I. Meeting Packet

State of Florida
Public Service Commission
INTERNAL AFFAIRS AGENDA
9:30 AM, Tuesday - April 19, 2022
Room 148 - Betty Easley Conference Center

1. Electric Utility Consumer Facing Mobile Platforms Presentations

   - Florida Power & Light Company (Attachment 1)
       Christine Donayri, Senior Director of Customer of Innovation & Experience
       Steve Shnider, Senior Director of Digital Experience
   - Duke Energy Florida, LLC (Attachment 2)
       Taryn Sims, Vice President of Marketing & Customer Engagement
   - Tampa Electric Company (Attachment 3)
       Karen Sparkman, Vice President of Customer Experience
   - Florida Public Utilities Company (Attachment 4)
       Sean Ramey, Manager of Customer Service
   - City of Tallahassee (Attachment 5)
       James Barnes, Chief Customer Officer
       Thomas J. Carlisle, Manager of Customer Account Services
   - Clay Electric Cooperative, Inc. (Attachment 6)
       Kathy Richardson, Manager of Communications

2. General Counsel's Report

3. Executive Director's report

4. Other Matters

BB/kh

OUTSIDE PERSONS WISHING TO ADDRESS THE COMMISSION ON
ANY OF THE AGENDAED ITEMS SHOULD CONTACT THE
OFFICE OF THE EXECUTIVE DIRECTOR AT (850) 413-6463.

# Florida Power & Light Company Digital Customer Experience

Christine Donayri, Sr. Director of Customer Innovation & Experience

Steve Shnider, Sr. Director of Digital Experience

April 19, 2022

In 2021, FPL's website and mobile app received a total of nearly 90 million visits

FPL Digital Visits (in millions)

Year	Visits
2016	43.8
2017	66.3
2018	67.2
2019	84.1
2020	88.3
2021	89.8
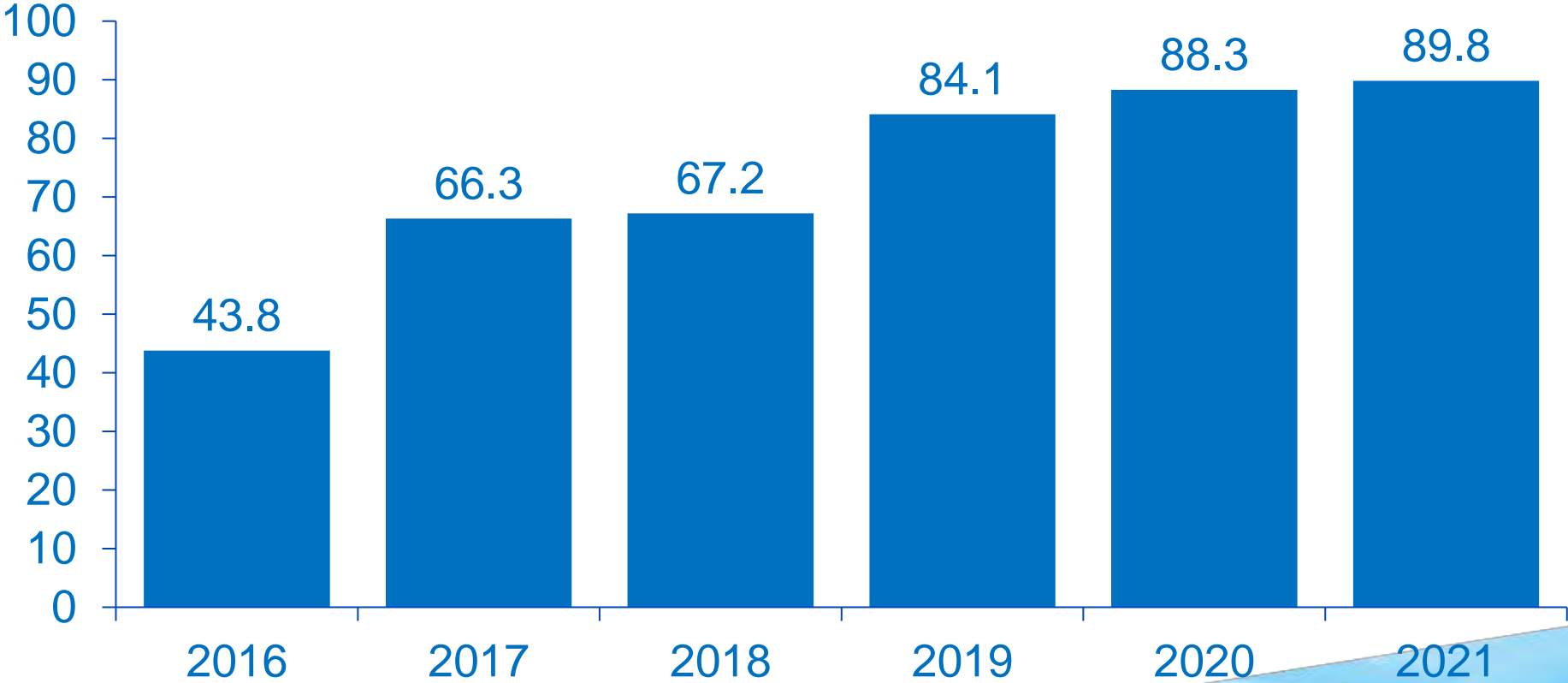
Of the nearly 90 million visits in 2021, more than 70% of customers were using a mobile device
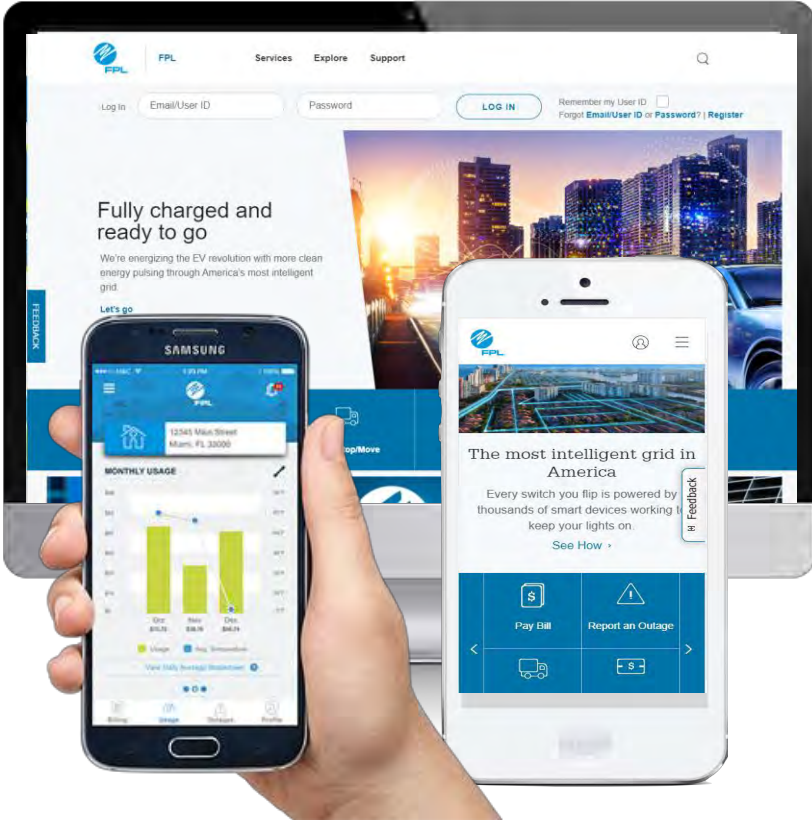
FPL Digital Visits by Type

Desktop: 24 million

Mobile web: 35 million

Mobile app: 31 million

66 million visits via mobile devices

Since its inception in 2017, the FPL Mobile App has had 4.3 million downloads from the Android and Apple app stores

FPL [4+]
NextEra Energy, Inc
Designed for iPhone

★★★★★ 4.7 · 13.9K Ratings

Free

View in Mac App Store ↗

14K RATINGS | **CATEGORY**
4.7 | 🖩
★★★★★ | **Utilities**

iPhone Screenshots

Account Summary
Real-time account overview helps you easily view and pay your bill.

