

CUSTOMER EXPERIENCE (CX) & ENGAGEMENT APPROACH

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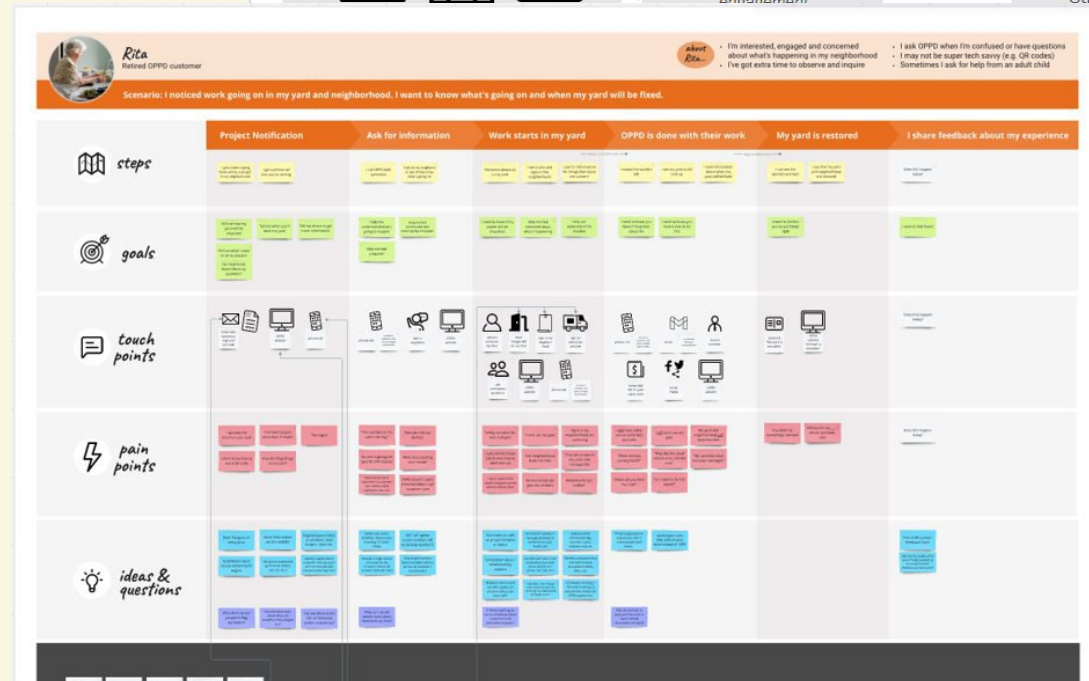
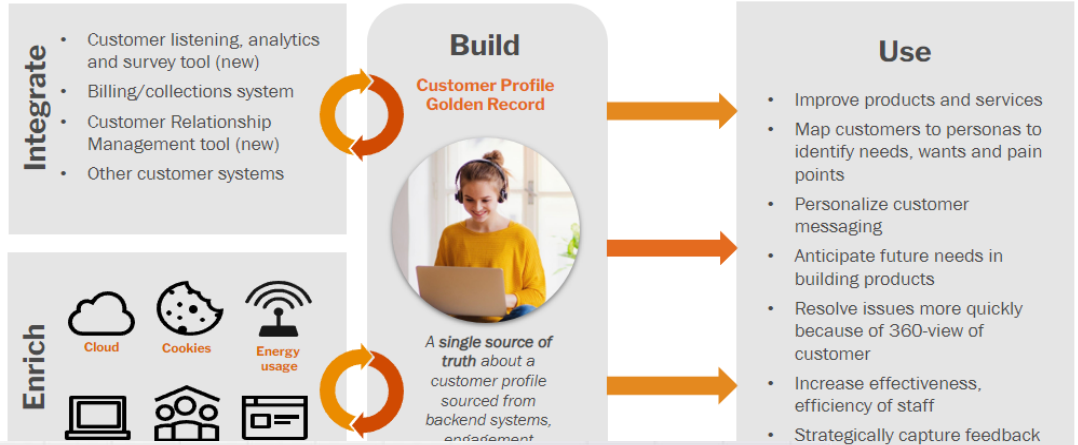
AGENDA

- Customer Experience refresher
- **Example:** Estimated Time of Restoration (ETR)

WHAT IS CX?

