



**SMART  
ENERGY**  
CONSUMER  
COLLABORATIVE



2022  
CONSUMER  
SYMPOSIUM

# Advancing a Smarter, More Equitable Energy Future

Co-located with  
DistribuTECH

**DALLAS, TEXAS / MAY 24-25, 2022**

**#SECC2022**

# Digital Customer Engagement



**April Pinkston**  
Director Transformation and Strategic  
Administration  
**Oncor**



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## Digital Customer Engagement

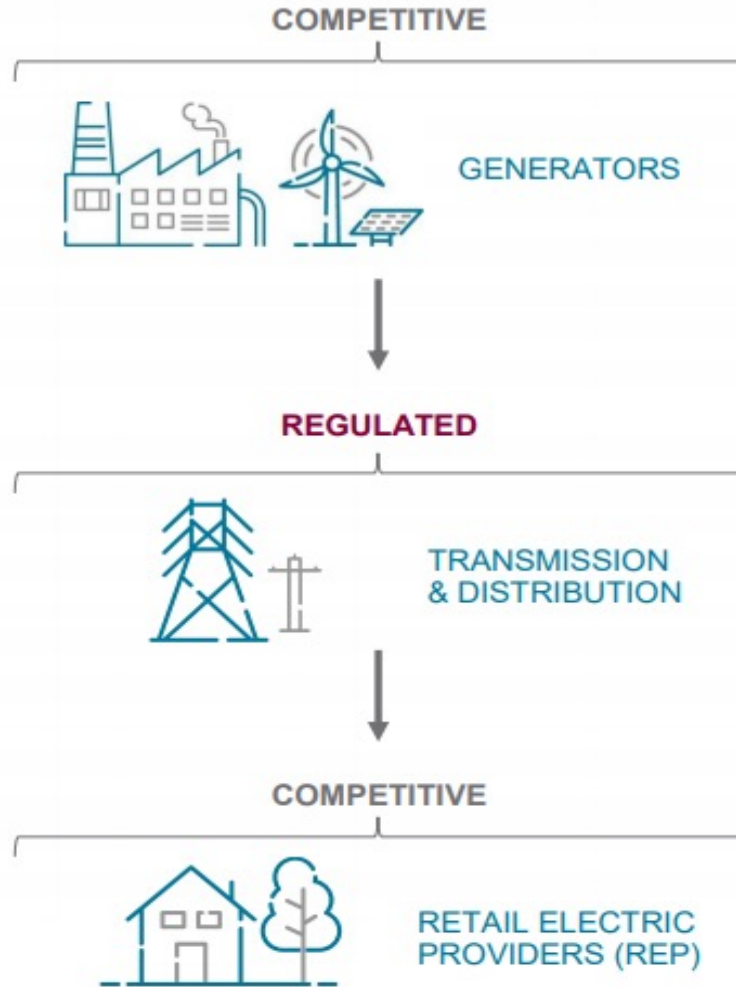
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**April Pinkston** | *Director, Transformation & Strategic Administration*





# ONCOR'S ROLE IN THE TEXAS ELECTRIC MARKET



- ▶ Oncor is a **regulated TDU** in ERCOT.
- ▶ We're the largest **Wires and Poles** company in Texas.
- ▶ Delivers electricity to more than **10M Texans**.
- ▶ Operates more than **139,000 miles of T&D lines**.
- ▶ **Employs** more than **4,000 Texans** in our service area.
- ▶ Service area spans from the Permian Basin to Piney Woods, and Red River to Round Rock.

# CUSTOMERS MODERN EXPECTATIONS



## Real-Time Data

Connect customers in an event-driven service environment to transparent, real-time data and immediate support

## Self-Service Capabilities

Connect customers in an event-driven service environment to transparent, real-time data and immediate support

## Outage Communications Enhancement

Provide quicker responses and more transparent information to improve our customers' experience



## Omni-Channel Experience

Integrating all customer-facing channels that operate in silos. Providing a seamless customer experience and a yielding value for internal stakeholders.

## Proactive Communication

Provide proactive communications before planned services occur, during outages, and on high usage trends

## Digital Advancements

Align with changing industry dynamics adopting highly capable smart grid solutions, leveraging innovative customer-facing solutions built on Internet of Things (IoT) constructs and experimenting with data analytics capabilities.

