



IN THE GLOBAL ECONOMY,
MULTIPLE INDUSTRIES
AND DISCIPLINES ARE
OFTEN PULLED INTO A
“CRISIS” THAT REQUIRES
PROACTIVE “CUSTOMER
COMMUNICATION”
MANAGEMENT.

Lashell Vaughn

Vice President/CIO, Memphis Light, Gas & Water





BE IT A PANDEMIC, AN
ENVIRONMENTAL DISASTER



A SPECIFIC COMMUNITY OR SINGLE
CUSTOMER.

A CRISIS IS A
MOMENT OF
TRUTH THAT
TESTS A
COMPANY'S
READINESS,
RESILIENCE,
AND
CHARACTER.



READINESS



RESPONSE



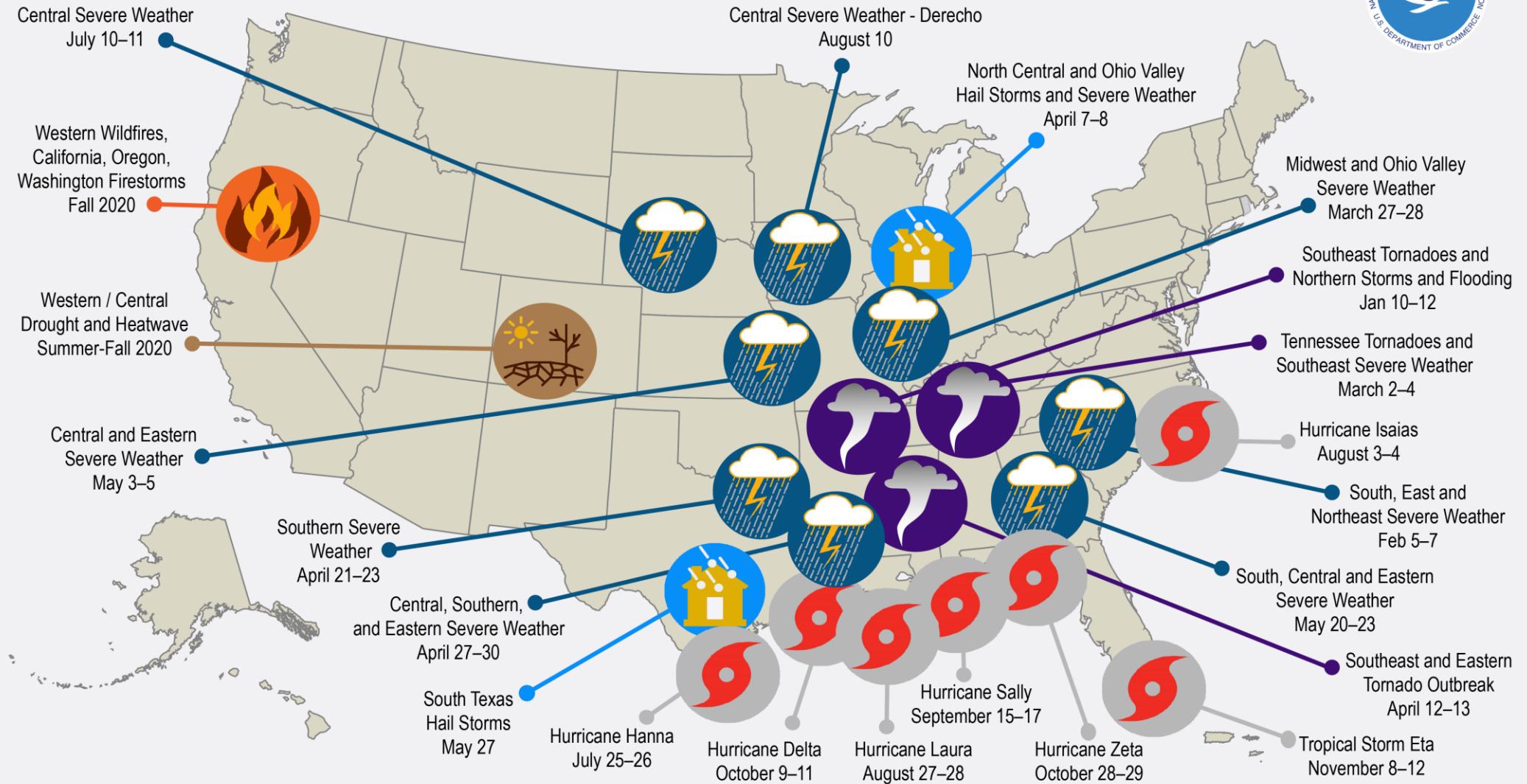
RECOVERY





ARE YOU PREPARED TO COMMUNICATE TO YOUR
CUSTOMERS DURING A CRISIS / DURING AN
OUTAGE?

U.S. 2020 Billion-Dollar Weather and Climate Disasters



NOAA

This map denotes the approximate location for each of the 22 separate billion-dollar weather and climate disasters that impacted the United States during 2020.

The most in one year since the National Oceanic and Atmospheric Administration (NOAA) started keeping track of billion-dollar disasters in 1980.

Let's take a look at a
CRISIS /OUTAGE IN THE MAKING...



LEADERSHIP IN A CRISIS / OUTAGE

PEOPLE

Who are your people?
Who are your customers and
how do you contact them?

OPERATIONS

What are your critical
functions?

