities
Stephen Melancon, Customer Experience Analyst, Atmos Energy

• Identify the leading analytics tools available in the marketplace;
• Understand the benefits, limitations and differences between the various tools;
• Learn how to select and use the right tool to answer the right question.

Utilities are faced with the growing availability and overwhelming volume of data from the multitude of operational systems that often are not interfaced with each other, making it alternatively easier and harder to analyze data in meaningful ways. A number of ‘off the shelf’ analytics tools/products are making digging into data a possibility because they allow tying disparate datasets together to help identify relationships that might never have been seen before. Each tool has its strengths and limitations. See how a panel of utilities and various industry leaders are using a combination of analytical tools to unlock data relationships and inform current and future utility operations.

Continued, next page.
Puget Sound Energy’s “Get to Zero” program has focused on eliminating reasons why customers call the utility. They launched Platform of Insights (POI), a new analytics platform that pulls information from sources that had never been combined before. POI, with its hybrid architecture, uses SAP Enterprise HANA and AWS, with Microsoft PowerBI to enable analytics teams throughout the company to leverage customer account, demographics and channel interaction data to provide customer-focused insights and guide the CX roadmap. This platform allows PSE to be more informed about who their customers are and how they engage with PSE through multiple communication channels. With these insights, teams are empowered to make data-driven decisions to improve the CX. Learn what results they have achieved so far, their lessons learned and what’s coming next.

By modifying billing processes post-AMI implementation, utilities can positively impact CX and realize the business value of this data treasure trove. Traditional systems use 12 data points – monthly meter reads - to determine billing accuracy; however, DC Water has leveraged more frequent interval meter data to allow customers to set their own usage thresholds and notification preferences. Additional data has provided the billing agent with time and date-stamped tools to determine usage validity, the nature of unusual consumption and deviations from expected patterns. The utility also established simple customer segmentation and exception management protocols to build out their now robust billing analysis system.

**OPTIMIZE TOU RATE PLAN PARTICIPATION WHILE MAXIMIZING CSAT**

Eva Molnar, Sr Mgr; Southern California Edison

- Understand how leading utilities use bill impact studies to implement successful marketing and education/outreach programs in support of Time of Use (TOU) rates;
- Learn best practices on customer preferences for information available in the tool;
- See how CSR real-time comparison and scenario tools help maximize participation and increase Customer Satisfaction (CSAT).

TOU rate plans provide a great incentive for consumers to change electric consumption patterns, helping align the customers’ cost to the actual cost of producing and distributing electricity. To maximize and optimize participation, utilities need to properly design and deploy TOU rates and educate customers on how their bills can be affected. Bill simulation, or shadow billing, can play a key role in segmenting customers to identify winners and losers while projecting revenue impacts. This presentation will focus on the customer education portion of how to maximize participation while increasing CSAT.

**REFRESHED: NEW APPROACHES TO THE WALK-IN CENTER**

Brent Baker, VP, National Customer Experience Ops, Liberty Utilities

Lisa Tamez, Dir; Billing Services Mgmt, Austin Energy

- Learn how to establish an energy resource center that exceeds customer expectations and empowers employees to transition from utility employees to energy experts;
- Share new product offerings and answer customer questions face-to-face immediately;
- Apply this approach to promote community outreach and specialized service programs.

In recent years, utilities pursued strategies to close walk-in customer service centers due to high operating costs and diminished local walk-in traffic. Today, utilities are changing...
the way they use their walk-in centers to develop new community outreach programs and provide a different customer experience. Hear how these utilities have developed fresh approaches to the traditional center. These include community outreach, key account management and information centers for new products and services like energy efficiency, electric vehicles and demand management.

**ENGAGING CUSTOMERS IN COMMUNITY SOLAR: IT TAKES A VILLAGE**

Molly Cormaney, Mgr, Customer Service, Cedar Falls Utilities

- Hear an overview of one utility’s model for building and promoting community solar;
- Explore the enrollment process, including marketing, legal and billing considerations;
- Understand approaches for maintaining customer interest in community solar over the long-term.

Cedar Falls Utilities (CFU) launched its “Simple Solar” program in 2015. This presentation will cover the program set up and management from start to finish, focusing on the combined work of IT, marketing and customer service to generate interest and enroll customers. Back office business operations like billing the cost for the units and applying credits to customer bills will be explained. See how CFU is maintaining the program four years later.

**USING SMARTPHONES TO ENSURE BILLING/ AUTOMATION EXCELLENCE**

Edgar Garcia, Water Systems Supt, City of Fort Worth Water Dept

Andrew Kercher, President, Smartphone Meter Reading

- Learn how GPS and photos have increased meter reading validation for customers;
- Achieve significant reductions in meter re-reads;
- Appreciate how smartphones are being used to prepare for a 260K point AMI implementation.

Committed to excellence in all aspects of field data collection, billing and customer service, the City of Fort Worth Water Department implemented an innovative solution using smartphones and cloud-based portals to improve its field/reading efficiency, billing integrity and ultimately customer satisfaction. In the process, they also realized the potential for the smartphone-based solution to provide contractor performance validation and quality control for their AMI implementation. Realizing there is no silver bullet for increasing paperless billing, TECO saw participation slowly decline during the 18 months after it went live with a new CRM in January 2017. Since then with a multi-pronged program, TECO has turned around that trend and increased paperless enrollment by 43% since June 2018. Such increases are the result of projects and initiatives that support the overarching goal of delivering a world-class CX. Their initiatives include a paperless-first approach during live-agent move-ins, customer representative competitions and recognition, MyAccount prompts, MyAccount profile creation pre-check boxes, marketing promotions and giveaways and targeted auto-enrollment of low-risk customers. Appreciate how a variety of paperless billing approaches and programs have produced strong growth for adoption.

**ACCELERATED PAPERLESS ADOPTION**

Ashley Sizemore, Program Mgr, TECO

- See how a multi-pronged approach towards paperless billing adoption pays off;
- Foster a positive customer experience with targeted auto-enrollment;
- Learn about a multi-channel approach that has significantly reduced paper bills.

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**BILLING CASE STUDY: CONCERNS, PRIORITIES, PROGRESS**

Presenter TBA

- Discover the billing red flags Sewerage & Water Board of New Orleans (SWBNO) identified;
- Alleviate billing problems by analyzing and prioritizing activities;
- Learn the positive progress this utility has made to date and their planned next steps.

Billing system migrations require significant investments of utility time, energy and resources. After implementation, utilities typically find the new system works as configured, but over time billing issues may surface. SWBNO faced this dilemma one year, post implementation of its new Billing/Customer Information System. They worked with industry experts to root out problems. Through a multi-pronged analysis, SWBNO and its contractor identified several critical issues. Hear about the remediations they adopted and the progress they have made to date along with future plans.
CONTACT CENTER

HOW TO LOSE, SAVE OR MAKE A BUNDLE AT FIRST CONTACT
Jessica King, Supv, Customer Programs, OG&E Services
Rob Caiello, VP, Utility Solutions, Allconnect

• Educate attendees on why bundling is critical for today’s utility strategy;
• Demonstrate successful bundles with both good and poorly executed examples within and outside the industry;
• Show how to personalize product and service offers using data, technology and phone/digital channels.

Most utilities are developing products and services to bundle with their base energy products. Engaging customers at the right time is critical to that adoption. Bundling products at Move-In or Service Start is possibly the best opportunity to start a lifelong relationship. Hear how one utility is bundling products and services to bundle with their contact history, outage and digital communications that deliver personalized offerings on an omni-channel platform. The TXU/Vistra Energy Customer Console Reboot includes a re-imagining of the Customer 360 view, acquisition and retention processes and a mobile-first strategy, all improving CX and increasing operational efficiencies. TXU adopted a new CRM platform for utilities for omni-channel console and digital communications that offered creative, rapidly bundled, personalized products and services. The resulting easy and enjoyable CX is supporting TXU's continued growth and dominance in the competitive retail residential market.

