

*Serving our customers*

# Customer Experience and External Affairs

Public Utility Board Update

February 28, 2024



# Overview



- CXEA Background
- Guiding Principle 13 (GP13, Customer Service) Update
- Customer Satisfaction Survey Review
- Website Industry Review
- CXEA Transition Updates and Next Steps

# Customer Focus

**Implement one, unified customer experience strategy to provide equitable service and stakeholder engagement.**

# What is CXEA



- **Customer Experience and External Affairs (CXEA)**
  - Combines Customer Service, Public Affairs, Communication, and Market Development groups to center our customers
- **The CXEA section leads the utility in implementing one, unified customer experience strategy.**
  - Seeks to align people, processes, and technologies to implement improvements and deliver the “North Star”.

**Our customers and communities experience compassion and equity in action so they are understood, valued, and empowered.**

We deliver this through:

- Knowledgeable, empathetic advocacy
- Consistent, transparent, and competent support that provides the right solution
- Understanding, dialogue, and support that reflect our data-driven approach to understanding their current and future expectations