Celebrating Excellence
and Forecasting the Future

Agenda

Takeaways from PowerUp 2023

Successes, Challenges and New Initiatives

Future Trends for Outage Communications

Successes

- Journey Mapped Future State
- Completing Auto-Enrollment June '23
- Completing Data Append Pilot June '23
- Launched 16 additional languages for PSPS
- Implemented contact verification on sce.com
- Deactivated Opt Out from Emergency Notifications

Challenges

- TLM Inaccuracies
- Timely outage updates prior to start, missed ERT, and cancel/reschedule
- Multiple Comm Platforms – disparate experiences
- Data governance – customer data integrity & data capture

New Initiatives

- Working on Singular Communication Platform RFP
- ADMS (GE) Implementation in 2024
- Developing additional notification templates
- Classification of Emergency/Essential Notifications (Seeking ISP)
- Centralized Outage Process Governance

![conEdison logo]

Success Stories

- Leveraging AMI data to improve quality of restoration message (outage is not on company's equipment)

- New Emergency Shutoffs/Planned Outage messaging program

- Business Case for an 'Outage Communications Department'

Challenges

- Long periods of 'development freeze' while large systems go through upgrades

- Breaking communications silos without an enterprise CRM

- Customer data quality

New Initiatives

- 'Two-way' reminders for service repair appointments allowing customers to confirm or request to reschedule

- Extension of Outage Communications program to sister company Orange & Rockland

- OMS system upgrade to Oracle NMS 2.6

Successes

Ameren's **Outage Communication Hub** is essentially a data communications layer that works in tandem with ADMS, providing centralized management, configuration, and processing of Electric Outage-related messaging.

- Updates Ameren's current messaging foundation by creating one source of truth for outage messaging
- Improves overall customer satisfaction
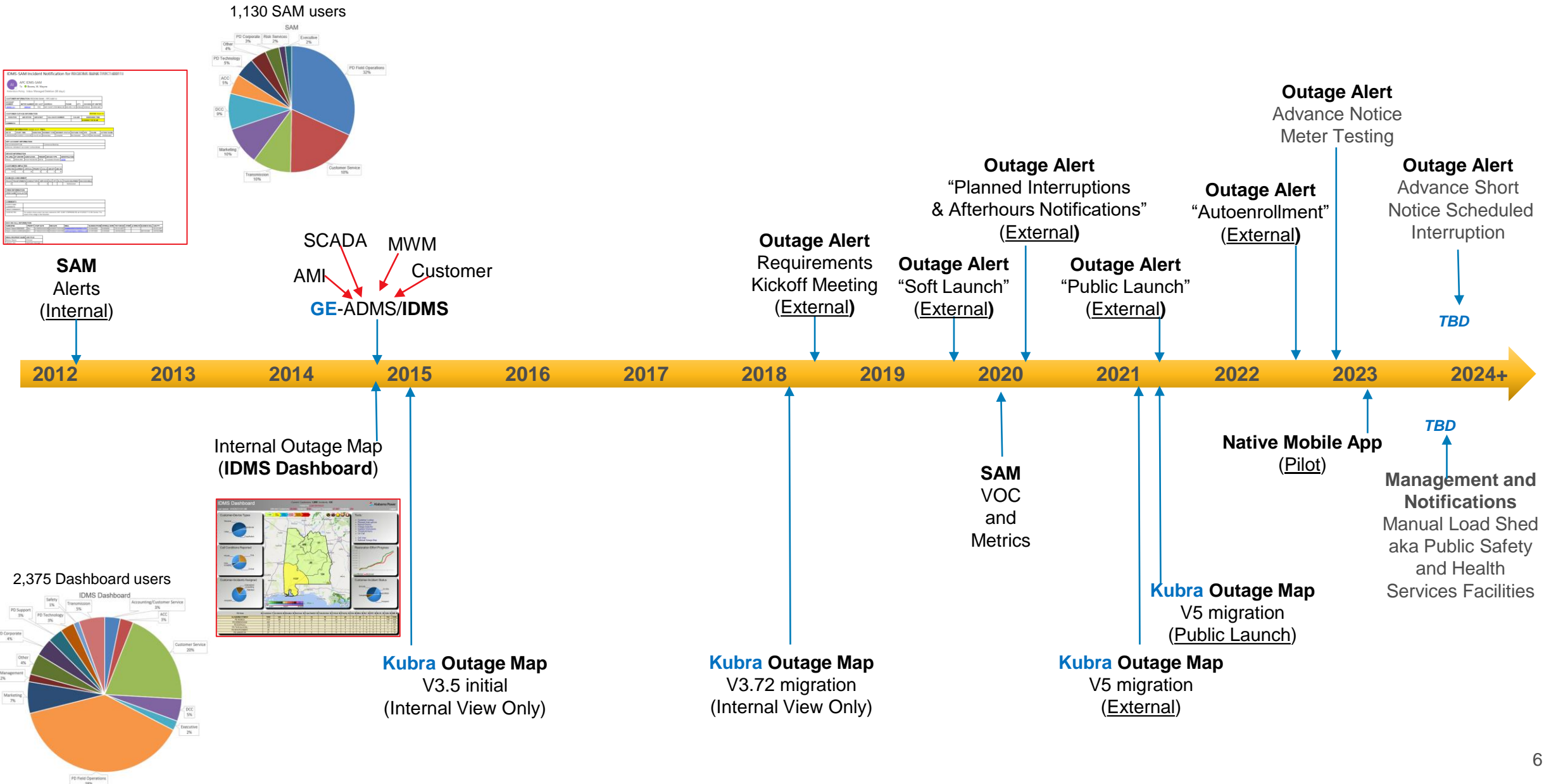- Reduces contact center call volume

Empathy Alerts

- Blue Sky Days – set to be issued every 2 hours from a previous alert until restoration is complete.
- Gray Sky/Storm Days – set to be issued every 6 hours from a previous alert until restoration is complete.

