

▶ **EXPLORING THE
EVOLVING WORLD
OF ENERGY**



Keynote Address

10:45 a.m. – 11:30 a.m.

Keynote Address



Tracie Boutte

Vice President Customer Experience
Entergy



Utility Reimagined

**Customer Engagement In A
Disrupted Utilities Industry**

**SECC CONFERENCE
New Orleans, LA**

February 4, 2019



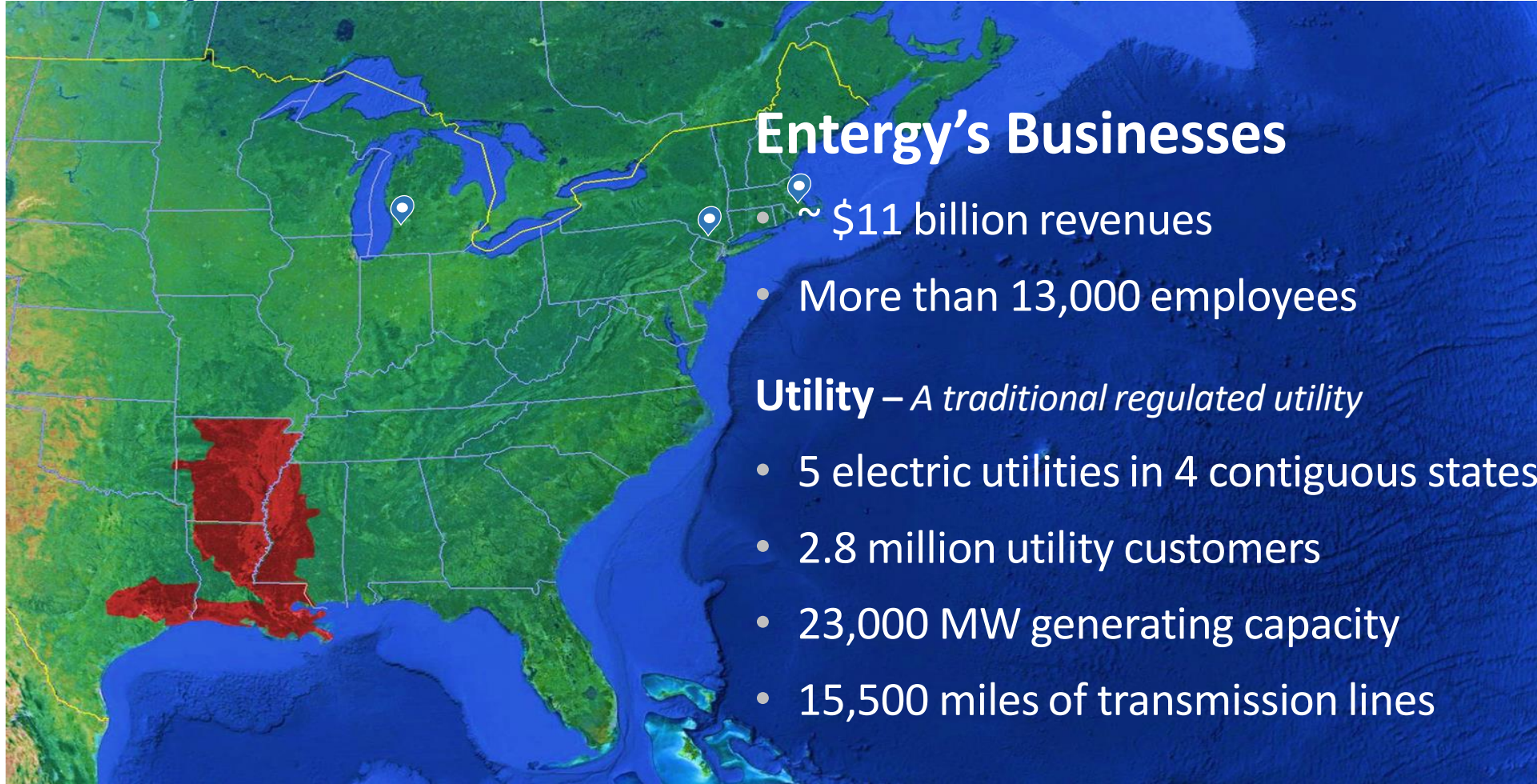
Entergy[®]

