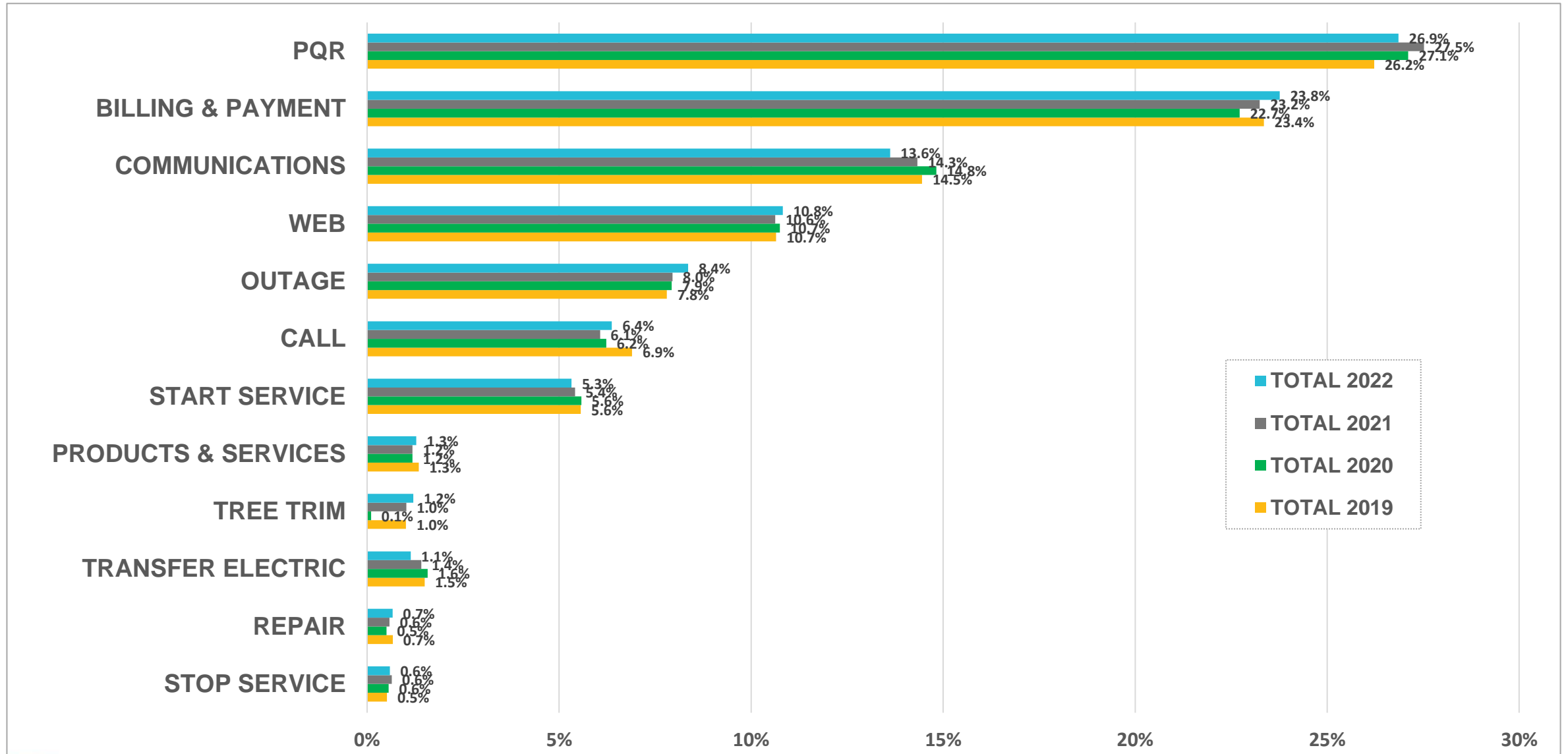


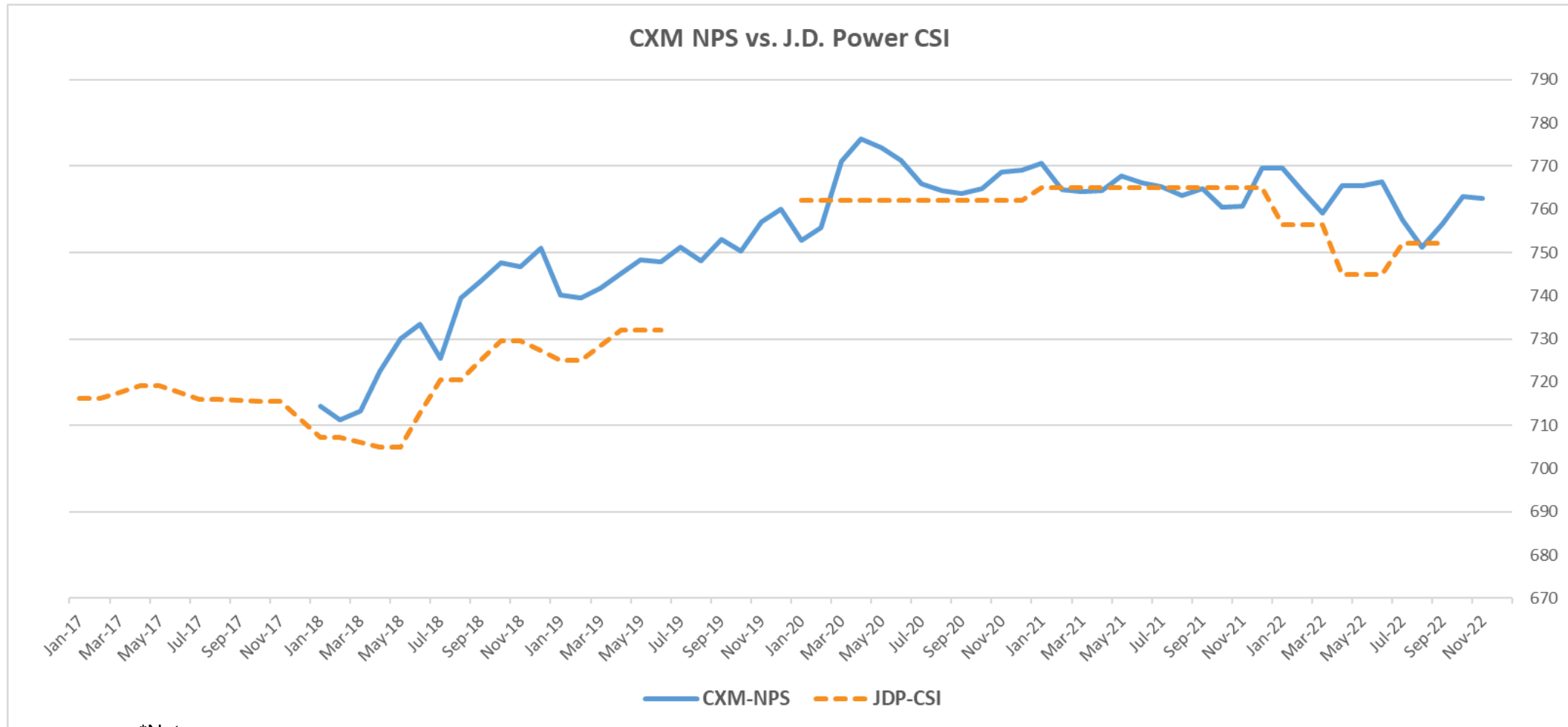
A utility worker wearing a white hard hat and a high-visibility safety vest is positioned in a white bucket truck. The worker is looking towards a large metal lattice tower structure. The scene is set outdoors with many trees in the background, some of which are bare and some have green leaves. The sky is a clear, light blue. The bucket truck's arm is extended from the bottom right towards the center of the frame.