Your Bill At a Glance
Easily see what your bill might be before your payment is due.

Energy Management
Track your hourly, daily, and monthly energy use, and make changes that will help you save on your bill.

Report an Outage
Easily report an outage and track restoration progress with the touch of a button. Plus, get notified when there are updates.

Customer Mobile Device Preference

 Apple 72%

 Android 28%

In 2021, J.D. Power recognized FPL for excellence in its customer digital experience amongst large utilities nationwide

4th in the nation for mobile web and desktop experience

1st in the nation for mobile app experience

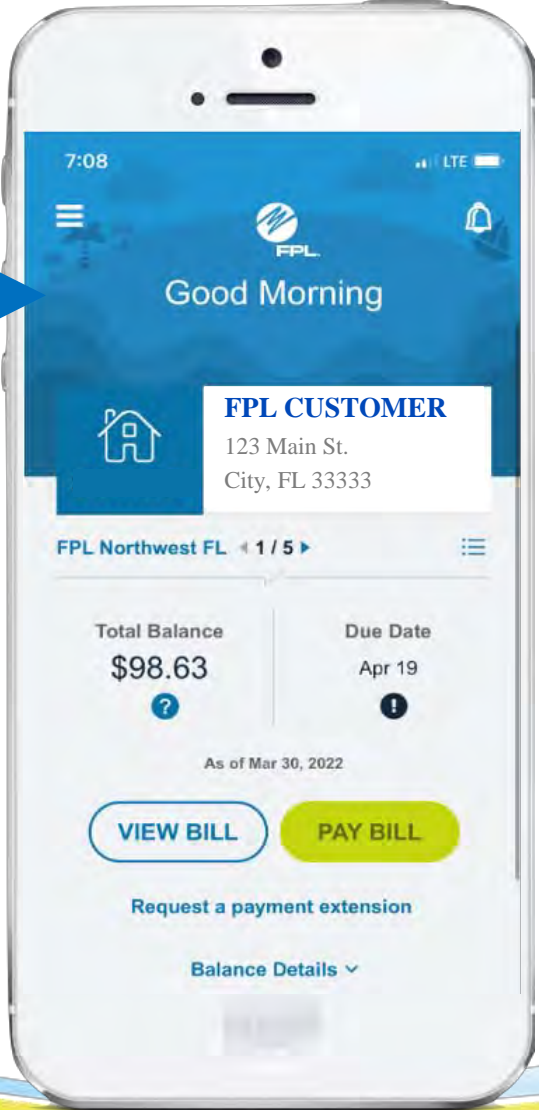**2nd** in the nation for overall web/app experience

Source: 2021 J.D. Power Electric Utility Residential Customer Satisfaction Study (57 large utilities and 145 total in the study)

FPL.com and the FPL Mobile App offer our customers roughly 80 transactional processes – the most popular being Pay Bill

Account Summary

Pay Bill
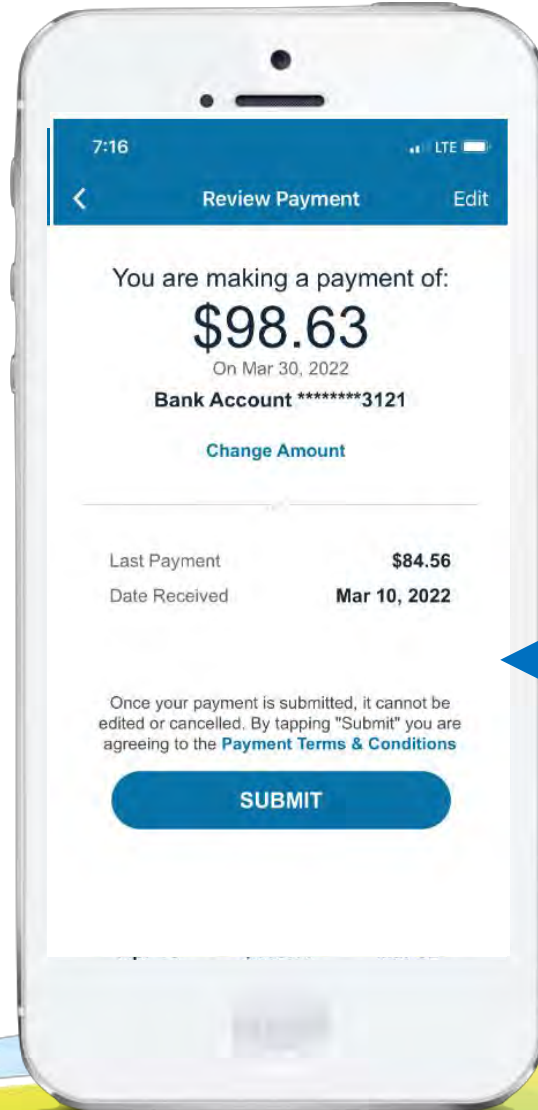
FPL Digital Customer Experience – Energy Dashboard

