

# Exelon Develops a Centralized Customer Self-Service Hub for Outage Events

@Chartwell

Bronze Winner

2023 BEST PRACTICES AWARDS  
Outage Communications Category



**Kevetta Snow**  
Project Manager,  
Exelon



# Self-service Outage Hub Empowers Exelon Customers

Kevetta Snow, Outage Product Owner

# Power outages present a unique opportunity to meet the customer where they are.

**1** Minimize moments of friction

**2** Provide access to key information

**3** Self-serve to reduce effort

Exelon serves more than **10 million customers** through six fully regulated utilities.



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# 18,000

employees

# 2000

The year Exelon was established

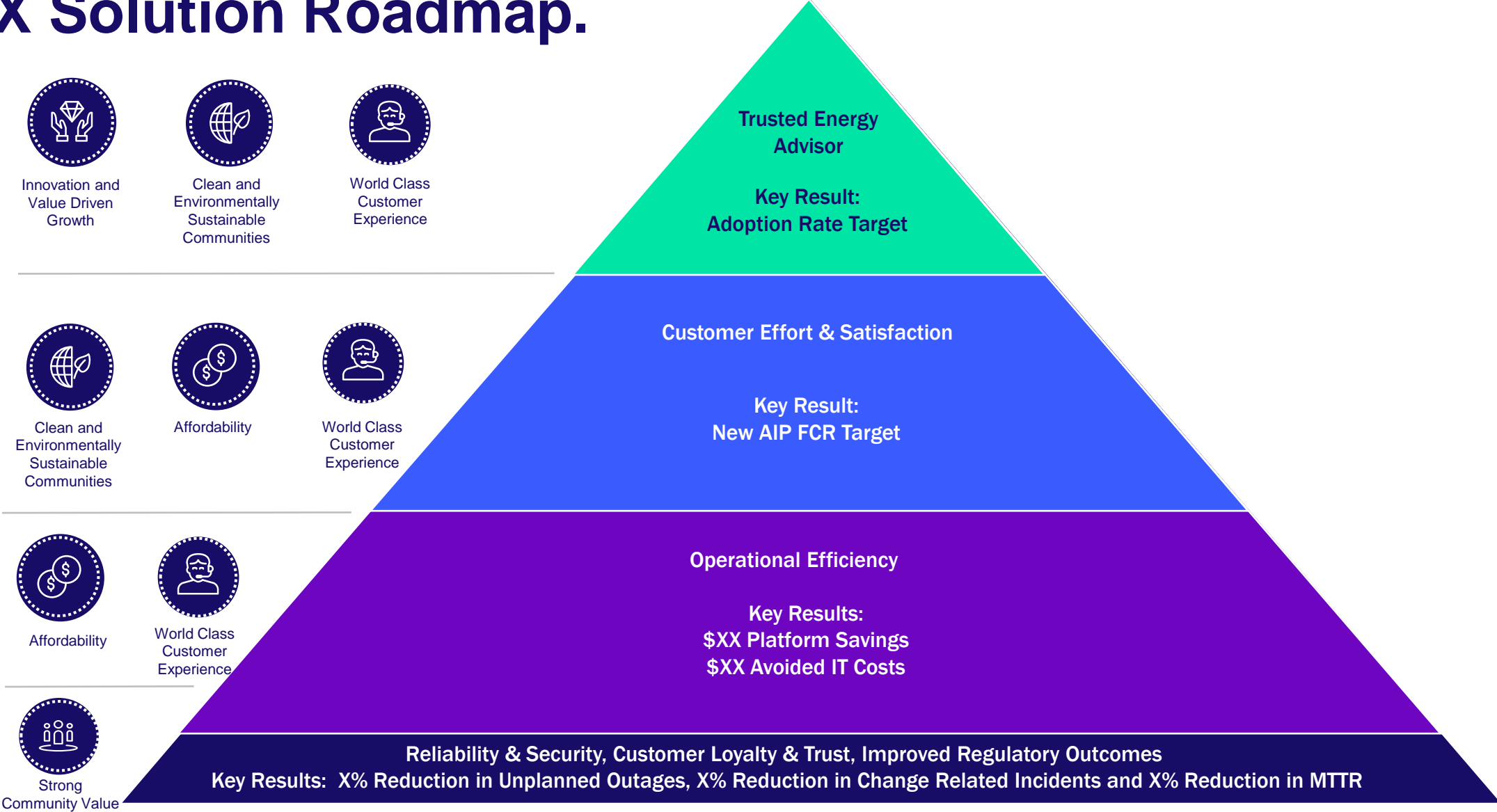
# 2022

Exelon divestiture to enable optimal delivery of smart, clean, reliable, and resilient energy to its customers

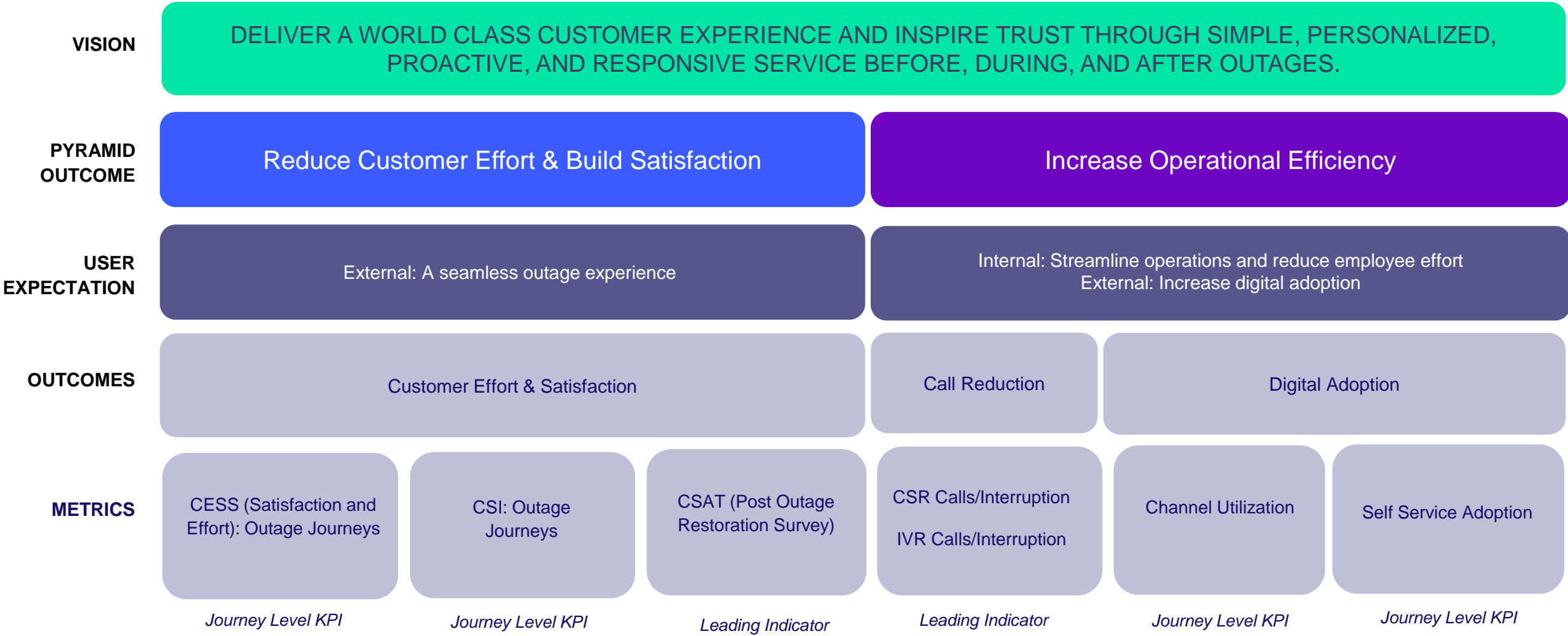


*We deliver world-class customer experiences and inspire trust through simple, personalized, proactive and responsive service before, during and after outages.*

