

Staff Subcommittees on  
Consumers & the Public Interest  
and on Telecommunications



FPL®

# Serving customers during emergencies

Nicole Gavigan

November 11, 2018



# Our response approach

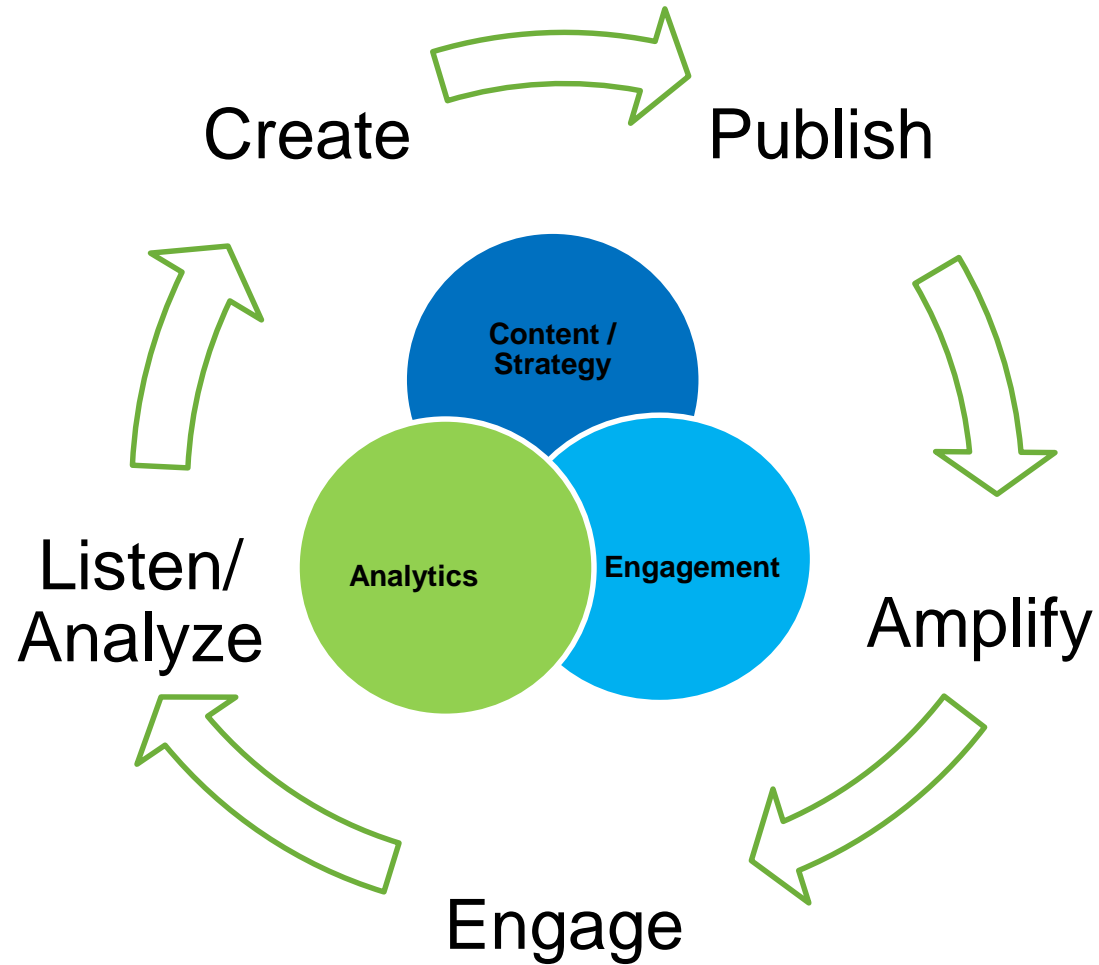
## Proactive

- Keeping customers informed
- Educating about critical aspects related to safety, preparedness and restoration