mobile view

desktop view

7

FPL Digital Customer Experience – Energy usage functions

Energy Analyzer
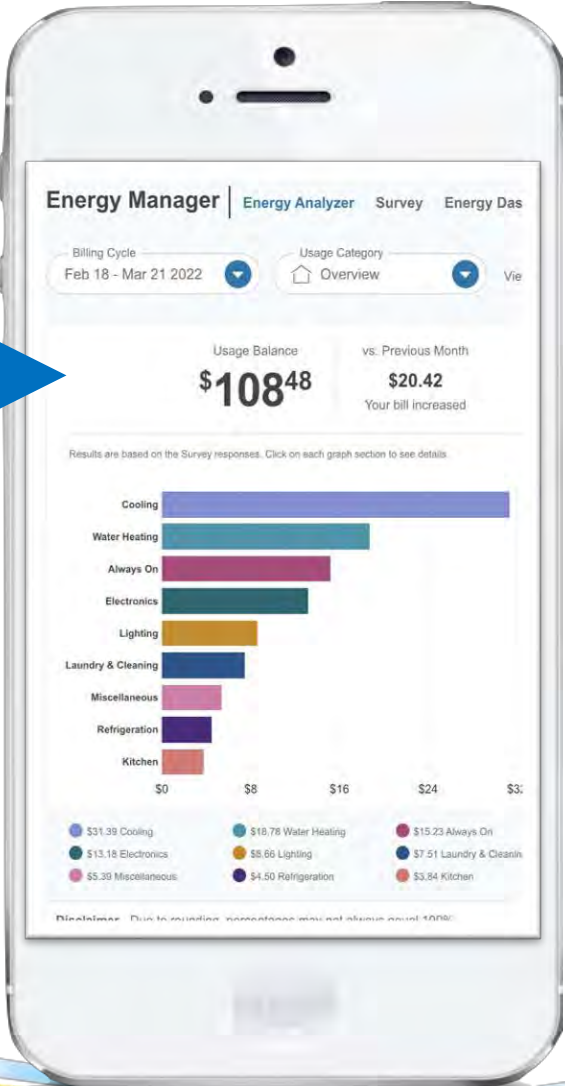
Projected Bill

continuous improvement based on customer feedback
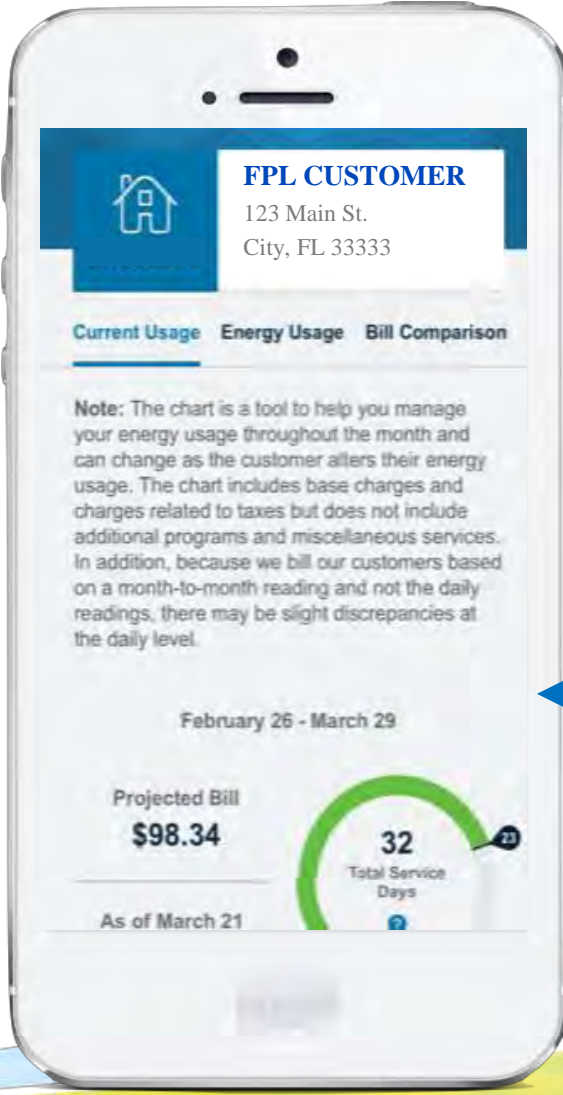
FPL Digital Customer Experience – Start, Stop, Move Service

FPL Digital Customer Experience – Outage Communication
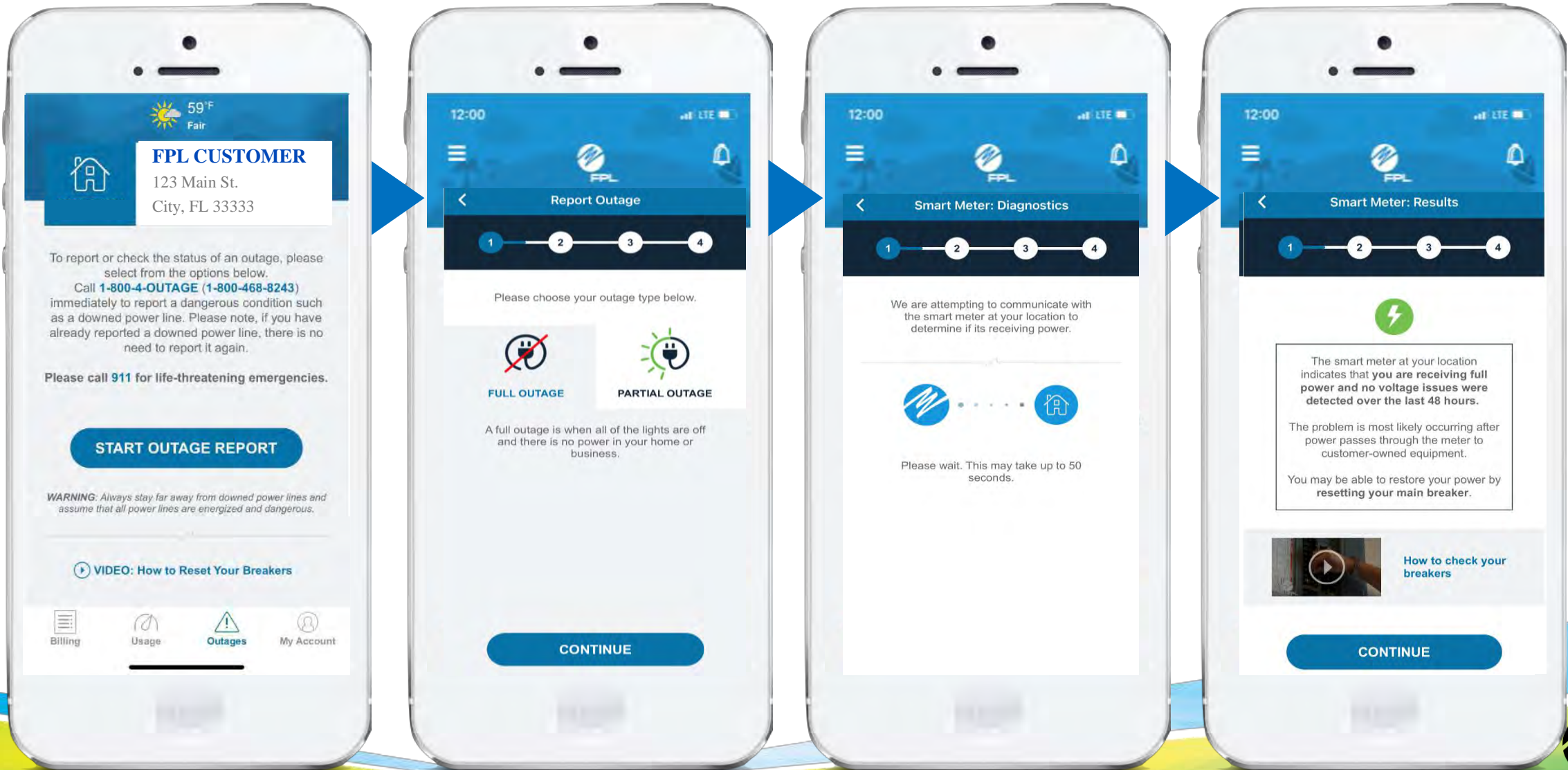
FPL's digital offerings have expanded over the years and will continue to evolve to meet the needs of our customers

