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Enjoy a 20 - 40% Conference Discount When Multiple Utility Attendees Register on the Same Date

WITH INDUSTRY SPONSORS:
CX: CS Week-Style

Customer Experience, abbreviated CX, is an industry buzzword. It’s foundational to many utilities’ mission statements, their operating objectives and annual employee performance goals. CX is part of our shared lexicon. We at CS Week are keenly focused on the CX of our attendees, exhibitors, sponsors and industry partners. CS Week strives to create and sustain a CX that combines our customers’ values with educational and networking events to produce both a personal response and a stimulating sensory, emotional, rational and physical experience. We deliver education our consumers take back to the office and contacts they use immediately and in the future.

To make that happen, CS Week actively looks for what’s new and what’s leading edge. We don’t reuse tired topics or repeat old content. Our process with the Planning, Steering and Advisory teams is far different than others’ because we sit down and think about what are important topics, not what someone happens to want to present.

Four members of the CS Week Board have joined me in this feature to share the CX planned for Conference 41. I asked each to name two or three Must-Do/Must-See opportunities and to explain why. This is a two-part feature, with its companion set to appear in the summer edition. There and then, the other four Board members will reflect on the CX provided in Fort Worth, including feedback from folks they talked with and a glimpse into emerging topics for 2018’s CS Week in Tampa.

Sue Daulton has served on the Board since 2007. Her responsibilities at Tacoma Public Utilities focus on performance solutions including projects, project management, training, process improvement, analytics and metrics, and strategic planning. “For CS Week, I have the wonderful opportunity to work with all 30 of the utility planning committee members,” explained Sue. “With their input as diverse leaders representing all utility types and sizes, we develop the strong content and secure the best speakers for Synergy Groups and Workshop sessions.” She explained the value-add that comes from combining College, Synergy Groups, Executive Summit or Key Account Forum (KAF) with the 70+ Conference workshops – double the content at one location. She touts the multiple networking occasions, from the Attendee Orientation through Exhibit Hall networking receptions, as great places to meet peers and build new relationships. Another Must-Do? Leverage the Exhibit Hall where attendees can find fantastic opportunities to meet and learn about industry partners who can help find specific solutions to pain points or just to keep abreast of what is happening in the industry. Extend that by booking private vendor consultations for 1:1 conversations or sit down and participate in the Birds of a Feather lunch tables with those who want to “talk shop.”

As the IT Business Solutions Group Manager at NextEra Energy/Florida Power & Light, Andrea Pelt-Thornton is responsible for delivering and managing the big data analytics environment and providing smart grid solutions to the utility. She has been a Board member since 2009. What’s on Andrea’s 2017 Must-Do/Must–See list?

- Attend the Women in Utilities Reception because it’s a fun place to establish connections that attendees can use throughout the year and beyond.
- Map an advanced strategy to cover maximum ground and get the most value from the workshops especially if your utility is bringing multiple members. Utility Team Breakfast tables can facilitate creating this roadmap.
- Stay for Friday’s Executive Panel. This event ties together best practices and strategies that help utilities be most effective at implementing them. Friday’s panel shares tips and tricks of being successful.

An IT professional, Andrea advises, “Whether in the business or in IT, we’re all striving for improved business outcomes. Think about CS Week as being geared towards driving successful outcomes for our business and our customers. IT people should attend because it helps them understand what our business partners are trying to achieve and exposes them to new ways of doing things.”

Veteran member Mark Wyatt joined the Board in 2004. Now retired, Mark’s last assignment was as Duke Energy’s VP of Grid Modernization where he was responsible for deploying smart grid across the company. As KAF Venue Executive, Mark leads...
Staying Ahead of the Modern (Mobile) Utility Customer

Doug Thompson, Director of Product Development, West

Remember when you could pull a beeper off your hip to “wow” friends and colleagues with the latest and greatest tech? We were all blissfully unaware of just how dramatically technology would mature as a staple of business and our day-to-day lives. At the heart of this shift is digital disruption, and it is continuously transforming customer experience (CX). As customers evolve in step with the technology they touch, a flood of innovative competitors, products and services is creating a massive disturbance to every organization’s ability to provide reliable information to the right customers at the right times. What does this “mobile shift” mean for customer experience in the utility industry? How can we use it to our advantage? When should we start strategizing and what does that process look like? Let’s take things one step at a time.

Responding to the Mobile Shift

Utility customers are reaching for their mobile devices expecting interaction with your company to be as intuitive and flexible as it is with their favorite retailer. A challenge, yes... but one that presents a significantly rewarding opportunity for utilities willing to put in the necessary legwork to meet and exceed growing expectations.

A study by Enkata states that preemptive service can reduce inbound call volumes by up to 30 percent, while increasing retention rates by 3 to 5 percent. In an industry where busy signals spell trouble (specifically, when it comes to the Public Utility Commission) and J.D. Power often represents a critical measure of success, reducing reactive customer care can make all the difference. The solution is simple: avoid reactive customer care by providing more personalized, predictive communication.

To demonstrate, let’s consider an example when West worked with a major Florida utility company to leverage outbound messaging and help customers withstand a coastal disaster.

When Hurricane Matthew tracked up the East Coast in the fall of 2016, this utility focused on providing reliable and timely communication for customers before, during and after the storm. To make sure customers knew what to expect before the storm began, they reached out with outbound voice alerts to relay information around what steps to take when or if outages occurred. And when Matthew hit and outages occurred, they continued to proactively address concerns with messages about power restoration efforts and any residual storm impacts. Over the course of five days, the company delivered over 2.3 million proactive outbound alerts, helping customers confidently weather the hurricane.

This story serves as a testament to the influence proactive communications can have in the utility industry. But this particular company’s success was far from incidental; it stemmed from strategic investments to improve the overall CX. Being judicious in one’s adoption and application of mobile technologies is key to sustainability.