WE POWER LIFESM



Entergy Scope of Operations

Operations in two distinct business environments



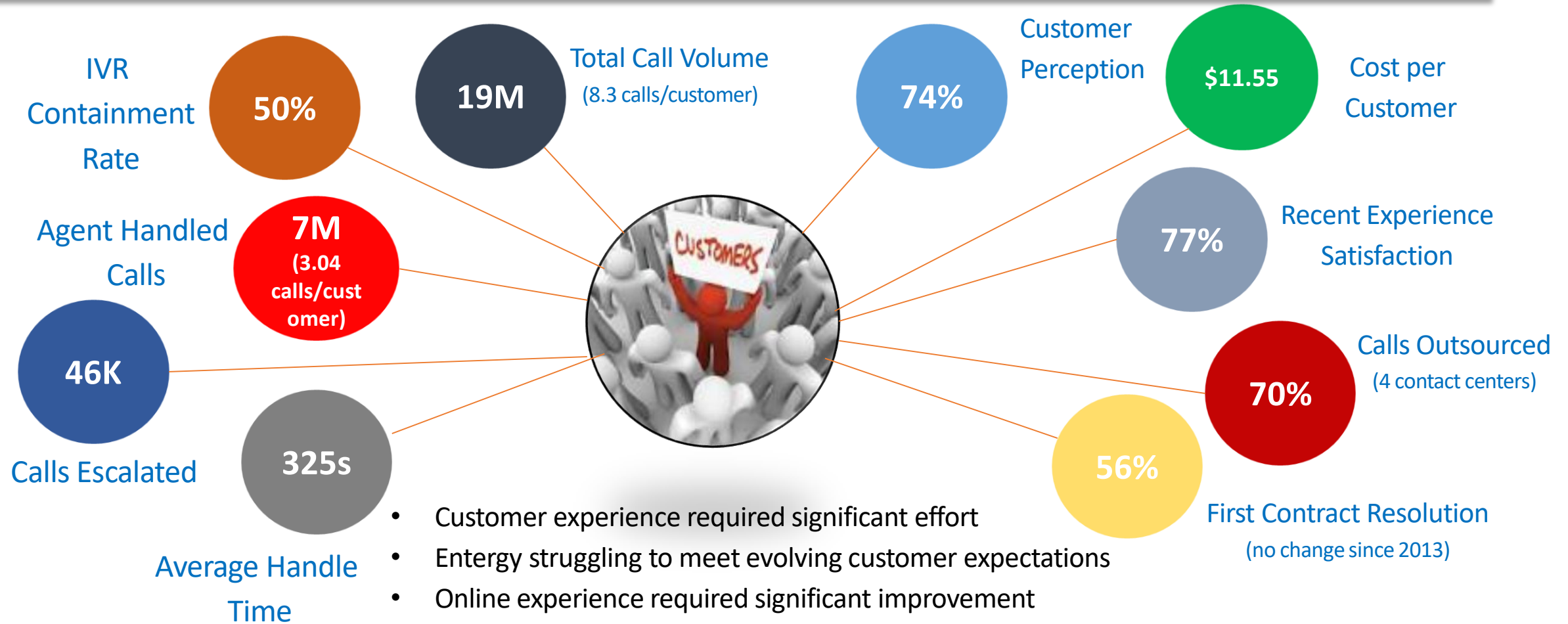
In 2015, Entergy started a Journey...

“...to invest in creating better experiences for our customers and a deeper relationship with customers.”



WE POWER LIFESM

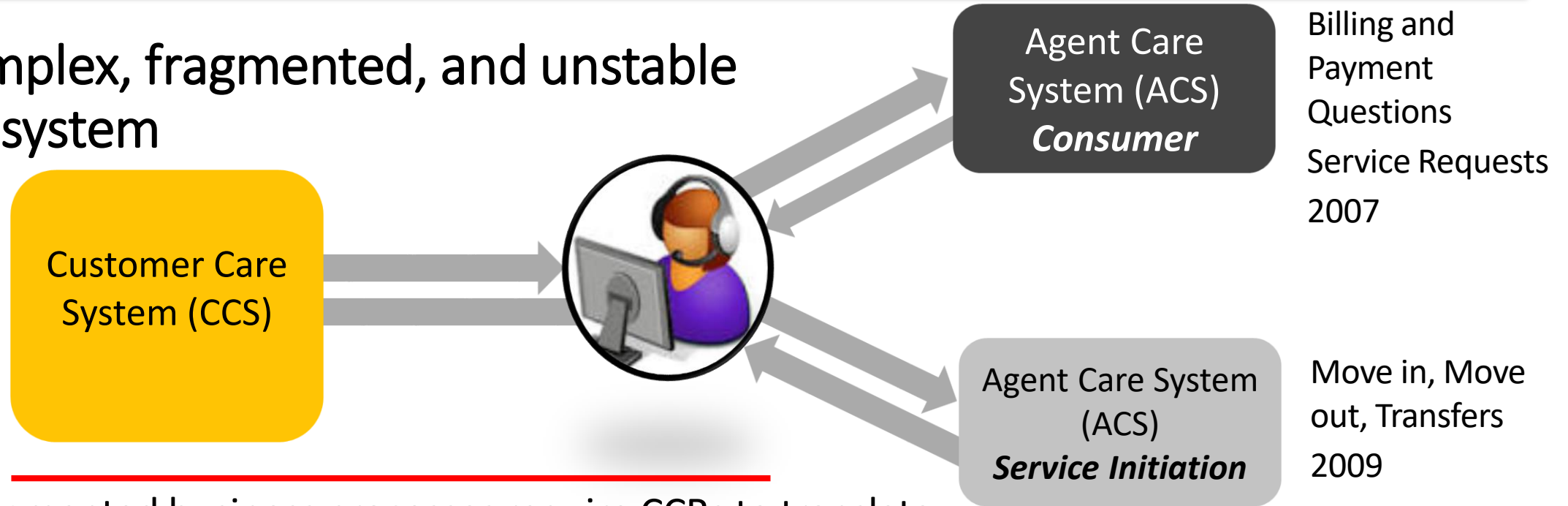
Entergy's Customer Environment in 2015



- Customer experience required significant effort
- Entergy struggling to meet evolving customer expectations
- Online experience required significant improvement
- Utility Business Model - > "One Size Fits All"
- Regulated Utility Financial Model -> Invest Capital to Earn a Return
- Conservative culture with tendency to be risk averse

