

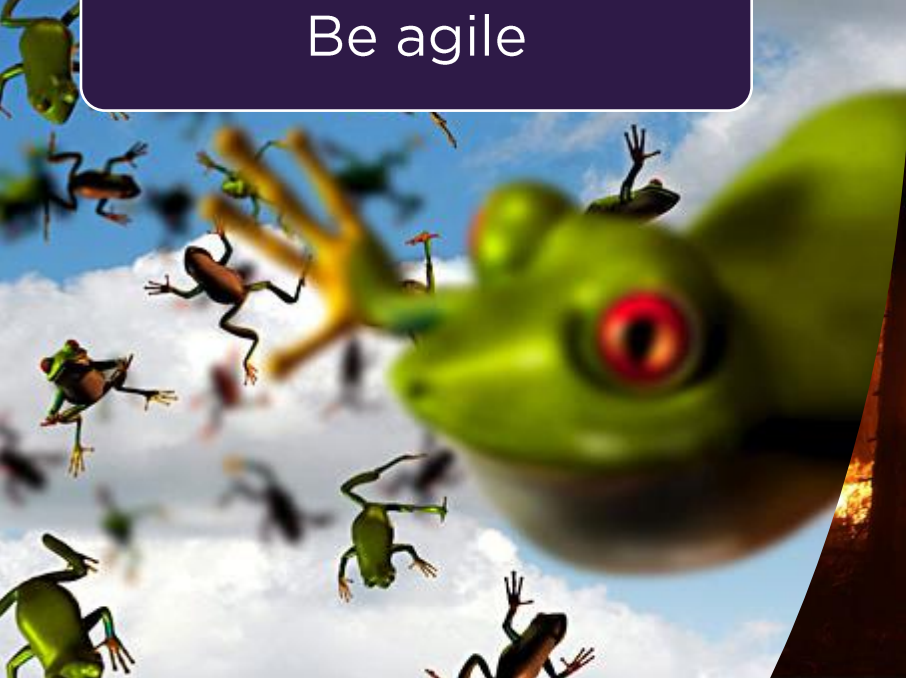
Set objectives

Organize

Leverage channels

Measure

Be agile

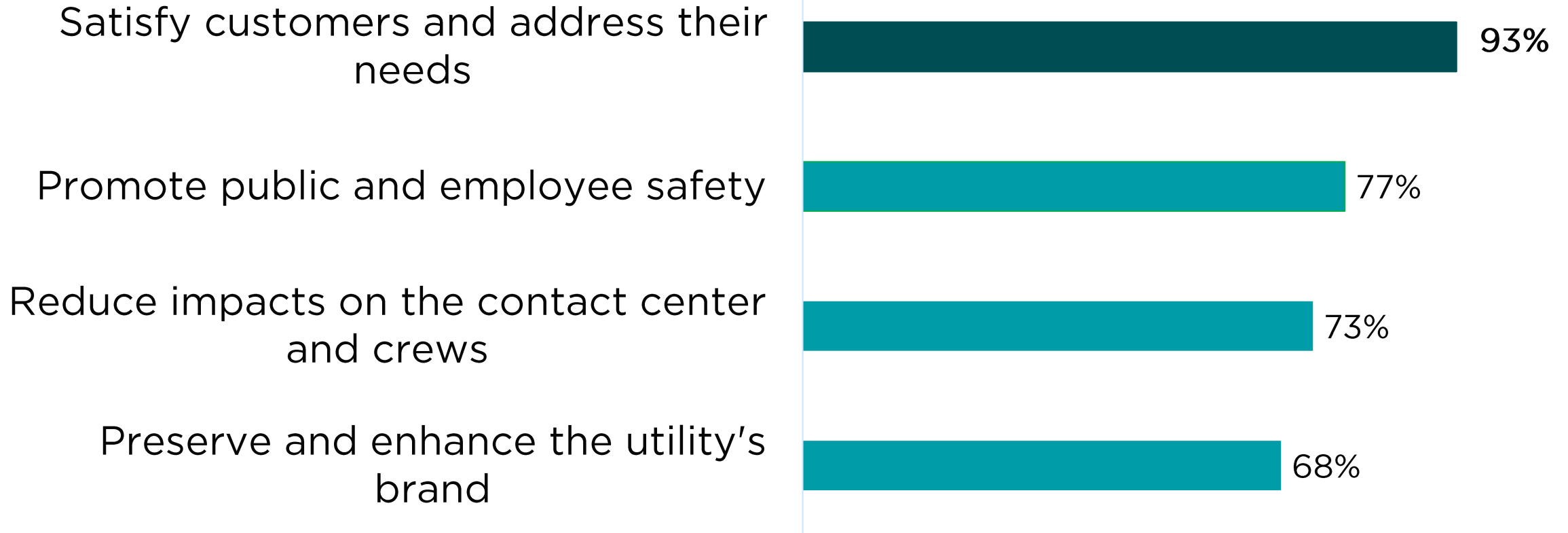




Set Clear Strategic Objectives

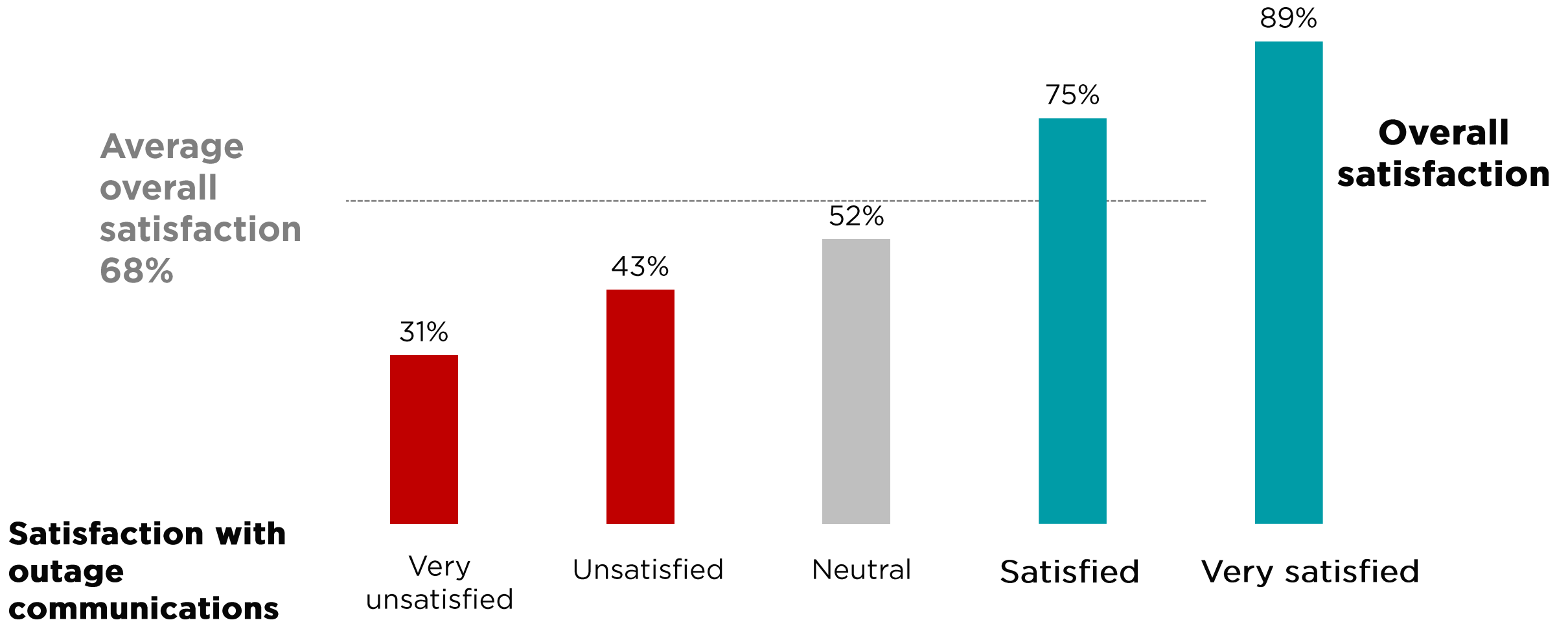
Satisfying Customers is Utilities' #1 Objective