Empathy Message 2 – Cause Determined but No ERT

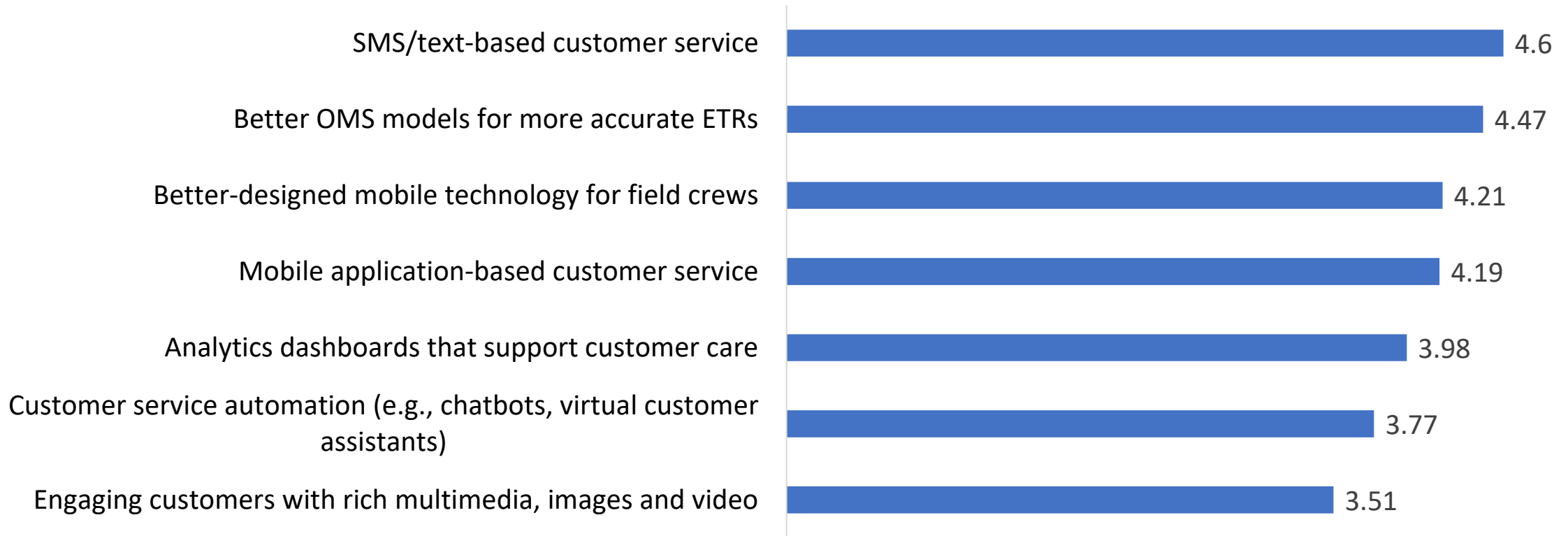- Hello, this is Ameren {state} calling from {toll.free.number}. We are experiencing (#) outages affecting a total of (# out) customers. We determined the cause of the outage in the area of {address} is {cause}. We know you are relying on us to restore your power quickly. Crews and materials are being coordinated to make the necessary repairs. The repair crew will update the estimated restoration time after they arrive.

Timeline – Outage Communications (A Decade of Evolution)

1,130 SAM users

SCADA
MWM
AMI
Customer
GE-ADMS/**IDMS**

SAM
Alerts
(Internal)

Outage Alert
Requirements
Kickoff Meeting
(External)

Outage Alert
"Soft Launch"
(External)

Outage Alert
"Planned Interruptions
& Afterhours Notifications"
(External)

Outage Alert
"Public Launch"
(External)

Outage Alert
"Autoenrollment"
(External)

Outage Alert
Advance Notice
Meter Testing

Outage Alert
Advance Short
Notice Scheduled
Interruption

TBD

| 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024+ |

Internal Outage Map
(**IDMS Dashboard**)

2,375 Dashboard users

Kubra Outage Map
V3.5 initial
(Internal View Only)

Kubra Outage Map
V3.72 migration
(Internal View Only)

SAM
VOC
and
Metrics

Kubra Outage Map
V5 migration
(External)

Kubra Outage Map
V5 migration
(Public Launch)

Native Mobile App
(Pilot)

TBD

**Management and
Notifications**
Manual Load Shed
aka Public Safety
and Health
Services Facilities

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Tech Trends in Outage Communications

On a scale of 1-5, please rate the importance you believe the following technology-related trends will have for outage communications over the next five years.

Trend	Rating
SMS/text-based customer service	4.6
Better OMS models for more accurate ETRs	4.47
Better-designed mobile technology for field crews	4.21
Mobile application-based customer service	4.19
Analytics dashboards that support customer care	3.98
Customer service automation (e.g., chatbots, virtual customer assistants)	3.77
Engaging customers with rich multimedia, images and video	3.51

Source: 2022 Outage Communications Industry Benchmark Survey, n=43

Future Trends

- AMI 2.0 may transform outage customer experience

- AI & Chat is transforming outage interactions with customers

Thank you for attending PowerUp 2023!

INSIGHT FOR TOMORROW'S UTILITY

Chartwell

Safe Travels!