BUSINESS

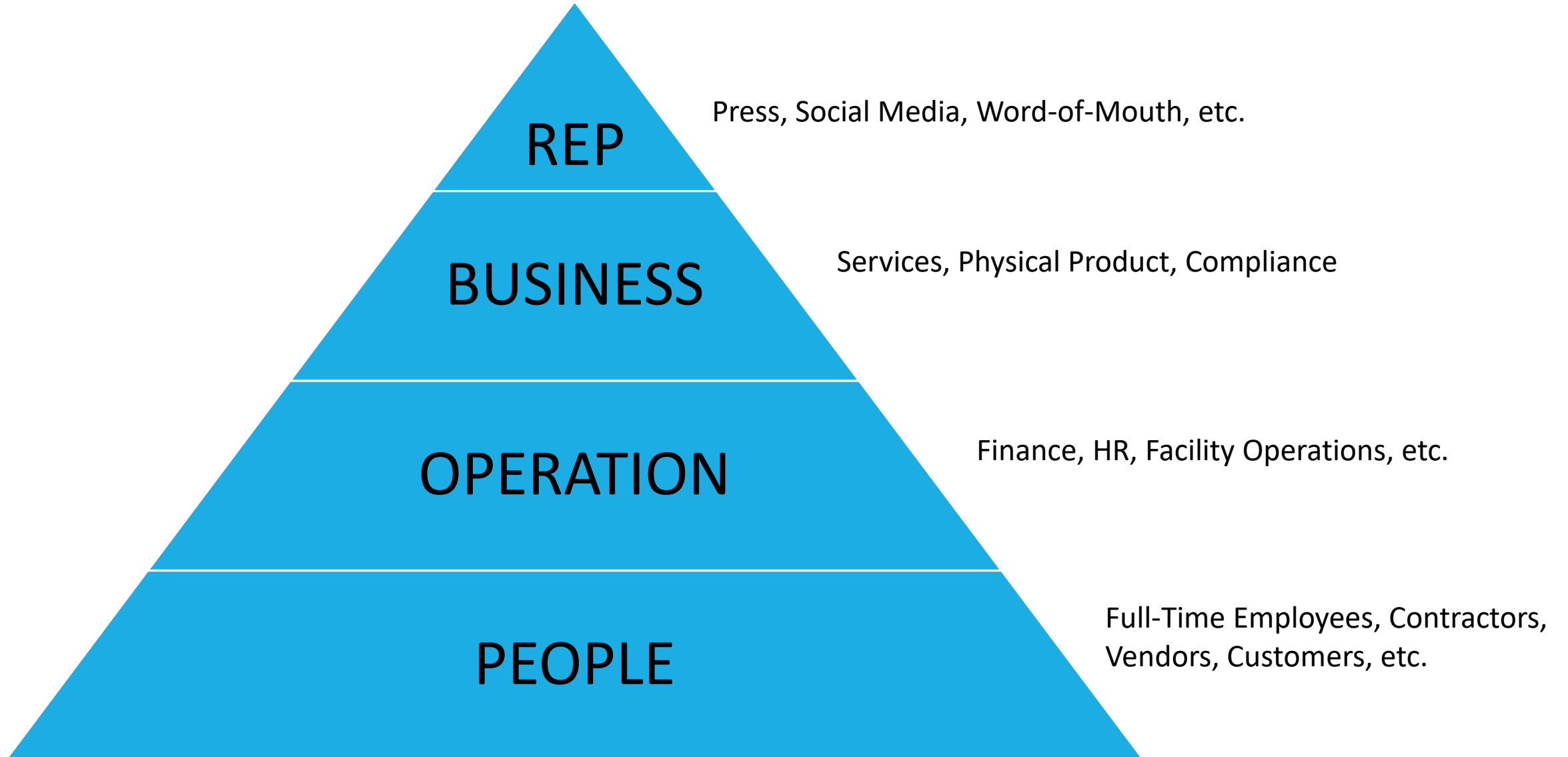
How do you cut checks?
How do you bill your
customers?
Do you bill your customers?

REPUTATION

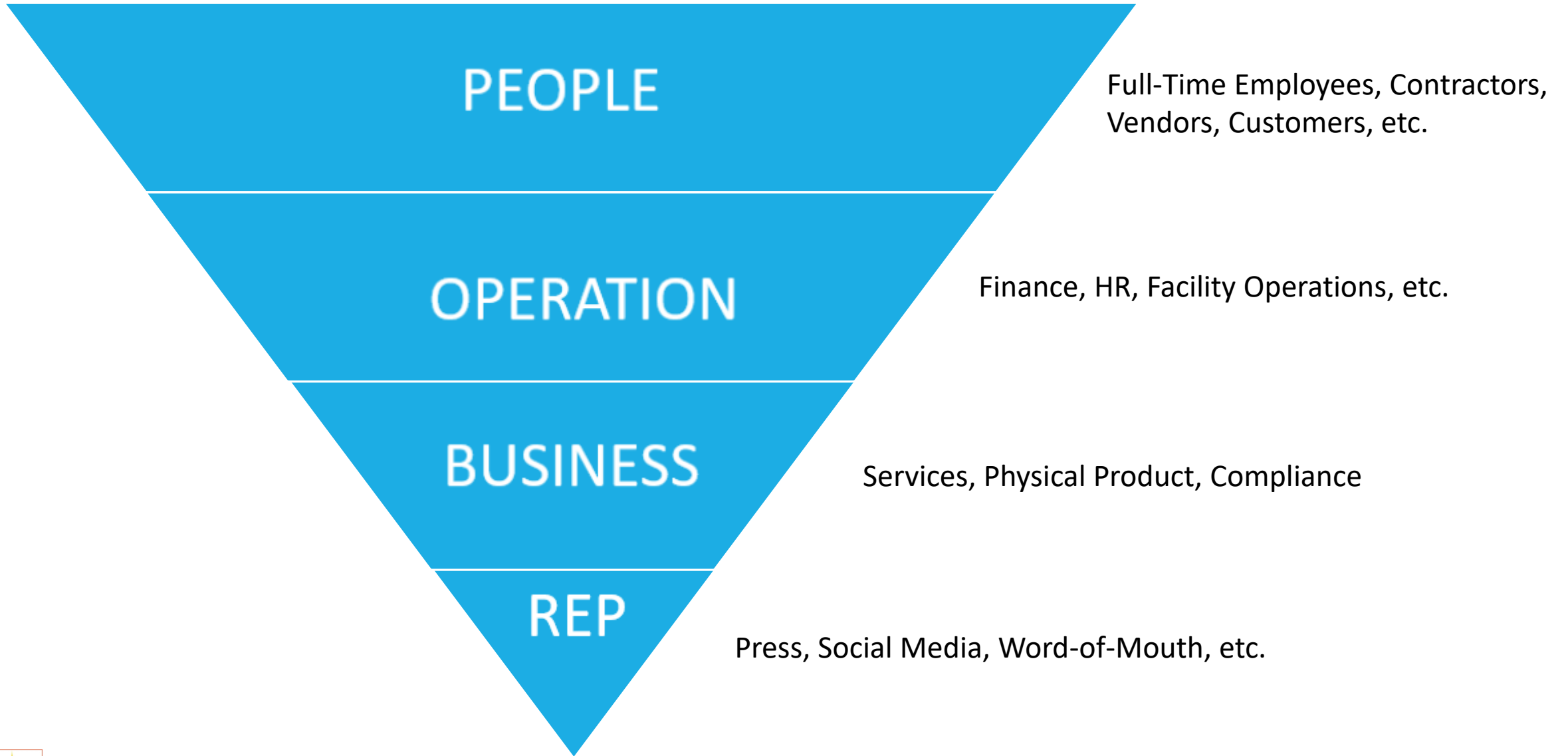
Did you do the 1st three
things well?



MANTLE OF RESPONSIBILITY



MANTLE OF RESPONSIBILITY



An aerial photograph of a suburban neighborhood, showing rows of houses with green lawns and trees. The streets are paved and have some parked cars. The overall scene is bright and clear.