• Learn how to use data analytics to enhance the customer experience and reduce costs;
• Use positive social engineering to increase employee morale and buy-in.

In 2019, Eversource’s Contact Centers made significant changes across the entire organization to drive performance, employee efficiency and cost savings, while improving CSAT and increasing employee accountability and morale. In this follow-up presentation to the speaker’s highly-rated 2019 workshop, attendees will learn how this utility is changing the way it measures employee performance, how it is working to eliminate institutional thinking and how it uses positive social engineering to increase CSR buy-in to the vision. Additionally, speakers will share how they are using meaningful data analytics to improve CX and reduce costs across the organization.

CULTURE, SHOCKED: DRIVING CULTURAL CHANGES TO IMPROVE CONTACT CENTER PERFORMANCE
Doug Haas, Mgr, Workforce Planning, Quality, Performance Analytics, Eversource
Tim McGrath, Dir, Contact Ctrs, Eversource

• Consider new metrics for measuring the success of predicting call intent and influence on the CX;
• Use Agile and tuning techniques to start slowly, increase confidence scores and continuously improve prediction;
• Be intentional when defining the data structure that will feed the complex, real-time analytics engine and improving the agent’s effectiveness.

Duke Energy has successfully implemented Customer Intent Prediction (CIP), an application in SAP – HANA Enterprise Edition (EE). CIP uses analytics and information from multiple sources to predict why a customer is contacting the utility. Using machine-learning, CIP continues to learn from customer interactions, applying its learnings to predict caller intent ever more accurately. A customer’s intent is predicted based on real-time account and behavioral information, recent account changes, payment behaviors and information about their contact history, outage and channel preferences. Google Analytics integrates all the data points, so when the customer call comes through the IVR, CPI assesses its ability to accurately predict intent and directs the customer to the most relevant call path. Duke’s CRMS system uses CIP to display a customer’s intent to the CSR, streamlining the CX throughout channels and improving the agent’s effectiveness.

PREDICTING INTENT: PERSONALIZED CX WITH ANALYTICS AND MACHINE-LEARNING
Jassi Arora, VP, Business Transformation & IT, Duke Energy
Ashleigh Kitchens, Personalization & Analytics Lead, Duke Energy

• Use Agile and tuning techniques to start slowly, increase confidence scores and continuously improve prediction;
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BUILD A HIGH-PERFORMING AND ENGAGED WORK-AT-HOME CULTURE
Wayne Calder, Dir, Customer Care, ENMAX Corporation

• Appreciate case study insights into the business and culture benefits of setting up an at-home call center agent program;
• Learn about the technology and tactics used to launch and maintain this program;
• See where they started and how far ENMAX’s At-Home Agent Program has progressed over five years.

Based on the philosophy that nearly everyone can work from home with the right support structures and tools, ENMAX has demonstrated that performance, safety and engagement are as good or better for employees that choose to work from the comfort and convenience of their homes. Tangible program benefits include improved business continuity, facility cost savings and an increased talent pool. Introduced five years ago, the ENMAX At-Home Agent Program now boasts nearly 50% of its frontline team members working from home. This presentation will touch on the program rollout, its eligibility criteria and the tools provided to at-home CSRs to ensure continued success. The value of the program will be showcased through success metrics and relatable stories.

CUSTOMER EDUCATION: TOOLS TO HELP CUSTOMERS MAKE A CHANGE
Christopher Marshall, Program Coord, Austin Energy

• Identify the impacts of creating a customer education program;
• Leverage data to build out an education program that bridges the gap between consumers and the utility;
• Use tools and data to track program success.

This workshop will help attendees identify the impacts of creating an education component to assist customers in making knowledgeable, informed decisions on how they use electricity. Austin Energy will provide examples of the different education courses they provide, giving details on how to implement and sustain a program and discussing ways to track and evaluate results.

MANAGING TALENT IN THE CONTACT CENTER
Unaé Hutchinson, Sr HR Business Partner, BGE, an Exelon Company

• Appreciate the myriad of challenges in call center staffing;
• Learn ways to reduce absenteeism and improve morale by creating work/life balance options;
• Develop and promote talent by diversifying job assignments.

Maintaining adequate, skilled staffing levels to handle call center volume is a puzzle solved by many different and evolving answers. This workshop will illustrate operational and employee morale challenges shared by many centers and show how one utility is creating a culture that understands and proactively addresses issues to reduce absenteeism and increase engagement. BGE will show how deploying effective recruiting and continually developing talent within the organization have made a true difference in its call center staffing model and enhanced employee job satisfaction.

ORGANIZATIONAL BENEFITS OF THE UNIVERSAL AGENT
Taryn Mitchell, Sr Supv, BGE, an Exelon Company

• Learn how providing effective customer service assistance through multiple channels requires various personality types and skill sets;
• Create the universal agent by balancing work opportunities in social media, web and live chat assistance;
• Understand the role of a universal agent, its benefits to the organization and promotional opportunities for those willing to be flexible.

Utilities are moving into a contact center service space that adapts to all customers and creates a future platform for +1 customer experiences. The contact center has evolved beyond call taking and is now expected to provide customer assistance via email, social media and live chat. These new customer expectations provide assignment flexibility for CSRs to grow and develop skills that alleviate “on-the-phones” stressors and open future doors to increased responsibility and promotion. Employees willing and able to develop customer relationship management skills in multiple contact channels are enjoying greater job satisfaction, while utilities are reaping the benefits of broader skills and higher employee morale.

CREDIT & COLLECTIONS

SAFEGUARDING YOUR COMPANY’S DATA FROM CYBERCRIMINALS
Christy Barone, Ops Mgr, Credit & Collections, PSE&G
Tom Hanson, Strategic Consultant, Energy, Experian

• Understand regulatory implications for data privacy (i.e. California Consumer Privacy Act, etc.) to rethink your utility’s data protection strategy;
• Ensure data integrity at move-in and improve the CX while safeguarding customer personal identification information (PII);
• Appreciate the ongoing security investments that utilities are making to keep up with a constantly evolving landscape of cybercrime.

Continued, next page.
CREDIT & COLLECTIONS, continued.

In the face of regulatory and consumer concerns, utilities must be both knowledgeable and, on their toes, when it comes to the risks of requesting, storing and accessing PII. With data breaches and cyber crimes on the rise, utilities are using tools and technology to automatically protect consumer data. When new customers start service, utilities typically obtain PII information, the more the better. Find out how PSE&G of New Jersey took preventative measures to secure their customers’ PII data while adopting a superior account matching element that improves how they identify and transfer multiple accounts owned by the same consumer. Learn how industry partners and their products have helped this utility positively identify the customer, improve accounts receivable collection and limit fraudulent activity.

CREATING LOW INCOME CUSTOMER-CENTRIC PROGRAMMING
Ronnie Mendoza, Mgr, Customer Assistance, Austin Energy

• Identify the data related to low income customers that best suits your organization’s needs;
• Leverage the data to build out programs;
• Use the data to evaluate program success.

This workshop will help identify internal billing data that can be leveraged to build award-winning low-income customer programs. Austin Energy will provide examples of specific programs created by using internal customer billing data coupled with data shared by community agencies. Combined, this data offers key indicators to building a support structure for low-income customer base. Programs built in this manner have been proven to pass the scrutiny of internal and external stakeholders. See if this methodology could work for your utility.

REDUCE BAD DEBT WITH MIDDLEWARE AND AI
Adam D’Amato, Sr Supv, PSEG Long Island

• Demonstrate the impacts of an efficient middleware platform that address bad debt collections;
• Show positive impacts of utilizing behavioral scoring;
• Share best practices for collection agency management and improved liquidation.

