



MEMORANDUM

EUGENE WATER & ELECTRIC BOARD

Rely on us.

TO: Commissioners Brown, Carlson, Mital, Simpson and Helgeson
FROM: Matt Barton, Chief Information Officer; Sue Fahey, Chief Financial Officer; Julie McGaughey, Customer Operations Manager; Leisha Krueger, Project Manager
DATE: November 21, 2018
SUBJECT: Customer Experience Improvement Project
OBJECTIVE: Information

Issue

The first phase of the strategic plan is to enhance customer confidence. Some of the ways to do that include making efficiency improvements that deliver services in a manner that meets customers' expectations and make it easier to transact business with EWEB. Management has commenced a customer experience improvement project, and this memo provides information on the project scope and timeline.

Background

For several months, Management and staff have been reviewing and implementing ways to improve our customers' experience. Some of the improvements already implemented include a post-call survey, eliminating non-pay disconnects on Fridays, and extending customer service phone hours. In an effort to coordinate the work cross-functionally, the Customer Experience Improvement project officially began in the third quarter. The goal of this project is to evaluate our processes and procedures to improve and simplify how we serve our customer-owners.

After receiving customer comments over the last several months and documenting input from 40 employees, approximately 100 opportunities for improving our customers' experience were identified. These opportunities were evaluated on customer impact, operational impact, and level of effort required to implement the change.

The level of effort focused on three areas:

- Level 1 - Changes to procedures that can be implemented in the near term and require very little, if any, technology changes. For example, allowing customers to sign up for Budget Billing at any point in the year.

Level 2 - Improvements to existing EWEB systems through configuration or minor software development. For example, improving the integration between our payment processor and our internal billing system allowing the same day posting of payments.

- Level 3 - Improvements that require system replacements or upgrades. For example, allow on-line service requests that include validations and integrate to the customer information system.

The opportunities were further ranked by customer and operational impact. Additional information

about specific improvements will be provided at the Board meeting.

Discussion

Some of the highest priority items that will improve existing processes and procedures include budget billing, move in/move out, and automations in existing systems. The work on Level 1 improvements has already commenced.

The project will also implement a Customer Self-Service Portal (CSSP) allowing customers to view and manage their account online and interact with us at a time that is convenient for them. It will also be an important first step to offering new information as well as new products and services to customers. Additionally, the project will improve EWEB's Electronic Bill Payment and Presentment system (EBPP) which includes same day posting of customer on-line payments and bill redesign work. In November, EWEB issued a request for proposals for assistance in developing specifications for a CSSP and EBPP. The current timeline has CSSP implemented, bill redesign completed, and an EBPP selected and implementation work commencing in 2019.

Recommendation/Requested Board Action

Information only.