WHILE LEADERS
CONTEMPLATE THEIR AREAS
OF RESPONSE AND
RESPONSIBILITY

CUSTOMERS ARE ASKING
AND
WANT TO KNOW ABOUT
THEIR SPECIFIC
NEIGHBORHOOD AND HOME

Continues Improvement Customer Experience



OUTAGE MANAGEMENT- CUSTOMER COMMUNICATION

Heidi Slakans, Lead Software
Specialist (MLGW)

MLGW SERVICE AREA

- Electric
- Gas
- Water

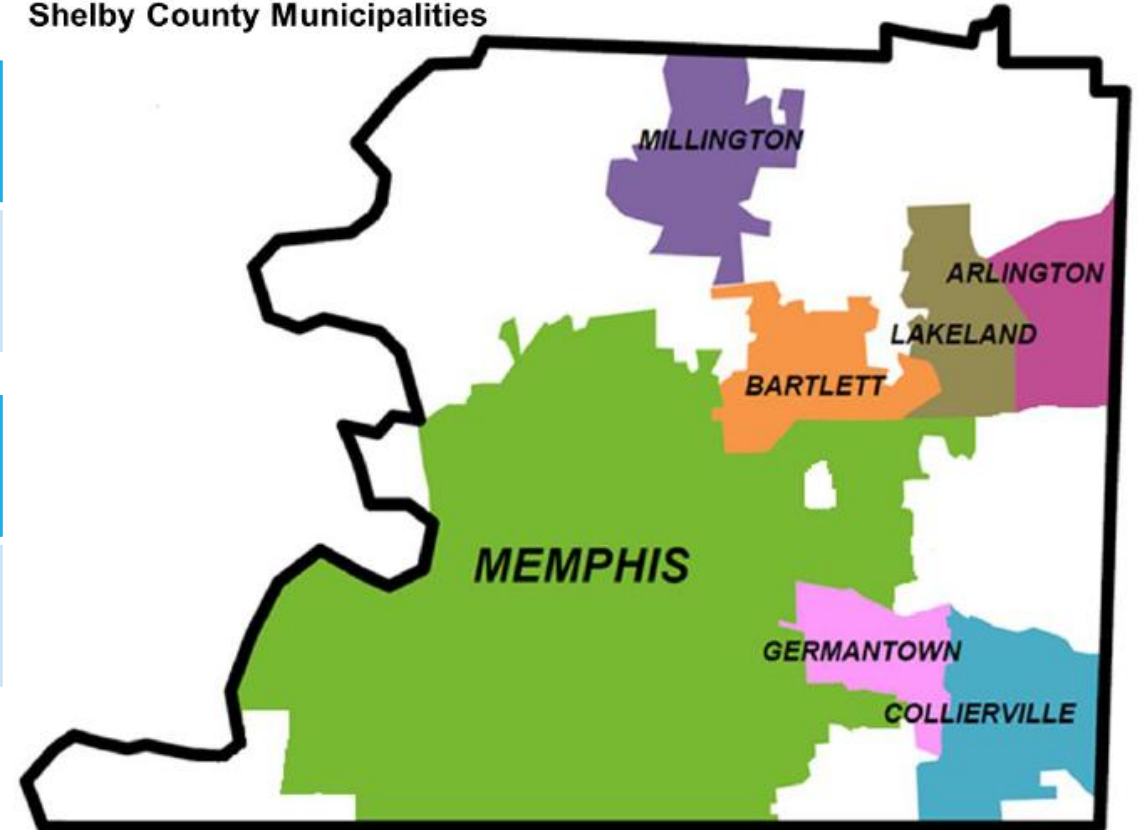
Employees

2489

Customers

430K

Shelby County Municipalities



ONE OF THE LARGEST 3 SERVICE UTILITIES IN THE UNITED STATES

4%



ELECTRIC

Residential

372K

Commercial

46K

19%



GAS

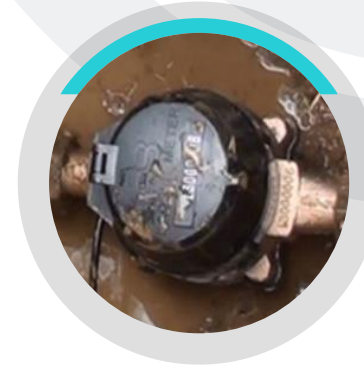
Residential

309K

Commercial

26K

17%



WATER

Residential

243K

Commercial

24K

SMARTMETERS

WHAT DO WE NEED TO COMMUNICATE?