By combining an effective middleware platform called Debt Next with artificial intelligence (AI), PSEG Long Island was able to reduce bad debt by 25% from 2017 to 2018 and by an additional 10% from 2018 to 2019. This platform and Experian’s Portfolio Management Package’s behavioral scoring tool were the main drivers of this reduction because their synergy allowed the utility to better manage collection agency performance and in-house pre-collect efforts. The PMP scoring tool helped them target bad debt customers who were most likely to liquidate before being assigned to a collection agency. These efforts allowed PSEG to maximize the use of valuable and limited internal resources more effectively.

UTILITIES UNITED AGAINST SCAMS: UPDATE AND STATUS
Jared Lawrence, VP, Revenue & Metering Services - Piedmont Natural Gas & Metering Services, Duke Energy
Monica Martinez, Exec Dir, Utilities United Against Scams

• Gain insights into the latest tactics employed by scammers to target utility customers;
• Understand countermeasures utility companies can take to protect customers from scams;
• Learn about the resources offered by Utilities United Against Scams to help utilities fight scams.

Formed in 2016, Utilities United Against Scams (UUAS) is a collaborative of over one hundred electric, water and gas utility companies and associations committed to protecting customers from criminals who seek to steal their money. This workshop is targeted to both UUAS members and non-members and will consist of two parts. First, UUAS leaders and members will share this year’s successes in combating scammers and forging partnerships with non-utility organizations to aid in the fight, as well as the challenges that hamper our efforts. The second half of the workshop will consist of a roundtable, inviting all attendees to share observations and best practices from their respective organizations and to pose questions to the group for feedback. Attendees will leave the workshop with insights into the latest scam tactics being employed by criminals, the countermeasures their organizations can take, and the resources offered by UUAS to support their fight.

IMPROVE CX AND REVENUE COLLECTION WITH SEGMENTATION STRATEGIES
Rob Mulligan, Mgr, Mid-Market & Revenue Assurance, ENMAX

• Share customer and business case objectives that drove the ENMAX project deliverables;
• Showcase proof points of success;
• Learn how to differentiate customers to improve CX and revenue collection without incurring additional operational cost.

Recently, through a combination of customer input and process analysis, ENMAX found that it was spending a lot of effort and money trying to collect on bills from some of its lower risk customers. With project drivers to reduce costs, optimize CX and retain customers in the competitive Alberta retail utility market, ENMAX invested in a new strategy and communication module in 2018 that enables segmentation based on
credit rating, payment preferences and payment history. It was able to differentiate the types of messages, medium and frequency for reminding customers of upcoming or overdue payments, while delivering a unique CX. By making these investments, this utility has realized improvements in its service model, CX and revenue collection, all achieved without incurring additional operational costs.

AMI STRATEGY FOR COLLECTIONS
Tiffany Dennison, Dir, Accts Receivable, Duke Energy

- Learn the challenges and benefits of rolling out remote disconnections;
- Learn how to protect sensitive customers while losing the eyes in the field and why this is important;
- Gain insight on how approval was sought both internally and externally and lessons learned.

Traditionally, disconnects/reconnects for nonpayment occurred in the field with an employee going to the home to manually disconnect/reconnect the meter. AMI technology affords the utilities the ability to do this remotely. AMI may change the way utilities does business, but it still must follow regulatory rules. In certain states, waivers were required to eliminate the home visit on the day of disconnection. Learn strategies of how approval was sought and the benefits of rolling out remote disconnections.

COMPLIANCE MATTERS?
Kindle Cook, Sr Project Mgr, Exelon Mitchell Young, VP, Neustar

- Discover best practices for optimizing customer phone information and mitigating TCPA risks;
- Learn industry benchmarks on customer data accuracy;
- Address operational implications attributable to data inaccuracies across the utility enterprise.

Utilities strive for high CSAT by communicating in a timely basis through text alerts and automated messaging. These methods, however, are at risk of violating TCPA regulations because on average 20% of outbound calls/texts initiated by utilities are sent to phone numbers that no longer belong to the customer. Fines for such TCPA violations can range from $500 - $1500 per call/text, representing significant financial and reputational risks to the utility. Because of inaccurate information, utilities also bear the burden of not communicating with intended recipients. When not contacted, these recipients tend to give lower CSAT scores and drive up operational costs by dialing into the call center to ask questions because the phone number they now use or prefer is not in the utility’s database. Learn how to mitigate these issues and stay off the Federal Communications Commission’s radar.

DIGITAL CUSTOMER ENGAGEMENT
THE SOCIAL MEDIA JOURNEY: ONE VOICE, MANY ENGAGERS
Matt Kirk, Mgr, Contact Ctr Engagement, Oncor
Ashley Webb, Communications Rep, Oncor

- Develop a social media strategy for 24/7 support that provides a high level of customer engagement;
- Facilitate improved metric tracking, business processes and storm support;
- Plan for the future by looking at how and when to use various technologies for customer engagement.

Oncor embarked on a social media transformation focused on providing the highest level of support for customers 24/7 as well as managing social influencers. With many lessons learned, this new strategy provides a personalized voice to customer inquiries, allows Oncor to stay aware of viral trends and influencers and creates an internal cross-functional support system. The operational impacts of this strategy have improved response times, customer engagement and issue escalation. With a new social media aggregation tool, user training and cross-functional support, Oncor has seen an increase in social media traffic and more positive customer sentiment.

CREATING A WINNING WEB EXPERIENCE
Katie McDonald, Sr Dir, Mktg & Corp Communications, Evergy

- Learn Evergy’s vision and strategy around its customer web portals;
- See its website improvements to enhance CX;
- Witness the seamless transition from its website to customer portals.

Esource ranked the Kansas City Power & Light (now Evergy) website that includes customer self-service portals as the #1 website in the utility industry in 2019. Among the evaluation criteria are navigation, functionality, content and appearance. In the 2017 study, KCP&L was ranked 17th, so they are indeed proud of the improvement and their achievement. This customer portal transformation was accomplished when they implemented Oracle’s CC&B – One CIS Solution in May 2018. With this platform, they rewrote the entire set of portals that had previously handled close to 60% of its legacy CIS transactions and gave them a facelift too.
DIGITAL CUSTOMER ENGAGEMENT, continued.

THE POWER OF DIGITAL ROBOTICS IN THE CUSTOMER SERVICE SPACE
Gabe Mika, Digital Strategy & Innovation Leader, Sempra Energy Utilities

- Learn about innovative technologies for utility customer service that are creating operational efficiencies, gaining consumer insights and improving customer service;
- Demonstrate how advanced technologies can apply to utility customer service organizations;
- See specific examples, including videos, of working prototypes that feature AI and natural language processing (NLP) capabilities.

Sempra has invested Intelligent Automation capabilities including robotics process automation (RPA) for San Diego Gas & Electric and Southern California Gas by creating the capability to build and support 25-30 RPAs per year for the next three years. This is expected to create additional labor capacity and free up employees from repetitive manual work to perform more complex, higher value assignments. The company automated billing exceptions and training test data and enabled its residential TOU program to adhere to a PUC requirement. The company has an innovation program that enables them to test and learn about emerging technologies and understand the benefits for utility customers. Sempra is experimenting with attended automation for call centers, NLP for digital customer engagement and applying speech-to-text technologies to understand customer sentiment and intent.

ENERGY ENGAGEMENT THROUGH SMART METERS
Kate Mammolito, Sr Specialist, Con Edison
Chelsea Weinberg, Mgr, Service Delivery, Oracle

- Educate customer-facing employees with tools and resources to engage customers with their AMI usage data;
- Motivate customers to change behaviors through reports and alerts based on usage data;
- Increase CSAT with a strategically timed and designed campaign based on customer research.

Through access to smart meter data, Con Edison is giving customers real control over their energy use. This innovative project called Smart Meter Education and Engagement Initiative was launched in July 2017 and will continue until 2022. With over 4.7 million customers, the Initiative requires high levels of customized digital and print education and continued engagement before, during and after the installation of their smart meter.