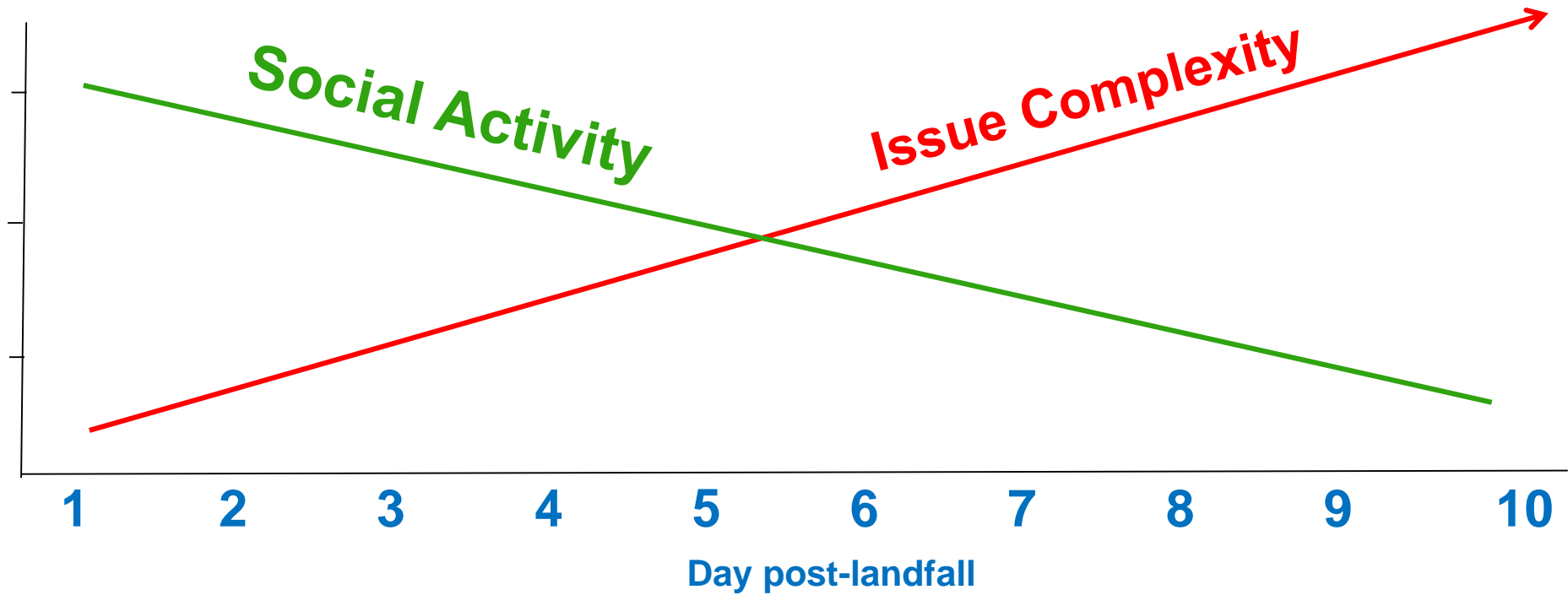
## Responsive

- Monitoring trends among customers
- Developing content to address questions and concerns

# Our approach is based on sharing and listening



# Volume projections and response plan



*For illustrative purposes only*

# Hurricane Irma and unprecedented volume

- ▶ Massive, catastrophic storm -- first Cat 4 hurricane to hit Florida since 2004
- ▶ During Irma, FPL published 680 posts on Twitter and Facebook
- ▶ Received 107,200 inbound messages

**3X**  
Number of  
messages  
received in all of  
2016

Posts  
received a total  
of  
**33.7 million**  
views





# Pre-landfall safety and preparedness



FPL Connect  
September 5 · 🌐

We're watching Hurricane Irma and are preparing in case of landfall. We urge you to review your plans and supplies now. Find tips here: [FPL.com/storm](http://FPL.com/storm)

45K Views

223 Likes 14 Comments 101 Shares



FPL Connect

Published by Sprinklr [?] · September 9 · 🌐


Please be careful – conditions are dangerous. Stay far away from flooded areas and far away from downed power lines. If you see a downed power line, call 911 or FPL at 1-800-4OUTAGE. [FPL.com/Storm](http://FPL.com/Storm)




# Mobilization of crews

**FPL Connect** was live.  
Published by Livestream Broadcast [?] · September 13 at 11:29am ·

LIVE: FPL update on Irma restoration efforts. Press conference at FPL Command Center.



43:08



00:39

**FPL Connect**  
September 10 ·


Keep safety your top priority, and stay away from downed power lines. Lines could be energized and dangerous. If you see a downed power line, call 911 or 1-800-4OUTAGE.

88K Views

548 Likes 63 Comments 304 Shares

**FPL Connect**  
Published by Sprinklr [?] · September 10 at 8:00am ·

Our crews are ready at Daytona International Speedway. When it is safe to do so, we will do everything possible throughout Hurricane Irma, in between bands of severe weather, to get your lights back on.



**Hurricane Irma - Daytona International Speedway**  
00:13

Get More Likes, Comments and Shares  
When you boost this post, you'll show it to more people.

1,471,141 people reached

Boost Post

14K 1.1K Comments 9.6K Shares



# Localized restoration updates and customer resources

**FPL Connect**  
Published by Maria Curren [?] · September 16 · 🌟

Stop by the FPL Customer Service Walk-Up Station at the Sarasota Fair Grounds - 3000 Ringling Blvd, Sarasota, FL 34237. We'll be open until 7pm today providing water, Wi-Fi, charging stations, and information on community resources i.e. FEMA, Red Cross, Meals on Wheels.



The graphic features a blue background with a white silhouette of a family (a woman, a man, and a child) standing under a stylized house shape. Above the silhouette, it says "CHANGING THE CURRENT". To the right of the silhouette, the FPL logo is visible. Below the silhouette, the text "CUSTOMER SERVICE WALK-UP STATION" is written in large, white, bold letters.

👍 Get More Likes, Comments and Shares  
Boost this post for \$3 to reach up to 670 people.