Outages

Impacting customers homes and businesses

Planned / Unplanned

Appointments

Impacting customer's services and personal schedules

Correspondence

Impacting customer bills, cutoff notices, documents

Reminders

Payment Reminders

Cutoff Notices

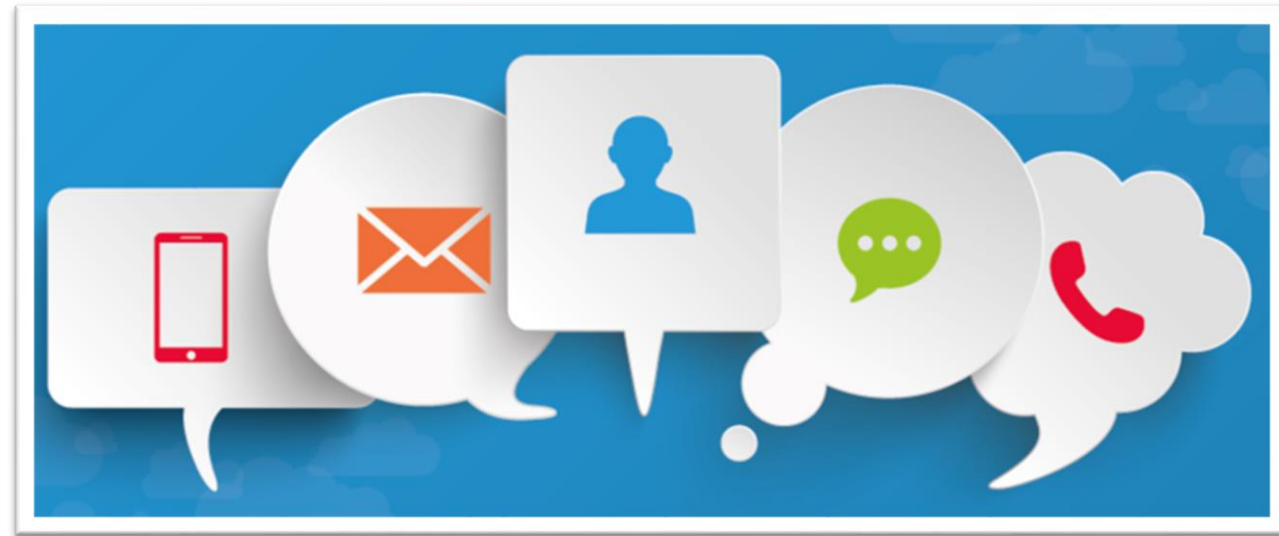
Utility Assistance

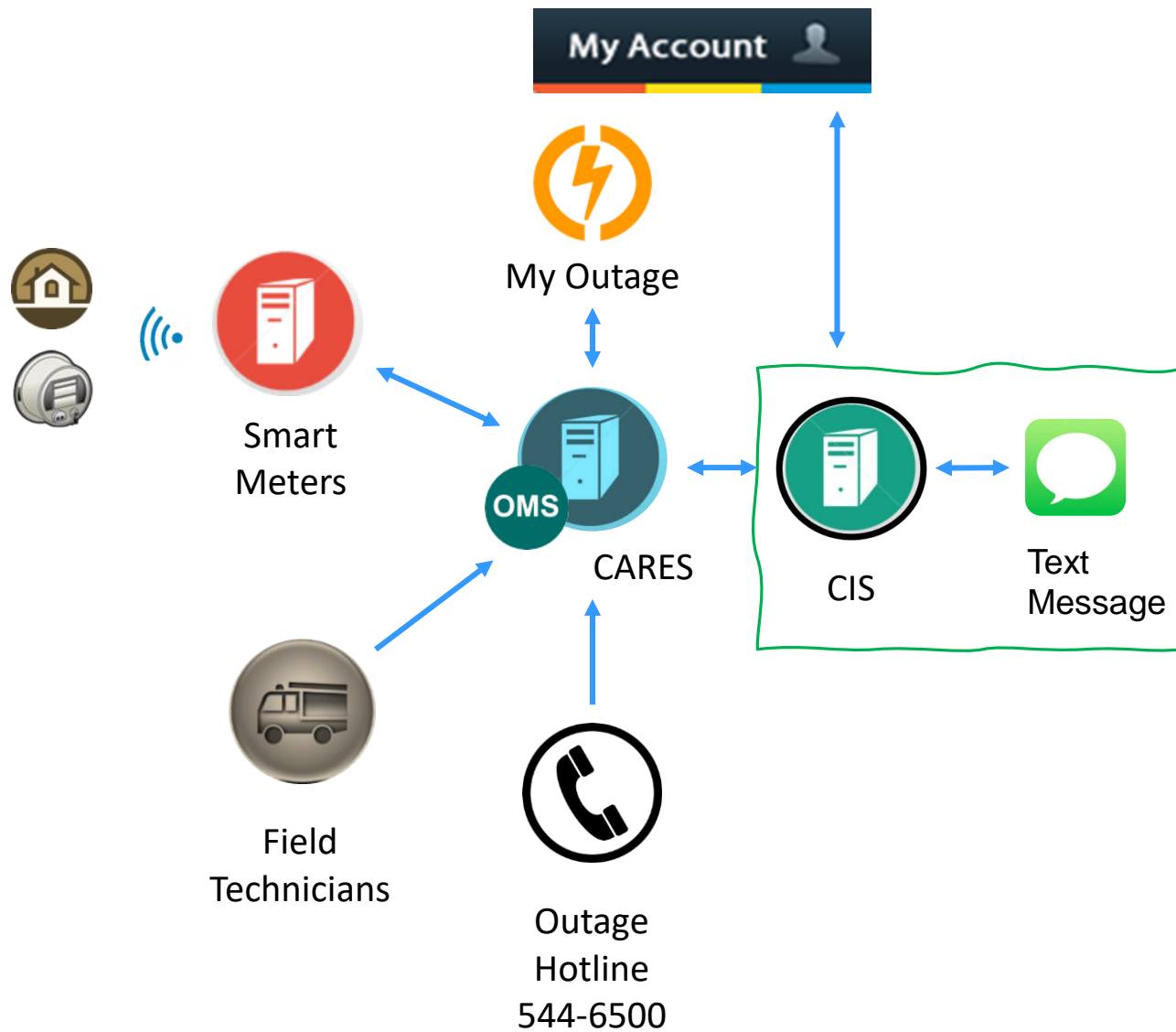


MULTIPLE COMMUNICATION CHANNELS

When a customer needs help urgently, it's not uncommon to see the same inquiry coming in across **multiple communication channels**