LEVERAGING CUSTOMER ENGAGEMENT THROUGH AN OMNI-CHANNEL APPROACH
Candyce Marsh, Mgr, Products & Services, Duke Energy
Christopher Palaima, Dir, Customer Experience, EFI

- Learn the benefits and specific techniques with every touchpoint of a “seamless customer experience;”
- Utilize brand unification to improve the CX and create new opportunities;
- Discover the rewards and challenges of utility/vendor collaboration and how this bond can streamline the customer journey.

Consumers rarely reach out to utility call centers because they want to; usually, it’s because they feel they must. How do utilities transform the experience and change customer expectations so that they look forward to interacting with their utility company? Duke Energy and EFI will present the powerful advantages of an omni-channel approach to customer engagement, sharing lessons learned from the past six years of their eCommerce marketplace collaboration. They will explore the use of call scorecards, refined written scripts, phone screenings, warm transfers, live chat, email communications, cross-marketing, upselling, patience and the use of data to support these practices.

DIGITAL SOLAR INITIATIVES ANSWER CONSUMERS’ DEMANDS
Katie MacIntyre, Sr Analyst, Solar Marketing, National Grid
Tess O’Brien, VP, Partnerships, EnergySage

- Learn ways to digitally engage customers through targeted marketing, property-specific solar calculators, an online solar marketplace and advisory services via phone, email or chat;
- Strengthen utility-customer relationships so they become trusted;
- Discover the rewards and challenges of utility/vendor collaboration and how this bond can advance the customer journey.

Consumers are turning to their utilities and their online resources for trusted information about solar energy, leading utilities across the country to launch solar initiatives that better serve demand. Utilities can help lessen confusion, bolster consumer protection and help customers make informed decisions, which in turn increases customer satisfaction. In 2016, National Grid and EnergySage launched a first-of-its-kind online solar program for utility customers in RI, which has expanded to NY and will soon include MA. This program proactively engages National Grid customers online to help them better understand their home’s solar potential. It offers information and tools needed to make educated decisions, along with an online solar marketplace for comparing quotes.
from local, pre-screened solar installers. Perhaps your company will want to replicate their digital customer engagement efforts.

ONE YEAR LATER: CUSTOMER ENGAGEMENT TRANSFORMATION JOURNEY
Susan Fritzen, Chief Corp Services Officer, Fayetteville Public Works Commission
Ram Kasarla, CEO, Milestone Utility Services

- Realize the key advantages of using a phased rollout/Agile-type approach to customer digital transformation;
- Appreciate lessons learned from rolling out interval data consumption for customers to self-consume;
- See the commitment, type of team, metrics and technology it takes to make a digital customer engagement journey successful.

At CS Week 2019, Fayetteville PWC presented its CIS upgrade strategy and subsequent multi-phase, digital customer engagement strategy. This session is a follow up workshop, sharing their customer digital engagement transformation after one year. It will provide an overview of their journey thus far and quickly dive into the key aspects of their rollout including: educating customer by presenting electric and water usage graphs; displaying on- and off-peak electric usage graphs with new Time-of-Use (TOU) rates; displaying billed and to-be-billed electric and water usage graphs; overlaying temperature on daily use graphs; encouraging customers to use the online TOU calculator to save energy; and deploying their mobile app.

FS FIELD SERVICES
SKILL UP AND SCALE DOWN
Racheal Stalbaum Benitez, Mgr, Customer Accts, Austin Energy
Sean Dawson, Business Process Specialist, Austin Energy

- Use change management principles to guide employees through an ever-evolving work landscape;
- Identify which employee development levers increase organizational performance and employee optimism;
- Measure employee engagement and skill development.

As the electric grid and its operational needs become more complex and dynamic, so do the employee skills required to maximize its capabilities. Leading employees, especially field employees, through change is the most challenging task any leader can accept. As a management team, how do you know when you have been successful? Find out how Austin Energy has utilized sound change management principles to skill up and scale down its workforce and measure employee engagement and skill development.

CUSTOMER SERVICE AT THE FRONT DOOR
Eric Van Becelaere, Mgr, Field Services, Evergy

- Review the different processes utilities are taking to enhance their customer approach in the field;
- Discover how these utilities have reduced their hostile customer interactions;
- See how first impressions make a lasting impression on your utility’s brand and its reputation as a trusted advisor.

Customer engagement at the front door is a hot topic for all utilities. This panel will highlight various customer experience training programs for field employees that engage customers on their property in a positive manner, assuring them with information, next steps and necessary follow up actions. The front door approach, emphasizing positive speech, appearance, knowledge and aid, is critical to the success of shaping how customers regard their energy providers.

VIRTUAL REALITY TRAINING FOR FIELD EMPLOYEES
Dan Graziadei, Project Specialist, Con Edison of NY
Elissa Seidman, Manager, Con Edison of NY

- See how field employees are utilizing Virtual Reality (VR) technology to learn their jobs in a safe, engaging atmosphere;
- Reduce the time for job proficiency and address training gaps instantaneously;
- Adapt VR training to different circumstances and objectives.

Con Edison has embarked on the next generation of integrative learning with VR training for field employees. The tool helps increase engagement and knowledge retention while offering effective training solutions to employees at any time, place or pace. The VR modules replicate real-life field situations. With safety as its #1 benefit, VR training offers an environment free of slips, trips and falls and other hazards associated with electric and gas exposure. VR provides a self-paced tool that allows trainees to make mistakes safely as they learn. The modules identify mistakes and provide an assessment. Trainees can experience 6-8 modules in a day, eliminating time and travel costs to different field locations and the impacts of access and weather. Trainees then go to the field to actually practice on location what they’ve already learned virtually.

Continued, next page.
FIELD SERVICES, continued.

VEHICLE TELEMATICS: THE ROAD TO A SAFER & MORE EFFICIENT FIELD FLEET
Michael Coburn, Sr Mgr, Fleet Services, Evergy

• Learn about vehicle and driver data that are accessible via telematics;
• Hear from companies that are achieving field efficiencies by optimizing driving routes and work order assignments;
• Understand how telematics can also be applied to improve driver safety and the Human Resources considerations utilities must consider when doing so.

Telematic technologies that provide real-time data on vehicle performance, location and driving habits are now readily accessible and affordable. These data can be applied to field routes and work assignments to drive greater productivity. With careful consideration of employee sensitivities and in consultation with human resources experts, telematics can also be used to improve driver safety and increase employee accountability. In this workshop, attendees will learn about vehicle telematics’ capabilities available in the marketplace and hear from utilities that have realized efficiencies and safety benefits by using those technologies.

INVESTING IN TRAINING FIELD EMPLOYEES OF THE FUTURE
Fred Beversdorf, Mgr, Training Delivery, Atmos Energy

• Learn the most updated training techniques for field employees in the gas industry;
• Develop an understanding of the importance of an internal training program;
• Find creative ways to adapt to the decline of trained skilled laborers.

Atmos Energy has completed its tiny town training center with indoor and outdoor facilities under controlled circumstances to properly train its gas field employees. This approach helps teach employees new job skills and refreshes job skills of skilled laborers. Atmos has been able to adapt to the declining number of trained skilled labor in the marketplace by offering a program that builds their employees’ skills from the ground up.

WE’RE FLOATERS, NOT SINKERS: OPTIMIZING WORKFLOW THROUGH SPECIAL INITIATIVES
Jeffrey Jones, Mgr, Water Meter Program, Charlotte Water
Michelle Moore, Supv, Ops, Charlotte Water

• Meet customers’ billing expectations by developing and deploying a specialized team;
• Use this team to improve mobile workforce efficiency;
• Learn various approaches to revenue protection from a panel of utility experts.