# Our focus on Investment Outcomes informs our CX Solution Roadmap.

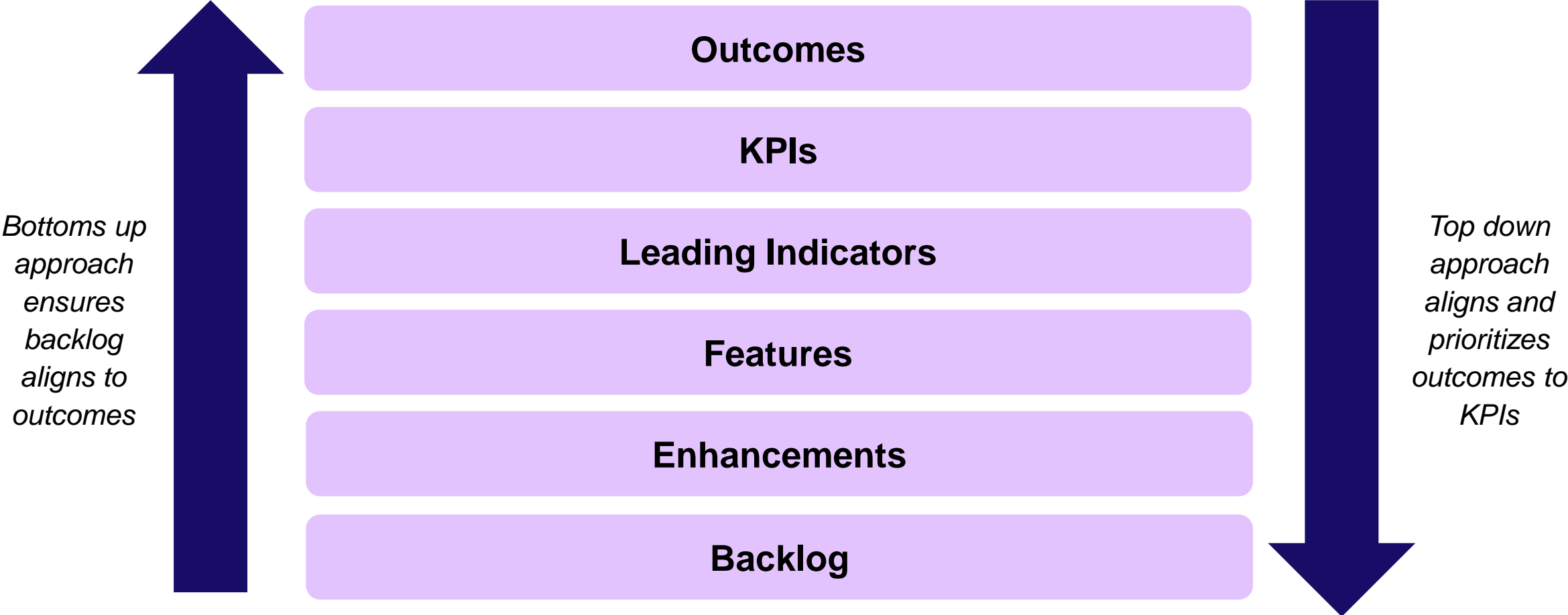


# We established an outage-focused **Measurement Framework** to identify **Key Metrics** and **KPIs** tied to our core outcomes.





This overarching strategy enables us to focus on the **journey enhancements** that will have **greatest customer impact**.





# Centralized Self-Service Outage Hub

**Our approach** enabled us to optimize the outage journey for our customers.



**Customer-First**



**Data-Driven**



**Agile  
Methodology**



**Cross-Team  
Collaboration**

Customers want **streamlined, personalized** information about their Outage, that they can **access in a single place**.