# LAYING THE FOUNDATION FOR A LEAP FORWARD

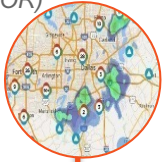
Over the past decade, Oncor has embraced innovation and challenged the status quo on it's digital journey

## 1<sup>st</sup> Chief Customer Officer appointed



## Initial Outage Map upgrades

Provided increased visibility to customers for outages impacting their area and estimated time of restoration (ETOR)



## Mobile Customer Communications

Increased the ability for customers to stay connected to Oncor

- Oncor.com (mobile version)
- Text Oncor
- CRIP Chat



## Power On Deliver Strong!

Oncor's strategic, company-wide approach to continuous improvement that drives enhanced customer interactions



## My Oncor Alerts

Delivers real-time outage, estimated time of restoration and restoration completion information to customer on their mobile device



## CC&B Integration

Modernized collection of customer information that provides for more efficient and enhanced customer service, and effective billing



2010

2012

2014

2016

2018

## Pre 2010

- Advanced Metering System (AMS) Deployment
- Take a Load off Texas
- Smart Meter Texas Portal



## AMS/OMS Integration

Allowed Oncor to rapidly detect customer outages



## IVR Enhancements

Improved the automated menu process for interacting with Oncor during storms over the phone for faster and smoother process

## Customer Outage Experience

Focused on improving customers' experiences related to outages with use of ETORs. Spawned early use of data & analytics to better serve our customers



## ServeNew

Commitment to enhancing customer's experience throughout the life cycle of requesting and obtaining new service



## More Power to You!

Expanding a sustainable customer-centric culture across Oncor and using Digital to enhance our customers experience



## Ask Oncor Website

Provides access to Oncor for customers to resolve questions or view FAQs



# OUR CULTURE OF CUSTOMER OWNERSHIP

Five priority focus areas to enhance engagement with Oncor customers



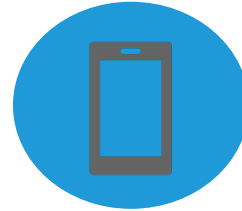
## More Power to You! (MPTY)

- ▶ Rallying around **customer engagement in any/every role**
- ▶ Identifying and implementing new innovative ideas, aligning to other continuous improvement efforts
- ▶ Training Employees, and providing tools empowering them to engage with customers



## Tone at the Top

- ▶ Active sponsorship at the Senior Leadership Team and Vice President levels
- ▶ Consistent communication aligned to One Oncor strategy



## Going Digital

- ▶ Escalated focus on leveraging our data, coupling with mobile enablement, across enterprise
- ▶ Recent launch of two new mobile apps – PowerHub for employees, and MyOncor for customers
- ▶ Modernized our Web “face”



## Advancements

- ▶ Investing in advanced analytics and RPA/AI (Customer 360)
- ▶ Mainframe modernization and refresh
- ▶ ‘**Appification**’ of Large Commercial & Industrial function by automating reactionary tasks (Powered by Oncor portal)



## Organizational Transformation

- ▶ Merge Technology with Customer and Stakeholder facing Functions – Facilitate the cultural and organizational shift | breaking down silos
- ▶ Technology is our business – *everyone is a technologist*

# THE TRANSFORMATION JOURNEY



## Employee Investment

- ▶ Culture of actively **empowering** and **engaging** employees
- ▶ Employee **development** & **experiences**
- ▶ **Flexibility/Agility** of the workforce
  - ▶ *Pivoting and shifting in a year of COVID and storms*
- ▶ **Remote workers** are increasingly **digitally engaged**



## Organizational Transformation

- ▶ Facilitate the cultural and organizational shift | **breaking down silos**
- ▶ **400 projects** submitted by employees
  - ▶ *150 projects implemented \ 20 projects in progress*
  - ▶ *100 team members involved in core project teams*
  - ▶ *Employees at all levels actively leading projects*



## Operational Performance

- ▶ In 2020-21, Oncor experienced COVID, historic storms and customers with quickly evolving needs
- ▶ Oncor performance has **remained strong in all customer metrics**, including:
  - ▶ *Contact Center Agent and Field Personnel interactions*
  - ▶ *My Oncor Alerts and MyOncor App experience*