KEYNOTE: DUKE ENERGY
TARYN SIMS

PQR, Outage, Communications and Web are in the top 5 drivers of satisfaction



Internal satisfaction scores track closely with J.D. Power, confirming our focus on improving key experiences makes a difference



***Note:**

- JDP transitioned to a calendar year study administration beginning in 2020, resulting in no monthly data for the last half of 2019

What the customers want... timely, accurate information



+35

NPS was **35 points higher** than average when Customers were well informed of their outage.*



+13

NPS was **13 points higher** for Customers who received the Outage Cause Code.



+14

NPS was **14 points higher** for customers who received the Crew Status.

* When taken independently of length of outage

A circular opening in a wooden tunnel, looking out onto a sunset over a body of water. The tunnel's interior is made of dark, textured wood. The view through the opening shows a calm sea, distant hills, and a sky with soft, colorful clouds. The text is overlaid on a semi-transparent white rectangle in the center of the opening.

“Your most unhappy customers are your greatest source of learning”

Bill Gates

Defining Moments in Duke Energy's Recent History

The New York Times

Duke Energy Is Charged in Huge Coal Ash Leak

Give this article



A ruptured pipe at a Duke Energy power plant in Eden, N.C., last February leaked 35 million gallons of toxic coal-ash slurry into the Dan River. It took the company six days to plug the leak. Gerry Broome/Associated Press

2014: COAL ASH

CNN US Crime + Justice Energy + Environment Extreme Weather Space + Science

Spill spews tons of coal ash into North Carolina river



60 MINUTES Produced By Shachar Bar-On

The Spill at DAN RIVER

60 Minutes segment / December 7th, 2014



Duke Energy won't rest until power restored to customers rocked by Hurricane Irma

Published on September 15, 2017 by Debra Flax



As Florida struggles to recover from the wrath of Hurricane Irma, Duke Energy is pushing forward to restore electricity to its customers as quickly as possible, with thousands of lineworkers, support personnel, and resources from around the country at their side.

Power may be back for thousands on Wednesday night as authorities continue to go through tips on electric substation attack



News Release

24-Hour: 800.559.3853

Dec. 24, 2022

Duke Energy asks for continued energy conservation as power restoration continues following extreme winter temperatures

- Saturday's rotating outages to protect overall energy grid concluded
- Crews continue to restore power from Friday's winter weather

CHARLOTTE – Duke Energy asked customers to conserve energy usage as crews restored power following rotating outages in the Carolinas in response to high-energy demand Saturday morning.

Due to extreme cold weather causing increased demand and a shortage of available power in the Southeast region, the company was forced to interrupt service to about 500,000 customers to maintain the energy grid and prevent further disruptions. Power is currently being restored and should be completed today.

"This winter blast and customer demand has been unprecedented in recent history of



Emergency power outages in progress

The extreme cold has placed an unusual strain on the energy grid. These brief, temporary outages are necessary to protect the system.

LEARN MORE



Extreme cold & high energy demand continues to strain the grid. Please continue conserving energy and consider shutting nonessential lights until 10 a.m. Monday, Dec. 26 to avoid possible rotating outages. We are grateful for your efforts. Be safe. Info: spr.ly/60113zfD5