Empathetic

**Informative Easy access** Timely

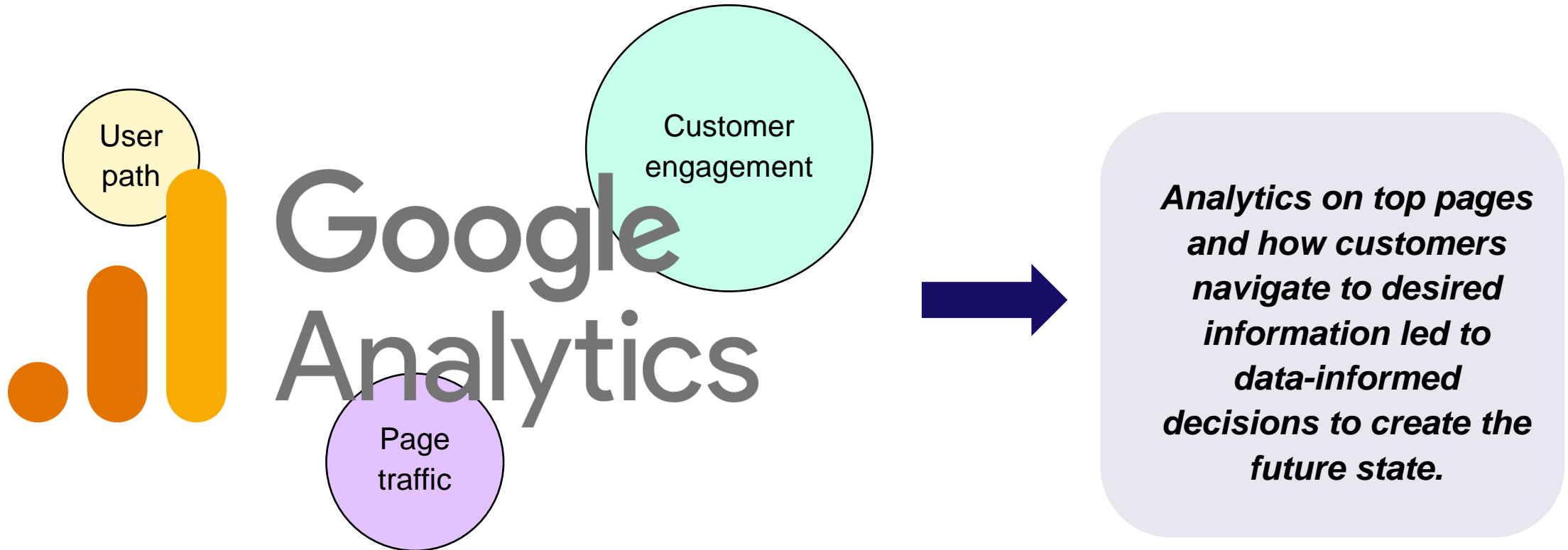
**Digestible Concise Clear**

Continual **Consolidated Personalized**