What are your utility's strategic objectives for outage communications?



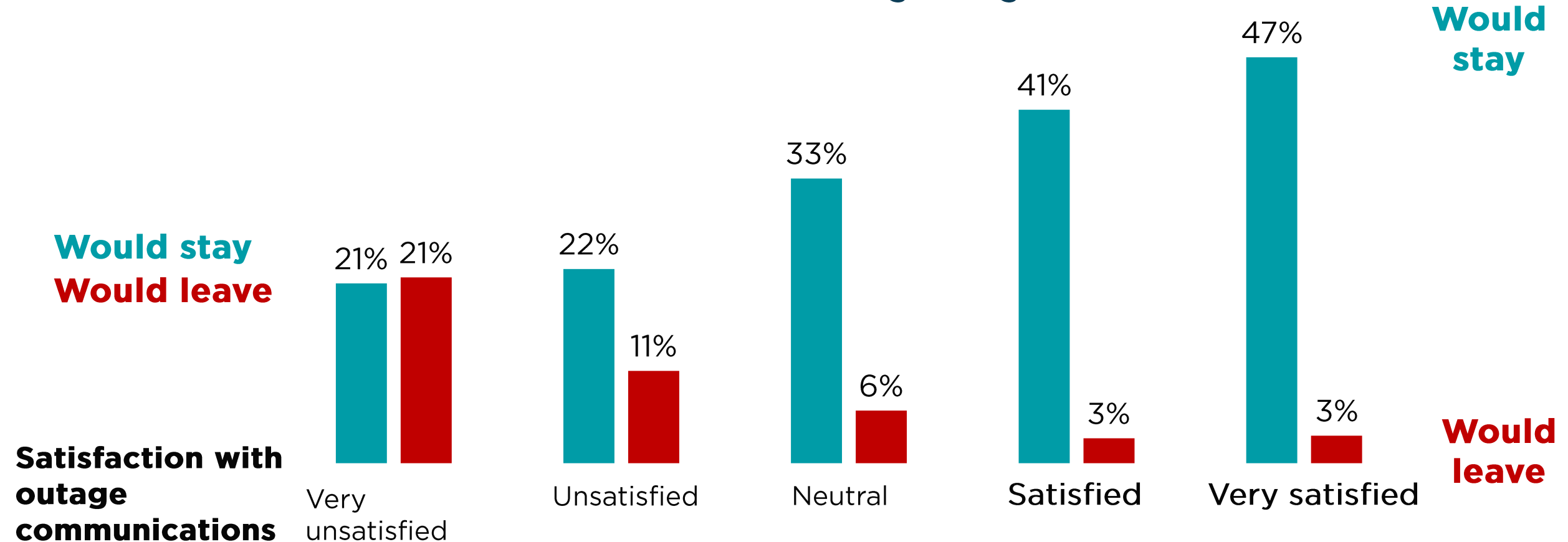
Source: Chartwell's 2022 Outage Communications Industry Survey

Satisfaction with Outage Communications is Crucial to Overall Customer Satisfaction



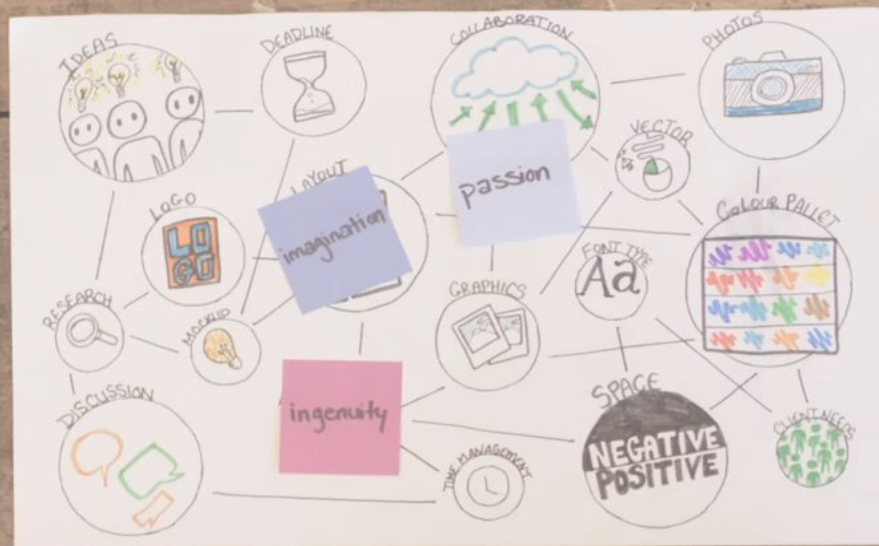
Source: Chartwell 2022 Residential Consumer Survey, n=1,516

Dissatisfaction with outage communications significantly decreases customer loyalty