3:46 PM · Dec 25, 2022

2017: HURRICANE IRMA

2022: SUBSTATION EVENT

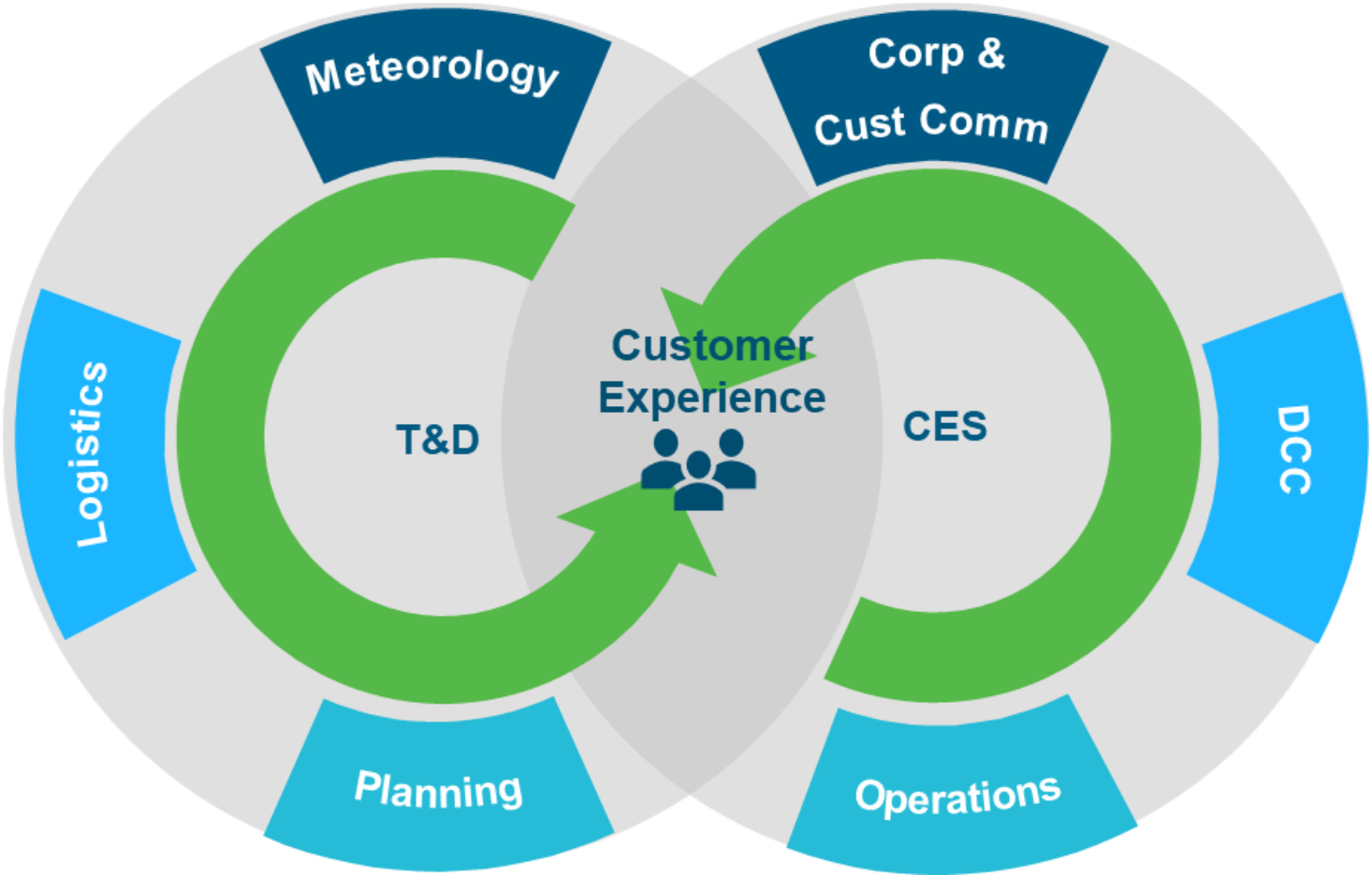
2022: LOAD SHED EVENT

Major Events | phases

PREPARE
(... if there is time)