# TRANSFORMATION SUCCESS STORIES

## SMB CONCIERGE SUPPORT MODEL

- Reviewed and enhanced common processes to blend with business customer needs
- Focused on how to 'make it easy' with trained Oncor agents serving as a 'concierge'

**30K**

business calls supported in new & unique ways

**+10 points**

satisfaction survey performance over residential

## SOLAR CUSTOMER JOURNEY

- Enhanced technology tools (C360) to help agents support customers and installers more effectively
- Deployed outbound, proactive call campaign to contact customers at critical points in their solar journey

**12K**

customers guided through experience

**50%**

reduction in escalated solar related issues

**96%**

overall survey satisfaction for customers progressing through the solar journey

## PROACTIVE CUSTOMER NOTIFICATIONS

- Provide a better customer experience and safer work environment for Oncor workforce by adding digital proactive notification for customers
- Share status updates when performing work at their home or business

**362K**

meter change orders since implementation

**1.54**

average days to complete order

**367K**

messages sent to customers

**15**

average mins to complete

## MACHINE LEARNING

- Eliminates the need for human review of each text message and improves response efficiency
- Scanned more than 225K inbound text messages to date in a matter of seconds
- Classified and identified 2,100 public safety hazards since April 2020

## PREDICTIVE FUNCTIONALITY

- Enhanced Customer 360 to predict potential common customer issues by analyzing account conditions
- Applied to scenarios that are difficult and time-consuming for humans to identify and solve (i.e. AMS remote connect failure vs outage)
- Common call types take an average of 15 minutes for human diagnoses and resolution. **C360 diagnoses within 30 seconds**

# MY ONCOR ALERTS

*Receive proactive power outage notifications and updates via text, email or voice*



- ▶ Over 1.1M customers enrolled



- ▶ Receive alerts and updates on power outages



- ▶ Receive notifications about service orders and work being performed in your area

We estimate that power will be restored by 05/16 6:00 a.m.

7:22 PM

Be in the know even if you are in the dark. Sign up at [oncor.com](https://www.oncor.com).

# POWERHUB APP

*Enables employees to access real-time information and tools on the go, providing employee resources and process support to assist customers when away from their desks*



**Self Service**  
Hardware & Software Requests



**Diversity and Inclusion**  
Resources & Tools



**Password Management**  
Network Password Reset



**Push Notifications**  
User Subscription Alerts



**Reporting Outages**  
Enhancements and Confirmation



As I was pulling into a Restaurant to order food, a customer had stopped me to ask about a power outage at their home. I used the app to turn in a power outage - customer was grateful I was able to help him on the spot.

*New Construction Manager-Tyler*

This is a very valuable tool for the field employees. It has a lot of resources in one program and is quicker and easier to access information in one place.

*Meter Tech-Midland*

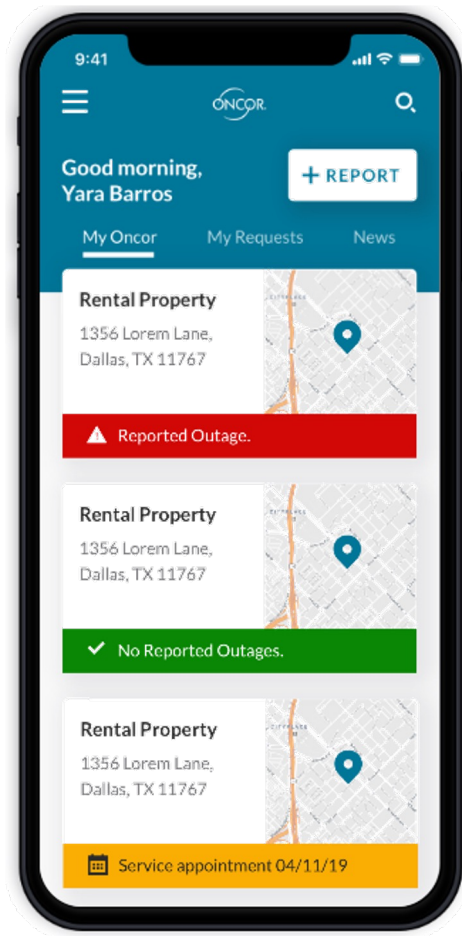
Great if we get to a customer's home and the laptop is out of reach, I can access and make updates via the app.