In April 2017, Charlotte Water Floater Team was created as a specialized team to work specifically on billing related service orders. The goal of this team was to complete billing request service orders in a timely manner to ensure SLAs were met, customers were being billed accurately, bills met the billing period standards and meter equipment failures were properly addressed to avoid repeat service orders. This presentation will talk about the benefits this specialized team has produced and provide results on the effectiveness of this initiative.

KEEP ME INFORMED ALONG THE RESIDENTIAL CUSTOMER JOURNEY
Angela Carter, Sr Business Systems Analyst, Southern Company Gas
Roy Chapman, Dir, Resource Mgmt, Southern Company Gas

• Learn how Southern Company Gas modernized residential customer communications with proactive text messaging and appointment status updates;
• Understand why they selected an Agile project methodology to deliver a faster ROI, creating wins for the customer and the business;
• Take a deep dive into their approach to product, processes and change management with successes and lessons learned.

In August 2019, Southern Company Gas released its first minimal viable product in a series of proactive text notifications using Agile project methodology. The innovation has modernized communication for residential customers, keeping them informed of their appointment status via text messaging from the time the appointment is set until completion, including a post-visit satisfaction survey. Debunking traditional industry practices, this utility implemented a concierge-style service to proactively advocate when an en route order is disrupted by an emergency order. Learn how it transformed the residential CX and increased engagement while reinforcing core corporate values to deliver, enrich and invest in a customer-centric culture.

PROTECT AND COLLECT: SUCCESSFUL REVENUE ASSURANCE PROGRAMS
David Lasater, Dir, Revenue Assurance, Duke Energy
Ricci Schooler, Interim Sr Mgr, Business Ops, CPS Energy

• Learn successful approaches to proactively detect, investigate and recover lost utility revenue due to tampering or theft;
• See how utilities are using Advanced Metering Infrastructure (AMI) databases and data analytics to develop a target-rich environment to detect service irregularities and criminal activity;
• Acquire successful approaches to revenue protection from a panel of utility experts.

Prior to AMI, revenue protection teams relied on meter readers to physically identify meter tampering and potential theft of utility service. With every new technology and particularly AMI, some
individuals become more determined and creative in their attempts to reduce bills by tampering with their electric meter. This workshop will share successful techniques utilities are using to outperform even the most unscrupulous. By leveraging AMI systems data, utilities are identifying and mitigating theft and tampering conditions, while reducing personal safety and fire risks.

**STRATEGIES & MANAGEMENT**

**A SOLUTION FOR A DECARBONIZED, DIGITALIZED, DECENTRALIZED, DEMOCRATIZED ENERGY FUTURE**

Zarko Sumic, VP & Distinguished Analyst, Gartner, Inc

- Understand the 4D forces that shape utility sector;
- Learn about Internet of Energy (IoE) as future utility vision;
- Explore platform business model and its applicability to utility digital transformation.

Technology innovation at the grid edge is disrupting the utility sector, forcing policymakers and utility leaders to explore new regulatory frameworks. This is enabling new business and operating models for more sustainable energy provisioning. This future state - digitally-enabled energy provisioning - will leverage a platform business model and require access to an open energy delivery infrastructure. This open infrastructure in turn should allow a myriad of participants to engage in energy trading and create an environment that will resemble an IoE. Unlike the real Internet which facilitates the exchange of “weightless” digital content, the infrastructure supporting the IoE will exchange electrons and consequently deal with the bandwidth thermal limits. This presentation will highlight 4D forces shaping the energy sector, explore IoE and an Online-to-Offline platform operating model which highlight key enabling technologies such as blockchain.

**EMPLOYEES AS ADVOCATES**

Jennifer Walsh, Dir, Communications & Strategic Customer Engagement, FortisAlberta

- Learn how a sustained customer service excellence program can improve C-SAT;
- Recognize quick wins with greater communication and collaboration;
- Humanize the brand through your employees.

The most effective ambassadors for your utility are your employees. Utilities are applying design thinking for a different CX, shifting business activities from transactional to collaborative and cultivating employee creativity and innovation to position and build their brands. Using employees as advocates to provide the right information at the right time through the right channels can improve your company’s image and customer perception.

**DRIVING ORGANIZATIONAL CHANGE THROUGH DIVERSITY AND INCLUSION**

Nicole Leon, Dir, Diversity & Inclusion, Con Edison of New York

Kirsy Veloz, Project Specialist, Con Edison of New York

- Outline the company benefits of implementing a culture change valuing diversity and advancing inclusion;
- Discuss lessons learned in implementing a new diversity and inclusion program;
- Learn the steps taken to champion this culture in Customer Operations.

Con Edison’s Office of Diversity and Inclusion will provide a detailed discussion on how they have created a culture change across the organization focused on valuing diversity and advancing inclusion. The presentation will outline the benefits the program has provided to Con Edison as well as lessons learned in implementing the new program in its Customer Operations. Learn how they championed these initiatives and cultivated a workplace where employees are fully engaged and able to deliver their full potential.

**LEADNEXT - A PATH TO CAREER GROWTH**

Tena Royal, Mgmt Analyst II, City of Fort Worth

Vic Hatridge, Venue Exec - LeadNext, CS Week

Andrew Lee, Mgr, Customer & Community Services, East Bay Municipal Utility District

- Introduce the LeadNext program and its value proposition to attendees;
- Demonstrate the value of LeadNext in enhancing participants’ career opportunities;
- Motivate participants to advance their careers through training and networking.

This session will highlight the CS Week LeadNext program to conference attendees. The venue executive will describe what the program includes and the benefits it offers to participants and their utilities. Then, past and present utility participants will discuss their experiences with LeadNext and how it has helped them advance their career options in utility customer service.
**ELECTRIC VEHICLE CUSTOMER EXPERIENCE: UTILITY BEST PRACTICES**

**Dave McKendry, Sr Fellow, Canadian Electricity Association**

- See how utilities are working together to share Electric Vehicle Customer Experience (EVCx) best practices across North America through the CS Week EVCx Forum;
- Learn about leading best of breed EVCx solutions being deployed;
- Understand how utilities can advance EVCx offerings without “reinventing the wheel.”

With the dramatic increase in electric vehicle (EV) adoption across North America, utilities are working together to learn and share best practices that benefit both customer and utilities alike as they introduce new EV services. Learn how the industry is proactively collaborating to collectively advance the adoption of EVs. Appreciate the challenges and opportunities that utilities are uncovering as they develop, build, deploy, bill, streamline and service the growing EV consumer market.

**AGILE VS. WATERFALL: COLLABORATING WITH IT**

**Matt Kirk, Mgr, Contact Ctr Engagement, Oncor**

**Josh Power, Capability Lead, Advanced Analytics, Oncor**

- Learn about Agile development methodologies and how they differ from Waterfall development;
- Recognize Agile terminology and real-world examples;
- Appreciate how non-IT resources are key throughout the Agile delivery cycle.

This session will be a primer on Agile development methodologies and delivery. Attendees will learn how Agile differs from Waterfall and why utilities are moving toward the Agile model. Learn how to talk-the-talk, the 12 key principles of Agile delivery, project success factors, pitfalls and
the debunking of common Agile myths. The presenters will provide real-life examples of how IT and non-IT resources have collaborated for success.

POWER UP! EMPOWERING WOMEN TODAY
Andrea Pelt-Thornton, Mgr, IT Agile Delivery, NextEra Energy/Florida Power & Light

Given the ever increasing need for talent and new skills in the energy industry, it is imperative that women are prepared to thrive and lead in these workplace opportunities. Companies with a significant share of female leaders outperform their peers, and this workshop will provide valuable insights to empower and inspire women leaders. Attendees will hear from guest speakers on their most impactful career advice and should come prepared to share and receive powerful tips for their leadership toolbox.

FUTURE OF UTILITIES AND THE IMPACTS ON CX STRATEGY
Joe Tellez, CTO, Tacoma Public Utilities
Chris Bui, Managing Dir, Utegration, LLC

- Understand modern threats and challenges to the utility industry;
- Hear different approaches to establishing a results oriented CX strategy;
- Learn various approaches to enhancing the digital CX.