👤 35,051 people reached

Boost Post

👍❤️👍 227      52 Comments 77 Shares

👍 Like    💬 Comment    ➦ Share

**FPL Connect**  
Published by FPL [?] · September 17 · 🌟

3:00 P.M. Our crews are out restoring service in Little Havana. We are working safely and as quickly as possible to get everyone's lights back on. Thank you for your patience.



A photograph showing a white FPL restoration truck with orange safety cones and equipment on a street. There is some debris on the side of the road, and trees are visible in the background.

👍 Get More Likes, Comments and Shares  
Boost this post for \$3 to reach up to 670 people.

👤 7,208 people reached

Boost Post

👍❤️👍 258      60 Comments 18 Shares

👍 Like    💬 Comment    ➦ Share

# What's Next?

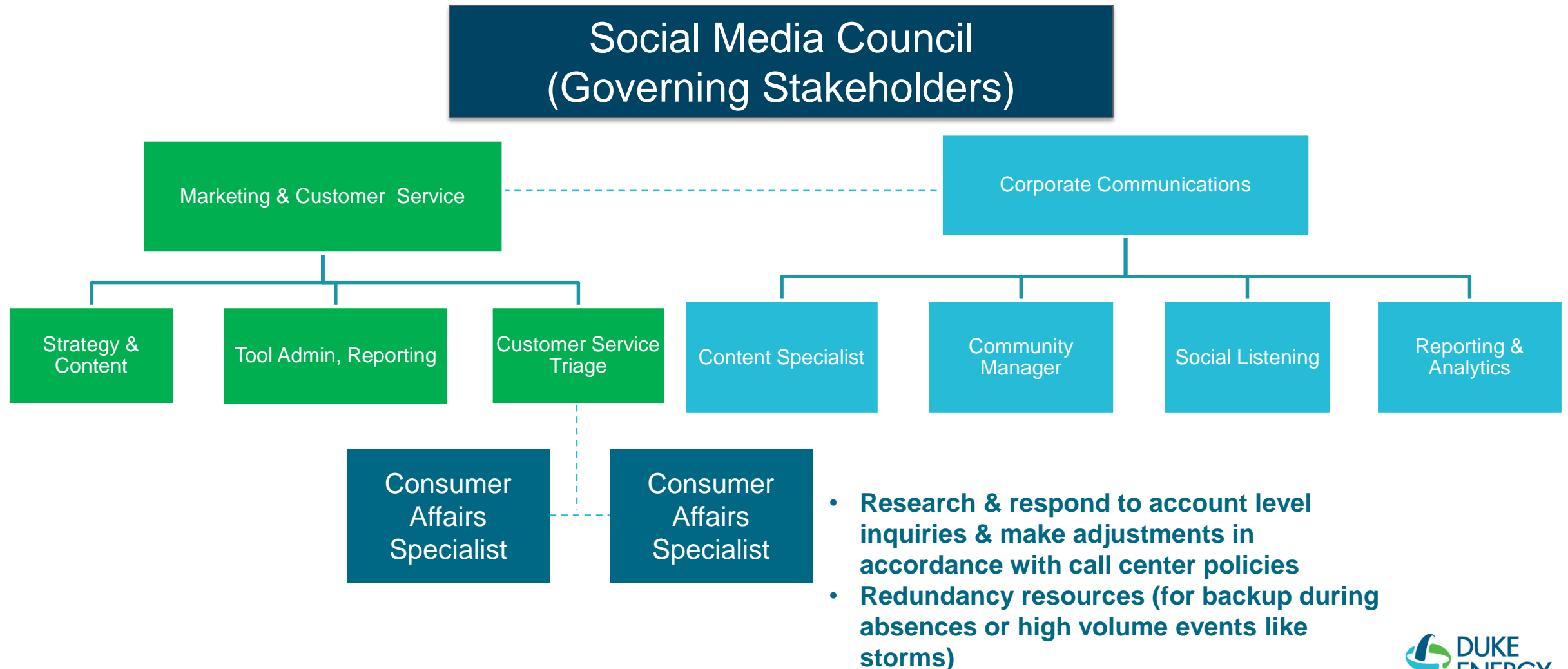


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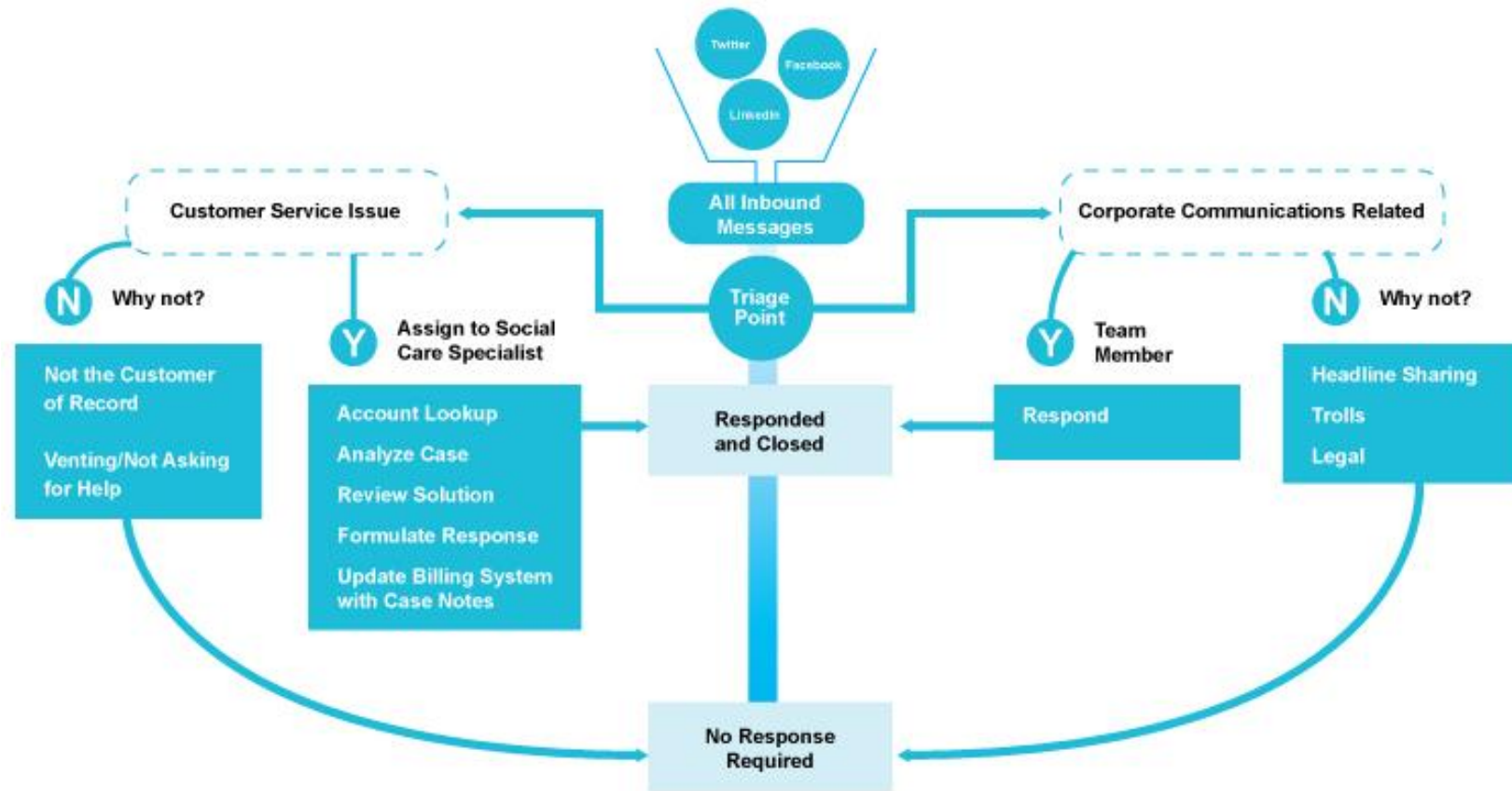
# SOCIAL MEDIA AT DUKE ENERGY