FPL.com Digital Transformation

Post-Hurricane Irma Storm Enhancements

Energy Manager

2014 · 2016 · 2018 · 2020 · 2022+

Mobile App Released

Outage Alerts Expansion

EV, Solar and Smart Panel Programs
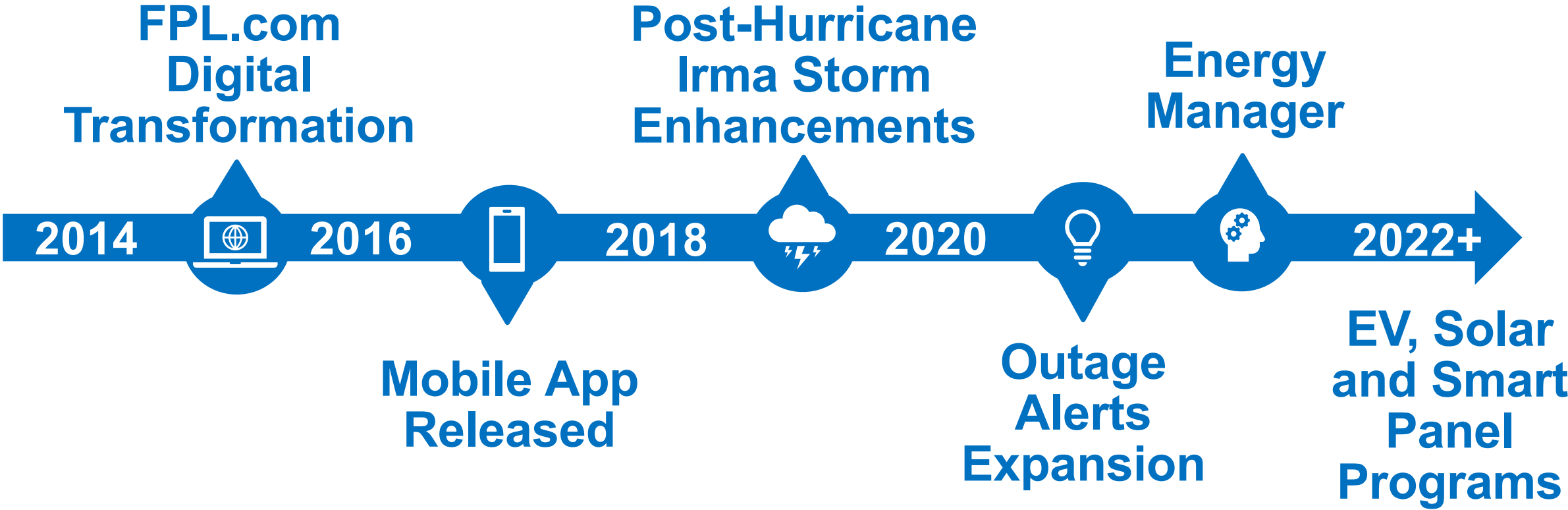
Digital Self-Service Options for Customers

APRIL 2022
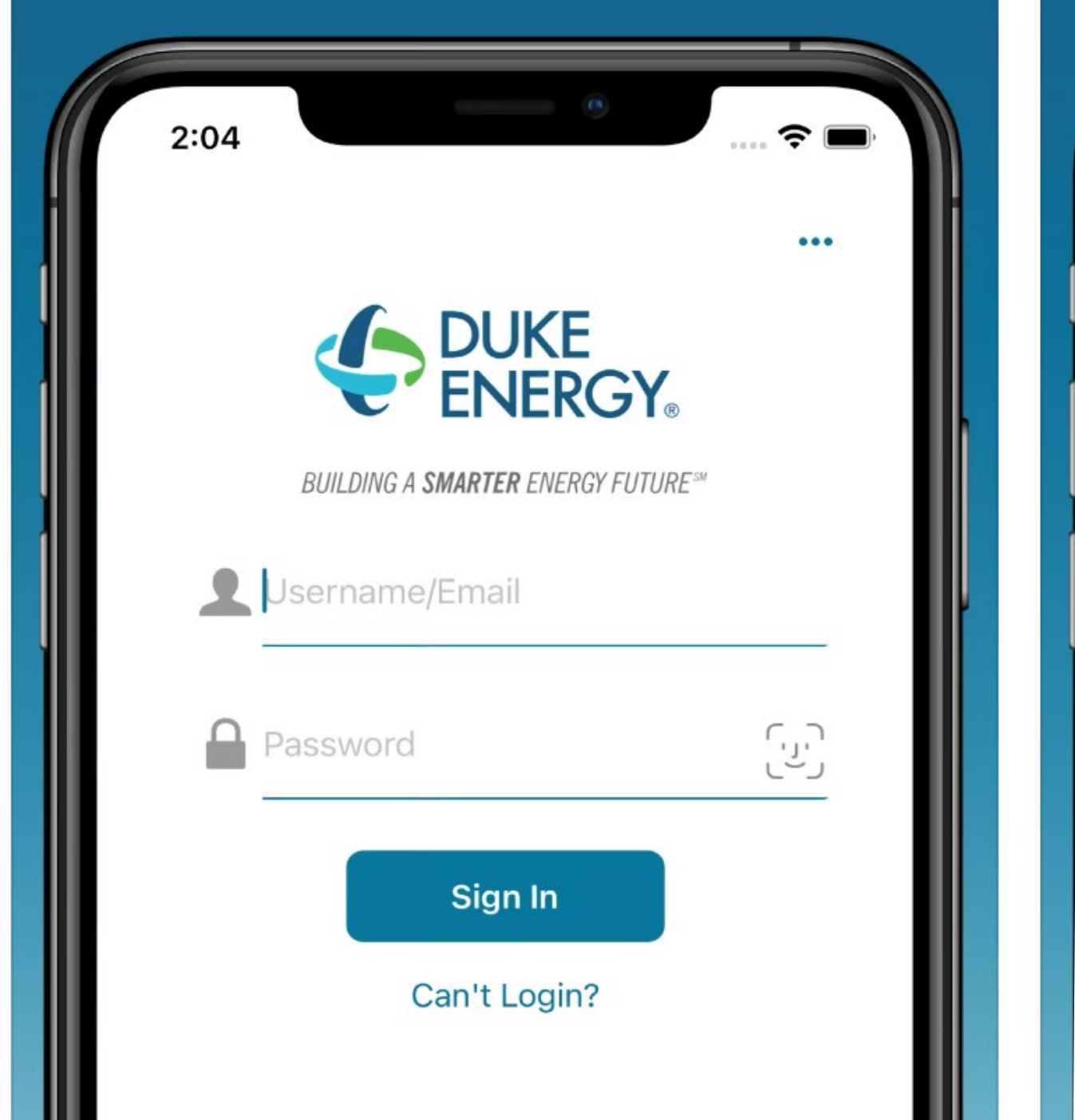
Available Digital Channels

Customers can conveniently interact and self-serve through a multitude of digital channels that Duke Energy offers. Below are a few of the most commonly used for Florida residential customers:

Web
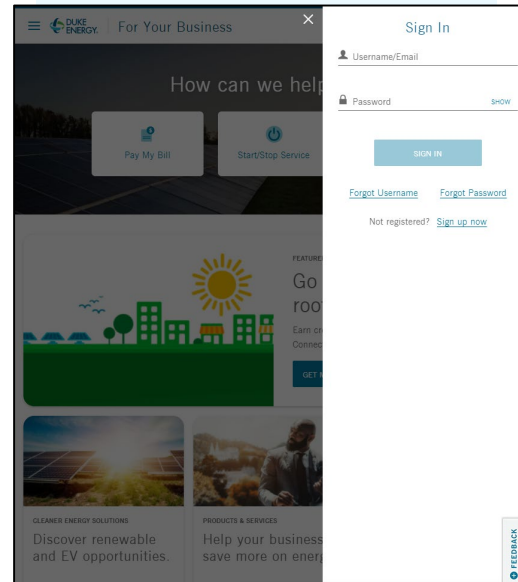
~1.8M total MyAccount logins in 2022

