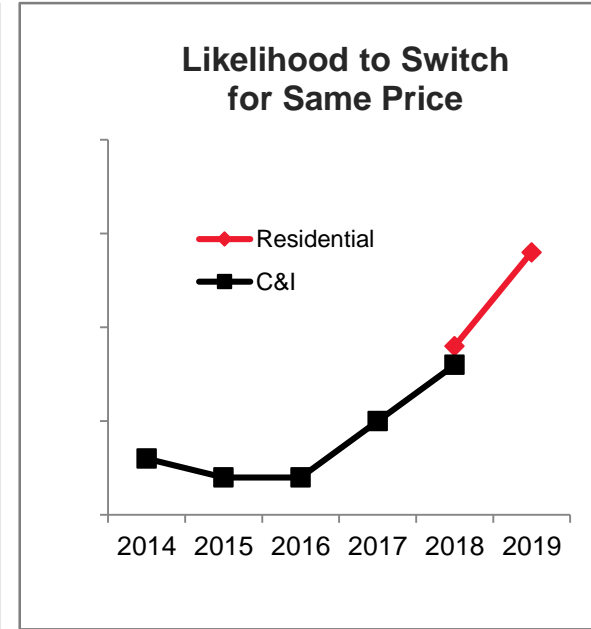
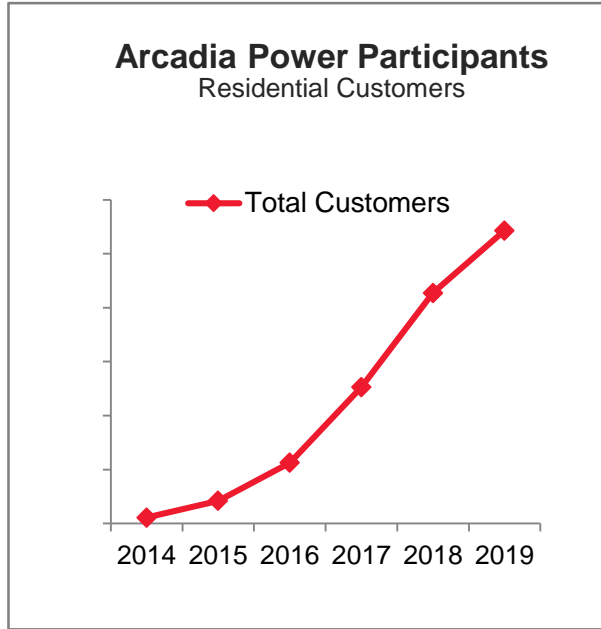
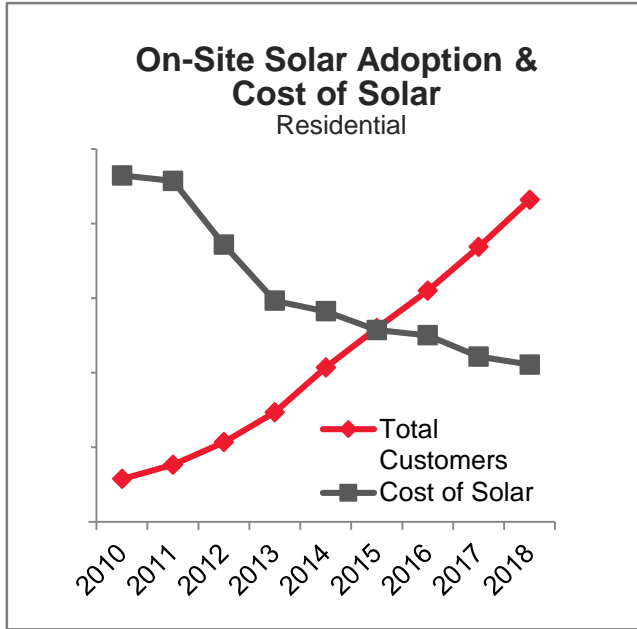




Xcel Energy
Customer Experience Transformation

08.27.19

Threats to Our Business



Customer Experience Vision



Transformation Framework

Aligning People, Process, and Technology

Digital Channels



Personalization & Preference



Meter
Data

Data Aggregation & Distribution

Customer
Data



Core Systems

Tools and Enablement



Transformational Business Outcomes

**Customer
Satisfaction**




**Earnings
Growth**



**Efficient
Operations**



**Employee
Satisfaction**



At Xcel Energy, we are not waiting for the future, we are busy building it.