# EVERY MESSAGE, EVERY TIME

## OVERVIEW OF SOCIAL TRIAGE PROCESS



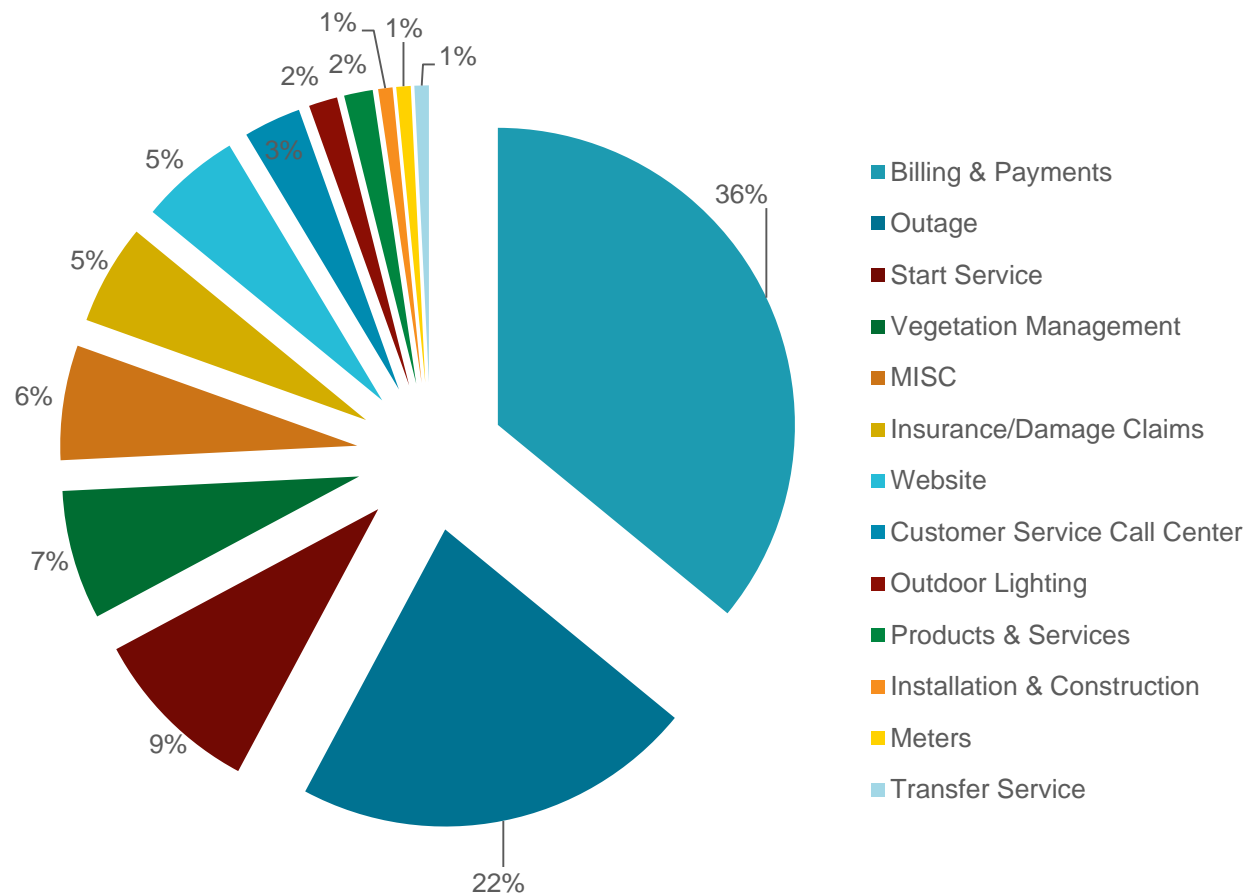
# TRIAGE AND TAGGING



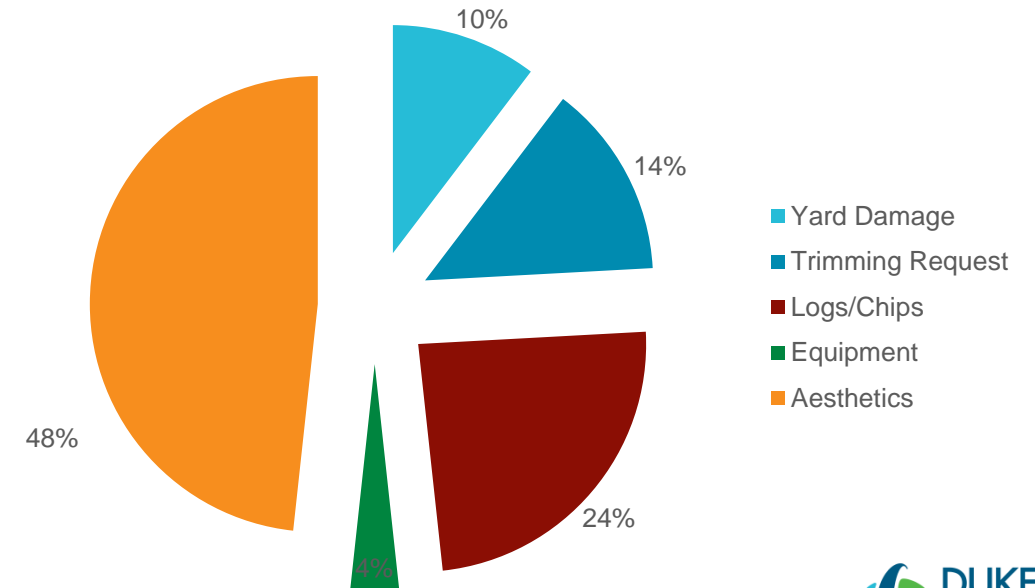
A screenshot of a message tagging interface, likely from a social media management tool. The interface shows a 'Reply from:' dropdown set to 'DukeEnergy'. Below this, there are three main sections for tagging: 'Categories', 'Issues', and 'Outbound: Location (72815)'. The 'Categories' section has a tag for 'Vegetation Management'. The 'Issues' section has a tag for 'Aesthetics' and a dropdown menu set to 'CSC Complaints'. The 'Outbound: Location (72815)' section has a tag for 'NC-DEC'. Below these sections, there are three more rows of tags: 'Source\_20151231' (set to 'Source\_20151231'), 'Post Objective\_20151231' (set to 'Post Objective\_2015...'), and 'Message Category' (set to 'Customer Service'). At the bottom, there is a '125' character count, a 'Save as Draft' button, and a 'Post' button.

\*Tools like Sprinklr enable message tagging fields, for a superior view into issue, sub-issue and regional trends.