Mobile App
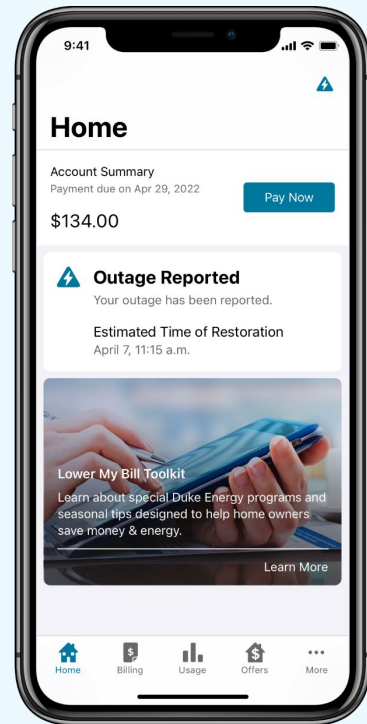
840k users with 3M logins in 2022

IVR

"Need service today or over the weekend? Duke Energy has recently enabled same day and Saturday options online at dukeenergy.com forward slash start. Be sure to have your new address, social security number and date you would like service to begin. For faster service, I can text you a link to an online form to start service today or even over the weekend."

~56.8% of customers calling in through the IVR in 2022 self-served in a digital channel

Social Media

Almost 2,000 inbound customer care messages in social media channels in 2022

Outbound Customer Communications
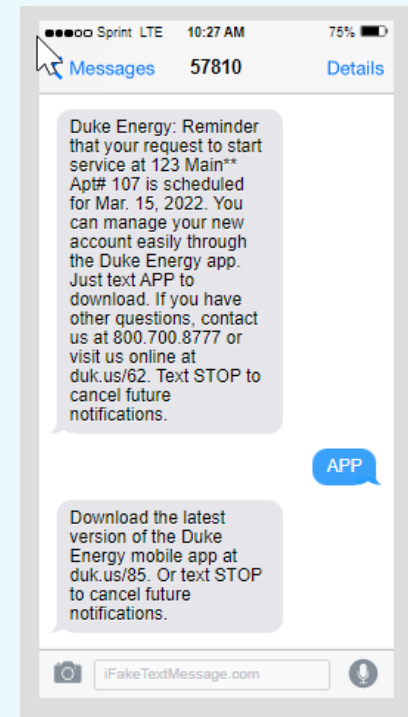
18.9M emails
10.6M transactional texts
419k voice calls
Sent in 2021

CHANNEL USAGE

Most Used Self-Service Customer Interactions

Start Service

Customers can start service at a new location, stop service at their current location or move from one location served by Duke Energy to another.

Energy Usage

Duke Energy offers multiple options for customers to better understand their energy usage, find energy saving programs and receive alerts about high bills.

Bill Pay & Assistance

Customers can choose from a variety of payment methods designed to make paying their bill simple, secure and convenient.

Outage Management & Reliability

Customers can report outages and receive updates about outages and reliability work in their area via several self-service options.

Start Service

Duke Energy has several self-service options and methods for starting, stopping and transferring service. The Company also offers same-day and Saturday service initiation through digital channels. Each customer has the following options to get started:

Customers can start and transfer service by opting to receive a text while in the IVR

Customer can click on the "Start Service" icon to initiate the process for starting a service from DE.com

The Start/Stop/Move experience on duke-energy.com is optimized for customers using mobile devices
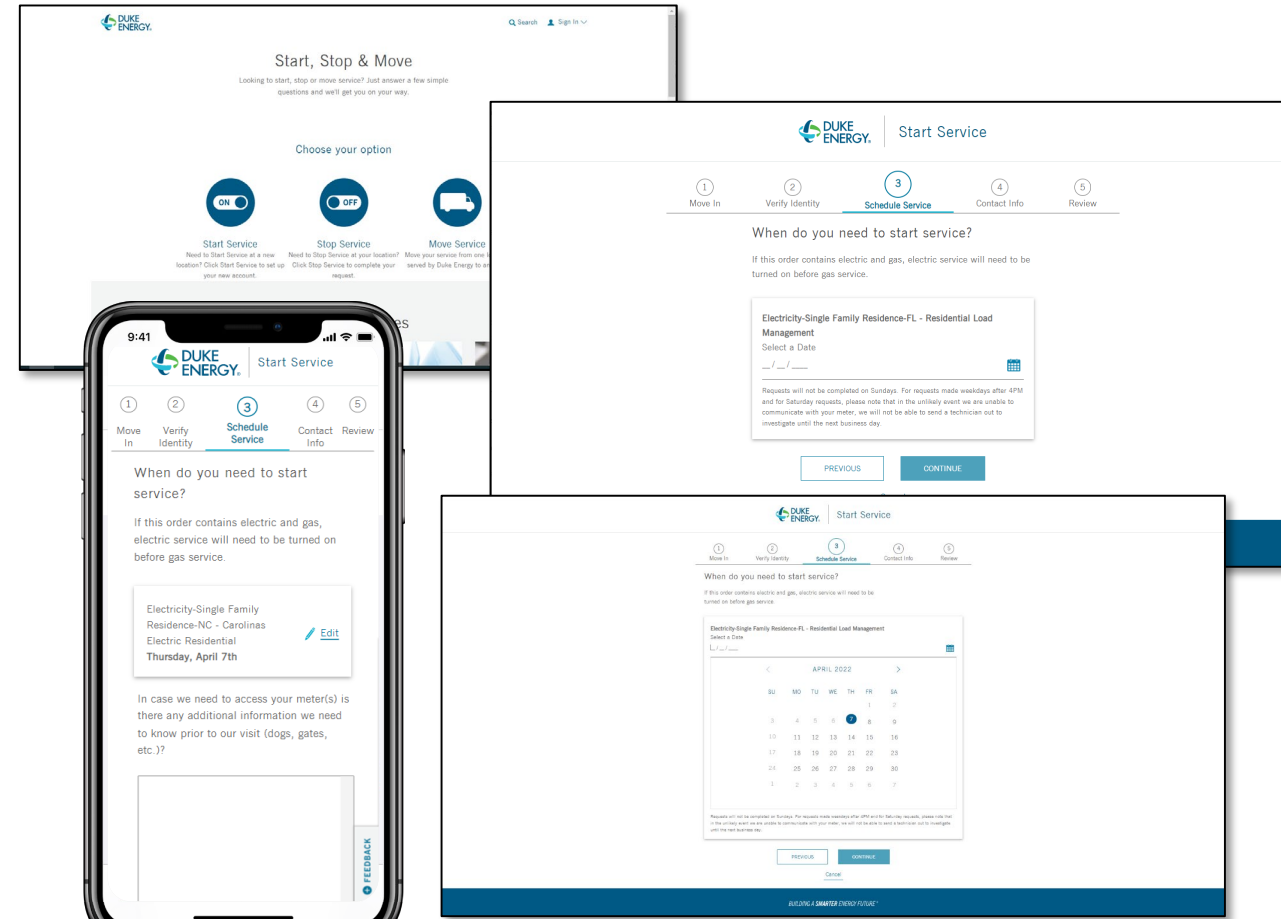
Optimized for mobile experience

Customers have the ability to select start service on the same day

4

Bill Pay and Assistance

Residential and non-residential customers can pay their bill on the web, through our Mobile App, or via the IVR. Duke Energy also offers payment assistance options for customers who may need additional help.