Entergy's Agent Technology Environment

Complex, fragmented, and unstable ecosystem



- Fragmented business processes require CCRs to translate customer requests into a series of transactions
- System reliability is fragile due to an outdated infrastructure
- ACS systems are standalone applications
- CCRs - no unified desktop with ready access to all customer data
- CCRs - forced to work in CCS to accomplish tasks

Leading the way in Customer Engagement in the Digital World

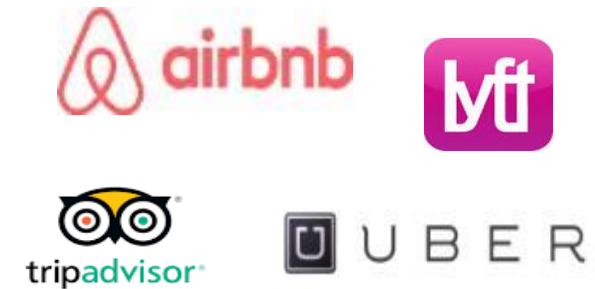
Non-Traditional, Not a Problem



Instant Everything



Sharing Economy



Lightweight Living



Everyday Magic

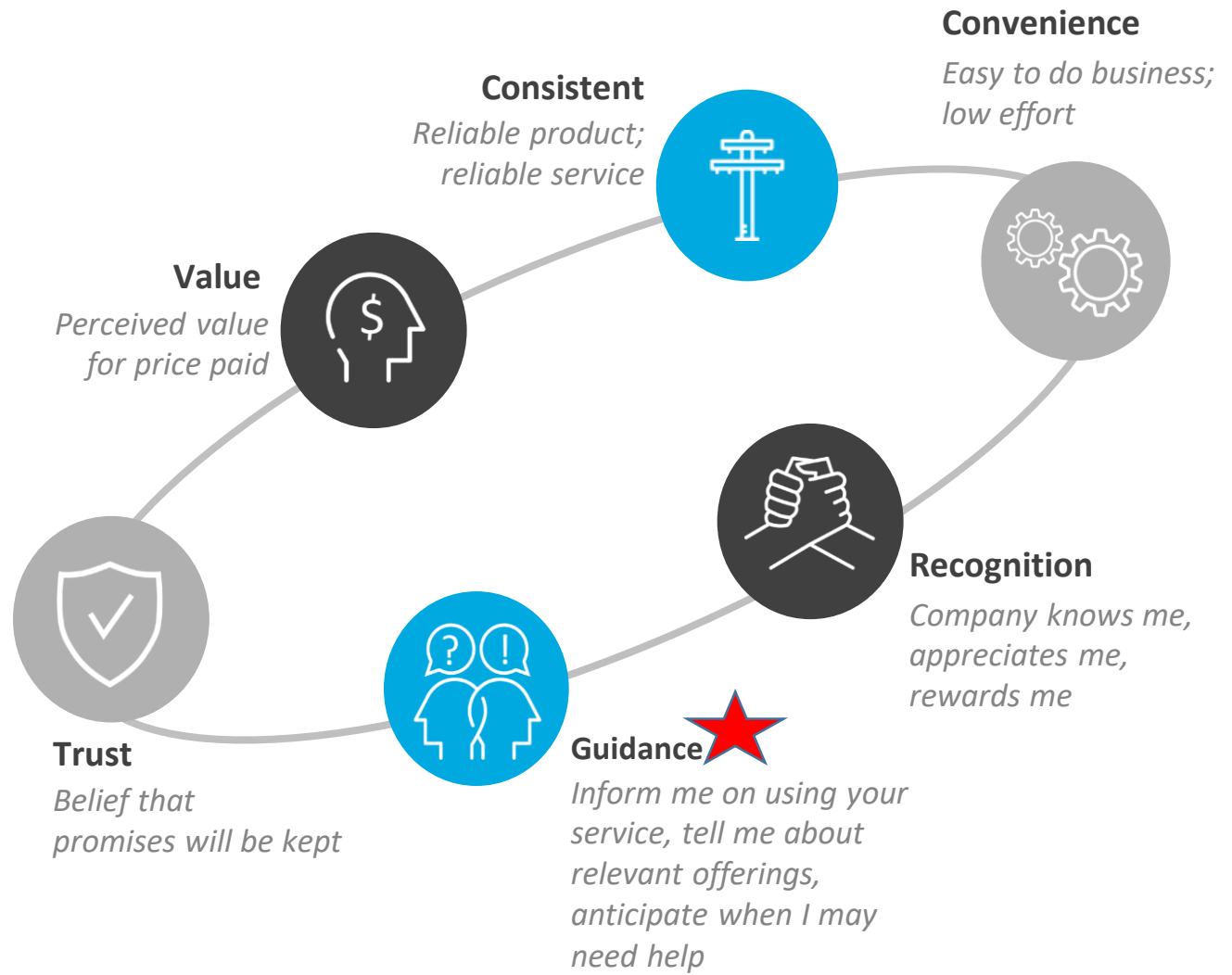


Un-plugged, Plugged In



Drivers of Consumer Expectations of Service Providers

6 TRUTHS:
Universal
Customer
Needs



Entergy's Vision

Strong customer engagement developed through proactive marketing enhanced by a 360 degree view within the new digital experience.

