

A woman with dark curly hair and a young girl with long dark hair are sitting together in a tent, reading a book. The tent is decorated with warm white string lights, and a large stuffed animal is visible on the right. The scene is dimly lit, creating a cozy atmosphere.

Becoming Frictionless

Our Transformation Journey
to Outage Improvement and More

June 15, 2023





APS At A Glance



- Arizona's **largest** utility **providing reliable energy** to 1.3M residential and business customers
- Serving **11 of 15 counties** with 6,000 miles of transmission lines and 33,000 miles of distribution lines
- Supported by **6000+ employees**

Our Why | People. Possibility. Promise.



We have a **responsibility** and **commitment** to be **good stewards** of the people and resources **entrusted** in our care.

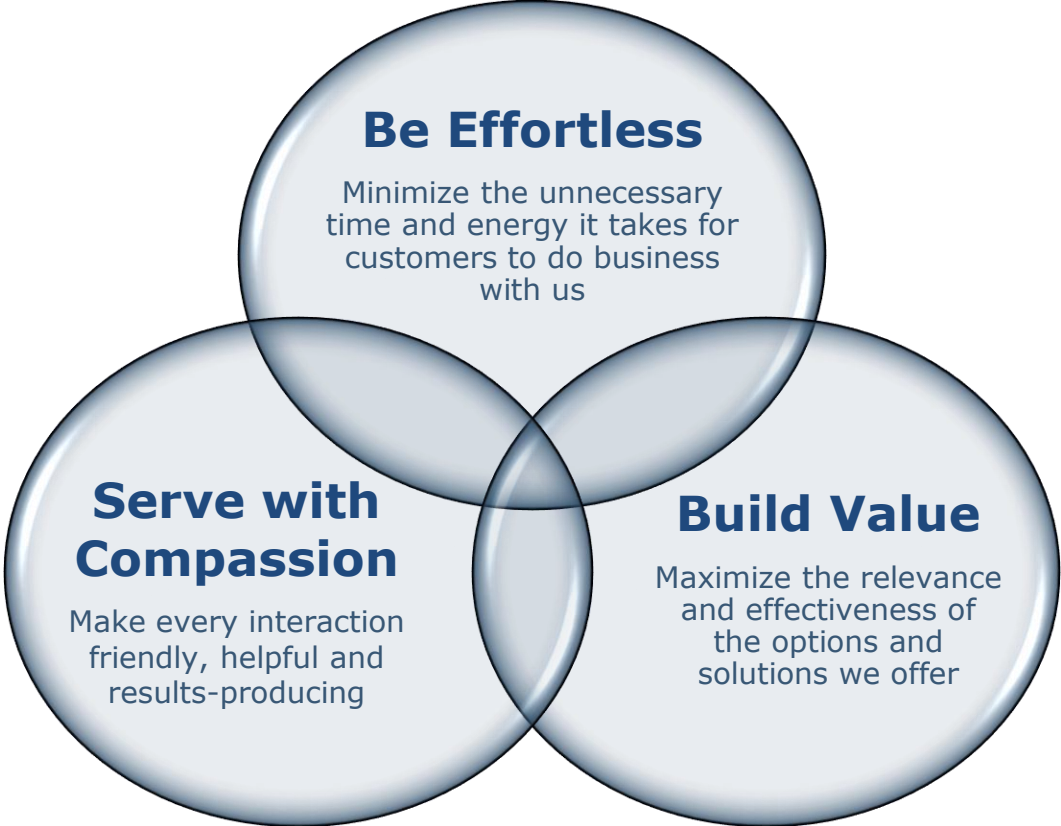




Our CX transformation journey started by taking an **honest look at ourselves** and recommitting to putting **customers at the center of everything we do.**

Provide a ***frictionless* customer experience** at every touchpoint giving customers **one less** thing to worry about, and **one more** thing they didn't expect.

To do so, we must ...



Less Friction. More Value.



4th Quartile

2019 JDP Res
Overall Satisfaction

46th

2019 JDP Res
PQ&R Driver Rank

160K

Customers Enrolled
in Outage Alerts

Outage Experience | Understanding Arizona's Challenges





- Integration
- Collaboration
- Communication
- Accountability



THE BIG ROCKS

- Auto-enrollment in Outage Alerts
- Notification Center Replacement
- Emergency Outage Communication Standards
- Overhauled Planned Outage Communications
- New ETR Prediction Model
- Collaborative Incident Command Structure
- Outreach to Outage-Prone Areas

OTHER ENHANCEMENTS

Post-outage Experience Survey
Outage History on Login Page
Daily Alert Monitoring Report
Planned Outage Bot Automation

Updated Outage Content to be More Empathetic
Outage Metrics Dashboard to Track Progress
Outage Map Process Improvements



900K

Customers Enrolled
in Outage Alerts

4.8M

Visits to the
Outage Map

2nd Quartile

2022 JDP Res
Overall Satisfaction

19th

2022 JDP Res
PQ&R Driver Rank



- More alerts, easier opt in/out, improve customer contact data collection
- Enhancements to our outage map
- Refining our fire mitigation and vegetation management efforts
- Fine-tuning ETR accuracy



Outage Experience | What We Learned

- Everything starts and ends with **voice of customer**
- Make it easy for customers to provide feedback ... **listen and take action**
- Respectfully **challenge**, creatively **problem solve** and responsibly **innovate**



Thank You