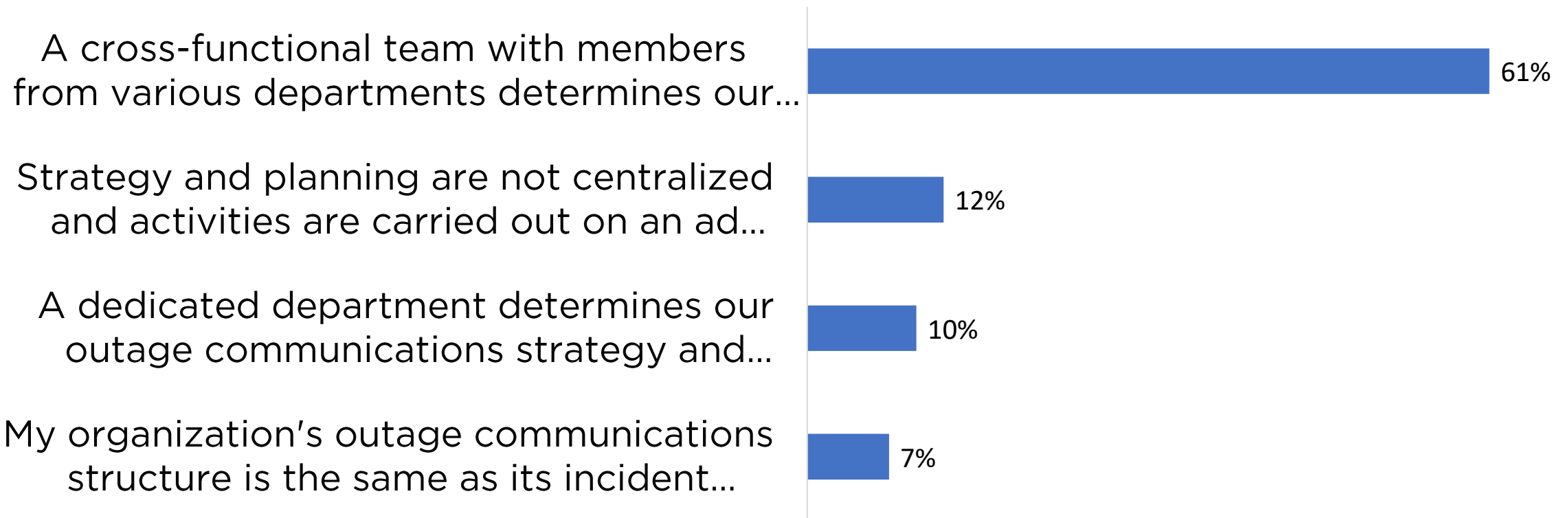
Source: Chartwell 2022 Residential Consumer Survey, n=1,516

Plan and organize across departments



Outage Communications Require Cross-Functional Teams

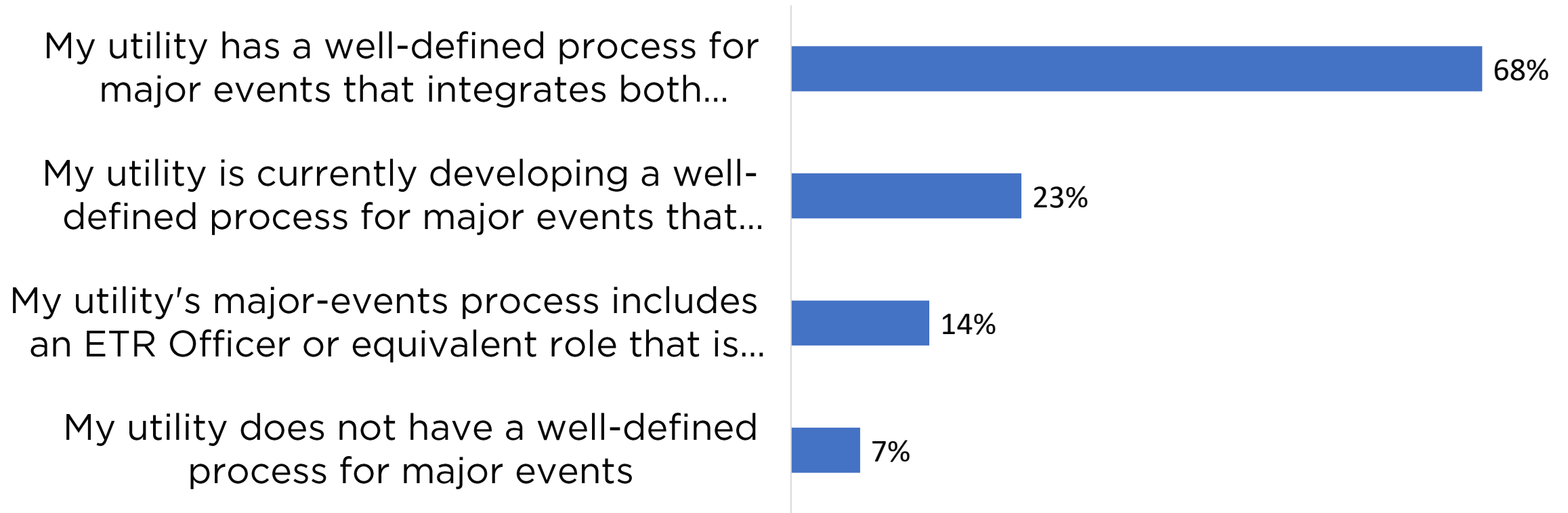
Through what form of internal organization does your utility plan and execute outage communications activities?



Source: Chartwell's 2022 Outage Communications Industry Survey

Two-thirds of Utilities have a Well-defined Process for Major Events that Integrates Restoration and Communications

Please select the statement(s) below that apply to your utility's process for major events.