According to Google, 87 percent of people have their phones by their side at all times. And although many utilities recognize the need to develop new communication strategies that fall in line with the needs of today’s on-the-go customer, they still fail to make it a priority. This is regrettable, as the Federal Communication Commission’s 2016 Telephone Consumer Protection Act (TCPA) ruling to shift opt-in consent to phone numbers provided upon service activation has made delivering timely customer care easier than ever from a compliance standpoint.

Proactive communication has considerable benefits for both customer experience and operational performance. As utility consumers express 8 percent more interest in receiving outage text messages than a year prior, outbound communications can increase customer engagement, self-service efficiency, satisfaction and advocacy. Operationally speaking, proactive strategies enhance automation and containment, decreasing call-time and overall costs of inbound care.

Continued on Page 22
The mission of CS Week
...is to plan and deliver professional, unbiased educational opportunities in a cost-effective manner for the electric, gas, water/wastewater utilities, cooperatives and municipalities throughout North America and the world.


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### CS Week Agenda

#### Sunday, May 21, 2017

- **Registration**: 9:00 am – 5:00 pm

#### Monday, May 22, 2017

- **Registration**: 7:00 am – 5:00 pm
- **Executive Summit**<sup>g</sup>: 7:00 am – 5:00 pm
- **Key Account Forum**<sup>g</sup>: 7:00 am – 4:45 pm

- ENGAGE311<sup>g</sup>: 7:30 am – 6:00 pm
- **CS Week College**: 7:45 am – 4:30 pm
- **Smart Utility Systems Synergy Group**: 8:00 am – 3:30 pm
- **Tendril Synergy Group**: 8:00 am – 3:30 pm
- **SAP Synergy Group**: 8:00 am – 5:00 pm

#### Tuesday, May 23, 2017

- **Registration**: 7:00 am – 6:00 pm
- **Executive Summit**<sup>g</sup>: 7:00 am – 5:00 pm
- **Key Account Forum**<sup>g</sup>: 7:00 am – 3:45 pm

- **ENGAGE311<sup>g</sup>**: 7:30 am – 5:00 pm
- **Synergy Groups (Business Processes)**: 7:30 am – 3:00 pm
  - Analytics
  - Billing & Payments
  - Contact Center
  - Credit and Collections
  - Digital Customer Engagement
  - Field Customer Service
  - Low Income
  - Outage Communications
  - Utilities United Against Scams

- **Oracle Utilities Synergy Group**: 8:00 am – 3:00 pm
- **Exhibit Hall Hours**: 8:00 am – 3:00 pm

- **Chip Bell**, Innovative Speaker/Author: 8:15 am

#### Wednesday, May 24, 2017

- **Continental Breakfast/Utility Team Meetings**: 7:15 am – 8:15 am
- **ENGAGE311<sup>g</sup>**: 7:30 am – 5:00 pm
- **Registration**: 8:00 am – 6:30 pm

- **General Session Welcome & Keynote Speaker**: Michael Guyton, CCO, Oncor
  - 8:00 am – 8:40 am

- **Expanding Excellence Awards Announcements**: 8:40 am – 9:20 am
- **Vendor Appreciation Mingle**: 8:45 am – 9:30 am

- **Exhibit Hall Consultations/Demos<sup>g</sup>**: 9:15 am – 11:15 am
- **CS Week Research Roundtable Meeting<sup>g</sup>**: 9:30 am – 3:30 pm

- **Session 1 Workshops**: 9:30 am – 10:30 am
- **Refreshment/Snack Break**: 10:30 am – 10:45 am

- **Session 2 Workshops**: 10:45 am – 11:45 am

- **Exhibit Hall Hours**: 11:15 am – 6:30 pm

- **Exhibit Hall Luncheon with Birds of a Feather Networking Tables**: 12:00 pm – 12:45 pm

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

- **Book Signing with Penni McLean-Conner**: 1:45 pm – 2:45 pm

- **Session 7 Workshops**: 2:30 pm – 3:30 pm

- **Refreshment/_snack Break**: 3:30 pm – 3:45 pm

- **Session 8 Workshops**: 3:45 pm – 5:00 pm

- **“Two-Step Thursday” Special Event**: 7:00 pm – 10:00 pm

#### Thursday, May 25, 2017

- **Continental Breakfast/Utility Team Meetings**: 7:15 am – 8:15 am

- **General Session and Keynote Speaker**: Chip Bell, Innovative Speaker/Author
  - 8:00 am – 9:00 am

- **Session 5 Workshops**: 9:15 am – 10:15 am

- **Exhibit Hall Consultations/Demos<sup>g</sup>**: 9:15 am – 11:15 am

- **Refreshment/Snack Break**: 10:15 am – 10:30 am

- **Session 6 Workshops**: 10:30 am – 11:30 am

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

- **Exhibit Hall Luncheon with Birds of a Feather Networking Tables**: 12:00 pm – 12:45 pm

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

- **Book Signing with Penni McLean-Conner**: 1:45 pm – 2:45 pm

- **Session 7 Workshops**: 2:30 pm – 3:30 pm

- **Refreshment/ Snack Break**: 3:30 pm – 3:45 pm

- **Session 8 Workshops**: 3:45 pm – 5:00 pm

- **“Two-Step Thursday” Special Event**: 7:00 pm – 10:00 pm

#### Friday, May 26, 2017

- **Continental Breakfast**: 7:15 am – 8:00 am

- **Session 9 Workshops**: 8:15 am – 9:15 am

- **Refreshment Break**: 9:15 am – 9:30 am

- **Closing General Session and Executive Panel Discussion**: 9:30 am – 10:30 am

- **Special Announcement and Vehicle Giveaway**: 10:30 am

**Fort Worth Convention Center is the location for CS Week, except as noted:**

1. Executive Summit meets at Omni Fort Worth Hotel, Texas Ballrooms E and F
2. Key Account Forum meets at Omni Fort Worth Hotel, Ft Worth Ballrooms 4 and 5
3. ENGAGE311/EXPO311 meets at Hilton Fort Worth Hotel, 2nd Floor

*By invitation only

* * * Agenda is subject to change * * *
Welcome to “Cowtown”

Omni Fort Worth Hotel
1300 Houston Street
817-535-6664
$199 + tax/night
$25/day parking

Sheraton Fort Worth Hotel
1701 Commerce Street
817-335-7000
$179 + tax/night
$20/day parking

The Worthington Renaissance Fort Worth Hotel
200 Main Street
817-870-1000
$199 + tax/night
$20/day parking

Full conference attendee registration includes admission to the breakfasts and keynote speakers’ presentations, Exhibit Hall luncheons, CS Week conference workshops and all social and networking functions including, but no limited to, Exhibit Hall receptions and the CS Week Special Event. For complete details and to see five easy ways to register, visit the Registration tab at www.csweek.org.

