



Customer Experience

July 2019

What is “customer experience”?

Customer experience is a way to describe how our customers perceive their overall journey or interaction with our company, brand, employees, products and services.

Are “customer experience” and “customer service” the same thing?

No. Customer service, where a specific need or problem is addressed, is just one piece of what makes up the customer experience. Other pieces include such things as how a customer interacts with our web site, how that customer pays bills, and what frustrates or hopefully delights our customers.

Why is CPS Energy thinking about the “customer experience”?

CPS Energy is committed to building the best possible relationships with its customers. New ways of analyzing data, studying a customer’s “journey” in each interaction with us, understanding preferences and pain points, and identifying ways to remove barriers will improve all customers’ experiences.

What is the goal?

Our goal is to be a company that is easy to do business with for all customers. We strive to create personalized customer experiences. In other words, we are creating experiences based on behaviors and preferences that target the right people, at the right time, in the right channel, with the right message, product, and service.

What information is CPS Energy using to improve the “customer experience”?

CPS Energy is:

- listening to customer feedback through the ongoing use of surveys, focus groups, emails, letters and other touchpoints;
- studying customers’ data about how energy services are used, including how much energy is used and when energy is used; and



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considering customers' data around demographics, how and when payments are made, and how they choose to interact with the company (for example, in person, over the phone, through the web or social media.)

How will this information improve the "customer experience?"

All of the information gathered will be studied and analyzed to identify opportunities to improve each touchpoint for all customers. These opportunities might include changes to policy, procedures, processes, and/or the use of technological tools.

What is an example of how CPS Energy examines the customer experience?

An example of how CPS Energy is examining its customer experiences is the process that builders, contractors and/or homeowners have to follow to renovate a home. Currently there are 12 steps to get a renovation permitted. For each step, there may be sub-steps, or options, or ways to contact CPS Energy staff for help during the process. Surveys, customer feedback and data analytics are all considered when evaluating how to make each step easier, faster, more convenient, more seamless, etc.

What is the bottom line?

CPS Energy is committed to an excellent experience for all customers every time they interact with our company.

What do we want you to know?

CPS Energy is using surveys, data analytics, focus groups, research, feedback, emails, letters and other tools to personalize positive customer experiences.
