

**BEFORE THE WASHINGTON
UTILITIES & TRANSPORTATION COMMISSION**

WASHINGTON UTILITIES AND TRANSPORTATION COMMISSION,

Complainant,

v.

PUGET SOUND ENERGY

Respondent.

DOCKET NOS. UE-190529 and UG-190530 (*Consolidated*)

SUSAN M. BALDWIN ON BEHALF OF PUBLIC COUNSEL UNIT

EXHIBIT SMB-10

Puget Sound Energy Response to Public Counsel Data Request Nos. 104

November 22, 2019

BEFORE THE WASHINGTON UTILITIES AND TRANSPORTATION COMMISSION

**Dockets UE-190529 & UG-190530
Puget Sound Energy
2019 General Rate Case**

PUBLIC COUNSEL DATA REQUEST NO. 104:

Get to Zero – Customer Interaction and Customer Engagement.

- a) Please identify by name, title, and team member responsibility, the members of the GTZ team responsible for monitoring customer interaction and customer engagement.
- b) Please provide any and all internal memoranda, documents and evaluations or surveys prepared by or on behalf of the Company that discuss or describe customer interaction and customer engagement with GTZ, including any monitoring of customer interaction and customer engagement; and
- c) Please describe in detail any lessons learned thus far about GTZ and customer interaction and customer engagement.

Response:

Puget Sound Energy (“PSE”) objects to Public Counsel Data Request No. 104 as it requests the names of PSE employees who are not witnesses in this case as irrelevant and not reasonably calculated to lead to the discovery of admissible evidence. Without waiving this objection and subject thereto, PSE will provide the names of Officer and Director level employees and employees who are witnesses in this case. PSE will provide titles only for all other employees. Any contact with PSE employees should be coordinated through PSE’s counsel.

- a) The titles and names (subject to PSE’s objection above) of the team members responsible for monitoring customer interaction and customer engagement for the Get to Zero (“GTZ”) team are:
 - a. Director of Customer Solutions, Carol Wallace
 - b. Manager of Customer Insights
 - c. Manager of Enterprise Customer Engagement
 - d. Customer Journey Manager
 - e. Customer Journey Manager
 - f. Customer Journey Manager
- b) Please see PSE’s Response to Public Counsel Data Request Nos. 117(a) and 138(a).

- c) GTZ is allowing PSE to continually learn about customer interaction and engagement. Examples of lessons learned to date include:
- a. Ongoing optimization of PSE's digital channels is necessary on a go forward basis driven by insights PSE is able to glean from how customers navigate various channels. For instance, customers use of "Start, Stop and Move Service" and "Pay My Bill" need to be constantly analyzed to understand customer behavior in order to make transactions such as these easier and more intuitive for customers to complete.
 - b. Real-time, electronic communications are necessary to enhance and improve a variety of customer use cases in order to make it easier and more convenient for customers to manage their service.
 - c. Customers respond very quickly to proactive notifications. During our first three storms in Q4 2018 and Q1 2019, customers responded with a click-through rate to PSE's outage map of 60% on average. PSE had not anticipated such an overwhelming response and is continually monitoring the messaging and processes to improve this service.
 - d. Most customers go to PSE's website to view and pay their bill. Sixty percent of the traffic on PSE's website are those customers who are using the "View and/or Pay My Bill" service.
 - e. Customers use various devices and it is important to ensure consistency across all device types. Devices used to view and use our self-service options are split almost equally between desktop computers (49.2%) and mobile phones (46%), with the remaining access through tablet devices (4.7%). PSE needs to ensure that its digital channels are easily accessed on all types of devices.
 - f. The process to obtain Energy Assistance is complex for customers and involves entities outside of PSE. (We currently work with 11 agencies as well as The Department of Commerce.) Taking extra time to understand all of those processes and gaining stakeholder input when developing project requirements was critical to ensuring all details were captured. PSE's ability to recognize and respond faster to customers that need assistance is an important benefit.
 - g. Customers are wanting more data about their energy usage and want it at their fingertips. As PSE is learning to take advantage of the Advanced Metering Infrastructure meters that PSE is installing, it will become the baseline for our future in terms of what PSE can support and offer to customers. What PSE is learning now is valuable for the future as PSE anticipates what customers will want and need.