The ground is shifting beneath the utilities industry. Electric utilities in particular must determine their next steps quickly but carefully or risk being swallowed by the chasm that is quickly opening beneath their feet. Competition threatens from non-traditional sources, and those competitors are raising the bar on CX and customer expectations. What is the threat? What is the future for the utilities industry? How does and should this drive the utility’s CX strategy and related technology investments? Join this discussion between a respected municipal utility and an industry partner as they grapple with these questions and the future mission of public power and water.

ATTRACT TALENT & IMPROVE CS THROUGH EX
Christopher Ruley, Business Transformation, MISO
Mike Rowland, Dir, Customer Experience, West Monroe Partners

- Appreciate lessons learned from Midcontinent Independent System Operator’s (MISO) full-scale CX transformation;
- Embed tangible KPIs into your Employee Experience (EX) and CX transformation;
- Shift mindsets to attract the next generation of utility talent.

A U.S. Department of Energy assessment found that one in four electric utility employees will be eligible to retire by 2022. Compounding this issue, utilities are undergoing a digital transformation and require tech-savvy employees to support nimble innovation as industry disruption continues. They now find themselves in a war for talent with Silicon Valley and must evaluate everything in their organization — technology, process, people and culture — to deliver employees a superior experience to compete in today’s tight labor market. While utilities have recently turned their focus toward CX and customer-centricity, rethinking EX strategies can move CX initiatives forward and simultaneously assist with the talent issue. Research shows a very direct relationship between EX and CX. When employees are satisfied with their jobs, they are motivated to provide the kind of experience customers demand.

EXPANDING EXCELLENCE AWARDS

WINNERS OF THE 2020 AWARD FOR BEST CIS IMPLEMENTATION
Speakers will be announced in the 2020 On-Site Guide, Mobile App and at Thursday’s General Session.

Join us to hear from the award winners for the large and small utility to brief their highly successful Customer Information System (CIS) projects implemented during 2018 or 2019.

WINNERS OF THE 2020 AWARD FOR INNOVATION IN PEOPLE & PROCESS
Speakers will be announced in the 2020 On-Site Guide, Mobile App and at Thursday’s General Session.

Come hear from award winners for the large and small utility that have developed an innovative, low-tech or non-technological approach to improving customer service in the meter-to-cash customer experience lifecycle.
CONTEMPORARY IT PLANNING RISKS AND MITIGATION

Mario Bauer, CEO, TMG Consulting
Pam Glanvill, President, TMG Consulting

• Educate utilities on contemporary planning risks associated with enterprise IT projects;
• Provide risk mitigation strategies for modern IT projects.

Based on its experience advising clients through some of the industry’s most complex IT projects, TMG will share 10 internal and external planning risks unique to contemporary utility IT projects, as well as factors for mitigating these risks. TMG will also provide an overview of industry and CIS trends, including utility cloud adoption, cost guidelines, and more.

LEVERAGING AMI DATA TO UNDERSTAND YOUR CUSTOMERS

Marek Herrmann-Nowosielski, Dir, Product Mgmt, Aclara

• Understand how AMI data can be linked with other data and analyzed;
• Understand how AMI analytics reduce costs and increase the performance of utility programs and planning.

Utilities gain significant benefits in meter-to-cash operations when they implement an AMI project. But the AMI data has valuable beyond just meter-to-cash operations. AMI data can provide valuable insight into the utility’s customers and their behaviors. And that insight can be leveraged to dramatically improve design of segmentation and targeting for utility programs and customer engagement efforts and address the challenges facing a modern utility. But data is not insight and much of the AMI data is stranded. In this presentation we discuss how AMI data can be connected to other data sources and analyzed to deliver actionable insights.

1-800-CUSTOMER-VALUE: HOW AI IS EVOLVING CUSTOMER SERVICE INTO CUSTOMER VALUE

Abhay Gupta, CEO & Founder, Bidgely

• Learn how AI: Increases CSAT and JD Power scores while reducing high bill calls and truck rolls;
• Increases enrollment for programs, rebates, and rate plans for better TRC and customer experience;
• Drives new revenue generation through utility marketplaces or offset bottom line to increase profits.

AI has fundamentally changed customer service, creating the opportunity for utilities to drive mutual customer and business value. Using AI, IOU call center representatives are armed with data-driven customer insights like never before in history and are using this new intelligence to achieve strategic utility goals around customer satisfaction, targeted program enrollment and new revenue generation. With the industry’s leading AI technology and a unique performance-based business model, Bidgely is ushering utilities into a new customer care era where personalization guides customer engagement across the utility. This session offers a tangible roadmap for transforming customer service into customer value.

CATCH, GROW AND RELEASE: A MODEL FOR ACHIEVING NEW CIS OBJECTIVES

Richard Charles, Principal, EY

Objectives and Summary TBD

NEXT GENERATION DIGITAL AT THE HEART OF THE CUSTOMER JOURNEY

Laura Elwell-Ham, Mgr, Account & US Partnership, Hansen Technologies
Micah Frick, Sr Delivery Mgr / Project Mgr, Hansen Technologies
Tricia Jones, Asst VP, Information Communications & Technologies, National Water Commission

• Learn how National Water Commission is achieving next level efficiency and productivity while increasing customer satisfaction;
• Discuss the next generation digital tools that are shaping and enhancing the customer journey.

The rapid adoption of digital technologies is advancing customer capabilities and at the heart of the customer journey transition. Examples include flexible, adaptable and intuitive CIS user interfaces; smart meters for energy and water management; omni-channel...
STATE IT...DON’T DEBATE IT!
Andrea Blomquist, Mgr, Billing Services, City of Roseville, CA
Lyndal Haddox, VP, Innovation Solutions, AAC Utility Partners, LLC

• Understand the importance of a comprehensive, client-focused, and well negotiated Statement of Work (SOW);
• Recognize the risks of signing a vendor-prepared or internally drafted SOW;
• Be prepared to inarguably hold vendors accountable.

Transformation projects – CIS, WMS, ERP, MDM, etc. – are major investments of time, resources, and money; and high-risk undertakings. The Statement of Work (SOW) is the pivotal point in executing a mission critical implementation to ensure what you need/want is actually what you get. It is important that the SOW documents detailed project understanding, requirements and expectations as the foundation for the project. Through lively depiction of one utility’s experience, this session unpacks the SOW, identifies best approaches to SOW negotiation; and explains what a SOW needs to look like to protect your interests, not the vendors’.

HOW TO CROWDSOURCE YOUR UTILITY MARKETPLACE
Kristen Kadetsky, Mgr, Sr Product Marketing, Uplight
Erik Krause, Dir, Retail Product Delivery & Sales, SMUD

• Demonstrate how knowing your customer base and executing strategic customer segmentation leads to higher engagement;
• Best practices in creating a successful marketplace campaign through single sign-on, instant rebate application, etc.;
• Taking advantage of marketplace solution by increasing basket size and integrating scheduling with local contractors.

In an innovative move, SMUD decided to turn to their customers for product ideas in 2017. Based on this feedback, they launched a curated, Ecommerce platform offering customer requested products like smart thermostats, connected home products, and more called the SMUD Energy Store. Since the launch, SMUD has seen an average customer satisfaction rate of 91% and, as of September 2019, has sold over $3 million in product via the SMUD Energy Store. This presentation will dive into how a strategic approach to customer segmentation, customer research, and personalized promotions can position a utility as a trusted energy advisor.

A VIEW FROM THE CLOUD: STORIES OF LEADING SOARING UTILITIES
Caitlin Aburrow, Sr Dir, Global Product Mktg, Oracle Utilities

• Learn the difference between faux SaaS and real SaaS;
• Why you should consider cloud for your customer platform.