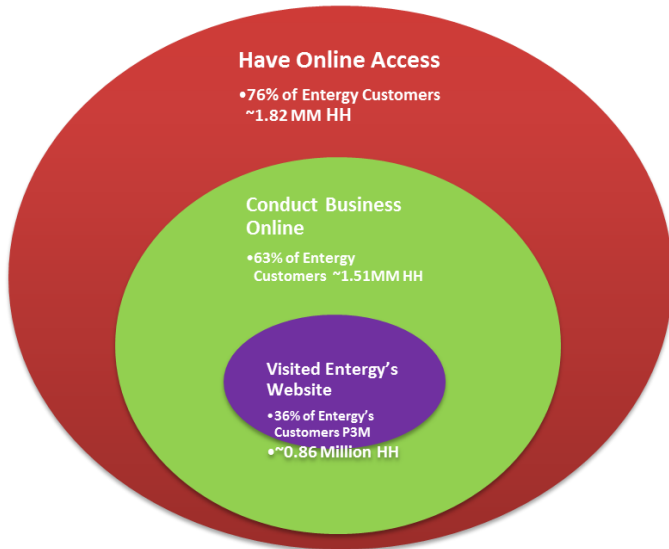
Entergy's Vision – The Customer Digital Roadmap

- 1) Serve customers through the channel of their choice, while capturing a **consolidated 360 degree view** of customer interactions with Entergy across all channels
- 2) Capture business value by creating **operational cost savings**
 - 1) Call volume reduction
 - 2) Agent **productivity** increase
 - 3) Increase in customer adoption of self-service channels
- 3) **Reduce operational risk** by replacing and/or upgrading legacy infrastructure
- 4) Prepare for the future by investing in open architecture and compatible platforms that create **future flexibility** for technology and/or operational expansion
- 5) **Revise processes** that hinder achieving these objectives.



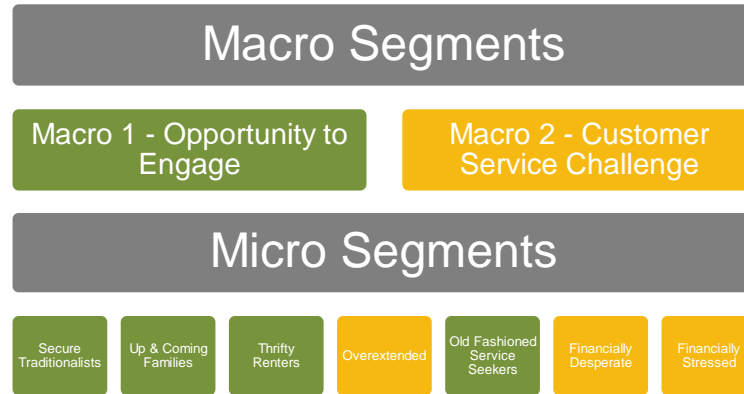
Target Marketing Journey

2012



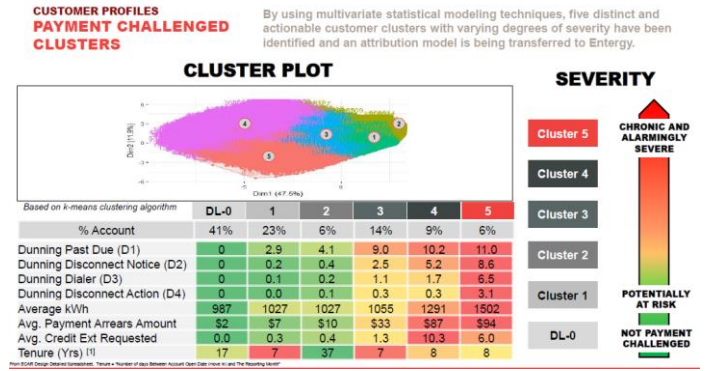
Channel (Digital) Segmentation – Research Based

2015



Customer Segmentation – Statistical Modeling (behavior, transactions, demographics)

2018



Journey Segments Model/Propensity Modeling

From Product Marketing to Personalized Customer Engagement

2015 Promotion Calendar	Q1			Q2			Q3			Q4		
Products & Services	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Service / Usage Tools												
Service Initiation Online												
Bill Analyzer												
Saving Tips (Newsletter/SMM Page)												
EE Programs (Rebates, Coupons, etc)												
Home energy check-up/calculators												
DIY Savings Videos												
Outage Management Tools												
Outage Alerts												
Outage Maps												
Report Outage (via digital)												
Bill / Pay Tools												
myAccount / Pay Online												
Billing Alerts												
PaperFREE												
Pick A Date												
Extension Online												
Level Billing												
Auto Pay												
Easy Pay (App)												
Growth Products												
Security Lighting												
Well Conversions												