*Distribution Service Advisor-Ft Worth*



# MYONCOR APP

*MyOncor offers a modern, digital face to our customers, designed to not only include our existing toolset (My Oncor Alerts), but also new and future capabilities like status checking around new service and viewing outage history*



**Live Agent  
App Chat**



**Live Agent  
Callback Request**



**Siri Voice  
Commands**



**Usage Enhancements for  
LCI/SMB Customers**



**Offerings in Non-English  
Languages**



This gives me ability to report outages in 3 clicks total. Pretty well organized lightweight app brings lot of value to users.

*Oncor Customer*

Great way to be connected with Oncor to report outages or for any other services . Very easy to use the app.

*Oncor Customer*





# POWERED BY ONCOR PORTAL

*Provides business customers with around-the-clock access to their detailed premise information, sharing key data that helps them to manage their businesses more effectively*



## Increased Customer Satisfaction

- ✓ *Driving continued growth in enrollments from LCI, National Account, ISD and SMB customers*



## Real-time Access to Data

- ✓ *Providing extensive insight into usage and account specifics*



## Easily Accessible

- ✓ *Easily accessible through the web or on-the-go through the MyOncor App*

**ONCOR.**

# Powered by Oncor

Oncor business customers can now access detailed premise information anytime at [oncor.com/poweredbyoncor](https://oncor.com/poweredbyoncor) or the MyOncor app.

Get real-time access to premise information:

- Current billing cycle consumption
- Charges billed to Retail Electric Provider (REP)
- Usage history
- Current outage information and outage history
- Work requests
- Power factors
- Account details and more!

**Questions?** Reach us at [PBOSupport@oncor.com](mailto:PBOSupport@oncor.com).

# CUSTOMER 360

*Enables employees to see a 360 degree view of customers across Oncor's support channels*



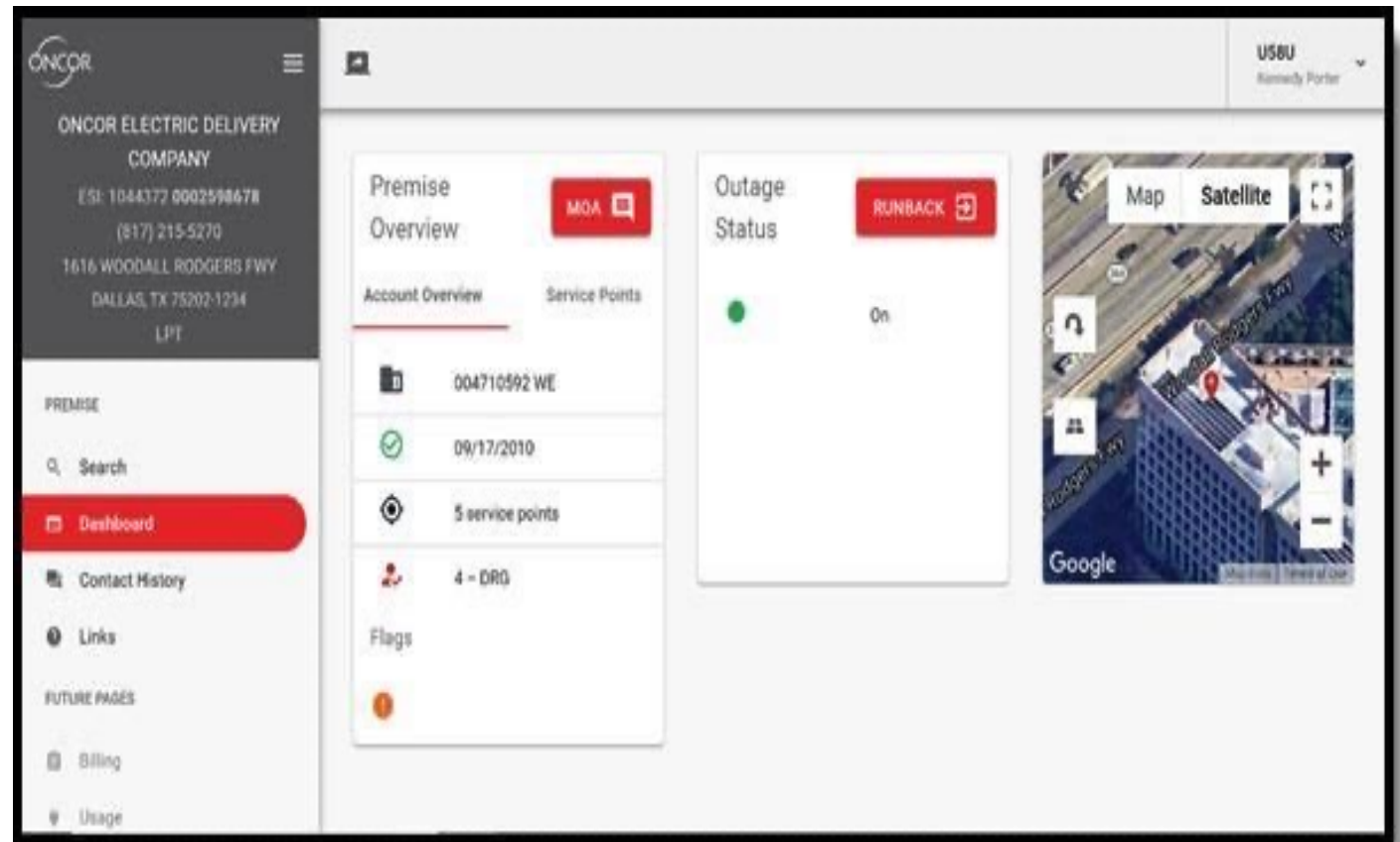
360 degree view of customer across channels



