Staff Subcommittees on Consumers & the Public Interest and on Telecommunications
Serving customers during emergencies

Nicole Gavigan
November 11, 2018
## Our response approach

<table>
<thead>
<tr>
<th>Proactive</th>
<th>Responsive</th>
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<tbody>
<tr>
<td>• Keeping customers informed</td>
<td>• Monitoring trends among customers</td>
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<td>• Educating about critical aspects related to safety, preparedness and</td>
<td>• Developing content to address questions and concerns</td>
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<td>restoration</td>
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Our approach is based on sharing and listening
Volume projections and response plan

Social Activity

Issue Complexity

For illustrative purposes only
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

Posts received a total of 33.7 million views

3X Number of messages received in all of 2016

We're making final preparations for Hurricane Irma and urge all of our customers to complete preparations, too. Find helpful information at FPL.com/Storm.
Pre-landfall safety and preparedness

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

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
Mobilization of crews

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.

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.
Localized restoration updates and customer resources

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, WiFi, charging stations, and information on community resources like FEMA, Red Cross, Meals on Wheels.

3:00 PM: 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.
What’s Next?
Staff Subcommittees on Consumers & the Public Interest and on Telecommunications
SOCIAL MEDIA AT DUKE ENERGY

Social Media Council (Governing Stakeholders)

- Marketing & Customer Service
  - Strategy & Content
  - Tool Admin, Reporting
  - Customer Service Triage
- Content Specialist
- Consumer Affairs Specialist

- Corporate Communications
  - Community Manager
  - Social Listening
  - Reporting & Analytics

- Redundancy resources (for backup during absences or high volume events like storms)
- Research & respond to account level inquiries & make adjustments in accordance with call center policies
EVERY MESSAGE, EVERY TIME

OVERVIEW OF SOCIAL TRIAGE PROCESS

Customer Service Issue

- Not the Customer of Record
- Venting/Not Asking for Help

- Why not?

Assign to Social Care Specialist

- Account Lookup
- Analyze Case
- Review Solution
- Formulate Response
- Update Billing System with Case Notes

Triage Point

- Responded and Closed

Respond

Corporate Communications Related

- Team Member

- Why not?

Headline Sharing
- Trolls
- Legal

No Response Required
TRIAGE AND TAGGING

Customer inquires or complains on our public timeline

**Message Triaged**
Customer asked to private message account info

**Case Assigned to CCO Specialist**

**CCO Specialists**
resolves case directly with customer in private message

**Customer responds publically/privately or both that case is resolved**

*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

- 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
FOLLOWER GROWTH

Facebook: 216,500
LinkedIn: 134,106
Twitter: 103,241

216,500
134,106
103,241
YEAR-OVER-YEAR INBOUND GROWTH

Inbound Facebook, Twitter, Instagram and LinkedIn messages

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

Hurricane Irma
Hurricane Matthew
THANK YOU!
Staff Subcommittees on Consumers & the Public Interest and on Telecommunications
Highlights from the 2018 E Source Social Media Survey

Heather Hilgenkamp
Senior Analyst, Market Research, 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
Most engaging content in first half of 2018
New/upcoming technologies on social

- Live streaming
- 360° video
- Chatbots

Source: iStock
Thank you! Questions?

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