Tiered Pricing for Utilities

20% discount: 3-5 attendees
30% discount: 6-10 attendees
40% discount: 11+ attendees

Group Registration Form must be submitted from the same utility company on the same date.

CS Week College is intended for utility company attendees only.

REGISTRATION FEES (includes breakfast and lunch)

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*Discounted College registration fee is offered to those who register for College and Conference.

CS Week Synergy Groups are intended for Utility company attendees only (except Analytics). Session admittance is subject to presenter’s approval.

REGISTRATION FEES
Vendor Solution Synergy Groups on Monday
(+ Oracle Utilities on Tuesday) = Complimentary

Business Process Synergy Groups on Tuesday = $249

Limited Availability
CS Week 2017   |   May 22-26, 2017   |   www.csweek.org
Fort Worth Convention Center | Fort Worth, TX | #csweek2017
Submit a LeadNext Nomination

CS Week’s newly launched leadership development program, LeadNext, still has openings in its inaugural class. With a limit of just 14 participants, the first class of LeadNext begins with Conference 41 in Fort Worth and ends with Conference 42 in Tampa. In between, participants and executive coaches will meet twice for day-long meetings at a host utility and join eight monthly webinars. The program curricula is focused around the Customer Experience Lifecycle. For more information, to submit a nomination or to self-nominate, visit LeadNext or call Lisa Collins at 903-821-8675. LeadNext nominations close March 31, 2017.

Utilities United Against Scams

It’s likely that you know someone who’s been scammed. Across the nation, criminals are getting bolder and striking the vulnerable, senior citizens and non-native English-speaking persons more often. They use deceptive tactics like playing a recording that sounds almost like the utility’s phone message or they display counterfeit utility ID badges. Millions of dollars of fraudulent payments and thousands of utility customers have been impacted. It’s scary and can happen to anyone.

But utility companies are fighting back. They are posting instructions on company webpages and sending bill stuffers alerting customers of these tactics and instructing them to hang up and call the utility’s verified direct phone number.

CS Week strongly supports Utilities United Against Scams (UUAS). It has offered webinars and workshops in 2016, and one is scheduled for Conference 41. Check out the Workshops At-a-Glance and join Jared Lawrence, Vice President, Revenue Services of Duke Energy, as he lays out the current situation and identifies how utilities are making a positive difference.

“We Deliver” - More Than a Motto at Oncor

Corporate mottos provide identity on many levels. With “We Deliver” as its motto, Oncor, the largest electric distribution and transmission system in Texas, stands for more than just powerlines and meters. The emphasis on delivery permeates its operations and service to 10 million customers in 402 cities across 91 counties. Delivering a great conference experience is also important for Oncor as CS Week’s host utility in Fort Worth.

As the host utility, look for Oncor to deliver:

• In the Exhibit Hall, where utility representatives will delight in talking about Oncor’s initiatives and demographics and answering questions at Booth #1207;
• As presenters in the Executive Summit and Key Account Forum;
• At Wednesday’s General Session where Michael Guyton will share Oncor’s successful transformation of its outage communications programs;
• As a Contact Center track workshop presenter;
• As presenters in the Analytics and Outage Communications Synergy Groups; and
• As the welcoming, local utility face for Women in Utilities.

Learn about Oncor’s award-winning energy efficiency and renewables programs, their effective and smart safety initiatives, and ways they engage in community outreach at:

www.oncor.com

Fort Worth Convention Center | Fort Worth, TX | #csweek2017
Networking Opportunities Galore

Attendee Orientation

Whether a first-time or a veteran attendee, the best way to start CS Week is with Tuesday afternoon’s Attendee Orientation. Take a seat and prime yourself for a fast-paced overview of the conference venues and their educational and networking opportunities:

• Learn tips and tricks for maximizing your days and time;
• Listen to the hows, whats, whens and wheres of Conference 41 and particularly the Exhibit Hall;
• Get acquainted with the On-Site Guide;
• Put together Planning Committee names and faces;
• Understand why badges are customized; and
• Practice using the Conference app.

This is a friendly casual way to start your week, plus there will be raffle prizes, so start here before the Welcome Reception.

Join us for an evening with friends! After a long day spent in Synergy Groups, exploring the Exhibit Hall or perhaps attending CS Week Benchmarking or other meetings, what could be better than enjoying a glass of wine, light hors d’oeuvres and valuable conversation? Hundreds of talented utility women will meet in Ballroom C for the annual Women in Utilities reception starting at 6:15 pm, another networking opportunity where professional friendships bud and grow year after year.

Angela Guillory, Oncor’s Vice President – Customer & Market Operations, will welcome attendees. Our sponsors will repeat their tradition of raffling exciting prizes.

Tuesday’s Welcome Reception

CS Week’s Exhibit Hall, the industry’s largest, opens Tuesday afternoon with its first networking opportunity, the Welcome Reception. Put on your walking shoes and get acquainted with the Exhibit Hall’s layout, its 13 aisles and specialty areas like:

Take this opportunity to start collecting vendor stamps on your individually numbered Vehicle Giveaway Card. After securing all the stamps, submit your card at CS Week Vehicle Booth #421. Exhibiting vendors are industry leaders, ready to be resourceful and answer questions utilities face. The Welcome Reception is another chance to request invitation-only consultations/demos on Wednesday and Thursday for private, focused meetings.
Wednesday’s Networking and Canadian Receptions

What better way to end a busy, productive, first full day of Conference presentations and workshops than enjoying the annual Networking and Canadian Receptions on Wednesday afternoon. Graze among tables of hors d’oeuvres and visit the co-networking bars as you wind your way through over 150 exhibitor booths. Consultants and industry partners will be ready to share their latest products and services and to listen to your utility’s needs and aspirations.