Maximized agent productivity



Improved average handle time

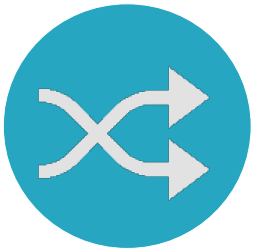


# PROACTIVE CUSTOMER NOTIFICATIONS

Provide a better customer experience and safer work environment for Oncor workforce by adding digital proactive notification for customers, and providing status updates when performing work at their home or business



- Generated thousands of
  - new **My Oncor Alerts** Registrations
  - reschedule** requests
  - newly scheduled **Appointments**



- New- **Intermediate Status** Notifications
- Actively expanding to include **additional work requests**

DATE: \_\_\_\_\_ TIME: \_\_\_\_\_ AM | PM

During Your Absence We Came To:

☐ Change Meter

☐ \_\_\_\_\_

Additional Information:

☐ Work was completed

☐ We are unable to access your property

Contact your competitive retailer, or for additional instructions contact Oncor at 1.888.313.6862

Want to receive notifications like this and outages in the future?

**MyOncor App**  
Easily access your information, report outages, manage new service requests and receive real-time updates from Oncor. Download now from your app store!

**My Oncor Alerts**  
Sign up for My Oncor Alerts to receive text, voice or email notifications when your power is out and updates about service restoration. To learn more and sign up, visit [Oncor.com](http://Oncor.com) or text REG to 66267. MESSAGE AND DATA RATES MAY APPLY.

**Report an Outage**  
Four easy ways to communicate about an outage. Register for My Oncor Alerts, call 888.313.4747, visit [Oncor.com](http://Oncor.com) and click "Report an Outage" or send a direct message on social media to let us know the power is out.

**Track the Outage**  
Visit [stormcenter.oncor.com](http://stormcenter.oncor.com) to see what areas are affected, the number of outages and use the severe weather overlay.

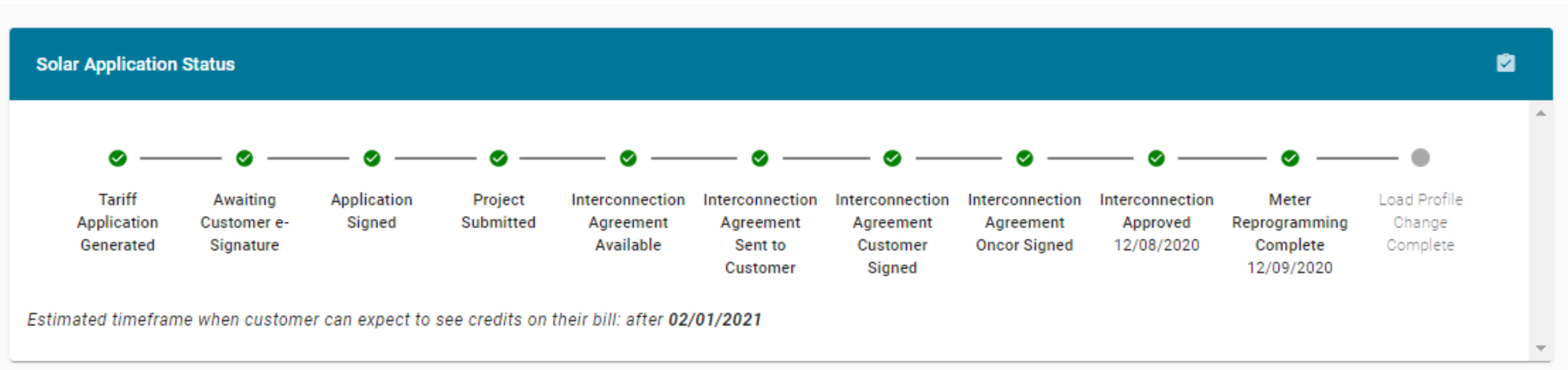
**Let's Connect**  
Chat with us at [askoncor.com](http://askoncor.com)  
For outages: 888.313.4747  
For service requests: 888.313.6862  
Email us at [contactcenter@oncor.com](mailto:contactcenter@oncor.com)