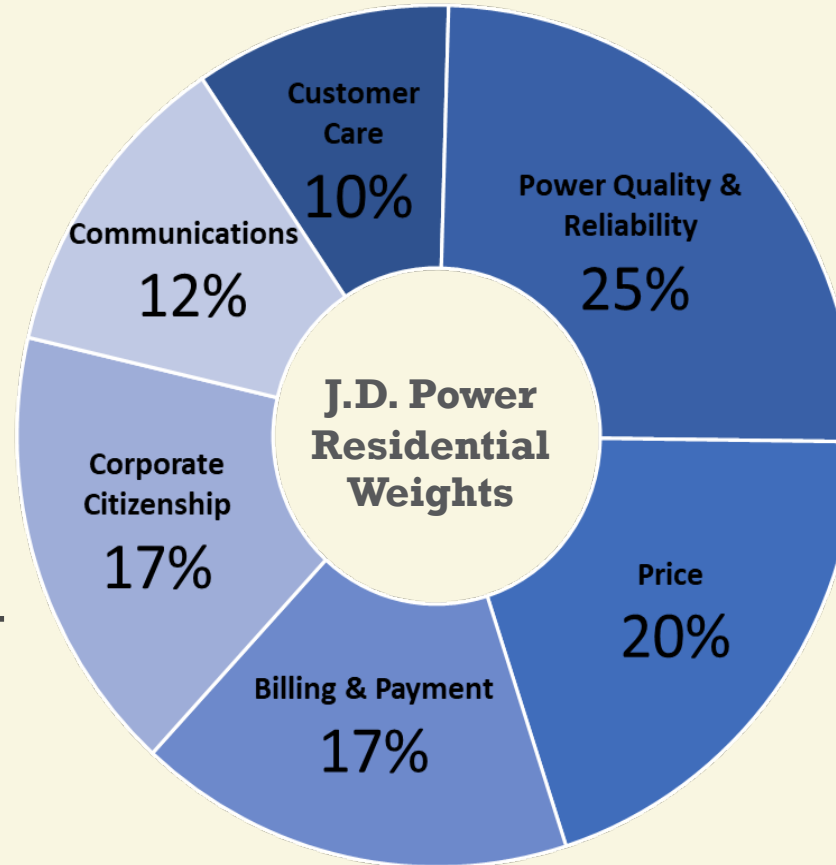
We exist to **accelerate** the delivery of simple, seamless and engaging customer experiences and solutions to OPPD customers.

A holistic view of the customer



FOCUS ON CX = BETTER SCORES

The J.D. Power residential study and Escalent's business study point to both OPPD-specific and electric utility industry trends, retrospectively



J.D. Power Associates Residential Electric Utility Customer Satisfaction Study



Escalent's Cogent Business Customer Engagement Evaluation



ESTIMATED TIME OF RESTORATION (ETR)

INDUSTRY INSIGHTS

- **5 points of ETR information shared = 27% higher satisfaction** when compared to 1 point of information
- Since 2022, **18% more utilities proactively contact customers** regarding outages
- **Satisfaction jumps 19%** when customers are communicated with during an outage
- **Overall satisfaction drops 28%** if restoration happens after ETR



ETR APPROACH EVOLUTION

BEFORE 2023

- Global ETR generally released toward the middle of a storm event

2023 TO PRESENT

- **ETR Coordinator role** was adopted into our storm manual in 2024
- **Global ETR is set very early**, sometimes within hours of a storm declaration



ETR PERFORMANCE

THE STATS

- ~97% global ETR accuracy since August of 2024
- Additional calls during the storm event generally perform better (99% for 2nd calls, 81% for third calls and 100% for 4th calls)

THE FEELINGS

- Customers expressed appreciation, understanding and relief.
 - “Having an ETR is helpful for planning purposes.”
 - “The storm was out of OPPD’s control.”
 - “Happy to have a date of Monday and were excited it came back on sooner than expected.”

» QUESTIONS