

DR^x to Improve Customer Experience: The Data You Need to Make an Impact

COMMON CHALLENGES

- Valuable reliability data resources are inaccessible and siloed
- Reliability data can be utilized for so much more than compliance reporting from a Customer Experience perspective
- Customer perception differs from fact (actual reliability / PQR Scores)
- Customers unaware of company initiatives and work to improve their reliability
- Lack of customer touchpoints

ABOUT DR^x – DISTRIBUTION RELIABILITY EXCELLENCE

Our solution helps executives, managers, and analysts to manage key metrics and essential data. **The Customer Experience Module** leverages the data typically owned by other groups to drive enhanced customer experience. Give CSR's customer-level reliability data at their fingertips and provide individual customer report cards, driving enriched communications, transparency, touchpoints, credibility and dialogue.

WHY UMS GROUP

We pride ourselves on being a strategic partner - external experts / consultants with broad industry experience in helping utilities adapt and drive sustainable change and performance gains across their business. Data scientists in our analytics & tool dev center use machine learning / AI to enhance decades of best practice experience and pragmatic operating insights into advanced decision support tools that can eliminate 70-80% of analyst work required to get answers.



DELIVER INDIVIDUAL CUSTOMER INSIGHTS

Customer Scorecard



Include graphical comparisons such as the customer's momentary and total outages for the period vs. norms for the company and industry. Trended views of recent years can also highlight improvements.

Improvement Initiatives



Display a list of recent, ongoing, and/or upcoming initiatives in the customer's neighborhood, providing a clear picture of the improvement work and a sense of money being well-spent.

Data Details



Provide details such as a breakdown of outages and events by type for the customer compared to company averages, as well as a list of individual outages with duration and specific cause codes.

DRIVE AN IMPROVED CUSTOMER EXPERIENCE

Targeted Communications



Demonstrate to customers that you actively track and analyze their reliability. Explain root causes of their outage experience – Identify events beyond your control and factors you are committed to improving.

Knowledge



Help reconcile reality vs. perception - by providing details, a customer can see actual outage times vs. their recollection. Apprise them of company initiatives like Grid Resilience and Storm Hardening.

Transparency



Translate near term planned actions into expected impact on each customer's reliability and post a note outlining the timing and nature of planned actions and associated reliability impact projected.

Value Added Services



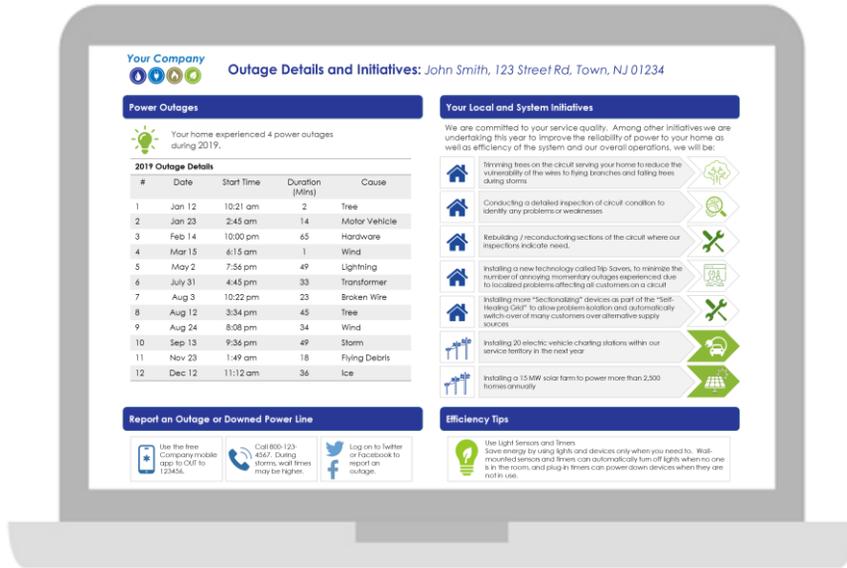
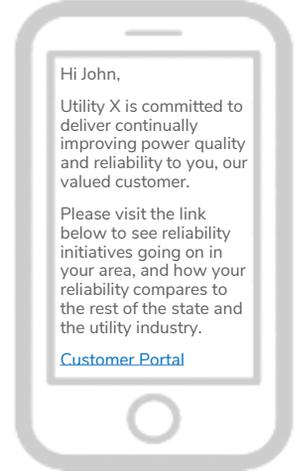
This channel can notify customers of innovative new programs (i.e. energy efficiency programs/rebates, COVID-19 response), explain price changes, etc. and engage them in active dialogue and feedback.

DR^x to Improve Customer Experience: Real Life Applications

Do You Lack the Reliability Data to Drive Real Customer Experience Impacts?

DR^x provides your Customer Service organization full access to current customer-level reliability data as well as the ability to create individual customer dashboards or “report cards”. Specifically, the Customer Experience Module and customer report cards:

- Provide CSR’s timely data for individual customer reliability
- Enable separation of fact from customer perception
- Communicate to customers system hardening and resiliency initiatives as well as planned work that will strengthen their part of the system and improve their individual reliability
- Demonstrate to the customer that the company is diligent, competent, and caring regarding their safety and quality of service



In addition, the DR^x Customer Experience Module Offers:

- Measurement of customer-centric reliability metrics such as CEMI, CELID, MAIFI, etc. as key dimensions of customer experience.
- A means of linking individual customers to the transformer and line segment that serves them to cleanse / repair the link between GIS and CIS data.

“We have wanted to do this for some time, but Operations has traditionally viewed reliability through the lens of regulatory compliance, rather than customer experience.”
 – VP Customer Technology, Large east-coast Electric and Gas utility

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