Customers struggling to make payments are eligible to make payment arrangements.

Energy Usage

Energy Usage is available to all digital customers and provides customers various ways to analyze their usage through graphs and tables.
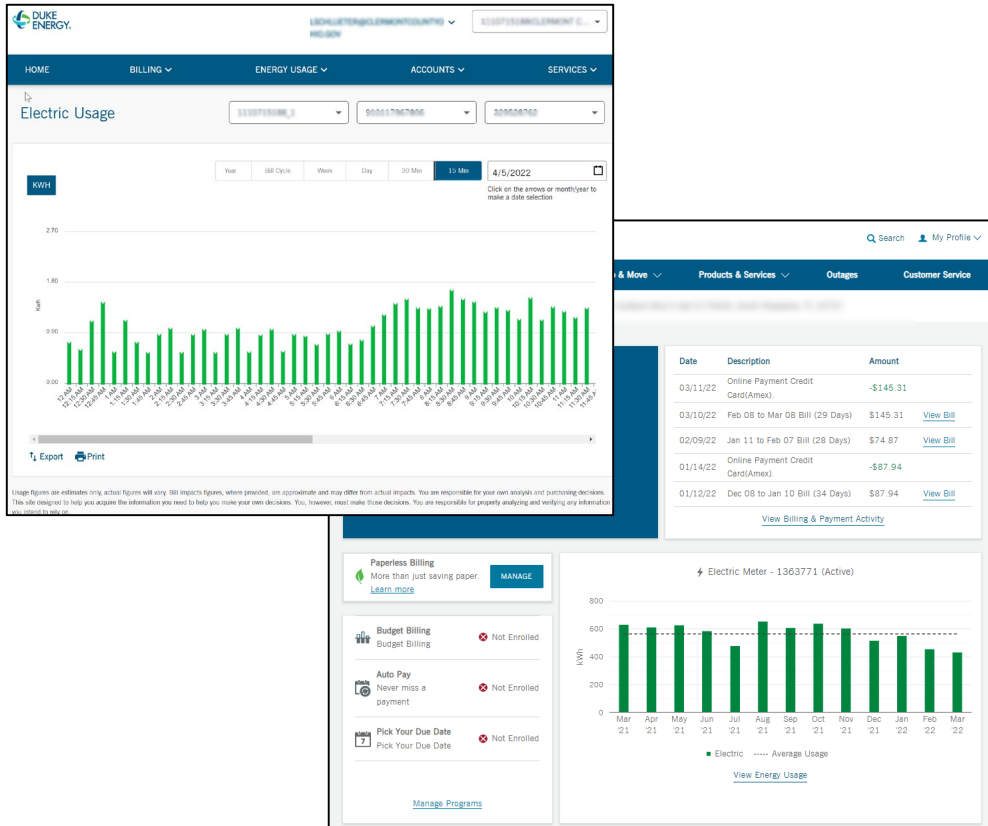
Energy Usage information is provided on the My Account Dashboard for residential customers
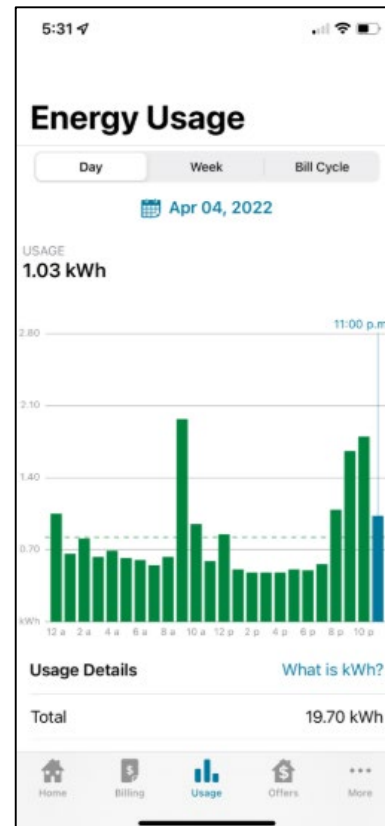
*Energy Usage is the second most popular feature in the **Mobile App** after Bill Payment, with over 2M views since January 2021*
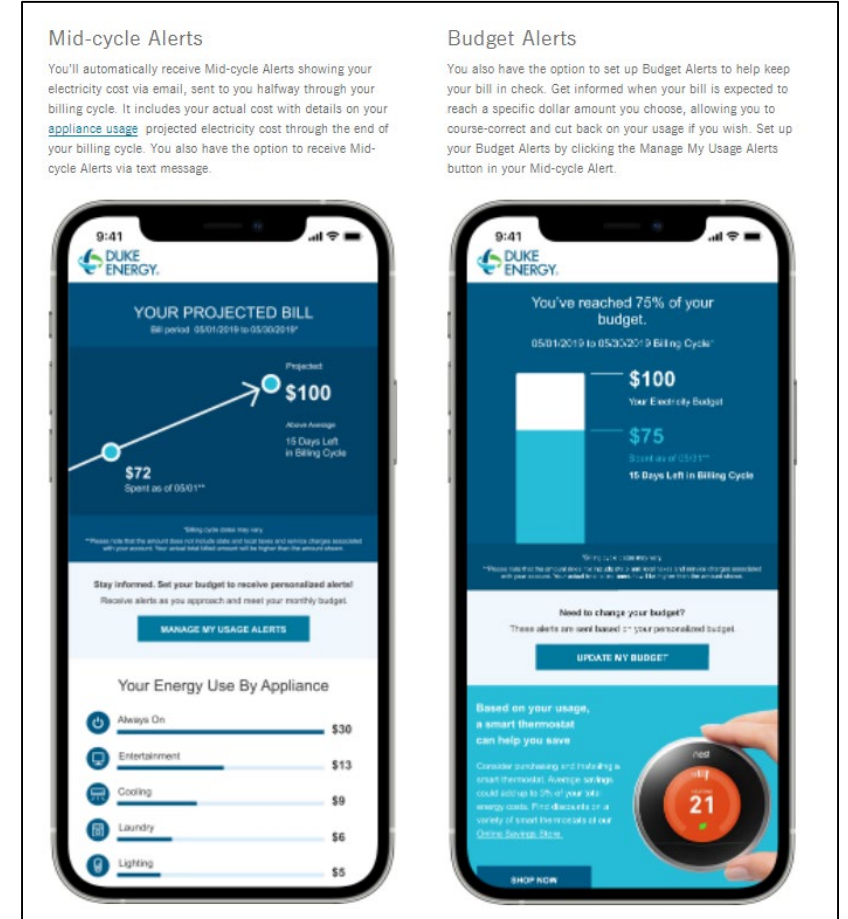
Residential customers can also opt to receive mid-cycle and budget alerts for each billing cycle