1504 02020



# SOLAR/DG SUPPORT

- Identified and trained a small group of 'Solar Experts' to assist common customer questions.
- Enhanced technology tools (C360) to help agents support customers and installers.
- Deployed **outbound, proactive call campaign** on 11/16, calling more than 2K customers at **key points** in their solar journey.
- **50% reduction** in escalated solar related issues
- **96% overall survey** satisfaction for customers progressing through the solar journey





# PHOTO COLLECTION

*Customers can send photos for select emergency events for Distribution Operators to review*

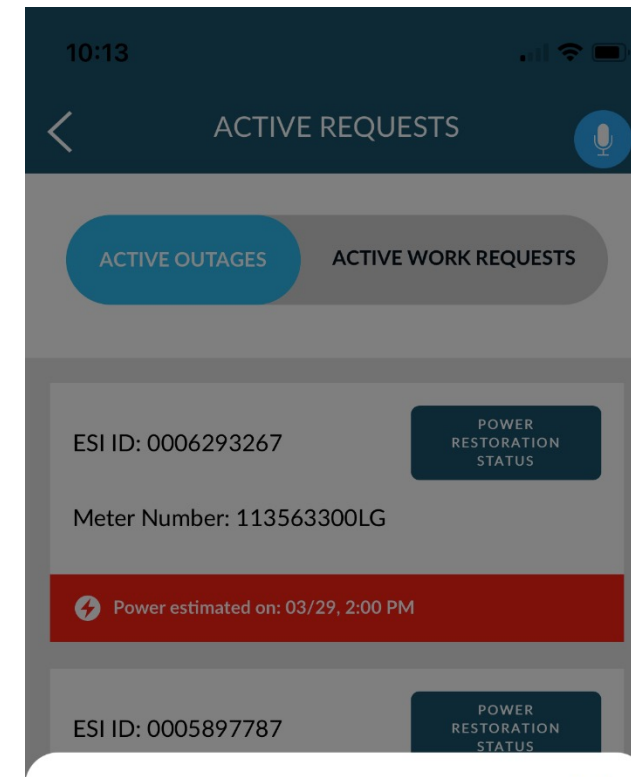
- ▶ Allows DOC Operators to see what the customer “sees”
- ▶ 21% of events with photos do not require dispatch – communication cables
- ▶ 20% of events with photos save time with remote disconnects and/or inputting of work orders



# OUTAGE TRACKER

Coming  
Soon!

Available for non-residential customers  
using the MyOncor App or on the Powered  
by Oncor portal.



## Power Restoration Progress

### Current Status

- Reviewing system conditions.
- Technician investigating outage.
- Performing repairs.  
0/1 Work Orders Complete.
- Power has been restored.

