

Transforming the Customer Relationship



Keynote Address



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Felecia Etheridge

Chief Customer Engagement Officer
CPS Energy



**Transforming
the Customer
Relationship**



EMPOWERING
& ENGAGING
CUSTOMERS

PRESENTED BY:

Felecia Etheridge
Chief Customer Engagement Officer

BY THE NUMBERS



Largest Municipally Owned Electric and Gas Utility in the U.S.
Solar Power Production in Texas; Seventh in the Nation
Most Trusted Brand in the South Region by MSI
Wind Power Production in Texas



75 Years Owned
by San Antonio



Years of Serving
San Antonio

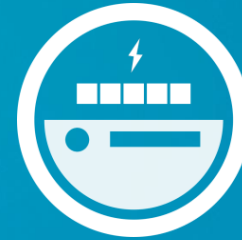
TOP **10** Engaged Residential Customer Relationship by MSI

BY THE NUMBERS



90%

AMI Meters Installed



85%

Billed through
AMI Meters



805k

334k

Electric & Gas Customers



58%

Online Accounts



1,337 SQ.
MILES

of Service Area



48%

Paperless Billing

BY THE NUMBERS



3100

EMPLOYEES

89% Service Level

P E O P L E F I R S T

.....

E M P L O Y E E S

C O M M U N I T Y



C U S T O M E R S

OUR MISSION STATEMENT:

CPS Energy's employees are dedicated to providing world-class energy solutions to meet the diverse and unique needs of our customers, while acting as an economic engine to drive value and growth in our community.

RATEPAYERS, CUSTOMERS, CONSUMERS

Ratepayers



Customers



Empowered & Informed Consumers



"Flip the Switch. Pay the Bill."

"Safe. Reliable. Secure."

"I Want It My Way. Now."

P A S T

P R E S E N T

F U T U R E

CREATING INTENTIONAL, CONSISTENT EXPERIENCES

1 Evolving the Customer Experience

2 Programs, Products & Services

3 “Taking it to the Streets”

4 New Energy Economy

EVOLVING THE CUSTOMER EXPERIENCE



SELF-SERVICE



VIRTUAL EXPERIENCES



I-WALK

PROGRAMS, PRODUCTS & SERVICES



cps

Today and tomorrow are Reduce My Use days. Reduce your energy use on:

June 21 from 3pm-5pm
June 22 from 3pm-5pm

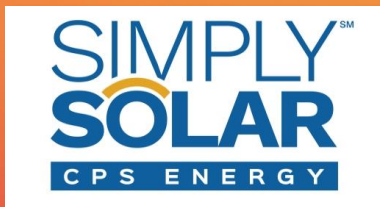
You were the 1st most efficient home in your area.

Last Reduce My Use day: Tuesday, June 13 from 3pm-5pm

Rank	Usage
1 st YOU	1,500 kWh
2 nd	2,500 kWh
3 rd	6,200 kWh
4 th	7,800 kWh
5 th	8,000 kWh

Your rankings are based on approximately 100 of your neighbors who have similar homes.

What is a Reduce My Use day?
During summer days when demand is high, energy use can increase. By using less energy during Reduce My Use days you help to keep power flowing for our community.



BEING MOBILE
AND FLEXIBLE
IS KEY TO

ENGAGEMENT.

“ TAKING IT TO THE STREETS ”



MOBILE SUPPORT CENTER
(MSC)

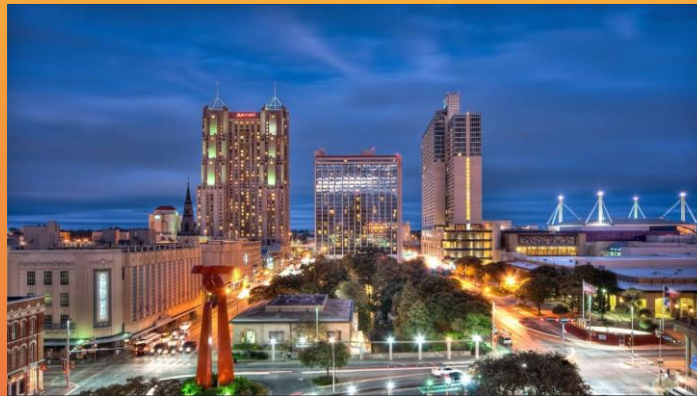
PARTNERSHIPS ARE KEY,
AND THE FOCUS IS

ALWAYS

ON THE VALUE TO
THE CUSTOMER.

NEW ENERGY ECONOMY

- Launched in June 2011: Instrumental pathway to our generation goals: renewable energy, energy efficiency & low-carbon generation.
- Leverage Strategic Investments: To create jobs, economic development & educational opportunities in community.
- Fostering NEE Ecosystem Growth: To bring additional value to our local community & establish SA as a hub for clean energy innovation.



NEW ENERGY ECONOMY PARTNERS



- 400 MW solar
- 200 MW cell & panel manufacturing plant
- North American HQ for OCISP, Mission Solar Energy and KACO



- Permanent jobs
- Capital investment
- Educational investments



- 55K LEDs (light-emitting diodes)
- Local HQ with manufacturing facility
- Educational investments



- Educational investment
- Local office



- Grid Optimization Program
- Partner Solutions Testing & Certification facility in SA
- Permanent, high-tech jobs
- Capital investment
- Educational investments
- Internships



- 700k electric smart meters
- Local office
- Permanent jobs
- Educational investment



WHEN *Experience* MATTERS



- Energy efficiency programs
- Local offices

OUR NEE PARTNERS HAVE BROUGHT MORE THAN 600 JOBS, \$1B IN ECONOMIC IMPACT FOR SAN ANTONIO, & CONTRIBUTED \$4.1M TO LOCAL EDUCATION

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Ratepayers



Customers



Empowered &
Informed Consumers



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P A S T

P R E S E N T

F U T U R E

FUTURE FOCUS

1 Connecting People – Not Technology

2 Right Customer, Right Product,
Right Time and Relevant Message

3 Easy, Smart and On-Demand

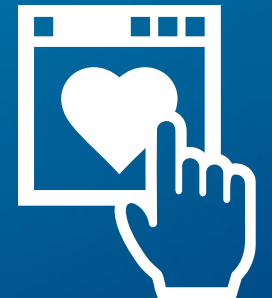
CONNECTING PEOPLE – NOT TECHNOLOGY



CPS Energy Grid 2.0 = 21st-Century Infrastructure

R I G H T C U S T O M E R , P R O D U C T , T I M E A N D R E L E V A N T M E S S A G E

- Predicting and delivering personalized solutions before they are needed or know its needed
- Proactively serving up relevant information through preferred channels based on customer patterns
- Field personnel 'knowing' the customer and their DNA before they roll onsite



EASY, SMART AND ON-DEMAND

- Predictive Product Development
- Autonomous Process Improvements
- Virtual Reality Connections
- Connecting Real-Time with FaceTime
- Energy Scanning and Management
- Marketplaces, Concierges, Subscriptions and Bundles





POWER TO
DREAM

P O W E R

T O D R E A M

Our People First philosophy comes to life through our
Power to Dream campaign.

Because everyone has dreams, and those dreams
deserve to see the light of day.





THANK
YOU

Felecia Etheridge

Chief Customer Engagement Officer

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