In this session we’ll bring you the latest updates in cloud customer platforms. Join us as we take a look at the difference between faux SaaS and what real SaaS brings to the table. We’ll dive in deep with utilities embracing true SaaS CIS as they share all the details about their journeys. If you’ve ever considered cloud for your customer platform, you don’t want to miss this session!

CUSTOMER OPERATIONS SUCCESS: LEVERAGING SERVICE PARTNERS AND THE CLOUD
Lynne Powers, Exec Dir, Red Clay Consulting

• How to get the most value out of your managed services provider;
• What to expect in your managed services provider agreement?

In an age of workforce scarcity and movement of applications to the cloud, the Utility looks to Managed Services Providers for daily operations. It is critical that the Utility’s Customer Service and IT Leadership partner together to select the right Managed Services Provider but, more importantly, to manage the MSP effectively. Come learn what to expect in your MSP Service Level Agreement, and how to get the most value out of your MSP so they become a valued partner in your Utility’s business.

MASTERING THE CHANGING UTILITIES MARKET MODEL
Maureen Coveney Bolen, Managing Dir, Customer Experience, Billing & AMI, Utegration, LLC
Rick Cutter, Managing Partner, AAC Utility Partners, LLC
David Harkness, CIO & VP Business Systems, Xcel Energy
Shachella James, VP, Technology Ops, CenterPoint Energy

• Understand how to establish a foundation for the evolving utilities product and service model, leveraging generally available pre-configured market solutions;
• Learn how some technologies are built to foster adaptation and transformation;
• Leave with a readily understandable and manageable roadmap for implementing the required capabilities.

Today’s utility service provider must offer so much more than a commodity service. The utility customer’s new normal carries an expectation of a superlative 7 x 24, “always on” experience delivered with streamlined services and bidirectional communication. The advent of the prosumer and the threat of unconventional market entrants
have rightly forced us to embrace customer-centricity and responding to market demands to supply alternative energy supply choice, as well as new services, like product break/fix and security services. This panel will explore how utilities can take the first steps toward embracing the new utilities product and service model.

INDUSTRY CRM: THE LOW-RISK, HIGH-ROI WAY TO UNLOCK LEGACY CIS

Kelly James, VP & GM, Energy & Utilities, Vlocity

- What is CRM in 2020? How leading Utilities are leveraging CRM to unlock legacy;
- Are you ready? Assess if your CIS/Customer systems can deliver the desired experience;

What is CRM in 2020? Can a utility-specific CRM and Customer Digital Engagement Platform create the customer and employee experiences I need without major impact to my CIS and Billing Systems? Industry-specific cloud-native solutions, like Salesforce with Vlocity, give utilities the flexibility to anticipate emerging use cases and evolve while protecting legacy investments. This session presents success stories in utility customer digital transformation: Preserving investment and lowering risk by layering utility-specific cloud CRM capabilities on legacy systems of record, Unlocking legacy data with industry-built connectors and Driving engagement by turning data into insight for customers and employees across all channels.

APPEALING TO DIGITAL NATIVES USING SIMPLE CUSTOMER SERVICE CAPABILITIES

Bobby Batson, COO, VertexOne

- Learn about the latest demands, trends and behaviors coming from the upcoming generation of utility customers;
- Learn what capabilities utilities need to meet the growing demands of utility customers;
- Hear from other utilities some of the proactive self-service initiatives they are working on.

The Millennial generation are cloud/digital natives and energy-savvy customers that prefer to conduct all interactions via digital and social channels. As these generations become a larger part of the customer base, they demand greater control, enhanced flexibility and more actionable insight about their energy usage. VertexOne works with our utility clients to proactively build capabilities that can satisfy the information, insight and control needs of this growing generation of customers, while simultaneously enabling the revenue, cost and efficiency objectives of utilities.

MODERNIZING CUSTOMER, ASSET, FINANCE, SC AND HR AT DIGITAL SPEED

Perzad Avari, Partner, Energy & Utilities, IBM
Christopher Behme, VP, IBM
Andre Guilory, Mgr, Business Consulting, CLECO Corp

- Describe the common drivers, strategies that enabled these utilities to move and be successful;
- What imperatives were these utilities trying to achieve;
- Describes lessons learned.

In 2019, CLECO achieved an unprecedented accomplishment. They transformed their business on SAP S/4HANA by replacing their Customer, Asset and Finance from Design to Go-Live in 18 months! CLECO still remains the only utility in North America to have all the above systems on the SAP S/4HANA platform and won the 2019 SAP Pioneer of the Year. Liberty Utilities is embarking on a similar journey to transform their Gas, Electric and Water businesses across 13 states in the US on SAP S/4HANA. Their scope spans Customer, Asset, Finance and Supply Chain across multiple jurisdictions and multiple systems of record.

CUSTOMER-CENTRICITY: WHY YOU NEED IT AND HOW TO ACHIEVE IT

Dennis Donovan, VP, Utility & Energy Div, Updater

- Understand why utility companies should adopt a customer-centric business model;
- Learn how other utilities are transforming their offerings to add more value for their customers;
- Take away tangible steps for understanding your own customers—the first step in becoming customer-centric.

According to Deloitte and Touche, customer-centric companies are 60% more profitable compared to companies that are not focused on the customer. Why? Because customer-centric companies understand their customers and create value-added experiences to meet their needs—and exceed their expectations. Utility companies have the opportunity to improve CSAT, improve engagement and increase revenue by adopting a customer-centric approach to business. In this panel session, we’ll hear from a CMO, a professor of marketing and other industry professionals about why and how to start putting the customer at the center of your utility business.
YOU HAD ME AT “VENMO” - BILLING AND PAYMENT TRENDS
Shaun Jackson, SVP, Mktg, KUBRA

• Receive an overview of the 2020 KUBRA Utility Consumer Billing Report;
• Learn current consumer billing and payment trends and hear predictions on what the future holds;
• Discover new ways you can capitalize on today’s trends to increase customer experiences and satisfaction.

Consumer billing and payment preferences are constantly changing. Trying to stay on top of the latest behavioral trends can be difficult but knowing how customers want to pay, pays off. That’s why KUBRA recently conducted a nationwide survey to research current consumer billing behaviors and attitudes. Join KUBRA as we share how you can use consumer data and behavioral insights to improve customer experiences and prepare for the years ahead.

Mobile App Can Sub As An Electronic On-Site Guide

Popular and convenient, CS Week’s mobile app returns as a handy resource for all things Conference 44. Effective Tuesday afternoon through Friday morning, the Conference mobile app offers attendees the ability to:

• Create a personalized Tuesday through Friday agenda with workshops and events that best suit your learning and networking objectives;
• Search the interactive Exhibit Hall map;
• Submit workshop surveys with just a few clicks;
• Use Knowledge Share to connect with other attendees;
• Share photos and comments via social media icons.

All registered attendees will receive an email with log-in and password instructions about one week before CS Week 2020 begins. Take a moment to download this intuitive resource and be ready to engage, post and connect as soon as you arrive. CS Week staffs a mobile app help desk during Registration hours to answer questions and help with individual issues.