Look for the red maple leaf flag which marks the special area designated for the Canadian Reception.

Co-Networking Bars Sponsored by:

Canadian Reception Sponsored by:

Continued from Page 2

So now that you have Board insights, let me share my thoughts about your upcoming CX – CS Week-style. I’ve had the pleasure of serving as a Board member since the first day there was one. Additionally, my role as CEO allows me to guide and direct the many moving parts that come together to produce CS Week. I personally get involved in the details, like securing General Session speakers (and get ready for Thursday with Chip Bell’s return to the podium because he’s a guy that has a hard time sitting down), evaluating Expanding Excellence Award submissions, reviewing College courses and working with our host utility sponsor. Everyone connected to CS Week brings their best game and the newest products and services. It’s all about your CX. And we want to make your week in Fort Worth engaging and stimulating, one to remember and enjoy for so many reasons.
Utility Team Breakfast Tables
CS Week invites utilities with eight (8) or more conference attendees to reserve a breakfast table in the Wednesday and Thursday General Sessions for morning team meetings.

- Seating arrangements made in advance will accommodate your team’s size;
- Reserved tables using your company name can be easily located using the “Table Chart” signage at General Session entrances; and
- Gathering at the day’s start allows your team to plan, review, brainstorm and identify particular workshops to attend and vendors/consultants to visit.

Contact DeAnn Mozingo or 903-893-3214 to reserve a table by May 1, 2017.

Expanding Excellence Awards
Wednesday’s announcement of the 2017 Expanding Excellence Award-winning utilities sets a high standard for the workshops, events and educational groups meeting at CS Week. These awards salute excellence in meter-to-cash projects and implementations and recognize outstanding contributions and innovation in utility customer service. Brief videos introduce the winning utilities and finalists are also recognized for the following:

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

Following the awards ceremony, winners present their projects, innovations and implementations at conference workshops on Wednesday.

Wednesday’s Keynote Highlights Communications
Returning to the CS Week General Session stage, Michael Guyton, Oncor’s Senior Vice President and Chief Customer Officer, will share how smart grid, smart meters and the digital consumer are enabling Oncor to significantly redesign their customers’ outage/restoration experience. Oncor is alerting customers that their power is out before they call and using analytics, continuously updating their customers on the progress of their restoration, designing the least expensive communication channel so that it becomes the customers’ preferred channel, engaging field operations to be enthusiastic contributors to the outage communication process, using analytics to increase the number participating in proactive alerts.

Sponsored by:

Following the awards ceremony, winners present their projects, innovations and implementations at conference workshops on Wednesday.
“Seriously Sparkly Service: Making Innovative Service Profoundly Remarkable”

Recall the absolutely best customer service experience of your entire life. What features produced this profoundly remarkable memory? Today’s customers do not talk or tweet about good service, but they do share unique, special and ingenious experiences. Research shows value-added service (starting with what customers expect and adding more) will not provide a solid ROI. But, value-unique service (delivering an unexpected, compelling surprise) creates animated advocates and fuels bottom-line impact.

Go behind the scenes in organizations renowned for being customer-centric. There, leaders with exceptional practices and special competencies understand the culture most suited for resourcefulness in delivering value-unique experiences that awe, not just delight. When customers deal with your call center, they likely have just interacted with the call centers at Zappos or Amazon—your competition! They experience your field service people right after having a great experience with a resourceful FedEx or UPS delivery person. And, the fact that you are a regulated or not-for-profit company is totally irrelevant to today’s picky, fickle and highly vocal customer. Leaders who are customer-centric have an eye for innovation and a focus on creating a work setting of responsible freedom, compelling cause, supportive connections, infectious curiosity and affirming excellence. Based on Bell’s just released book, _Kaleidoscope_, Thursday’s high-energy General Session keynote provides the tools, tips and techniques for leading and delivering innovative utility customer service that sparkles.

Chip R. Bell is the author of several national best-selling books including _Take Their Breath Away_, _Managing Knock Your Socks Off Service_, _Sprinkles_, and _Managers as Mentors_. He has served as consultant or trainer at major utilities like Southern Company, NRG Energy, Duke Energy, Exelon Utilities, Southern CA Edison, MidAmerican Energy, and Consumers Energy. Additionally, he has consulted with the Ritz-Carlton Hotels, USAA, AMEX, Marriott, Southwest Airlines and Home Depot. He has appeared live on CNN, CNBC, Fox Business, ABC, Bloomberg TV, NPR, and his work has been featured in _Fortune_, _Forbes_, _Businessweek_, _Money Magazine_, _Fast Company_, _USAToday_, _Entrepreneur Magazine_, _Inc. Magazine_ and _The Wall Street Journal_.

Sponsored by: **FIRST FUEL**

“**All-Stars Unplugged**”

Appreciating that there is more than one path leading to the corporate suite at major utilities, Penni McLean-Conner, Eversource Energy’s CCO & SVP, Customer Group, will moderate Friday’s Executive Panel and showcase three of the eight CCOs from her third book, _Profiles in Excellence: Utility Chief Customer Officers_. All-stars at their utilities, Greg Dunlap, Joanne Fletcher and Joe Trentacosta will explain how they have created and continue to develop a team dedicated to a customer-focused culture. Hear how they align their organizations and provide development opportunities and training. Learn why they continually recognize and celebrate success, provide strategic oversight, and offer valued customer-facing products and services, all while balancing personal lives with corporate responsibilities and delivering mission-critical projects.

