Customer Experience Section Managing Committee

Activity Plan 2020

Committee Purpose
The purpose of the Section Managing Committee is to build a collaborative community within this section, engage in dialogue to facilitate the exchange of information, and to manage and education relevant to this section and the natural gas industry. The committee sponsors forums for member and non-member companies to learn, develop, and share best practices to enhance the current and future customer experience.

Areas of Focus

- Focusing on the future
  - Integrating the Overall Customer Experience
  - Customer growth and retention
  - Understanding the customer
  - Customer satisfaction and loyalty
- Current and Emerging Technology
  - Smart Grid
  - Advanced Metering Infrastructure (AMI)
  - Web interactions
  - Payment options
  - Social media
  - Customer information
- Member Company Practices
  - Employee and customer education
  - Organization structure
  - In source / outsourcing
  - Employee engagement and training
  - Metrics
  - Resource Management
  - Dispatch, Service & Operations Integration

- Customer Programs
  - Energy efficiency programs
  - Bad debt management
  - Low income assistance
- Messaging
  - Common voice of the industry
  - Targeted messages
  - Communication channel strategies
  - Recovery of value messaging costs
- Employees
  - Developing core competencies
  - Developing employees as advocates
  - Developing leaders of the future
  - Employee safety best practices – office and field
  - Retiring workforce & succession planning
  - Building a bench
  - Training strategy

Activities

- Strategize & Deliver Relevant Content for Management Conference | September 2-4, 2020 | Louisville, KY
  - Premier event to engage in discussion with industry vice presidents, directors and other senior officers where the agenda is designed to provide a platform for strategic planning, industry updates, sharing best practices and seeking solutions to challenges.
  - Committee develop and facilitate relevant roundtables to be conducted at conference; research and solicit speakers, secure presentation materials, serve as roundtable session champion as a moderator.

- Potential Topics for Roundtable Discussions:
  - Closing the gap with automated payments and e-Billing.
  - Telephony/IVR/CIS replacement strategies
  - Keeping pace with technology and customer expectations.
  - Communications before “Going”.
  - Payment and customer communication apps
  - Social Media
  - Measuring customer experience start to finish
  - Transforming quality-looking beyond scoring calls

- Using quality results to identify root cause problems, support improvement initiatives and cross channel monitoring.
  - Tools for measuring and tracking first contact resolution.
  - Linking quality and surveys to journey mapping
  - Collections (managing delinquencies)
  - Infrastructure replacement and modernization programs
  - Not
    - Communicating with the customer, public and regulators.
    - Community strategies and tactics – what is working and what is not working.
  - Not your typical Contact Center
    - Hiring
    - Incentives
    - Scorecards
Sponsor/Support Roundtables for Section related to:
- Supply Chain Conference
- Natural Gas Connect Conference
  - Contact Center Operations
  - Meter to Cash
  - Dispatch & Field Resource Planning
    - Delivery Service Role
    - Dispatch
    - Scheduling
- Communications
  - Social media
  - Voice of the customer
  - Survey’s
  - Information
  - Technology
- Support Industry-Specific Relevant Workshops/Webinars
  - Provide 2-3 liaison representatives to SGA Learning & Development department to ensure training needs are met and materials are updated.
  - Other potential activities could include awards, conference planning, workshops, printables for distribution, webinars, opt ed article writing, blog contribution, or other innovative ideas.
    - Workshop Example: Resource Optimization

**Time Commitment**
- 1-2 hours monthly Conference Call meetings/prep work over 12-months
- 60-90 min presentations at SGA Events, self-selected
- Attend 1-2 day Planning Meeting for Management Conference and/or Natural Gas Connect Conference, as needed
- Attend 2-3 day Management Conference

**Governance**
- This committee reports to the Executive Council every April with a report of section activities
- The following Committees will report up to this section:
  - Contact Center Operations
  - Meter to Cash
  - Dispatch & Field Resource Planning
  - Communications
- Section leadership team meets bi-annually with reporting committees to provide oversight and counsel around their activity plan deliverables

**Committee Members**
- Committee Roster: [https://southerngas.org/index.php/interest-groups/556](https://southerngas.org/index.php/interest-groups/556)

**Committee Leadership 2019-2020**
- Chair: TBD
- Vice Chair: TBD
- 2nd Vice Chair: TBD

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<tr>
<th>Name</th>
<th>Title/Role</th>
<th>Company/Title</th>
<th>Phone</th>
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<tbody>
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**Committee Leadership Roles**
- **Chair:** Facilitate meetings and conference calls, create an atmosphere of sharing and developing; prime the committee to engage, participate and accomplish committee goals.
- **Vice Chair:** Manages the planning associated with the annual roundtable topics, speakers, and moderators.
- **2nd Vice Chair:** Assist in planning activities outside of the roundtable (i.e., workshops, webinars, collateral, copy, surveys, etc.). If a committee does not have a second activity, the 2nd Vice Chair serves as additional support where needed.

**SGA Staff Liaison**
Telesa Walton | Director, Volunteer Engagement | Telesa.walton@southerngas.org  (972) 620-4019