**Streamlined Useable One Hub**

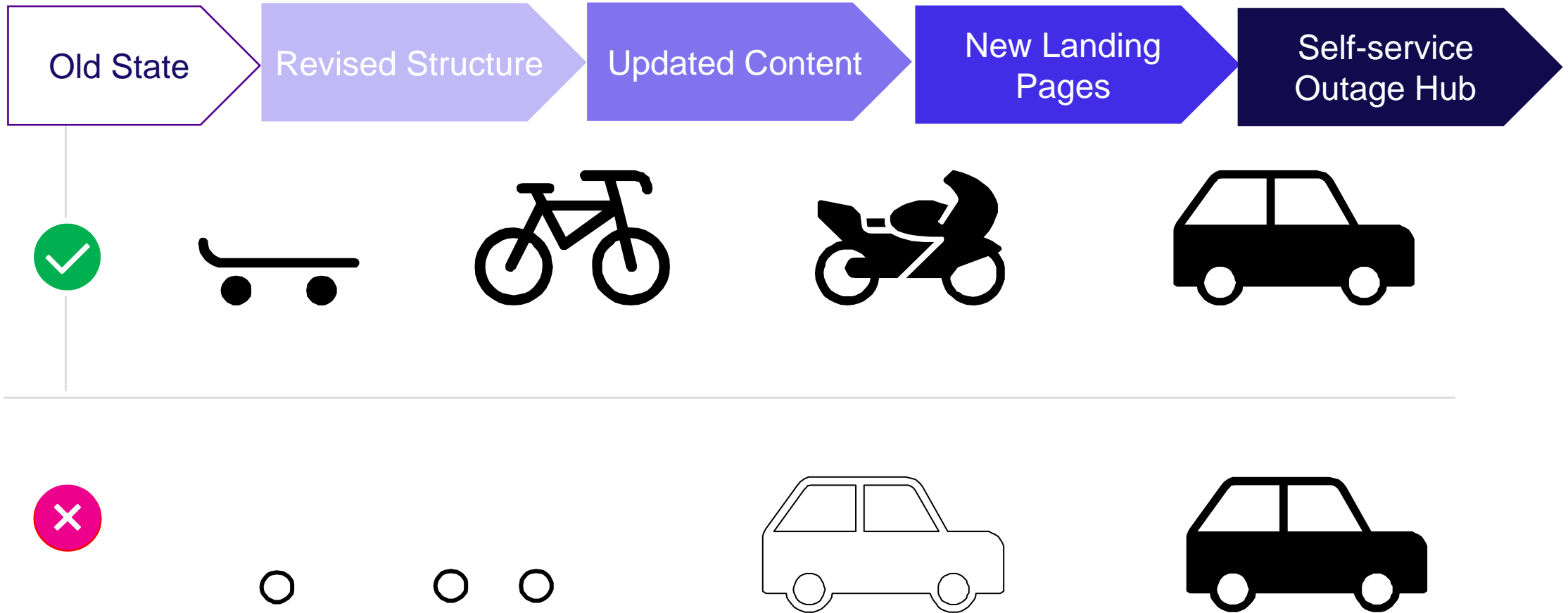
**Intuitive** Proactive

Analyzing current site activity yielded **data-driven decisions** to inform the future state.