# MODERNIZED WEB PRESENCE

Carefully designed to provide our customers and stakeholders with a richer online experience



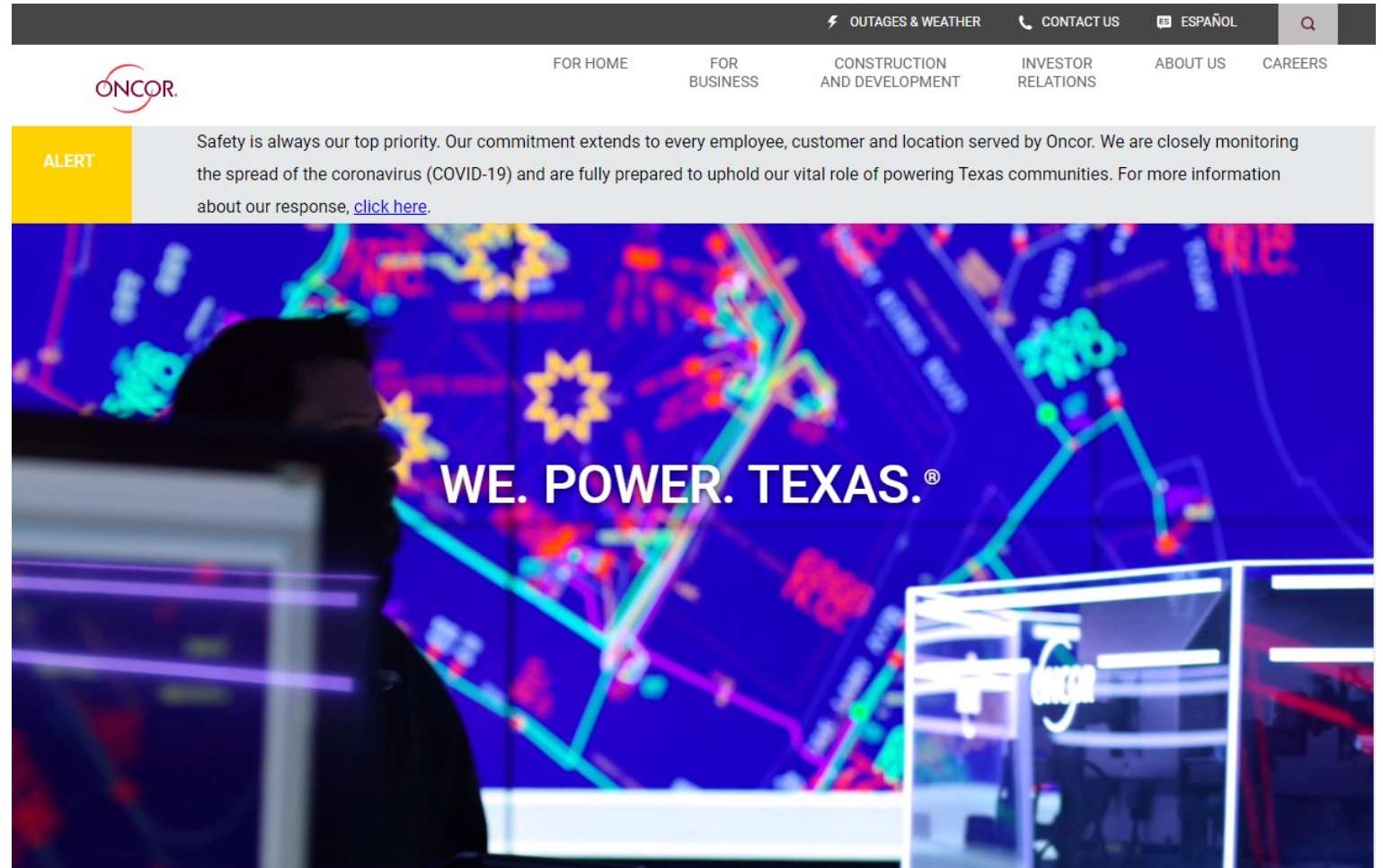
741K+ site users  
since refresh



76,349 power  
outages reported



5,375 downed  
powerline  
reports



# SOCIAL MEDIA

24/7 monitoring and response

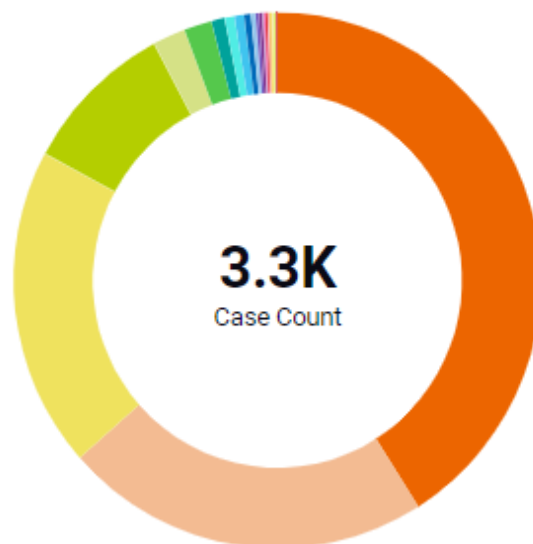


- ▶ 24/7 live monitoring and responses

- ▶ Average response received in 15 minutes or less

- ▶ Received over 17K messages in 2020

Cases by Category/Subcategory



40.9% (1.4K) Full Outage	22.4% (747) Other
19.3% (644) Extended Outage	9.4% (313) Scams
2% (68) VM/Tree Trimming	1.7% (57) Flickering Lights/Partial Outage
0.8% (26) Compliment - General	0.6% (21) Pole Issue (Leaning, Rotting, etc.)
0.6% (21) Wire Down	0.4% (13) Registration Orders (MVI, MVO, etc.)
0.3% (11) Temporary Disconnect/Reconnect	0.2% (8) DFNP/RFNP
0.2% (6) Complaint - General	0.1% (4) Claim
0.1% (4) Employment Opportunities	0.1% (4) Energy Efficiency/Distributed Gener...
0.1% (4) Street Light	0.1% (3) Complaint - Employee
0.1% (2) Compliment - Employee	0.1% (2) Guard Light
0.1% (2) New Construction	0.1% (2) Tree Trimming/Brush Pickup

▲ 1/2 ▼



# VALUABLE BUSINESS CUSTOMER

*Creating a differentiated experience*

## Business Customers

Local employees at businesses are impacted differently and need additional support.

1. Treat valuable business customers **exceptionally**.
2. Act with **urgency**, resolving inquiries in **one contact**.
3. Empower our people and processes to serve the people and communities in our service territory.

Target Group  
**SMB**  
Customers



# MOVING FORWARD

Embracing innovation and challenging the status quo on our digital journey



## Photo Collection 2.0

- Leveraging customer smartphones to enhance safety, improve customer outcomes and reduce truck rolls
- Allow customers to send photos with common work request types:
  - Claims
  - Tree Trimming/Brush Issues
  - Temporary Disconnect/Reconnect
  - Underground Requests
- Oncor can review and make decisions remotely



## Advanced Predictive Analytics

- Use analytics to identify common customer issues proactively
- Implement machine learning workflows that will improve timeliness and accuracy
- Focus on scenarios that are difficult and time-consuming for humans to identify and solve (i.e. Crossed Meters, Inadvertent Gains)