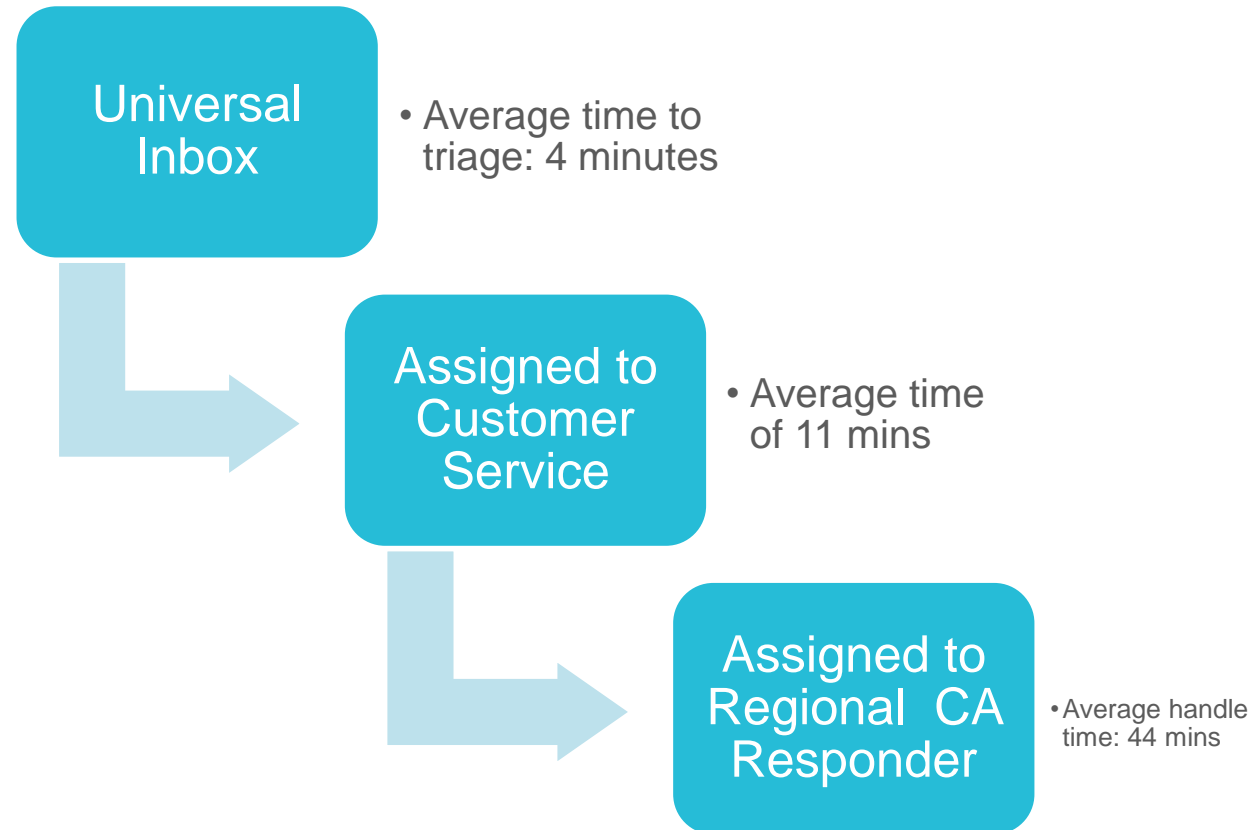
# HOW TAGGING ENABLES ROBUST REPORTING



Tagging takes time, but can deliver compelling operational intelligence by region and issue type.