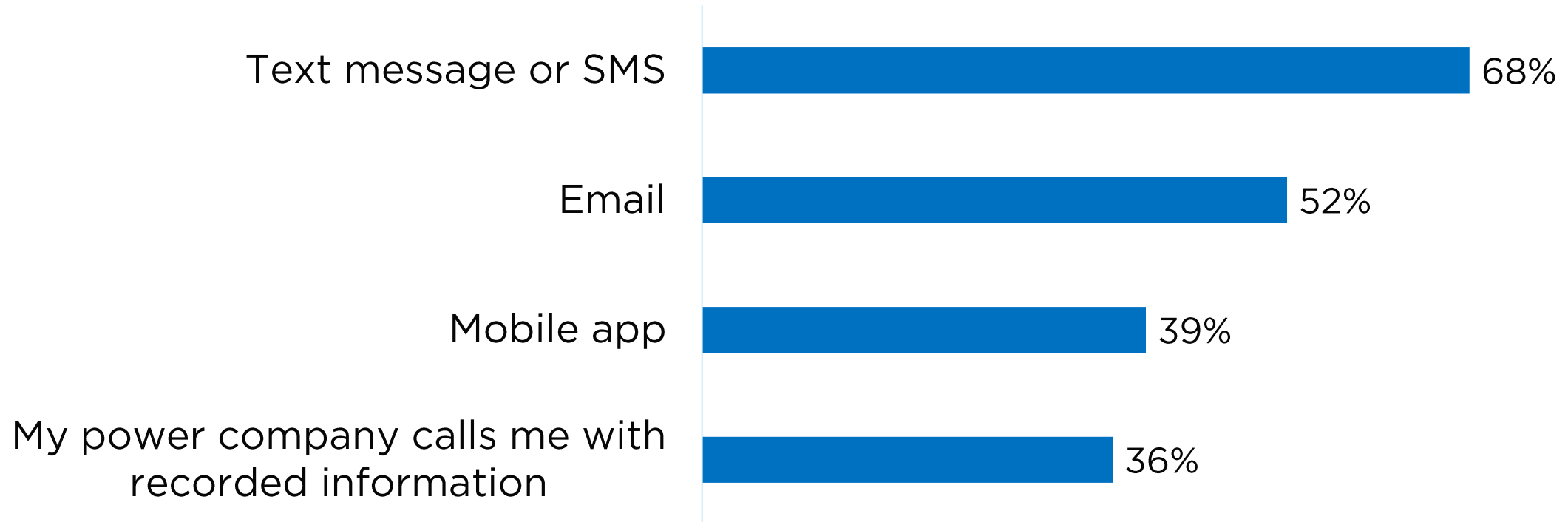
Source: Chartwell's 2022 Outage Communications Industry Survey



**Leverage a Variety of Channels
and Tactics**

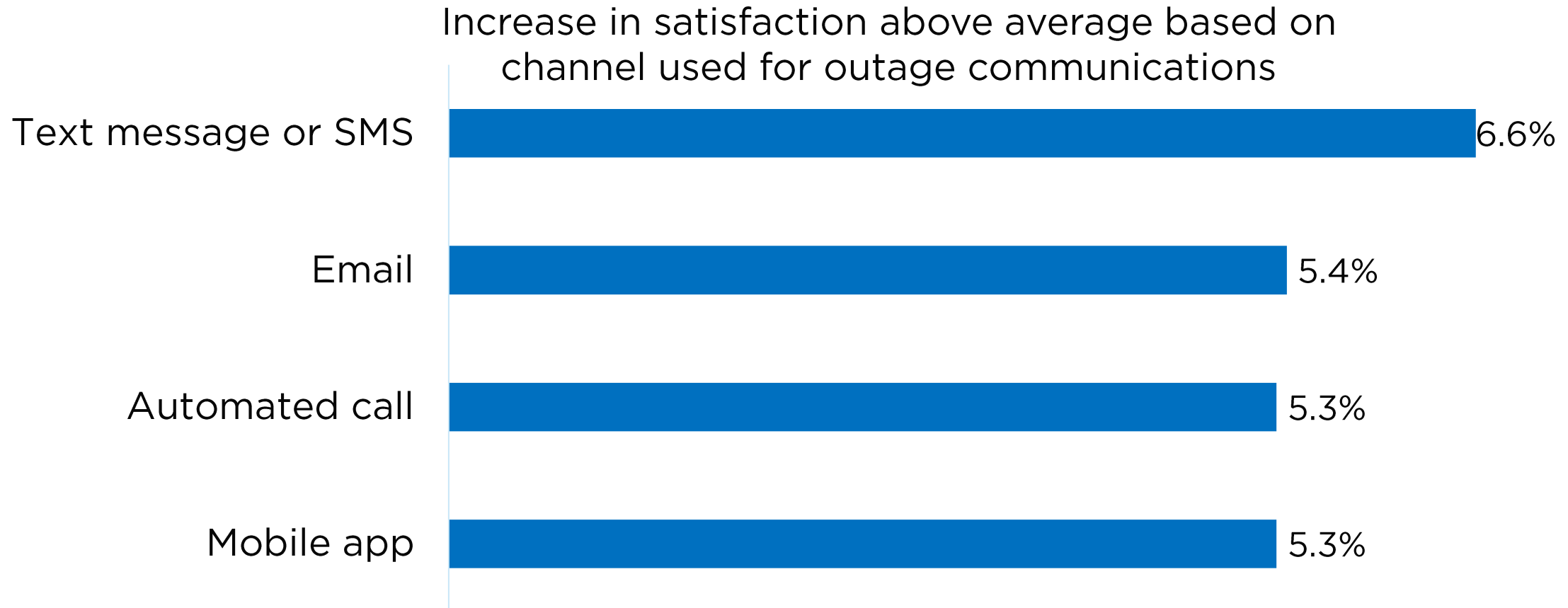
Customers Prefer Proactive Push Notifications

Select up to five channels through which you would most prefer to receive outage information from your power company. - Top 5 choices



Source: Chartwell 2022 Residential Consumer Survey, n=1,516

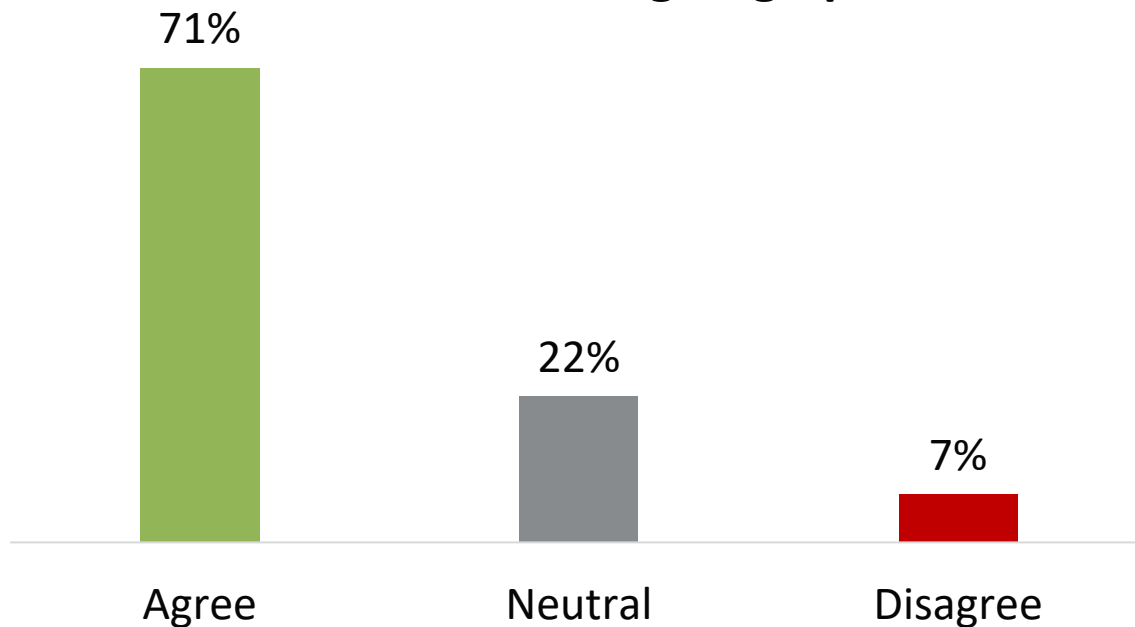
Customers Who Use These Channels Have at Least 5% Higher Satisfaction than Average