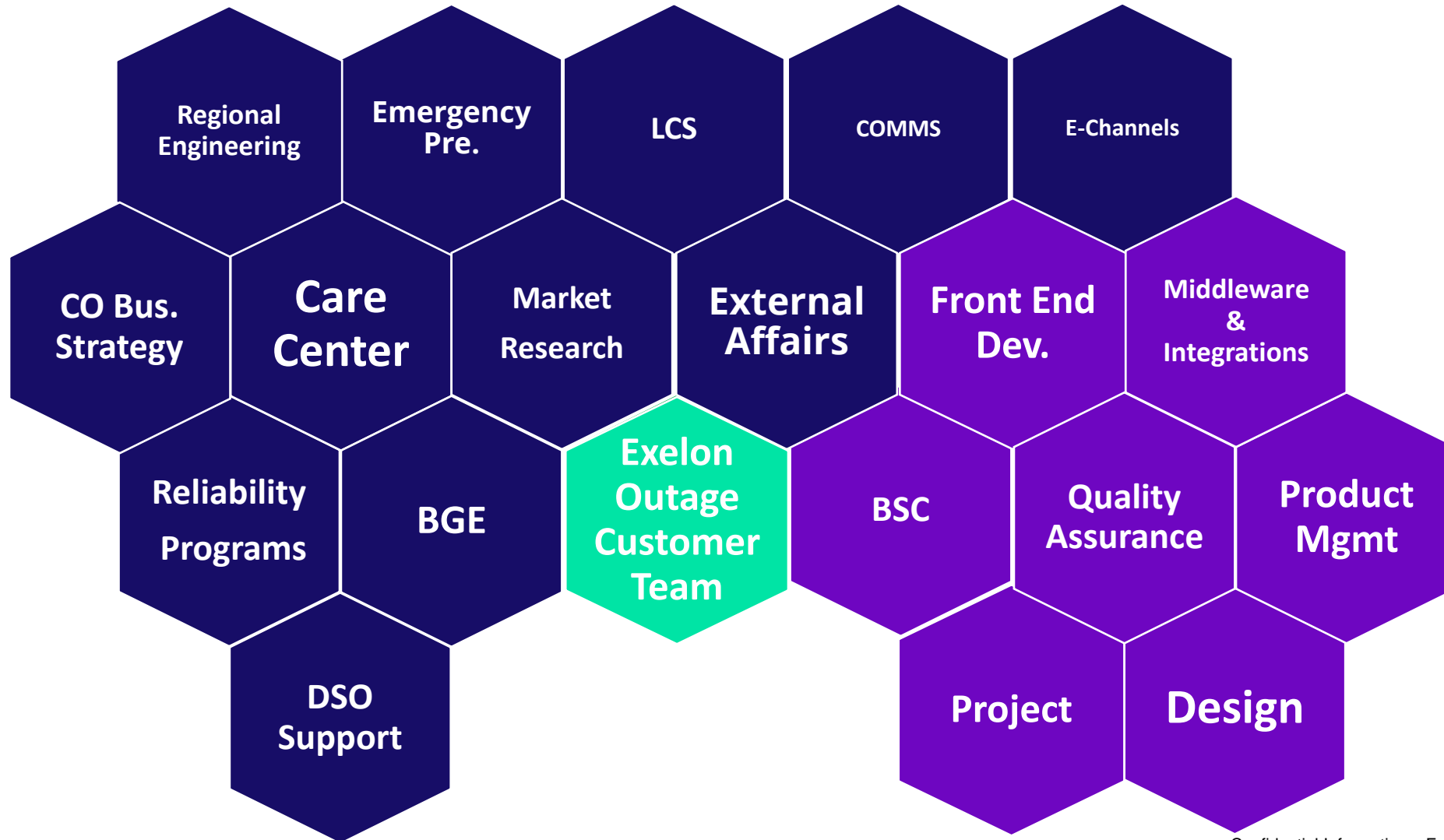


Our **product model** approach led us to **test and learn** quickly and adjust based on customer feedback.