# SOCIAL CARE AGENT SLA



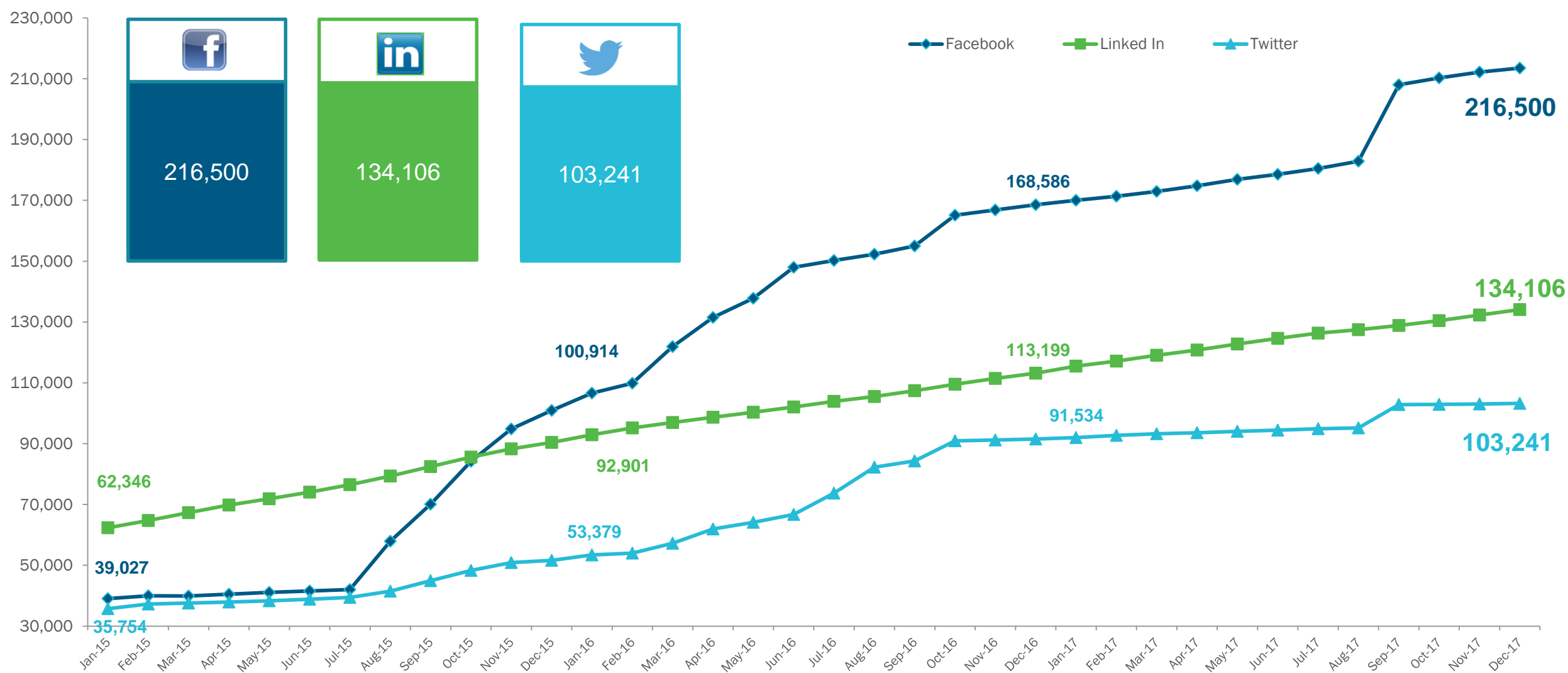
## TAKEAWAYS

- Service level agreement is to respond to 80% of customers within 2 hours during the hours of 9 a.m. to 4 p.m.
- 32% of social customers expect a response within 30 minutes; 42% expect a response within 60 minutes. - Social Habit