Source: Chartwell 2022 Residential Consumer Survey, n=1,516

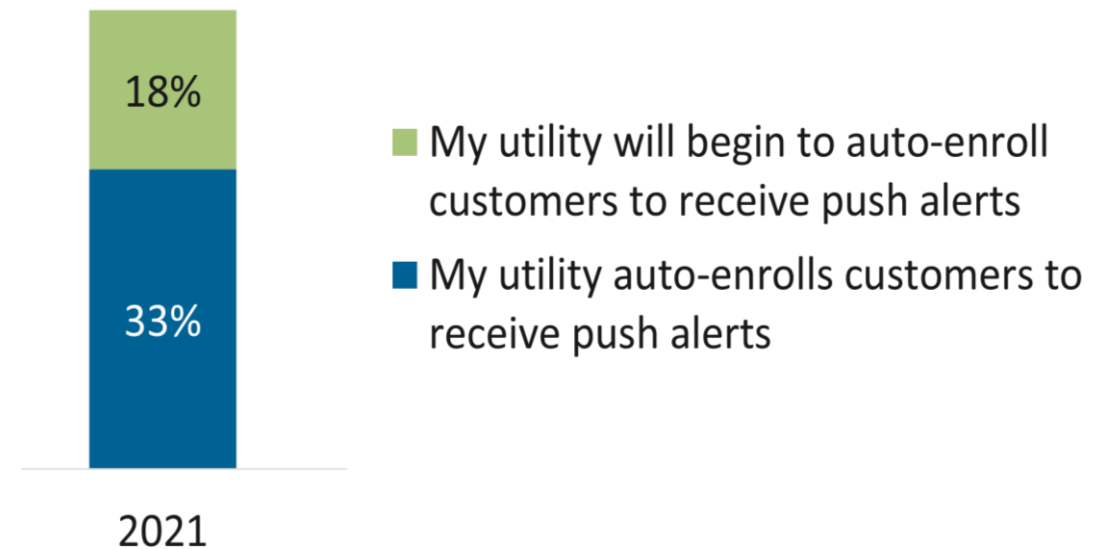
And Customers are OK with Auto-enrollment

"I would be okay with receiving notifications if my power goes out, sent by email, text or voice messages, **without me signing up**"



Source: Chartwell 2022 Residential Consumer Survey, n=1,516

But a lot of utilities still don't auto-enroll



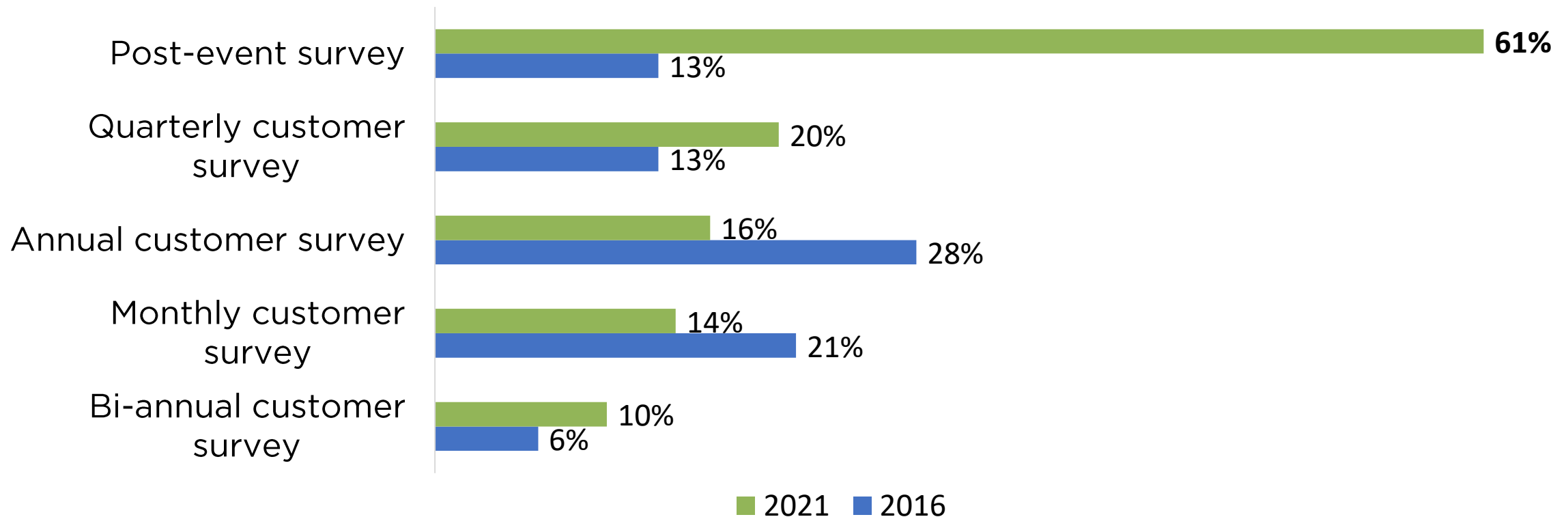
Source: Chartwell's 2021 Outage Communications Industry Survey, n=51