Recognized by the Greater Boston Chamber of Commerce, McLean-Conner recently received its prestigious 2017 Pinnacle Award for Achievement in Private Sector Management. A mother of two and active on numerous community and national boards, McLean-Conner is chair of the CS Week Board of Directors and an all-star in her own right.
Monday, May 22, 2017 | 7:00 am – 9:00 pm

Registration and Breakfast

Welcome: Rod Litke

Introduction: Todd Arnold

Getting to Zero
Phil Bussey, Senior Vice President, Chief Customer Officer, Puget Sound Energy

The Internet of Things
Moderator: Jessica Brahaney-Cain, VP, Customer Operations, Eversource Energy
With industry knowledge experts from Nest Labs, SAP and Tata Consultancy Services

Break

Strategies for Customer Experience of the Future
Facilitator: Hallie Reese, VP & Chief Customer Officer, Exelon Utilities

Luncheon

Creating Value Through Energy Innovation
Michael Britt, Vice President, Energy Innovation Center, Southern Company

Tactics for Customer Experience of the Future
Facilitator: Doug Petitt, CIO & VP, Customer Service & IT, Vectren Corporation

Break

New Payment Strategies
Speaker To Be Announced

The Digital Customer
Moderator: Kara Shuror, Assistant Director, Business Services, City of Fort Worth Water Department
With industry knowledge experts from EY, Smart Utilities Systems, FirstFuel Software

Closing Message: Todd Arnold

Networking Social, Cocktails and Executive Summit Dinner at The Ashton Depot

Tuesday, May 23, 2017 | 7:00 am – 5:00 pm

Next Generation Customer Experience
Val Jensen, Senior Vice President, Customer Operations, ComEd

Utility Customer Service of the Future
Moderator: Kevin Christie, Vice President Customer Solutions, Avista
With industry knowledge experts from Oracle and PwC

Break

Culture Change for Customer Experience of the Future
Facilitator: Stacy Derstine, Vice President Customer Services and Chief Customer Officer, Arizona Public Service

Who’s Eating Our Lunch and Should I Care?
Dave McKendry, Director Customer Service, Hydro Ottawa
With industry knowledge experts from AAC Utility Partners, Simple Energy and Tendril

Luncheon

Mapping Your Way Out of the Customer Experience Jungle
Speaker To Be Announced

Transforming Restoration Communication
Mike Guyton, Senior Vice President and Chief Customer Officer, Oncor

Closing Message: Todd Arnold

Industry Breakout Meetings

Executive Summit to Exhibit Hall

Thank You to our 2017 Executive Summit sponsors:

With Industry Sponsors:
Monday, May 22, 2017 | 7:00 am – 9:00 pm
Registration and Breakfast
Welcome: Mark Wyatt

Top of Mind Issues: Michael B. Williams
Each attendee introduces themselves (name, title, company) and describes their three top of mind issues.

Voice of the Customer
Facilitator: Reggie Bonner, Director of Customer Operations, Oncor
Panelists: Art Justice, Vice President, CineMark; Dirk Taylor, Manager, General Motors; and Trey Yelverton, City Manager, Arlington, TX

Breakout Session and Break
This is the first of four opportunities for key account managers to discuss topical issues among themselves and learn about the similarities and differences in their utilities approaches to creating and sustaining a customer-centric environment.

Luncheon
Service Connection – Whose Responsibility Is It?
Chima Chijioke, Manager, Large Customer Services, Governmental & External Affairs, BGE; Michael B. Williams, Principal Manager, Key & National Accounts, C&I Segment, Southern California Edison; and Ed Zazzali, Regional Manager, Large Customer Support, PSE&G

Delivering New Value-Add Products and Services
Pete Barsamian, Director of Energy Services, Eversource Energy

Breakout Session and Break

Wrap Up

Networking Reception and Dinner at Reata Restaurant

Tuesday, May 23, 2017 | 7:00 am – 3:15 pm
Registration and Breakfast
Welcome: Michael B. Williams

Supporting a Single View of Key Accounts
Mark Petrilla, Strategic Account Executive – Electric Utilities, Salesforce

What Customer Experience Do We Want to Deliver in the Future?
Mike Hildebrand, Vice President of Business Development, E Source

Breakout Session and Break

Luncheon
Assigned Customer Criteria That Is Aligned with Business and Customer Value
Claudette Harris, Manager, Business Energy Account Management, DTE Energy

Breakout Session and Break

Wrap Up and CS Week Exhibit Hall: Michael B. Williams and Mark Wyatt

Thank you to our 2017 Key Account Forum sponsors:

CS Week Exhibition
Benchmark Members’ Roundtable Meeting and Luncheon

Wednesday, May 24, 2017 | 9:30 am – 3:30 pm
Planning teams for the newly branded ENGAGE311/EXPO311 have built three days full of strong content and format variety to keep call center professionals actively engaged. Check out the high level agenda below and visit ENGAGE311 online at www.csweek.org/web/311 to see who is presenting which sessions and brief descriptions of what to expect.

**Monday, May 22, 2017**
- Registration and Check In
- Breakfast
- What’s the 311?
- Welcome, Overview of Agenda and Session Objectives
- Comparative Survey Results
- Virtual Call Center Tour – City of Knoxville, TN
- Break in EXPO311
- Technology Survey Results
- Name That Tune!
- Lunch
- Sponsor Ignite Session
- LEAN Thinking
- Deskercise: How to Sprinkle in Fitness at Work
- Ideation: Define Your Pain
- Break in EXPO311
- Keeping the Serve in Service
- Closing Remarks
- Welcome Reception in EXPO311

**Tuesday, May 23, 2017**
- Registration and Check-In
- Breakfast
- Welcome
- CS Week 311 Award of Excellence
- Presentation of the 2017 CS Week 311 Award of Excellence
- Dallas City Hall on the GO! Proactive Community Engagement
- Break in EXPO311
- Finding Hidden Treasures: A Summary of Speech Analytics Technology Benefits
- Panel Discussion: Moving Up and Moving Out
- Lunch with Keynote Speaker: Language of Learning - Angie Whitney, TrainerAngie
- Sponsor Panel
- What’s In a Name?
- Dessert Reception in EXPO311
- Ideation: Pick Your Pain
- Virtual Call Center Tour - City of Dallas, TX
- Sponsor Presentation