Download the free app:

APP FEATURES:
- Interactive Maps
- Exhibit Hall & Second Level
- Surveys
- Conference Agenda
- Important Notifications
- Vendor Products and Services
- Prizes
CS Week Conference Exhibitors

Featured Exhibitors:

- AAC Utility Partners, LLC
- Accelerated Innovations
- Accenture
- ACI Worldwide
- Aclara Technologies LLC
- AdComp Systems Group
- Administrative Services LLC, A Neustar Company
- AGENT511
- Agentis
- Allconnect
- AM Conservation Group
- American Express
- American Gas Association
- American Water Homeowner Services
- Avertra
- Bidgely
- Bill2Pay
- Black & Veatch Corporation
- BlastPoint, Inc
- Blue Heron Consulting Corporation
- BPA Quality
- Bridgewater Consulting Group, Inc.
- Broadridge
- CHETU INC.
- Cinch Home Services
- CityBase
- Clearwater Payments
- Continental Utility Solutions Inc
- Credit Systems International, Inc.
- CS Week Vehicle Booth
- DataProse Billing Solutions
- Deposit Alternatives
- Dollar Energy Fund
- E-Complish
- E Source
- Edison Electric Institute
- EFI
- EnergyCare
- Enterprise Solutions Consulting
- Ernst & Young LLP
- Exceleron Software, LLC
- Experian
- Fidelity Express
- FIS
- Fiserv
- Giftogram / eBillingRewards
- GridX, Inc.
- Hallmark Business Connections
- Hansen Technologies
- Harris Utilities
- i3Verticals Public Sector
- Ibeyp Digital
- IBM
- Infor
- InfoSend, Inc.
- Infosys Limited
- INNER-TITE CORP
- Interactions LLC
- Intoollect
- Intrado
- Invoice Cloud
- irth Solutions
- Itineris
- J.D. Power
- JOMAR Softcorp International Inc.
- KloudGin
- KUBRA
- L.J. Ross Associates, Inc.
- Level One
- Message Broadcast, LLC
- Milestone Utility Services
- Milsoft Utility Solutions
- Minsait ACS
- MOSAIC
- Neustar
- Oncor
- ONLINE Utility Exchange
- Open International LLC
- Oracle
- Origin Consulting, LLC
- PayGo
- Paymentus
- PCI Group, Inc.
- Pinnacle Data Systems
- Plante Moran
- Power TakeOff
- Prithibi Consulting Services (PCS)
- ProcedureFlow
- Quadient
- Questline
- QuotePro Kiosk
- Red Clay Consulting
- Renkim Corporation
- Research America, Inc.
- RouteSmart Technologies, Inc.
- SAP America
- Selectron Technologies
- SilverBlaze Solutions
- Smart Energy Water
- SpryPoint
- Starnik Solutions, Inc.
- TMG Consulting
- TransUnion
- Updater
- Uplight
- Utegration, LLC
- Utilitec
- Utility Solutions Partners, LLC
- Utiligent
- Vertex
- Virtuofo Sourcing Group
- Vlocity
- Water Company of America
- WaterSmart Software Inc
- WCG Consulting
- West Monroe Partners
- Westin Technology Solutions
Tuesday, May 19

Exhibit Hall Hours
1 pm - 6 pm

Welcome Reception
4 pm - 6 pm

Sponsored by:

SEW
SMART ENERGY WATER

Open During All Exhibit Hall Hours:

Cyber Café
Booth #423
Sponsored by:

HANSEN TECHNOLOGIES

Espresso/Barista Bar
Booth #201
Sponsored by:

Infosys

WiFi Lounge
Booth #1137
Sponsored by:

updater

Relaxation Station
Booth #1015
Sponsored by:

KUBRA

Hydration Station
Booth #900
Sponsored by:

Integration

WiFi Lounge
Booth #101
Sponsored by:

BillPay

Wednesday, May 20

Invitation-Only Consultations/Demos
9:15 am - 11:15 am

Exhibit Hall Hours
11:15 am - 6 pm

Exhibit Hall Luncheon with Birds of a Feather Tables
12 pm - 1 pm
Sponsored by:

Sponsored by:

Innovation Talks
1 pm - 1:45 pm
(Outside the Hall in Innovation Alley)

Networking Reception
4:30 pm - 6 pm

Co-Networking Bars Sponsored by:

quadriEnt

updater

Utilitec

USP

Canadian Networking Reception
4:30 pm - 6 pm | Booth #1207
Sponsored by:

LeadNext Reception
4:30 pm - 6 pm | Booth #1219

Thursday, May 21

Invitation-Only Consultations/Demos
9:15 am - 11:15 am

Exhibit Hall Hours
11:15 am - 3:30 pm

Exhibit Hall Luncheon with Birds of a Feather Tables
12 pm - 1 pm
Sponsored by:

Sponsored by:

Innovation Talks
1 pm - 1:45 pm
(Outside the Hall in Innovation Alley)

Dessert & Coffee Reception
1:45 pm - 2:45 pm

APPOINTMENTS REQUIRED!

Make time spent in the Exhibit Hall more productive by registering for Invitation-Only Consultations/Demos.

Look for the sign-up form at csweek.org 6-8 weeks before Conference. Let vendors know your interest in their products and services, and then watch how a routine appointment can become personalized and specific to your utility.
Birds of a Feather Luncheon Tables

At Wednesday and Thursdays luncheons, Birds of a Feather tables are marked to bring like-minded attendees together for conversation. Whether you want to talk about credit, payments, analytics, customer assistance or another topic in the CX lifecycle, these tables facilitate and extend discussions in progress from morning workshops. What a great way to combine learning and sharing! Topic signage is posted at the entrance.

Winners: Chevrolet Silverado Pickup 1500 LT and One Lucky Utility Attendee

Imagine the reactions from your co-workers when you cruise into the company parking lot in a new ride and proclaim, “I won it at CS Week!” This year’s signature vehicle giveaway is a 2020 Chevrolet Silverado Pickup 1500 LT, and it will belong to one lucky utility winner. Becoming eligible to win is easy – simply visit the vehicle giveaway sponsors at their Exhibit Hall booths and request their name stamps. Once your individually numbered card is complete, hand it to the attendant at CS Week’s Vehicle Booth #929 by Thursday afternoon. Then, the wait begins for the random drawing and music-swelling announcement at the close of Friday’s General Session. So, pack your car insurance form, cross your fingers, and be ready to cancel your return travel plans because you may be driving a new truck home.

Innovation Alley

Think of it as a drive-by stage. Innovation Alley, first paved in 2019, is the venue where participating platinum and gold-level sponsors share short info bites and clear-eyed perspectives on the current and future state of customer service. It represents another medium to connect attendees with vendors. First year Talks ignited enthusiasm and encouraged attendees to visit vendor booths for Q&A, case studies, market-driven insights and deeper conversations in the Exhibit Hall.

2019’s inaugural Innovation Alley featured eight industry partners with seven-minute presentations similar to TED Talks©. These follow Wednesday and Thursday luncheons but do not overlap with Conference Workshops. The first-year theme, “Innovation In...,” has been extended for this year’s Alley. Look for the final schedule and Innovation Talk topics in the 2020 On-Site Guide. Sponsors listed below have already committed:
The Big Reveal: CS Week to Announce Its New Look and Feel

Reveal parties are an increasingly popular way for expectant parents to learn and share their baby’s gender months before its birth. Place a bet that the balloons inside the box will be blue? Will the party cannon blast pink confetti?

CS Week is expecting too - not a baby - a new brand. Its reveal party is set for May 20 at Opening General Session. After 43 successful years in the industry, CS Week will reveal its new brand at the 2020 Conference in Fort Worth. “The premier annual educational and customer service conference serving electric, gas and water/wastewater utility professionals across North America and around the world,” CS Week has earned a solid and respected reputation. Thanks to the advice and commitment of industry partners, our attendees and prescient advisory groups, CS Week will continue to be your go-to resource for utility customer service education and networking.

Our name will change and our look and feel will be energized and refreshed. Inputs from our dedicated Executive Advisory Panel and you our valued attendees were the genesis for this rebranding decision. What won’t change is CS Week’s sustained commitment to connecting utility customer service and supporting IT professionals with industry resources. CS Week’s foundational principles remain solid. Next summer, you’ll start to notice our new look and feel in printed and electronic materials, especially on our website. Reveals are exciting, and we can’t wait to show ours!

“CS Week seeks to redefine its brand strategy and deliver a brand direction that establishes a cohesive, consistent, focused voice for leadership in the new era of customer service in the utility industry. We are excited to launch our new brand at Conference 44.”

– Rod Litke, CEO, CS Week