Measure
success within
the context of
the customer
experience

Utilities Increasingly Use Post-event Surveys

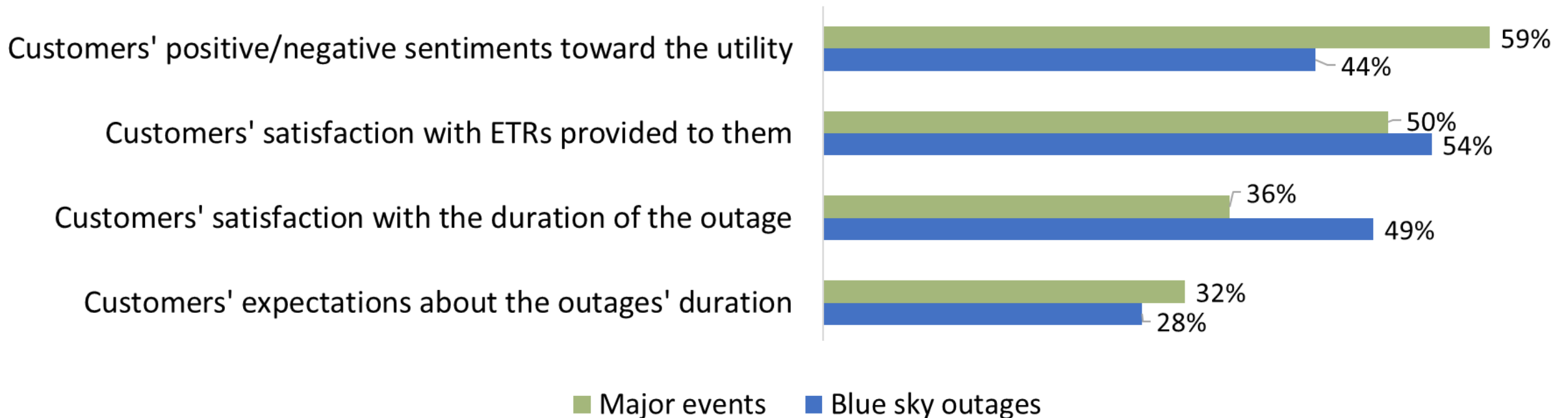
What customer feedback mechanism(s) regarding the utility's performance with outage communication does your utility have in place?



Source: Chartwell's 2021 and 2016 Outage Communications Industry Surveys, n=

Utilities measure customer sentiment, satisfaction, and expectations

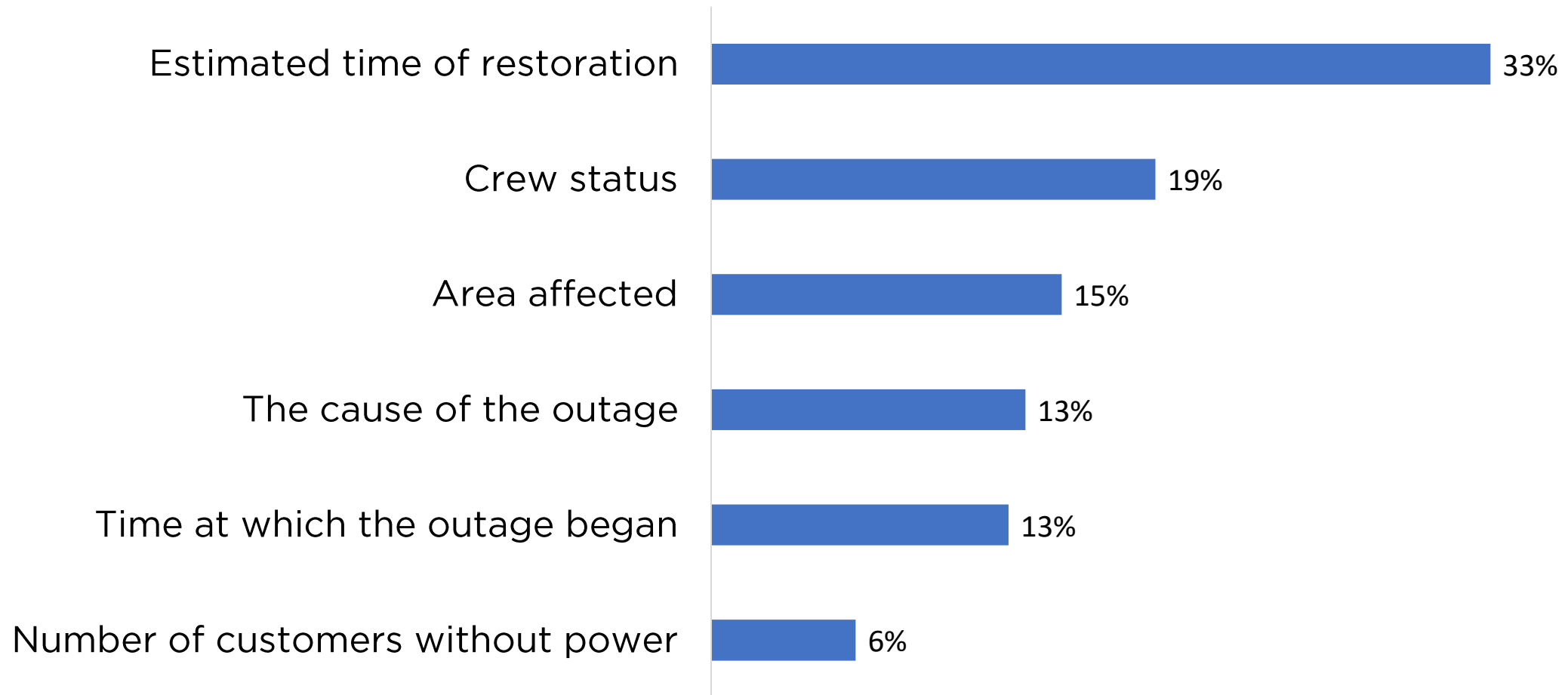
What feedback does your utility seek from customers after blue-sky outages and major events?