- IVR / Phone
- Text
- eMail
- Online chat
- Social media





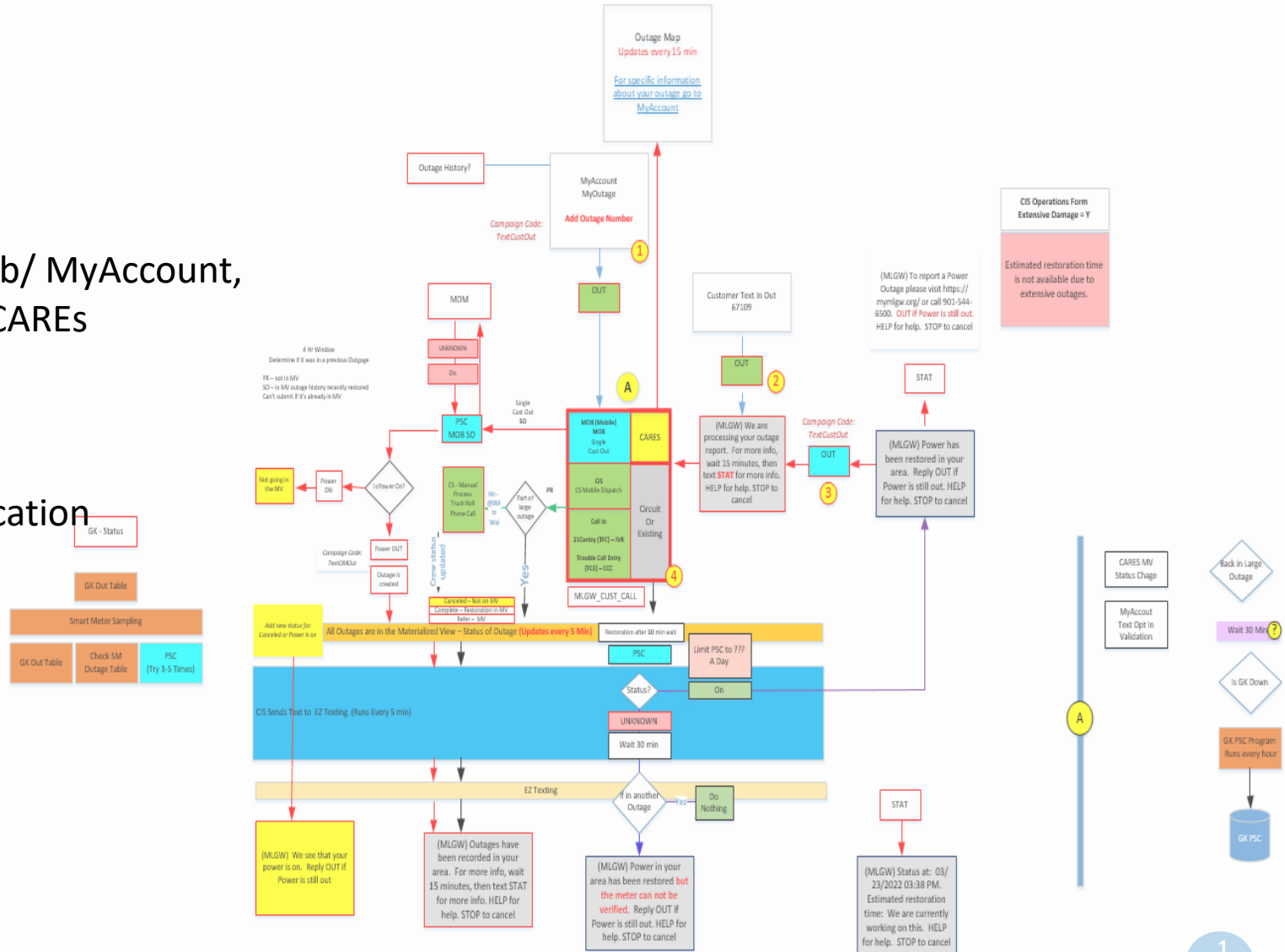
Outage Reporting Channels

There are 4 channels of outage information feeding into the CARES/OMS area.

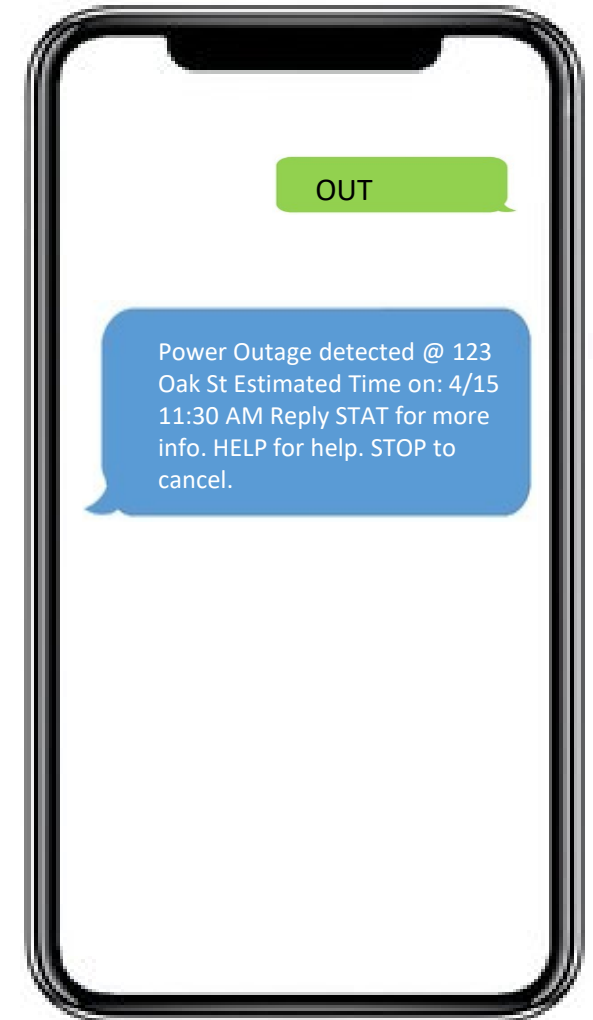
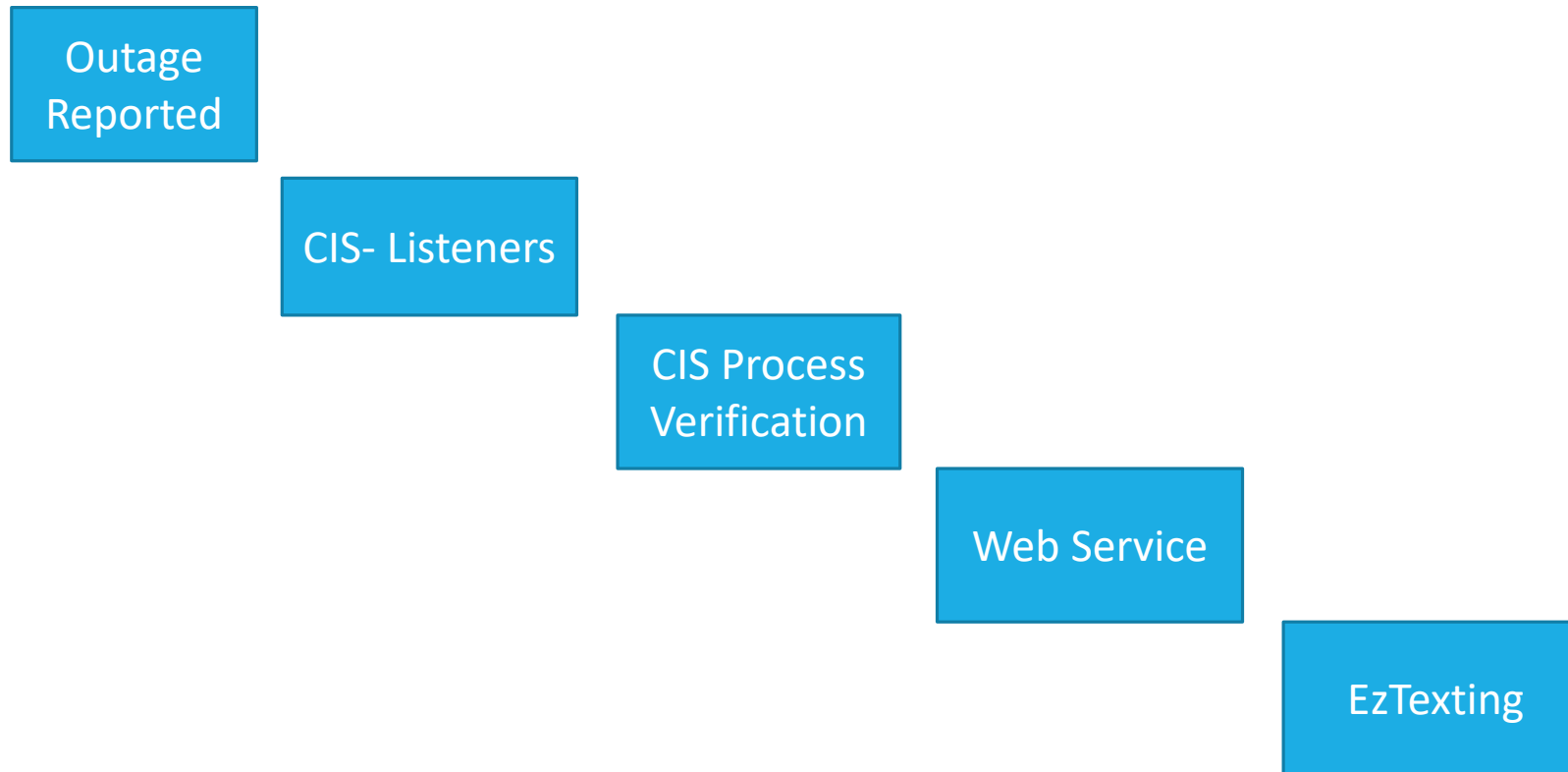
1. MyAccount – My Outage
2. SmartMeters
3. Field Technicians
4. Outage Hotline
5. Text In Outage