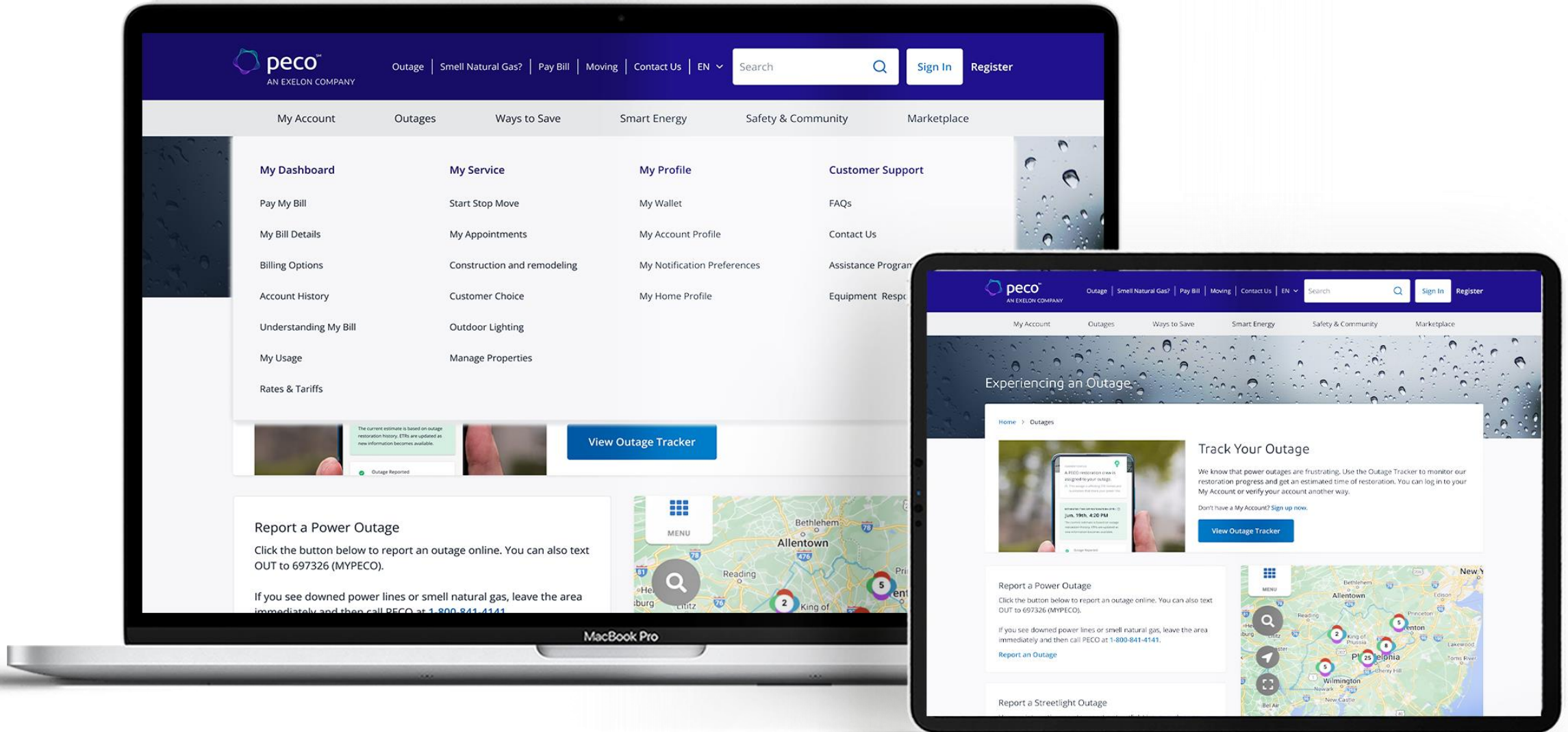




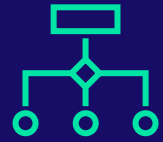
# Cross-functional collaboration was paramount for efficient and effective delivery.



# The Solution: Self-Service Outage Hub



# Our new outage experience empowers customers.



Streamlined experience design



Personalized to individual address



Right information at the right place



Seamlessness in authenticated / unauthenticated experience



**exelon**<sup>SM</sup>



# Customers were **positive and emphatic** about the new digital outage experience.

Are there any improvements you would suggest to enhance the outage experience?

**“Not a thing. Site is easy to use”**

— BGE customer, Dec, 2022

**“No suggestions. Very user friendly site.”**

— ComEd customer, Apr, 2023

**“Site works great!”**

— PECO customer, May, 2023

The new centralized outage hub offered a **seamless, self-service** experience that had **positive impact for customers.**

**+12%**

increase in self-service adoption and transactions completed through web

**x1.8 times**

self-service transactions per user

# Self-service Outage Hub

Report an Outage

Enroll in notifications

IVR

Prepare for an Outage

Mobile app

Outage Tracker

Outage Status

Experiencing an Outage

Email

Planned Outage

Outage Map

Feedback

Chatbot

Emergent Outage Notifications

Safety and Hazards

# Questions & Discussion

# QUESTIONS?

*PowerUp* @ Chartwell's  
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*PowerUp*

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