Source: Chartwell's 2022 Outage Communications Industry Survey

ETR Remains King Among Outage Information

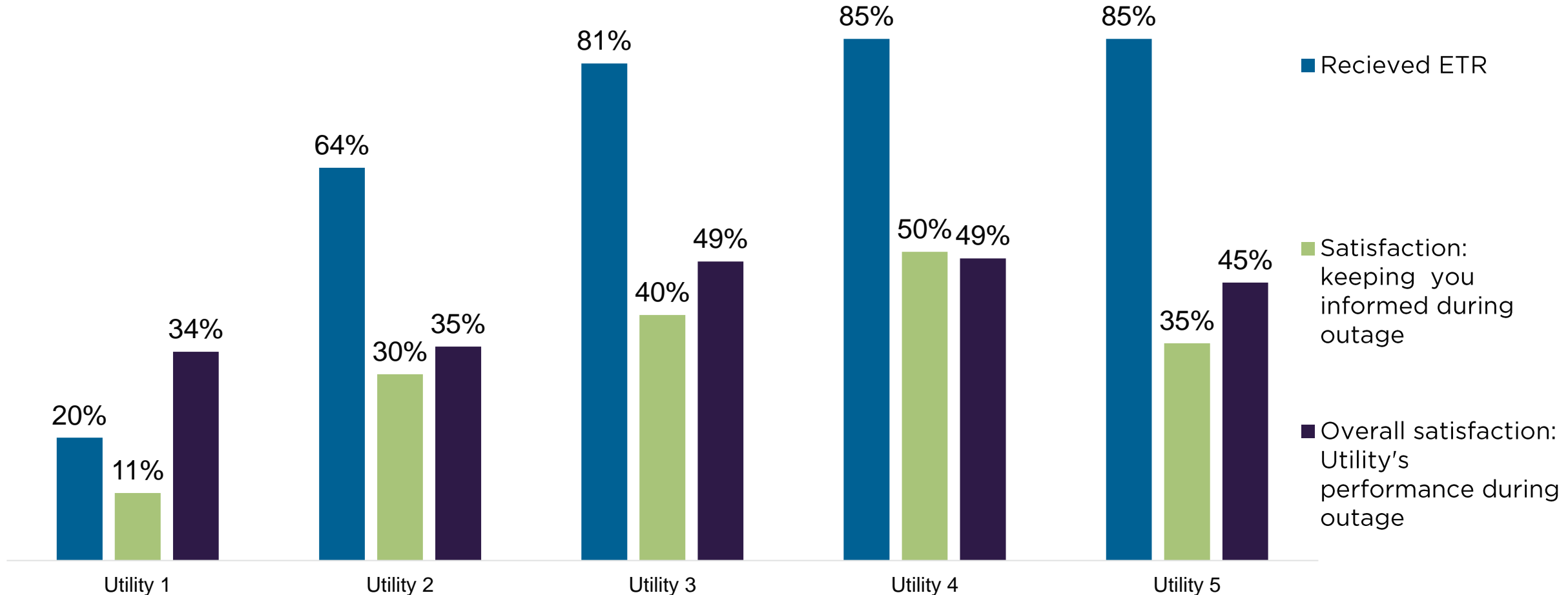
Customer preference among outage information



Source: Chartwell's 2018 and 2022 Residential Consumer Surveys, n=1,517, n=1,516

Customers Receiving an ETR Generally have Higher Satisfaction

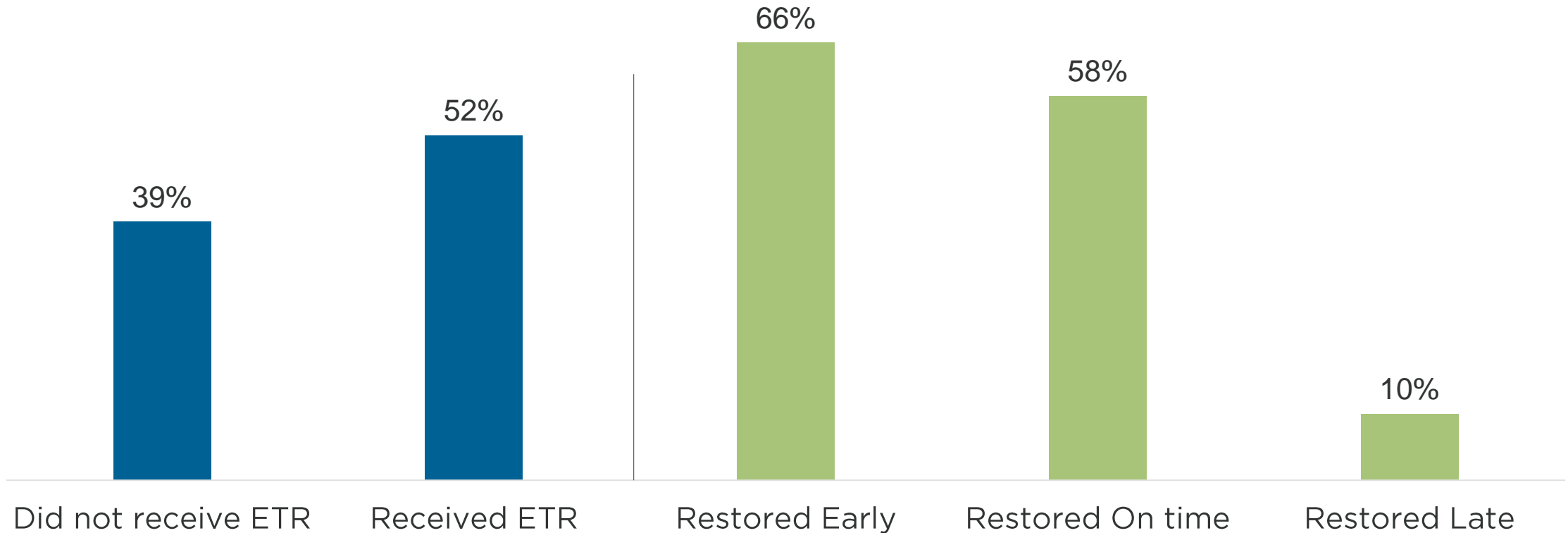
Very satisfied or satisfied with utility keeping informed and overall performance