**Wednesday, May 24, 2017**
- Breakfast
- Welcome
- Sponsor Presentation
- Engaging Employees and Strengthening Call Center Operations Through Succession Planning
- Break in EXPO311
- Virtual Call Center Tour - City of Minneapolis, MN
- Community Engagement and the Municipal Contact Center
- Lunch in EXPO311
- Ideation Conclusion: Strategic Prescriptions for Pain
- Innovating Panama with National Citizen Support Services
- Sister Teams: The Sibling You Never Knew You Needed
- Sister Teams: Adoption
- Break
- Learning Lounges, include discussion on the following topics:
  - Getting the Most Out of Your Department Relationship Managers
  - Authentic Conversations: Moving from Manipulation to Truth and Commitment, by Jamie Showkier and Maren Showkier
  - Strengthening Workforce Optimization and Employee Engagement via the Remote Worker
  - Emergency Move
- Closing Remarks

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Achieving Stable Operations and Realizing Business Benefits After Project Go-Live

Want to mitigate adverse impacts to customers, employees, cash flow or the perception of your business by regulators and third parties? Defining and achieving stable business and IT operations at and after go-live is a “must” to stabilizing operations and realizing benefits. To do so for CIS implementations and transformation projects requires a focused and intentional approach, spanning project work streams, involving executives and gaining their commitment and working with and across business units over the project lifecycle. Avoid common pitfalls and learn the most effective approach, from people, process and technology to create successful business and project outcomes.

Best Practices in Selecting New Utility Software and System Integrators

Many utilities are coming to the realization that their CIS is near the end of life. Multiple business issues such as an aging workforce, new technologies’ needs, meter data management and the desire to improve the customer experience (CX) are driving this realization. Issues. This course will discuss a methodology to assess, procure and build a business case that supports your decisions by presenting CIS project examples as well as case studies associated with typical issues related to these types of projects. Risk mitigation strategies will also be discussed to assist your project implementation in being successful.

Customer Service – S.E.R.V.E.

This highly interactive and popular course helps participants understand and apply the pieces to a customer service conversation completed through effective communication. Participants will learn the steps and role-play necessary pieces to accomplish what the business can do for the customer and understand the needs of the customer. A high percentage of the time is focused on understanding the need, not assuming the need, “because the representative has heard it a hundred times before.” This module trains the participants to ask the right questions to get the right answers.

Economics, Engagement and Execution: Meeting Customer Needs in a Digital World

Digital transformation is about uniting technology around a shared purpose and vision. This course will address the current challenges of digitization in the utilities sector, providing insights on operational challenges, the Internet of Things possibilities, the importance of CX strategies, and innovation through new products/services. Utilities today are being driven to optimize operations and have a clear roadmap with customers while also evaluating and updating core operational strengths. Competition is becoming more common “behind the meter” as new entrants offer new options that threaten a utility’s relationship with its customers. With increased customer expectations, this course will help participants gauge their progress and challenge them to stress test their approaches as they meet ever-changing customer needs in a digitized world.

Leading Change Through Tactical Engagement at Every Level

Organizational change is a corporate constant. Effectively leading change is not a one-size-fits-all solution for utilities, and many are hard-pressed to affect successful change through multi-level engagement. Tactical engagement requires a strategy and clarity. This course establishes a foundation for understanding organizational behavior, design and development before introducing change at all levels. Participants will be challenged to practice what is learned through hands-on exercises like introducing change at all levels. Participants will be challenged to practice what is learned through hands-on exercises like developing a convincing business case. Participants tasked with a major change initiative will take away strategies to facilitate the work ahead.

Six Critical Steps on the Path to Implementing a Successful Enterprise IT Replacement Project

Most CIS experts believe that the planning phase of an enterprise IT replacement project is most critical to its success and for good reason. It stages everything that follows: procurement, implementation, stabilization and system operation. This phase is riddled with risks that can lead to project derailment. Consultants will deliver a full-circle education on operations and IT readiness. Citing case studies with real-world examples, the information presented will be bolstered by utility research and data.
Monday, May 22, 2017
Vendor Solutions Complimentary

Thirteen CS Week Synergy Groups offer something for every utility professional.

If you are currently using participating vendors’ products/services/solutions, join Monday’s day-long discussions on industry trends, successful case studies and roundtables to share and learn.

Business Process groups on Tuesday feature professional, unbiased environments and in-depth discussions of current and common challenges among utility staff who work in these customer experience lifecycle areas.

Synergy Groups agendas, speakers and session descriptions are available online.

For more information about Synergy Groups, contact Jules Denton at 903-893-3214.

Tuesday, May 23, 2017
Business Processes $249

CSWeek2017 App Is Where It’s At!

Met with overwhelming attendee enthusiasm, CS Week’s app is returning for the Fort Worth conference. CSWeek2017 is its simple, easy-to-remember name. Download it from app stores like GooglePlay and the iPhone App Store or access it via any iOS, Android and HTML5 device. The app allows attendees to interact in real time to:

- View a mobile On-Site Guide
- Check out speaker bios
- Create a personalized interactive agenda
- See Sponsor and Exhibitor information
- Receive alerts and updates
- Complete speaker evaluations and conference surveys
- Tweet, send photos and post what’s happening at Conference 41

What’s new for 2017? The app will be set up to award points based on your using it, and those points add up to win you prizes.

John Sild, CS Week Conference Director, will send a welcome email with download instructions and password to all registered attendees two weeks before Conference 41 to install the link: ddut.ch/csweek

CS Week staff at Registration/Check In will also be ready to answer questions about CSWeek2017.
Vendor Appreciation Mingle
Exhibitors, sponsors and industry partners are invited to the first Vendor Appreciation Mingle located at the 12th Street Lobby on the First Level. Nosh on a light breakfast and beverages while meeting other vendors. Also on the menu are a side of recognition and a tip of appreciation from CS Week.