OUTAGE COMMUNICATION SYSTEM DESIGN

- **Packages:** Determine opt IN/OUT
- **MV_VIEWS:** Data received From web/ MyAccount, outage reported from CARES
- **Tables:** holding Outages values
- **Forms:** Customer Service Communication
- **Java Processes:**
 - Outage from CARES
 - Restoration
 - Alerts (STAT, OUT, STOP)
 - Customer Replies
 - TXT Campaigns (18)
- **Webservice:** text communication

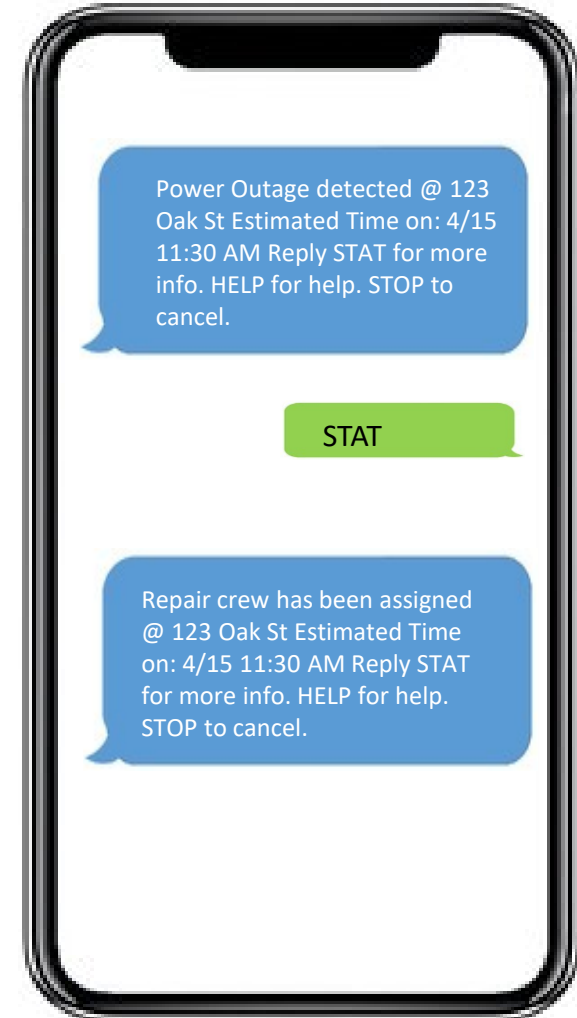


OUTAGE / TEXTING CUSTOMERS

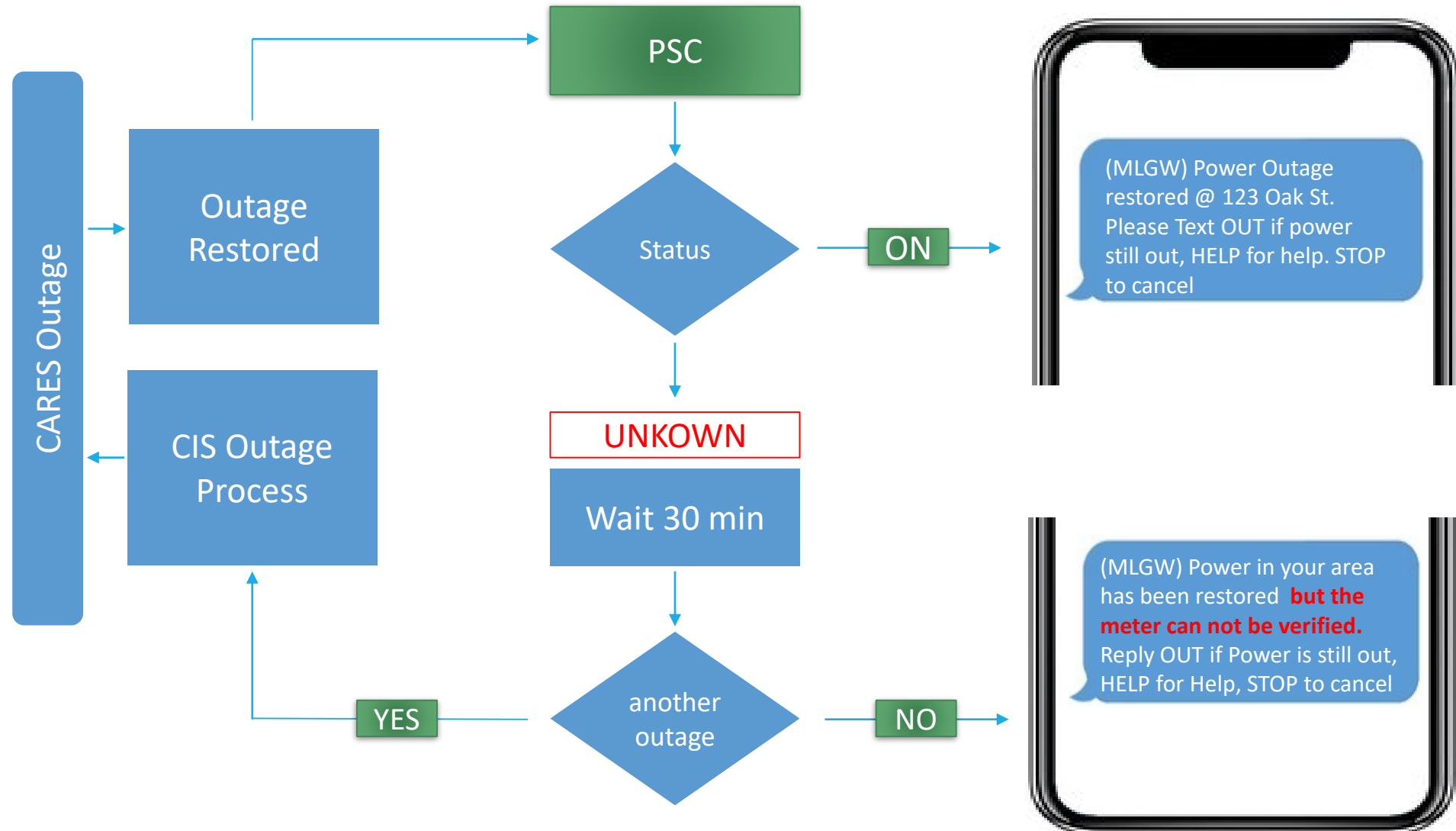


OUTAGE / STAT COMMUNICATION

- OUT > CIS processes > Texting Customer
- Customer text STAT
- CIS system sends restoration time.