Source: Chartwell's Tranzact Benchmark Survey, n

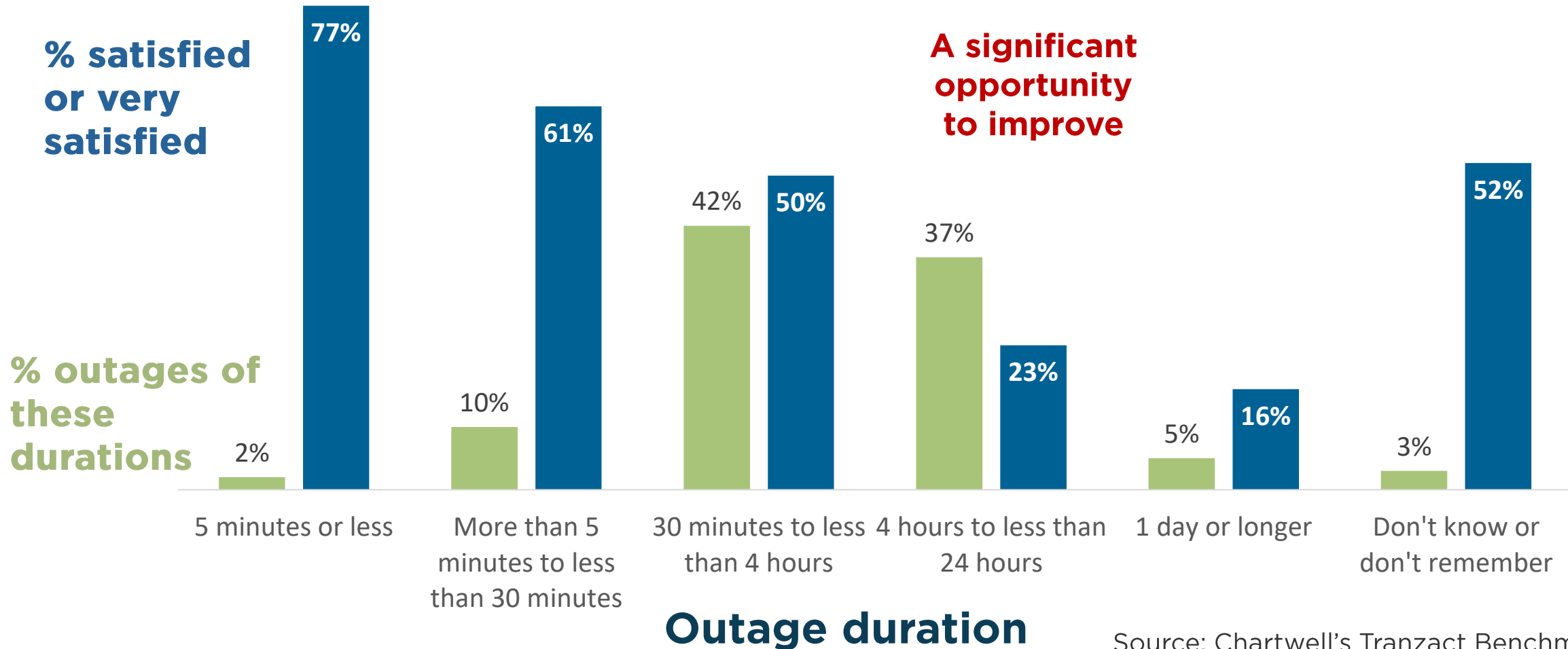
Provide ETRs to Satisfy Customers, but Don't be Late!

Very satisfied or satisfied with outage handling: based on ETR receipt and accuracy



Source: Chartwell's Tranzact Benchmark Survey, n

Outage Duration has a Major Impact on Satisfaction, Which Drops Sharply After 4 Hours



Source: Chartwell's Tranzact Benchmark Survey

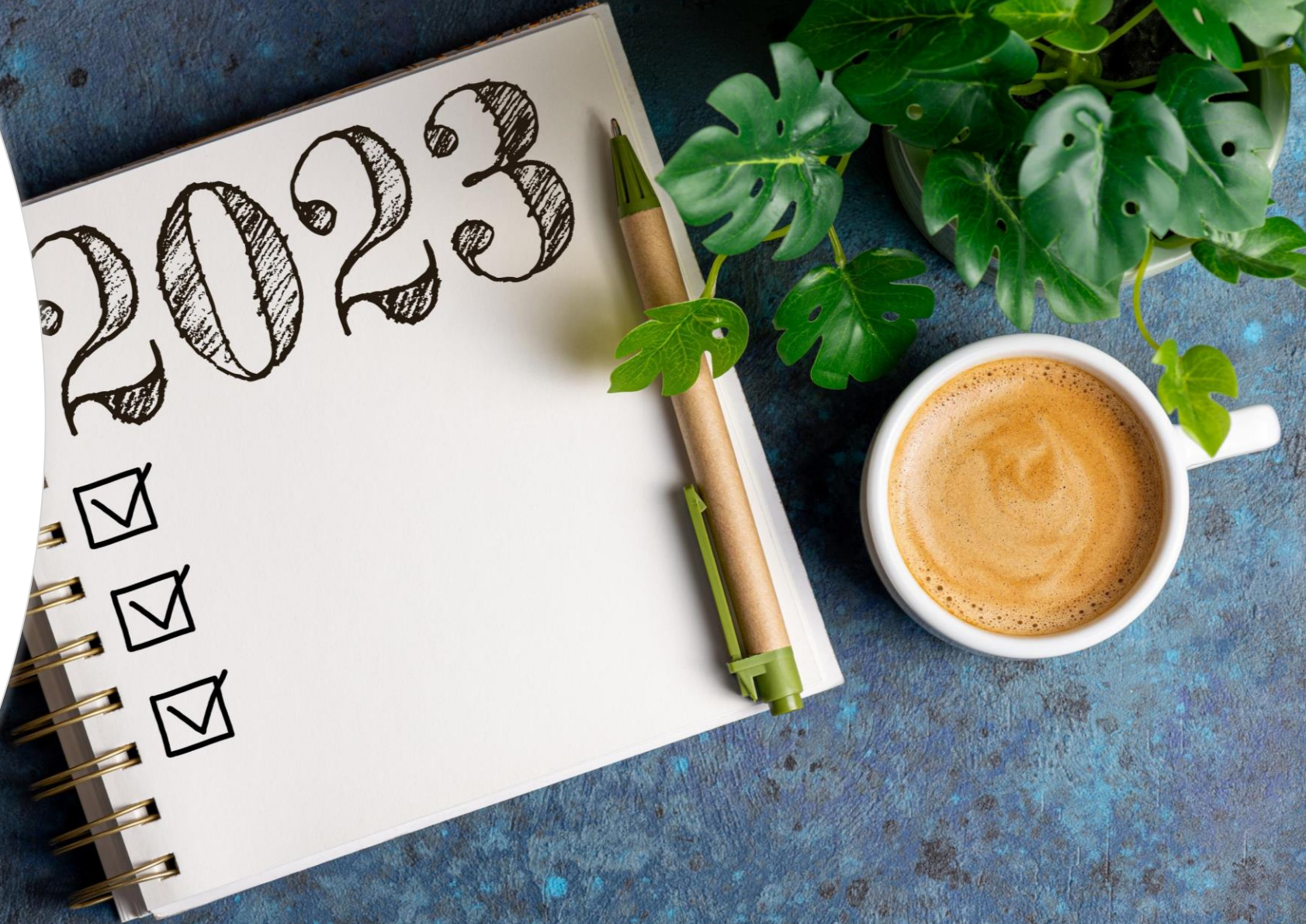


Be Agile



Action Items

- Set your objectives
- Plan and organize across departments
- Auto-enroll for text, email, voice
- Conduct transactional *and* reputation surveys
- Expect the unexpected: plan and drill, drill, drill!



QUESTIONS?

PowerUp @ Chartwell's
OutageConference

POWERED BY  Chartwell

Tranzact

Your **go-to playbook** for unparalleled post-event insights:

- **Benchmark** your outage performance against participating utilities
- Monthly trend reports, quarterly survey analysis, and an annual review
- Access to nationwide survey response data
- Quarterly best practice calls with participating utilities

Contact Tim Herrick: therrick@chartwellinc.com