2012-2015 - Product Focused

Consistent Look/Feel
 Limited Targeting
 Early stages of customer engagement goal

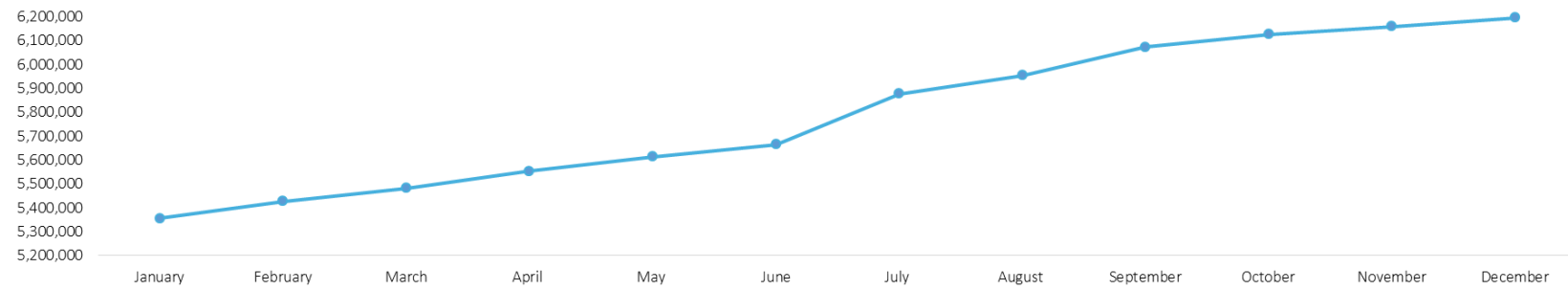
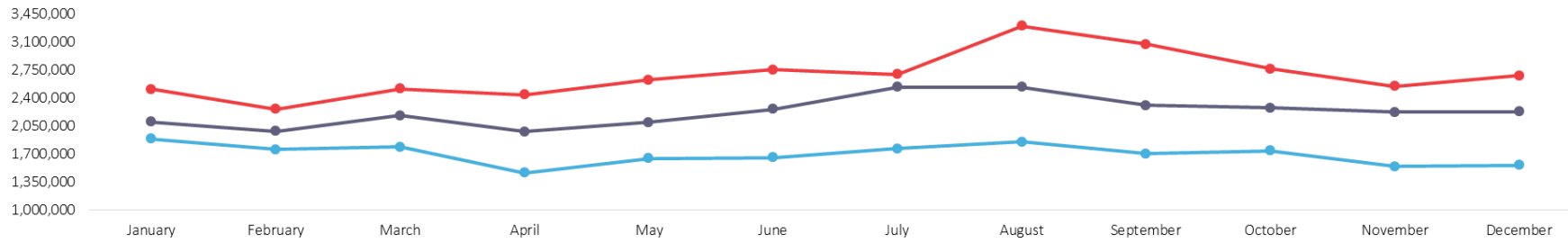
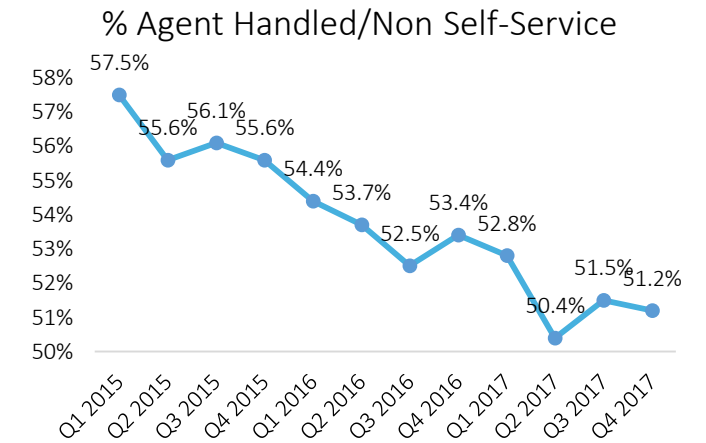
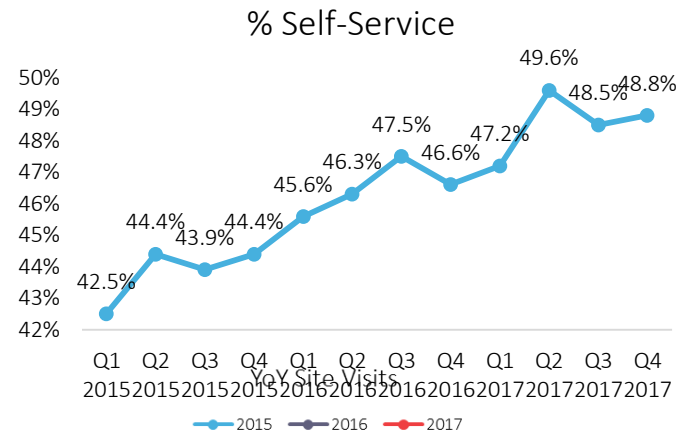
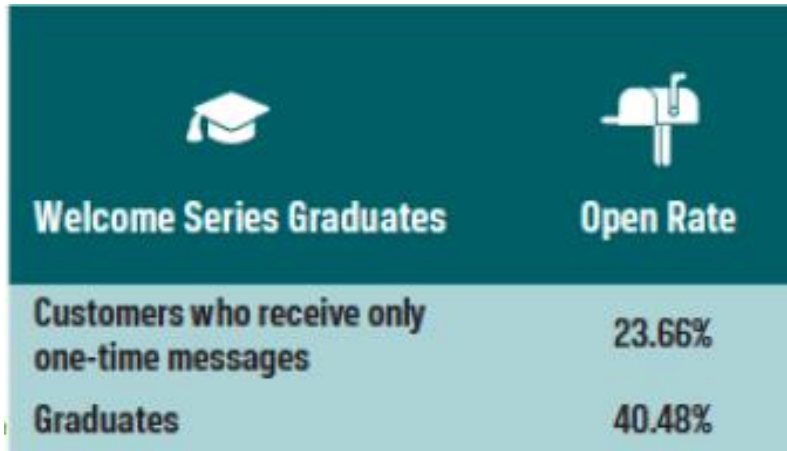