## Virtual Assistant

- Implement chat bots for lower level support issues
- Create ability to offer customers chat via text
- Redirect from call queue to virtual assistant after customer has been on hold

2022



## Grid Echo

- Focused on improving customers' experiences related to outages with analytics
- Technology visually replays outage and restoration activities, enabling users to identify breakpoints and improve future processes



## Vegetation Management Communication

- Proactively communicate with customers when routine maintenance tree trimming is planned in their area
- Offer customers the choice to receive notifications via text, email, voice or via the MyOncor app



## IVR Implementation

- Improve the automated menu for a faster and smoother process
- Introduce smart workflows that:
  - Recognize premise characteristics,
  - Identify frequent callers and frequent outage customers and automatically offer an upgraded level of support
  - Place lower risk callers in in self-serve channels

# CUSTOMER SATISFACTION

*Enhanced customer experience realized*

## Trust

Trust in Oncor has improved in every period over the last year up 7% from the same period last year.

“Our service has improved so much over the past years when we had outages and we are very grateful for that. Communication now is very good through the text messages.” *Oncor Customer*

## Support

Overall satisfaction with customer service representatives assisting with outages or service order is up 12% from the same period last year.

“Oncor was very professional, from the customer service to the main Oncor Associate that came to my house to fix the problem” *Oncor Customer*

## Service

Overall satisfaction with customer outage or service work experience has improved steadily over the last year up 14% from the same period last year.

“I had a problem a few months ago with a lighting strike, and they came right out, and fixed the problem within a couple of hours and Oncor and a representative kept texting me of their progress, that was very reassuring. Great Job!” *Oncor Customer*

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# Questions?

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[April.Pinkston@oncor.com](mailto:April.Pinkston@oncor.com)







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