RECOVER

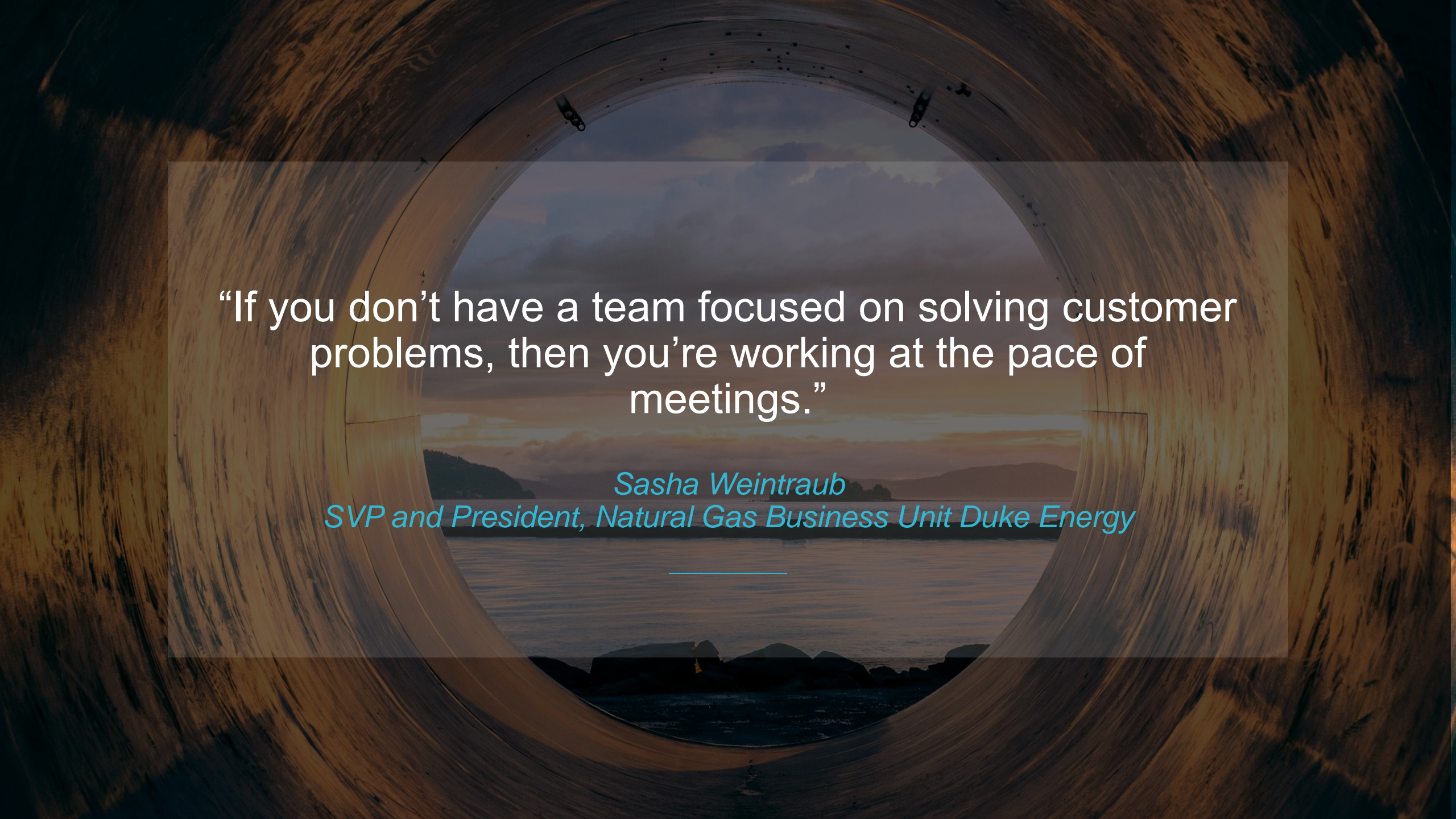


ASSESS



APPRECIATE



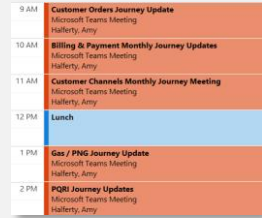
A circular opening in a wooden structure, possibly a tunnel or a large pipe, looking out onto a sunset over a body of water. The sky is filled with soft, orange and yellow light, and the water reflects the colors. In the foreground, there are dark, rocky outcrops. The overall mood is serene and contemplative.

“If you don’t have a team focused on solving customer problems, then you’re working at the pace of meetings.”

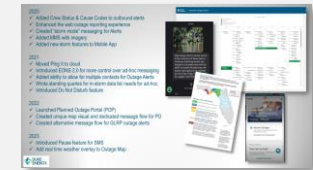
Sasha Weintraub
SVP and President, Natural Gas Business Unit Duke Energy

SUPPORT STRUCTURE

"I never received any notifications or communications regarding the estimated time power would turn back on."