OUTAGE / RESTORATION VERIFICATION & COMMUNICATION



OUTAGE TEXT CHALLENGES / DECISIONS

Challenges

- Multiple Premises : One Customer
- Text length
- Large Outages
- Fake outage

Decision/Implementation

- Communicate up to 5 premises, direct traffic to MyAccount
- Work with corporate communication to provide useful info
- Broadcast generic messages during large outage
- Filter out fake outage, adding Power Status Check

OUTAGE MESSAGES SENT

MESSAGES CONTACTS

1934087 Sent Messages 10/09/2021 - 10/09/2022

10-09-2021 - 10-09-2022



VALUE

PERCENTAGE

1850754

Delivered Messages ⓘ

83310

Bounced Messages ⓘ

183996

Replies ⓘ

N/A

Clicks ⓘ

3814

Unsubscribes ⓘ

MLGW OUTAGE DASHBOARD

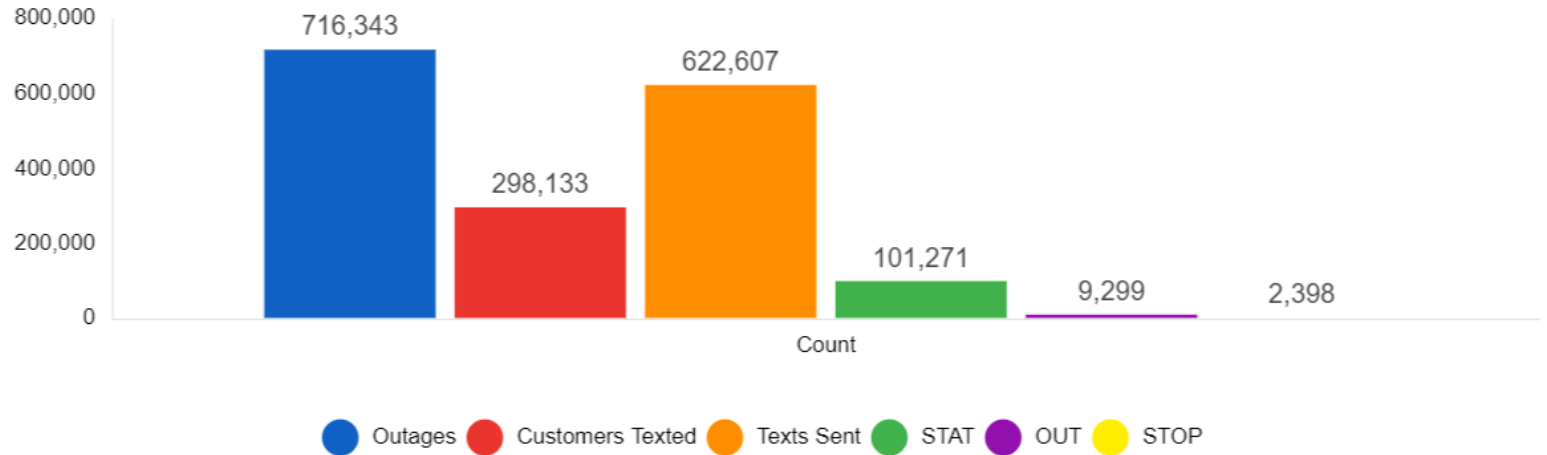
Date Updated

10/06/22

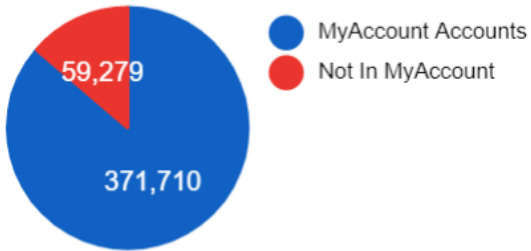
Customers Opted In To Receive Texts

91,092

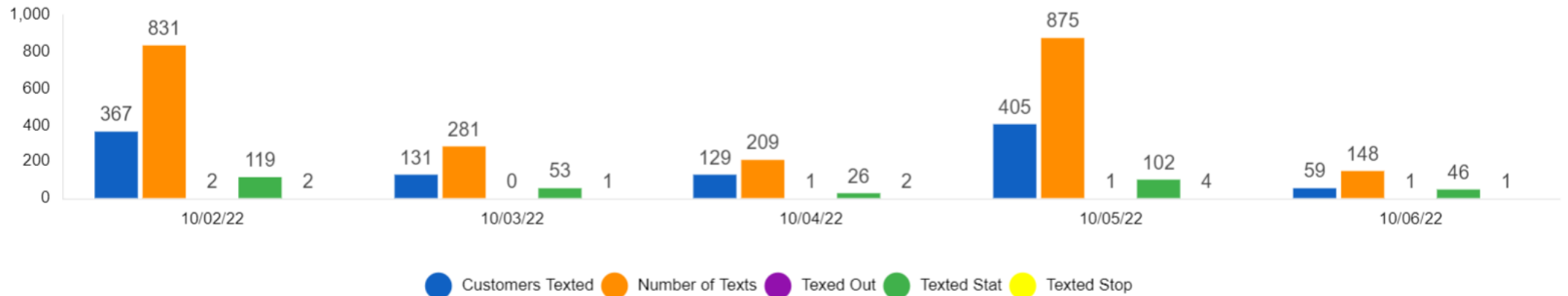
Total Outage Messaging Summary - Since 11/3/21



MyAccount Signup



Outage Text Count



Outage Mapping



OUTAGE MANAGEMENT

Jon Laman,

Manager Enterprise Resource
Planning and GIS (MLGW)

OUTAGE DASHBOARD - CUSTOMER FACING (MY ACCOUNT AND MLGW.COM)