2016-2019 – Engagement Focused

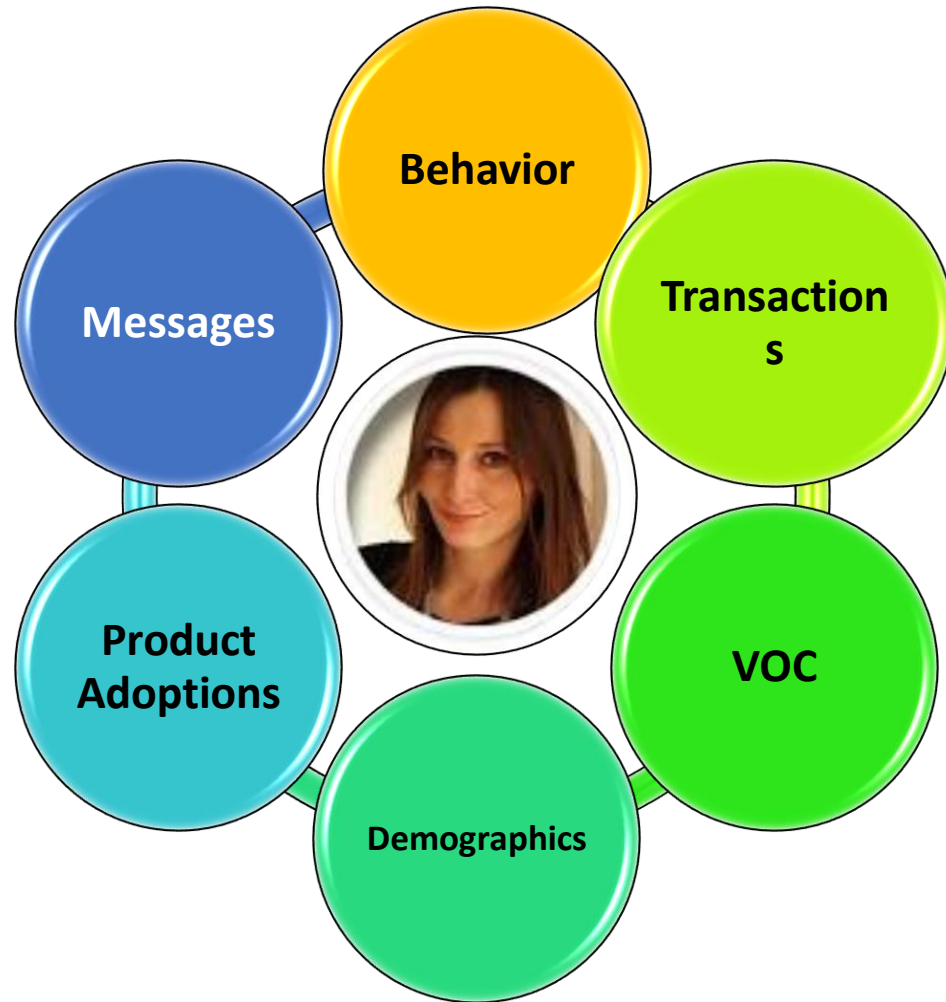
Highly targeted
 Engagement tactics: monthly newsletter, blog (millennials), season campaigns, evergreen campaigns

- Welcome Series
- Recurring Behavioral Emails
- eNewsletter – Circuit
- Circuit Blog