9 AM	Customer Orders Journey Update Microsoft Teams Meeting Hallefy, Amy
10 AM	Billing & Payment Monthly Journey Updates Microsoft Teams Meeting Hallefy, Amy
11 AM	Customer Channels Monthly Journey Meeting Microsoft Teams Meeting Hallefy, Amy
12 PM	Lunch
1 PM	Gas / PNG Journey Update Microsoft Teams Meeting Hallefy, Amy
2 PM	PGRI Journey Updates Microsoft Teams Meeting Hallefy, Amy



LISTENING TO CUSTOMERS

We utilize an ecosystem of different instruments to inform our recommendations including J.D. Power, brand health and Ad tracker, CXM, and customer surveys

ENGAGING STAKEHOLDERS

Across Duke Energy, we created integrated cross-functional teams and forums to provide closed loop feedback, read out results and keep the organization focused on results and momentum

MEASURING RESULTS

Numerous self-help tools were developed to assist Duke Energy in obtaining, interpreting and gaining insights from the data along with targets and teams to support the collection and readout of the data

TAKING ACTION

We stay close to our delivery partners and have dedicated durable teams to align on a strategy for how we will develop solutions to address customer problems. Working together with our marketing, communications and change management partners creates our success.

Driving change based on customer feedback

Customized outage alerts for consistent messaging and developed robust process should another load shed event be necessary

Outage Alerts

Navigation: ALL, DEC, **DEP**, FL, IN, OHVY

Buttons: Status, Campaigns

Global Campaign: Proactive ITR, ETR, Restored

Operation Center	Proactive ITR	ETR	Restored	Load Shed
Ashboro	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Ashville	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Bishopville	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Black-Mountain	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Canton	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Outage Details

- Estimated Time of Restoration: Temporary, rotating outages in progress
- Status: Managed remotely at regional Control Center
- Cause: Grid stabilization
- Customers Without Power: 1
- First Reported: February 20, 10:36 a.m.

Buttons: GET OUTAGE ALERTS, REPORT OUTAGE

Schedule Communications

The communication will be sent to all affected customers

Reason for Outage: Grid Improvements

Select Communications Date and Time

Affected Customers List

Transformer ID	Account Number	Name	Phone Number	Email	Address	City	State	Zip Code	Account Conditions	Notification Status
437358118						SEMINOLE	FL	33772		SMS-
437357488						SEMINOLE	FL	33772		Failure
437358118						SEMINOLE	FL	33772		Sms-
437290008						LARGO	FL	33772		Email-

Duke Energy: Equipment improvements will be made on Feb 24. Service will be interrupted to 123 Main** for approx 5 hours at 8 AM. We apologize for the inconvenience. If we are unable to complete the work, you will be notified. Learn more about planned maintenance at <http://duk.us/27>. Text STOP to cancel alerts.

The Planned Outage Portal allows us for the first time to associate a customer data set (pulled with an API from SAP) with a device within seconds, pulling complete and robust customer records to send proactive automated customer communications around outages.

Home

Report Outage

Known Outage

Estimated Time of Restoration


DUKE ENERGY Report Outage

has already been reported in your area. Your outage has been reported as well.

First Reported: January 13, 2021 9:41 a.m.

Notification Preferences: Text Message (828) 513-####

Expanded self-service options and information for customers during an outage event.

A circular opening in a wooden tunnel, looking out onto a coastal landscape at sunset. The tunnel's interior is made of dark, textured wood with visible grain and some metal fasteners. The view through the opening shows a calm sea, distant hills, and a sky with soft, orange and blue hues. The text is overlaid on a semi-transparent white rectangle in the center of the image.

“Most companies must realize that they are no longer competing against the guy down the street or the brand that sells similar products. Instead, they’re competing with every other experience a customer has.”

DAN GINGISS, AUTHOR AND CUSTOMER EXPERIENCE EXPERT

Striving for an integrated, seamless customer journey



Historical Speed of Adoption

5th Ave NYC



Where is **the car?**



Where is **the horse?**