# CHANNEL METRICS AND REPORTING



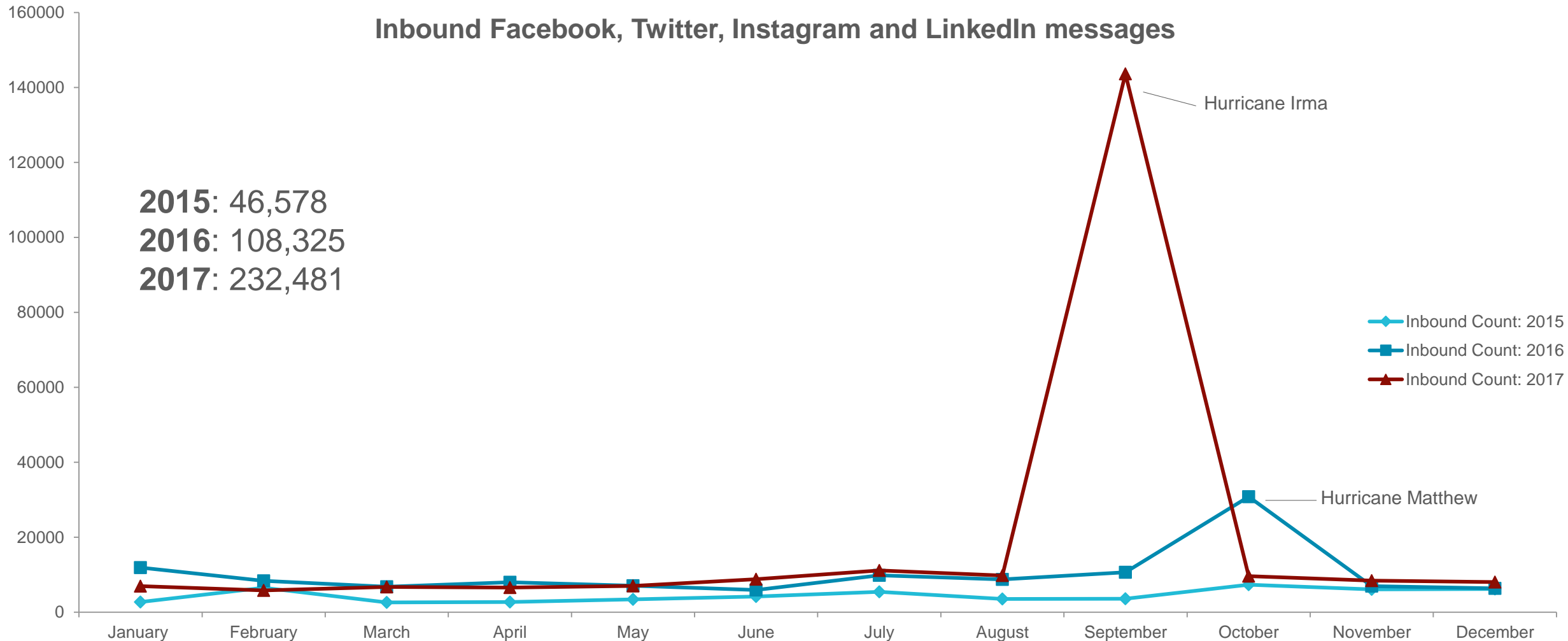
# FOLLOWER GROWTH



# YEAR-OVER-YEAR INBOUND GROWTH

Inbound Facebook, Twitter, Instagram and LinkedIn messages

**2015:** 46,578  
**2016:** 108,325  
**2017:** 232,481



The background is a solid teal color with a repeating pattern of white line-art icons. These icons include various energy-related symbols such as light bulbs, solar panels, wind turbines, leaves, gears, and electrical outlets.

# THANK YOU!

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# Highlights from the 2018 E Source Social Media Survey

**Heather Hilgenkamp**

Senior Analyst, Market Research,  
E Source



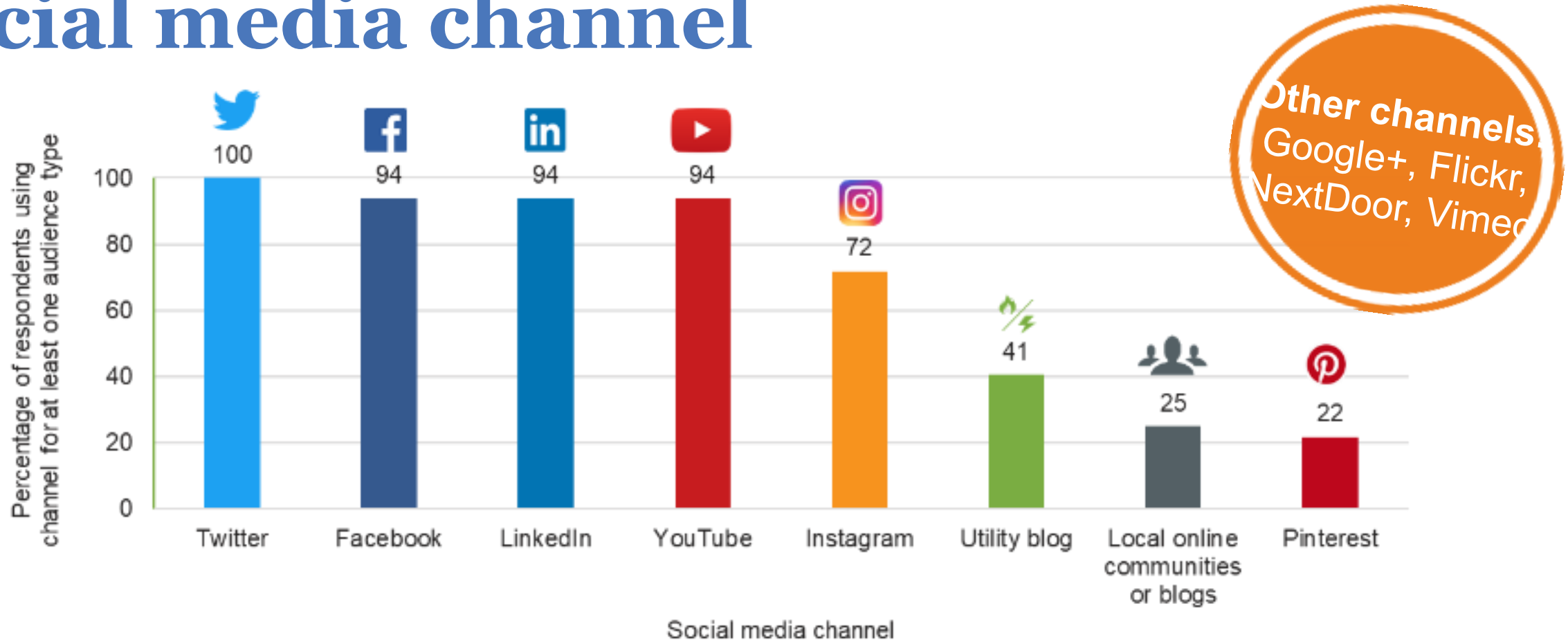
**E Source**

NARUC Annual Meeting and  
Education Conference

November 11, 2018



# Twitter remains utilities' most-used social media channel



**Base:** n = 32 utilities. **Question S1\_1:** Please indicate which of the following social media channels your organization currently uses for communicating with the following audiences. Select all that apply in each column. If you are the decision-maker for more than one utility, please do your best to answer with all of them in mind.

© E Source (Social Media Survey 2018)

# Use puppies and linemen to increase organic, nonpaid engagement



Source: iStock

# Most engaging content in first half of 2018





# Thank you! Questions?



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