99.98%
Customers
With
Power

of Outages: 10
Customers Affected: 72



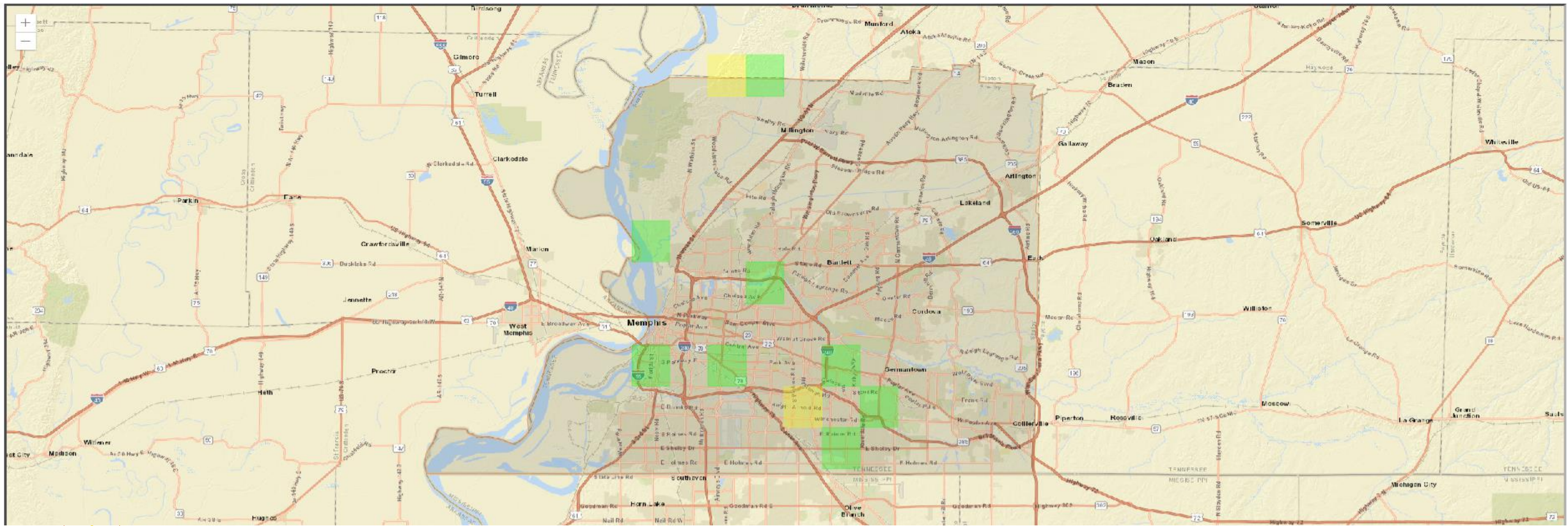
Electric Outage Summary
MLGW TERRITORY - OUTAGE ACTIVITY - CURRENT AS OF 10/11/2022 02:24 PM

Customer Ranges

- 1 - 10 Customers
- 11 - 100 Customers
- 101 - 1000 Customers
- More than 1000

Time to refresh: 12:01

[Sign Up For Outage Text Alerts in MLGW MY Account](#)



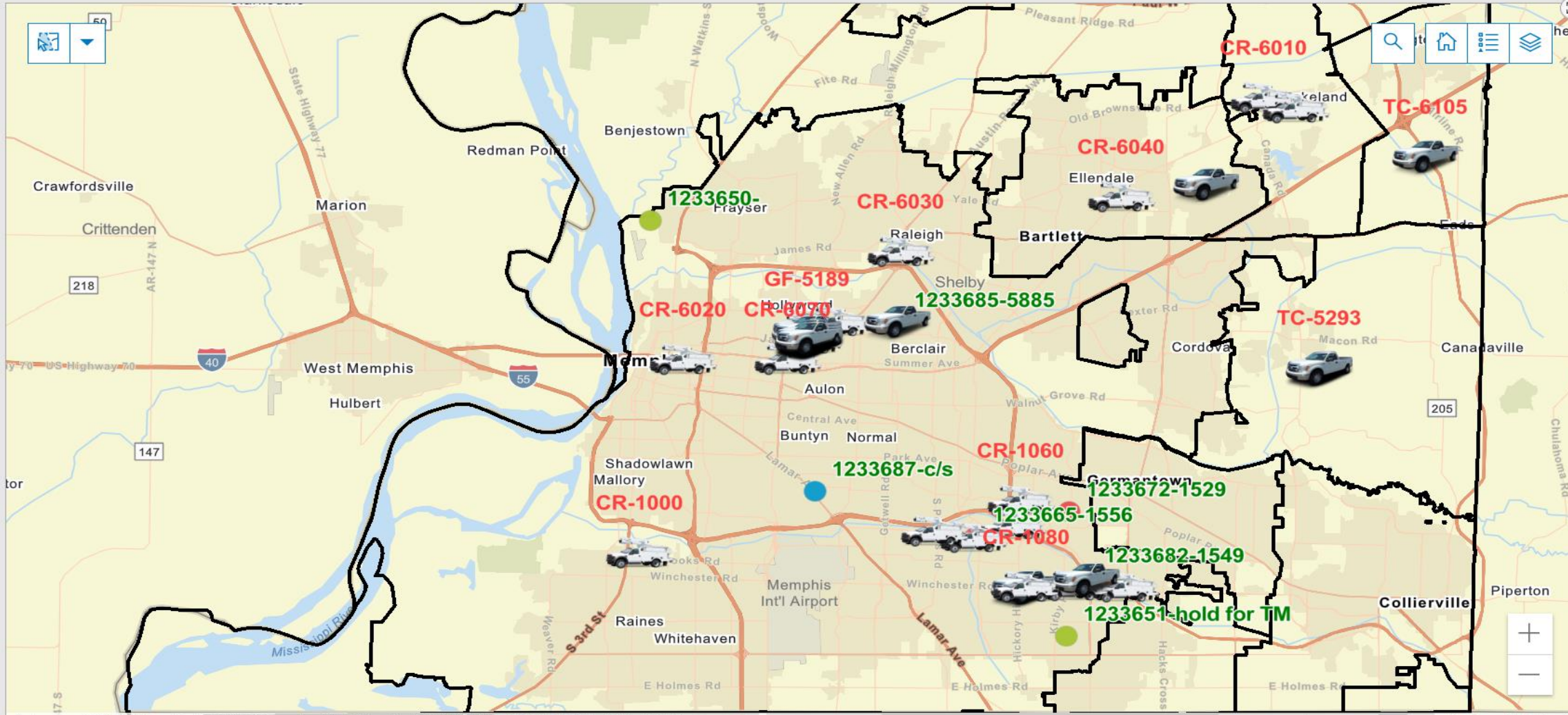
OUTAGE DASHBOARD – INTERNAL USAGE WITH CREW LOCATIONS

Outage Count

9

Outage Type

- FUSE 3
- CUSTOMER 4
- TRANSFORME



Arkansas GIS Office, Esri, HERE, Garmin, SafeGraph, METI/NASA, USGS, EPA, NPS, USDA Southaven

Powered by Esri



THANK YOU

Lashell Vaughn

Vice President/CIO

Jon Laman

Manager Enterprise Resource
Planning and GIS

Heidi Slakans

Lead Software Specialist