Invitation-Only Consultations/Demos
Wednesday and Thursday mornings offer one-on-one time between exhibiting vendors and attendees. By visiting www.csweek.org in April and choosing whom to meet before Conference 41, utility attendees can request appointments that will be focused on their specific needs and interests. These important connections can offer direction, strategy and answers to operational challenges and spark ideas for future planning. New exhibitors with new solutions join the Exhibit Hall every year, so be sure to review the extensive 2017 list.

Exhibit Hall: aka Networking Central

Tuesday, May 23, 2017
Exhibit Hall Hours
1:00 pm – 6:00 pm
Welcome Reception
4:00 pm – 6:00 pm

Wednesday, May 24, 2017
Vendor Appreciation Mingle
8:45 am – 9:30 am
Invitation-Only Consultations/Demos
9:15 am – 11:15 am
Exhibit Hall Hours
11:15 am – 6:30 pm
Exhibit Hall Luncheon
12:15 pm – 1:15 pm

Thursday, May 25, 2017
Invitation-Only Consultations/Demos
9:15 am – 11:15 am
Exhibit Hall Hours
11:15 am – 3:30 pm
Exhibit Hall Luncheon
12:00 pm – 1:45 pm
Dessert & Coffee Reception
1:45 pm – 2:45 pm

2017 CS Week Conference Sponsorships which allow for advance, premium booth selection are available. For more information, please visit the CS Week website, look for the Prospectus link under the Exhibitors tab or contact Gail Farmer, Exhibitor/Sponsor Manager at 903-893-3214.

CS Week Publishing and Book Signings
Visit the CS Week Publishing booth to meet Penni McLean-Conner, Eversource Energy’s SVP, Customer Group and CCO and have her sign your copy of her newest book, Profiles in Excellence: Chief Customer Officers.

Wednesday, 5:00 pm – 6:00 pm
Thursday, 1:45 pm – 2:45 pm

Birds of a Feather Luncheons
Extend your networking and educational time with utility colleagues by joining a Birds of a Feather Luncheon table in the Exhibit Hall on Wednesday and Thursday. Simply choose a table marked with customer experience lifecycle-related subjects, sit down and enjoy lunch and topical, in-depth conversation!

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Workshops At-a-Glance

ANALYTICS

• Extracting Big Value From ‘Small’ Data
• Survival in an Environment of Mandated Conservation
• Deepening Predictive Customer Engagement & Preferences With Advanced Analytics
• MDM and Analytics: Solutions in the Age of IOT
• Picking the High-Hanging Fruit: Leveraging Customer Intelligence for Effective Engagement
• Improving Back Office and Field Utilization Through Analytics
• 360-Degree Analytics for Improved Customer Service

BILLING & PAYMENTS

• Empowering Service Agents to Delight Our Customers
• Transforming the Customer Experience from Billing to Payment
• Innovative Strategies for Meeting Your Paperless Adoption Goals
• Payment Processing Redesign
• Secure Email Delivery for Paperless Billing
• Exploring Business Enhancements Associated with a New MDM
• The Power of Engaging Customers in Redesigning Your Bill

CONTACT CENTER

• The Evolution of the Predictive Technology
• Linking Annual Appraisals to Everyday Call Center Performance
• Power Up Your Utility and Customers Through Social Media
• Improving the Customer Experience Through Root Cause Analysis Methodology
• The IVR Reinvented: Proven Designs for Maximum Customer Containment Rates
• Improve the Customer Experience with Journey Mapping
• The Unprecedented Challenge: Leading and Servicing Diverse Generations
• Care Center: The Next Generation

CREDIT AND COLLECTIONS

• Non-Residential Risk Assessment
• All Hands on Deck – A Deep Dive into the Collection Processes that Yield Extraordinary Results
• Customer-Centric Programming Through Community Collaboration
• Initiating Collections Post CIS Go-Live
• Hidden TreA$ure$: Identifying and Billing Unbilled Revenues
• Reducing Risk Utilizing Internal & External Credit Scoring Processes
• Utilities United Against Scammers – A Year into the Fight
• Reducing Fraud & Improving Collections with an Effective Positive ID Program

DIGITAL CUSTOMER ENGAGEMENT

• The Impact of IoT on Future of Utility Customer Systems: What is New for 2017 and Beyond?
• Viva Las Video: Is Video the New “King” of Social Content?
• Digital Transformation: Enabling the Customer Experience through 4 C’s
• Leveraging Social Media for Low Income and Millennial Outreach
• Delivering the Customer Experience in an Omni-Channel World
• Building a Digital Strategy and Roadmap
• Enhancing Customer Relationships with Proactive High Bill Alerts

FIELD CUSTOMER SERVICE

• Drones: A New Tool for the Field
• Developing Strategic Outage Communications: Best Practices and Lessons Learned
• Field Service Training Strategies
• Mobile Work Management: Real-Time Benefits
• Ensuring Customer Safety in Times of Natural Disaster
• GPS Enabled Workforce Improving Productivity and Safety
STRATEGIES AND MANAGEMENT

• Customer Experience Roadmap – From Strategy to Boots on the Ground!
• Strategies for Electric Vehicles
• Security Awareness for Everyone!
• Strategies to Extend Your Existing CIS
• Best Practices in CIS Implementation
• Energy Storage Case Study: Scores A+
• Planning and Execution of Mass Organizational and Operational Change
• Leveraging Your New CIS
• The Customer Satisfaction Journey - It Takes a Village

EXPANDING EXCELLENCE AWARDS
Presentations from winners of CS Week's 2017 Expanding Excellence Award for:

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

WATER FOCUS

• Survival in an Environment of Mandated Conservation
• All Hands on Deck – A Deep Dive into the Collection Processes that Yield Extraordinary Results
• Empowering Service Agents to Delight Our Customers
• Innovative Strategies for Meeting Your Paperless Adoption Goals
• Mobile Work Management: Real-Time Benefits
• Planning and Execution of Mass Organizational and Operational Change
• Exploring Business Enhancements Associated with a New MDM
• Payment Processing Redesign
• Hidden Treasures$: Identifying and Billing Unbilled Revenues
• The Unprecedented Challenge: Leading and Servicing Diverse Generations
• Leveraging Your New CIS
• The Power of Engaging Customers in Redesigning Your Bill
• 360-Degree Analytics for Improved Customer Service

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CANADIAN TRACK

• Customer Experience Roadmap - From Strategy to Boots on the Ground!
• Viva Las Video: Is Video the New “King” of Social Content?
• Ensuring Customer Safety in Times of Natural Disaster
• Leveraging Your New CIS
• The Power of Engaging Customers in Redesigning Your Bill

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• Cloud Success: 5 Ways to Optimize Your Cloud Strategy
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• Improving Customer Service Through Digital Customer Engagement & Smart Analytics
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• Putting the Right Tool on the Fingertips of Your Call Center Reps
• Digital Engagement: From a New Tool to a Necessity in Under 2 Years
• Making Cash Convenient Again
• Designing the Customer Experience of the Future: Leveraging Connected Devices
• Customer Engagement – A New Digital Ecosystem for Low-Income Programs and Recipients
• Adapting to Responsive Design is Easy as 1, 2, 3!
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Continued from Page 3

Simply put: Text messaging has evolved into an interactive channel that aligns with customers’ need for choice and the realization of key performance indicators.

For utilities exploring opportunities to create more meaningful and predictive interactions, a major upside to the mobile shift is the abundance of available customer data. Leveraging data that is already at your fingertips will provide a better understanding of customer behaviors and, in turn, which solutions are likely to drive the next best action. However, organizations must be willing to put in the time, energy and patience necessary to identify what success measures will resonate. One must listen to what customers are saying and develop ways to show them that their unique concerns are being heard.

Using Data to Understand Customer Behavior

Your CX is the customer’s perception of the sum of interactions with your utility company, throughout the customer lifecycle; it’s not just about the outcome of a single phone call. Look at interactions from your customer’s perspective — as one fluid stream, rather than distinct points or operational functions. By taking the time to discover common pain points, like encountering busy signals during outage situations, utility companies can develop a comprehensive communication strategy that anticipates customer concerns to prevent friction.

When thinking of ways to support utility customers with proactive communications, put yourself in their shoes and consider what your first steps are when the power goes out or when you need more information on an upcoming bill. Keep in mind that what works for one customer might not meet the needs of another, which is why applying broader demographic data insights can be helpful.

Collect from multiple data sources and treat customer obstacles as opportunities to test new proactive strategies. Where are frustrations occurring? When are people choosing a certain channel over another and why? Utility companies should lean on past interactions to identify “moments of truth,” strategically segment their audience, and develop communication strategies that fit customers’ unique needs. Map your customers’ journey and use the insights you gain to identify solutions that can bridge the gap between their current experience and an ideal one.

Remember: It’s all connected. Analytically informed outbound notifications around things like service outages and bill delinquencies will not simply establish goodwill among customers, but open the door to a world of self-service possibilities. And these opportunities will generate new customer data and promote cross-channel connectivity that will, eventually, clue reps into why a specific customer is calling before they answer the phone — shaping a more modern role that’s less “agent” and more “trusted advisor.” (Historical and real-time insights can empower quicker and more cost-effective support when, for example, an agent recognizes a caller already interacted with the utility’s outage map online and is likely seeking additional restoration info.)

Understanding consumer motives and influencers will help utilities predict where to go tomorrow and stay ahead of even the most fickle customers as new trends and technologies emerge.

Making the Leap

Most people have grown accustomed to communicating with their utility companies about a bill that is due, if they encounter an emergency or when severe weather is looming. Utility companies are in a position to embrace the mobile shift, revolutionize communication strategies and create greater transparency across the entire customer lifecycle. Start by:

1. Mapping your customer journey. Understand customers’ attitudes, behaviors and triggers. Prioritize gaps that you might be able to narrow with proactive communication strategies — like sending outbound alerts with preparation tips when a storm is approaching.

2. Investing time, energy and patience to create value. Get buy-in from organizational peers and leaders by demonstrating how proactive strategies can improve the overall customer experience, merit advocacy and, as a result, boost key performance indicators like J.D. Power ratings and Net Promotor Scores to validate overall ROI.

3. Keeping an eye on trends inside and outside of the utility industry. The mobile shift’s influence on CX started in the retail industry and has since seeped into other industries. Move ahead of the curve by staying in tune with current products and
services, and how they affect customer behaviors and overall experiences.

4. Making intelligent use of the right data. Your customer data is relatively meaningless when sitting in a database, but when properly analyzed, it can be invaluable in helping create a 360-degree view of customers during any situation and in every channel.

5. Losing your one-size-fits-all mentality – and the idea that you have to overhaul everything at once. Find ways to personalize customer experiences based on their preferences, and thoughtfully evaluate internal priorities to make smart decisions about which areas of the business you tackle first.

No customer complains about engaging in efficient, relevant conversation. Likewise, no utility company has ever been hurt by a boost in customer satisfaction. By gathering and leveraging the right customer data, utilities can set themselves up to engage their customers in new ways — from billing reminders to severe weather warnings, and everything between — transforming perceptions of CX in the utility industry.

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CS Week Vehicle Giveaway

Imagine... you could be the proud winner of a 2017 Toyota Prius Hybrid! One lucky utility attendee who turns in the CS Week Vehicle Giveaway card stamped by all the vehicle sponsors identified below will win. Entry cards are distributed at registration.

Hold onto your seat and keep your heartbeat in check as this sporty ride honks and flashes its headlights after Friday’s General Session. You must be present to win. Be sure to practice your best winner’s scream and pack your car insurance card so you can drive home this fun car.