



Customer Experience and External Affairs

GP-12: Customer Service Update

Public Utility Board Study Session
January 22, 2025

Overview

- CXEA Background
- 2024 Accomplishment Highlights
- 2025 Goal Highlights
- GP – 12: Customer Service Update

CXEA BACKGROUND

- Customer Experience and External Affairs (CXEA)
 - Combines Customer Service, Public Affairs, Communication, and Market Development groups to center our customers
- The CXEA section leads the utility in implementing one, unified customer experience strategy.
 - Seeks to align people, processes, and technologies to implement improvements and deliver the “North Star”.

NORTH STAR

Our customers and communities experience compassion and equity in action so they are understood, valued, and empowered.

We deliver this through:

- Knowledgeable, empathetic advocacy
- Consistent, transparent, and competent support that provides the right solution
- Understanding, dialogue, and support that reflect our data-driven approach to understanding their current and future expectations

Customer Focus

Implement one, unified customer experience strategy to provide equitable service and stakeholder engagement.

2024 Accomplishments Highlights

- Reorganization to align business functions and talent
- Assistance plan enrollments (BCAP/LIE)
- Climate Commitment Act (CCA) funding
- Community outreach and engagement
 - CCA
 - Budget and Rates
 - Education programs and engagement
- Employee Satisfaction Survey
- Employee community engagement program

2025 Goal Highlights

- Language access pilot
- Design new assistance program structure
- North Star training
- SAP Now!
- Lead Strategic Plan initiative 2.2
- Updating GP -12: Customer Service