Benefits of Customer Engagement



Entergy's Vision – A Transformational Digital Experience

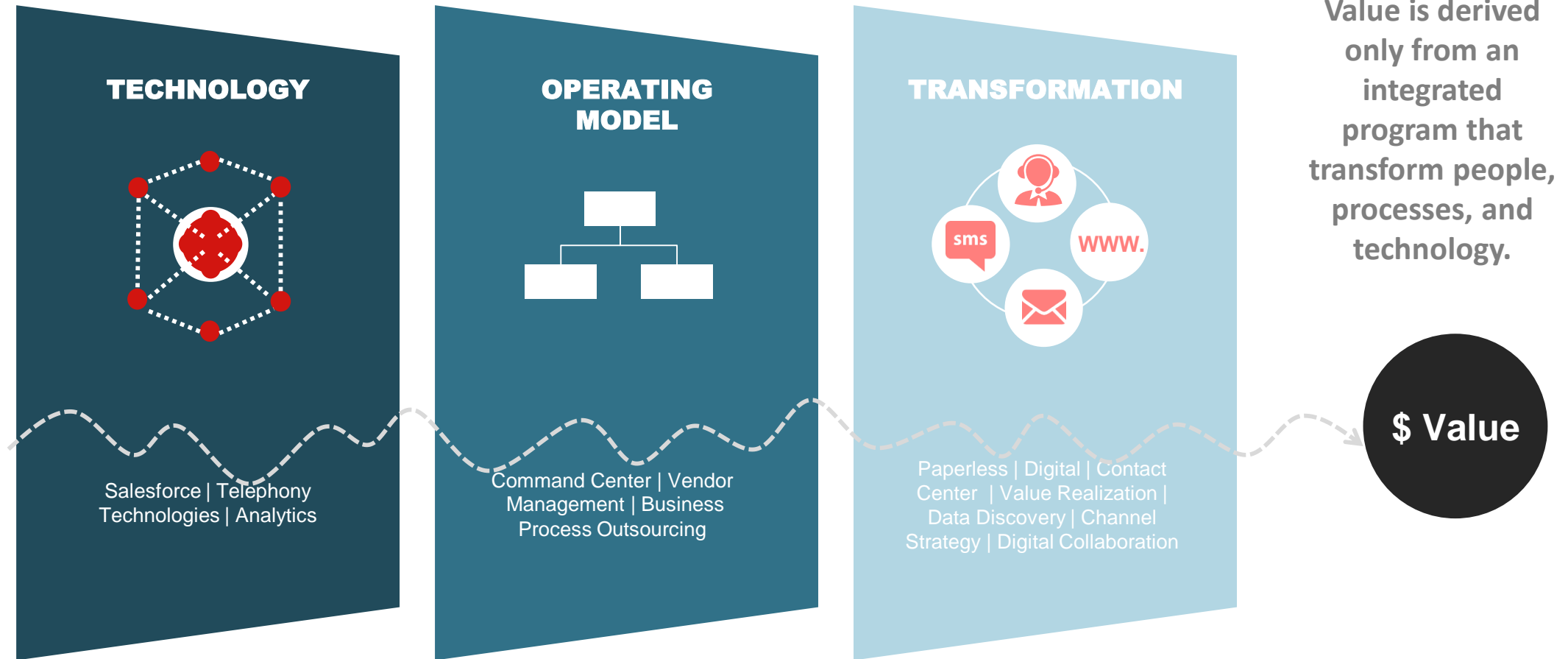


360° Degree Customer View

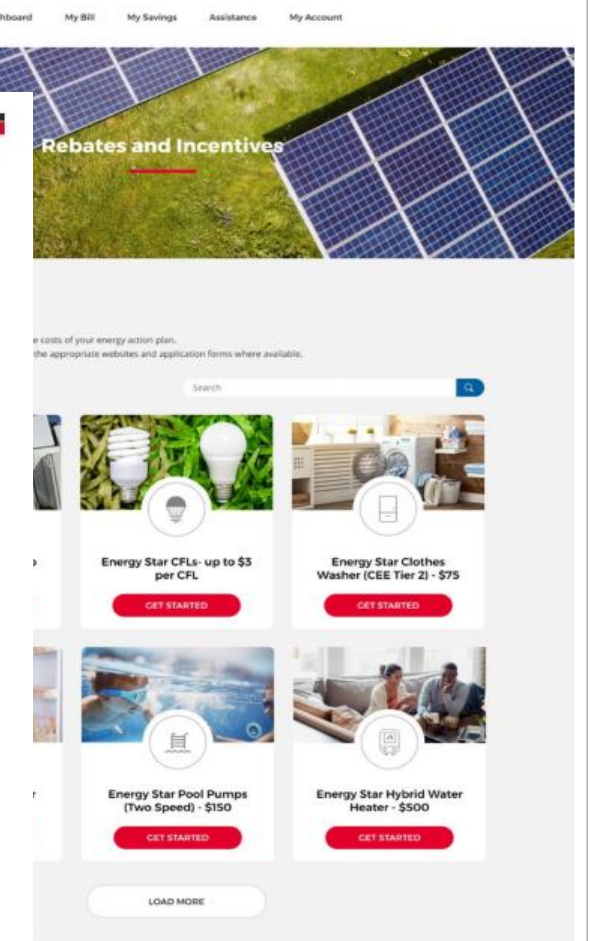
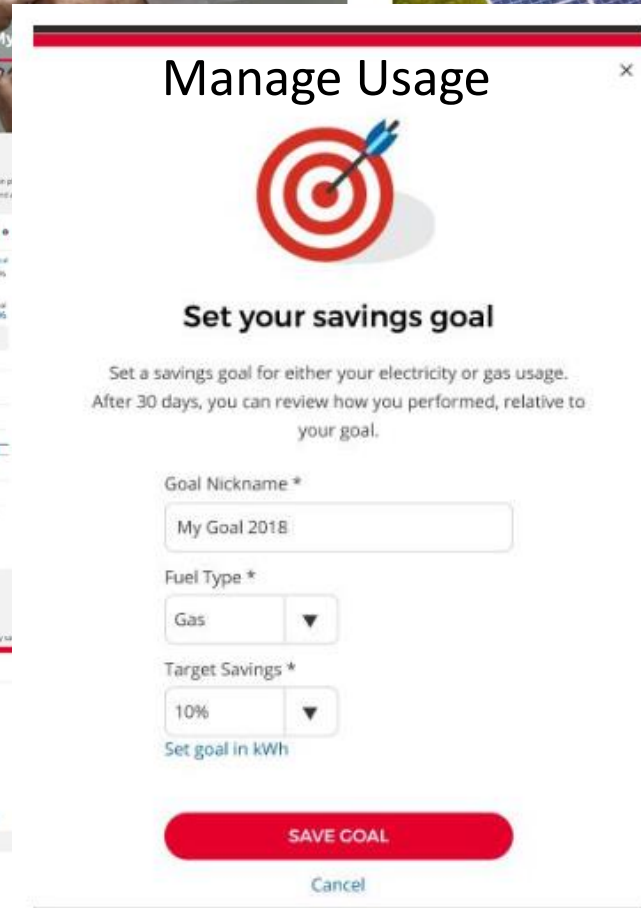
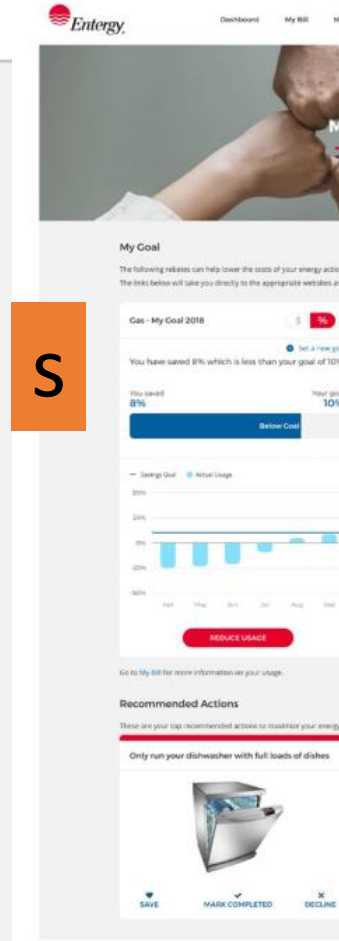
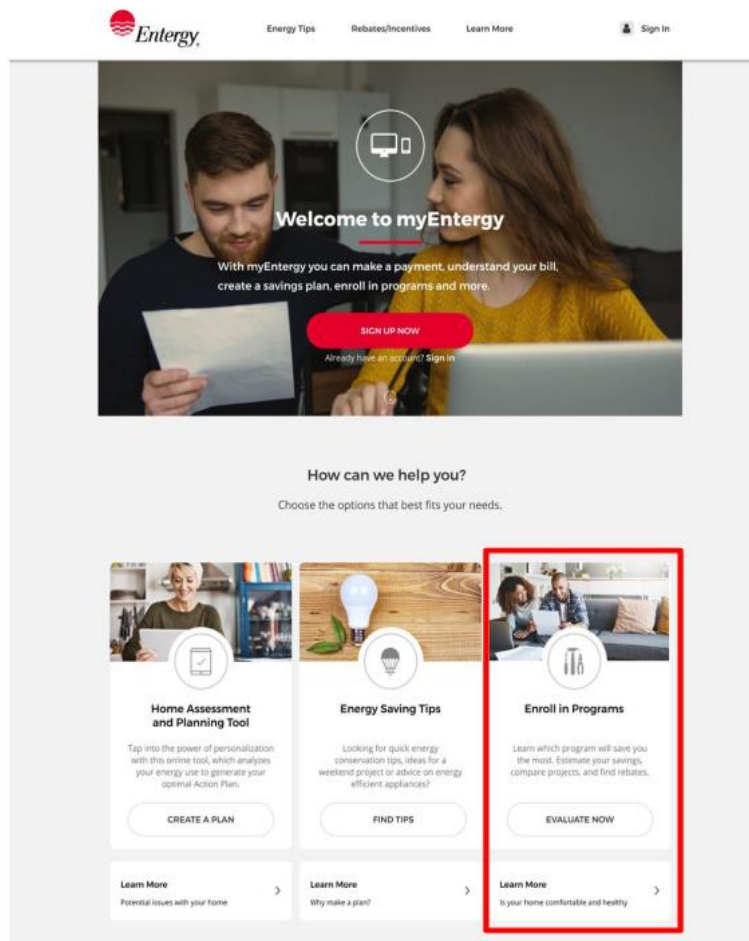


Omni-Channel Cloud App Platform

Customer Digital Components



...we are making a lot of progress - new AMI based Customer Mobile Responsive Portal – coming soon



The Journey Continues: Digital 2019

“You do what you can for as long as you can, and when you finally can't, you do the next best thing. You back up but you don't give up.”

Chuck Yeager