Customer Outage Reporting Options

Duke Energy has several internal tools and methods for determining outages. Each customer has the following options to let us know about an outage:

Call in and use the IVR to report the outage via 800.POWERON

Report on duke-energy.com/outages or via the Duke Energy mobile app

By accessing the outage map and reporting on our website

Text 'OUT' to short code 57801 on your mobile device

After hours Facebook chatbot available to customers to report an outage
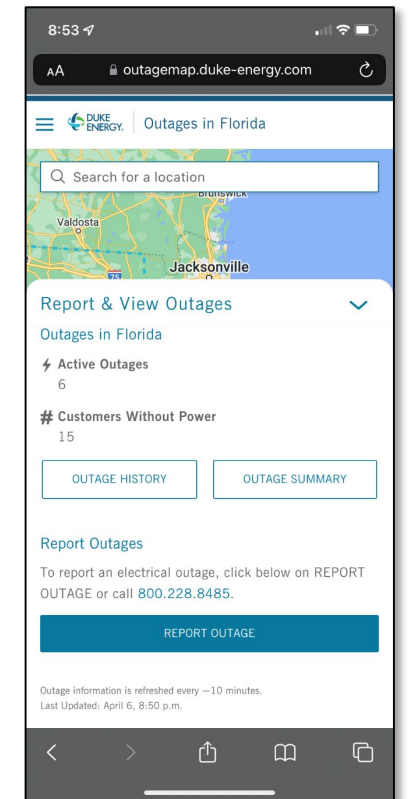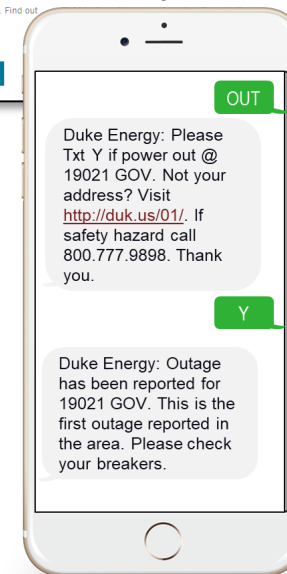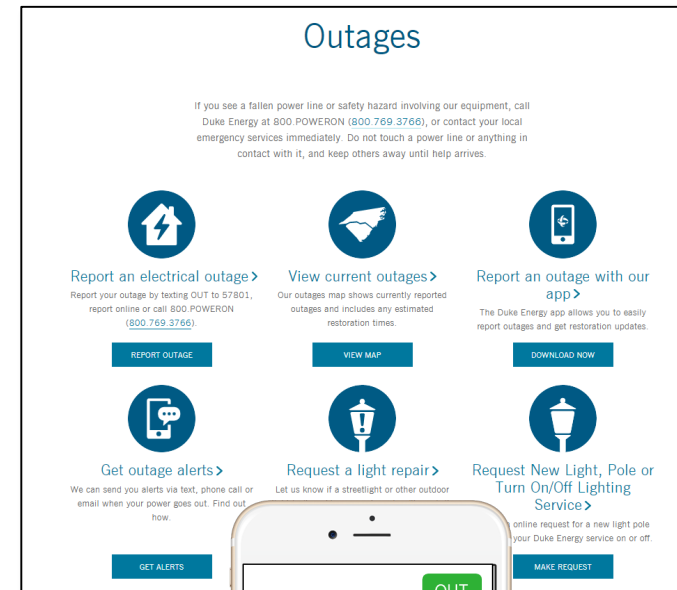
Outage Management and Reliability Tools

Duke Energy utilizes several proactive and reactive methods to keep customers informed about reliability work in their area and keep customers informed of outages.

- **Outage alerts** - *Customers are now automatically enrolled* in the outage alerts program which notifies customers via text, e-mail or phone of outages impacting them.*

- **Outage maps –** Customers can view and report outages via a dynamic map.

- **Ping it –** An application the Company uses that can retrieve real-time information from smart meters to verify if power is on.

- **Street & Area Light Repair Tool –** A tool that can be used in Duke Energy jurisdictions to report or request a street / area light repair.

- **Planned Tree Trimming Requests –** Customers can submit a tree trimming request, receive updates about tree trimming work in their area and view upcoming work on a dynamic map.

🔧 **We'll be working in your area soon.**

As a provider of an essential service, we are committed to delivering reliable power to you and your community. Maintaining reliable service sometimes means making updates or repairs to existing equipment that require us to briefly interrupt power to our customers.

On [Month. date (Feb. XX)], we will be in your area making repairs to equipment. Your power will be interrupted for approximately [X hours and X minutes], beginning at [XX a.m./p.m.]. If inclement weather or other factors prevent us from completing this work on the day specified, we will attempt to notify you accordingly.

We know there's never a perfect time to be without electricity and we will do everything we can to minimize the inconvenience for you. Thank you for your patience as we work toward building a more reliable electrical system for all.

To receive more timely updates for this scheduled outage and notification of future outages, please update your contact information and preferences as follows:

1. Go to duke-energy.com/OutageAlerts or scan the QR code
2. Select "manage alerts"
3. Provide your contact information to enroll in text, voice or email notifications

©2022 Duke Energy Corporation 220075-EF 2/22

BUILDING A *SMARTER* ENERGY FUTURE ®

DUKE ENERGY®

Postcard mailed to customers when Duke Energy is completing planned reliability work in an area directing customers to provide additional information to stay informed via digital channels.

DUKE ENERGY®

Community Project Notifications

At Duke Energy, we strive to keep customers and neighbors well-informed of work happening in your community. By signing up for Community Project Notifications, we'll notify you of work happening in your area. You'll receive messages regarding project developments and any other important information to keep you in the know!

GET STARTED

BUILDING A **SMARTER** ENERGY FUTURE ®

Duke Energy can send relevant updates to impacted communities. Historically, mailers were the primary means of distributing information to these communities, this now introduces a digital alternative, such as text.

* While customers are auto-enrolled into Outage Alerts, they have the option to easily update their contact preference or un-enroll via our online portal.

Duke Energy Omni-Channel Digital Strategy

To deliver on a robust omni-channel strategy, Duke Energy is investing in enabling technologies, optimizing digital capabilities and evolving self-service options to meet evolving customer expectations and business efficiency needs.

Personalized and proactive digital communications

Evolved self-service and digital first interactions within and across channels

Specialized digital tools and virtual assistant capabilities to enhance interactions.
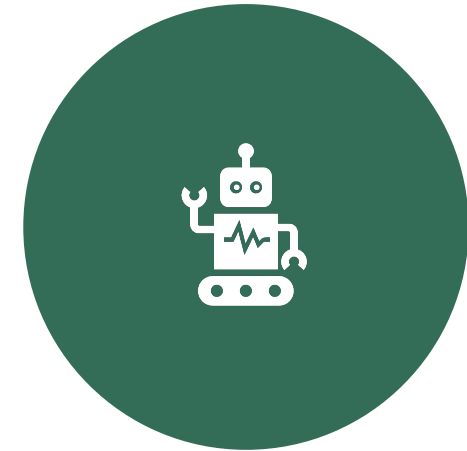
Transparent and efficient routing and tracking of customer issues across channels, utilizing intelligent automation to improve speed to resolution.

Supported by **Advanced Analytics** to optimize customer interactions

TECO's Transformational Journey

Improved and Enhanced Online Customer Experience.

Bill Redesign Project

TECO is embarking on a journey to transform the customer experience for individual residential consumers and large commercial entities across both electric and gas. Complimentary to a continuously improved and enhanced online customer experience, TECO aims to create a simplified paper bill to help customers further **understand their bill**, its **individual charges**, and **ongoing energy use** while directing them online for **personalized insights** and additional action.

By co-creating with our customers and stakeholders, our vision is creating a billing experience that is…

- Simple
- Understandable
- Customer-Friendly
- Personalized
- Insights Driven

Key Activities and inputs that inform the design:

THROUGH RESEARCH ESTABLISH CUSTOMER SENSITIVITIES

VALIDATE DESIGN THROUGH RESEARCH

CONDUCT USER FEEDBACK SESSIONS

COLLECT AND SYNTHESIZE INDUSTRY INSIGHTS

COLLABORATIVE IDEATION

REFINEMENT & BACKLOG
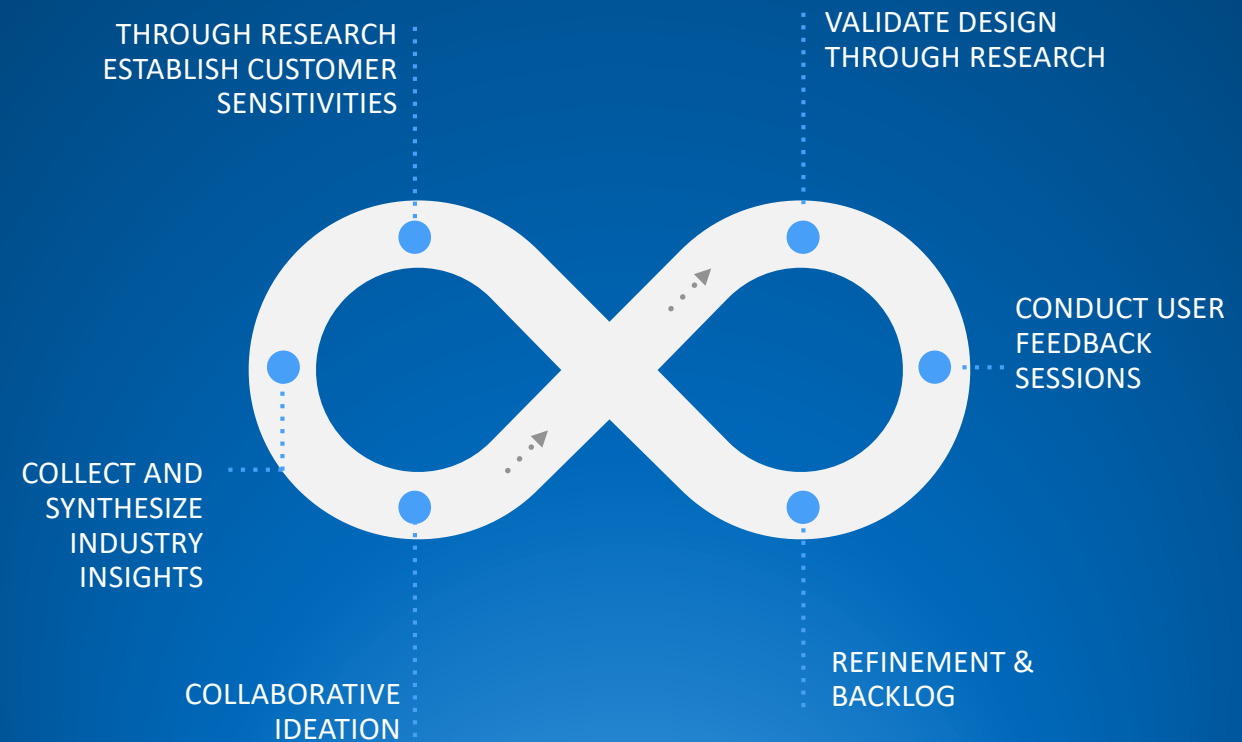
A Seamless Experience

The paper bill and interactive bill initiatives build on each other to create a seamless experience for customers

Paper Bill

- Initiative to **overhaul and simplify the printed paper bill**

- The paper bill is meant to **show customers what they need to see** on the build **and direct them online for additional in-depth information**

- **15 versions of the redesigned paper bill have been drafted to-date, with inputs from customers (residential electric & gas and commercial electric & gas) and TECO stakeholders**

Re-design paper bill versions (in progress)

Interactive Bill

- **Intended to be a fully digital native and customizable billing experience for the customer via the authenticated portal**

- The customer will be able to choose which billing related information is pertinent to them and allow them to see exactly how their bill is being calculated

- **The digital billing experience will allow the customer to see as much, or as little, information as they prefer**

- This experience will not be limited to what can be show on the paper bill

For discussion purposes only*

TECO
AN EMERA COMPANY

Scope of Project

6 Months Total of Design Work   **~2000** Customers Engaged   # Paper & Interactive Bill   Primary Focus

Key Milestones:

January 2022: Customer research complete

February 2022: Paper bill co-innovation workshop complete

March 2022: Low and medium-fidelity paper bill design complete

April 2022: Paper bill customer survey and production ready designs complete. Interactive bill co-innovation workshop complete

May 2022: Low-fidelity interactive bill designs complete

June 2022: Interactive bill primary & secondary user flows and production ready design complete

JANUARY - JUNE 2022

Design

Validate →

Create →

Research

Design Complete
July 1, 2022

JULY 2022 ONWARDS

Build

StreamServe Migration →

Implement Changes →

New Bill
February 2023

Paperless Billing

One click to go Paperless ✕

Going paperless is the safest way to avoid unnecessary contact with paper bills. Here are some other benefits:

- Free yourself from clutter.
- View your bill online from anywhere at any time.
- Get a payment reminder just before the due date.
- It's secure – it can't get lost in the mail.

Go hands free today!

Simply choose the 'Complete' button below and we will enroll all **223** of your accounts in Paperless Billing. Bill ready notifications will be sent to the email address below.

Email: ed.cucinelli@emeratechno

CHAT NOW

Choose 'Complete' to complete enrollment of your account(s) in Paperless Billing and be entered to win.

New Bill for Tampa Electric Account #000000000000   Inbox ×

ebill@tecoenergy.com <ebill@tecoenergy.com>   5:30 AM (15 hours ago)
to me ▾

TECO
AN EMERA COMPANY

Dear John Q. Customer

Account Number: 000000000000
Current Month's Charges: $201.24
Total Amount Due: $201.24
Due Date: 04/21/2022

Your statement is now available. To view and pay your bill online, please visit https://account.tecoenergy.com/Payment/Paynow/ 000000000000   and log in to your account.

- **Enrollment**
  Via self-service online account or representative

- **Online Account Required**
  to view bill electronically*

- **"Bill Ready Notifications"**
  view Account information, current month's charges, total amount due and due date

- **Enhancements in May.**
  Improvements will give customers more choices in "bill ready notifications" by allowing messages via SMS as well as notifications to multiple contacts

* Customers with an online account have access to view their bill electronically whether they are enrolled in Paperless Billing or not

TECO
AN EMERA COMPANY
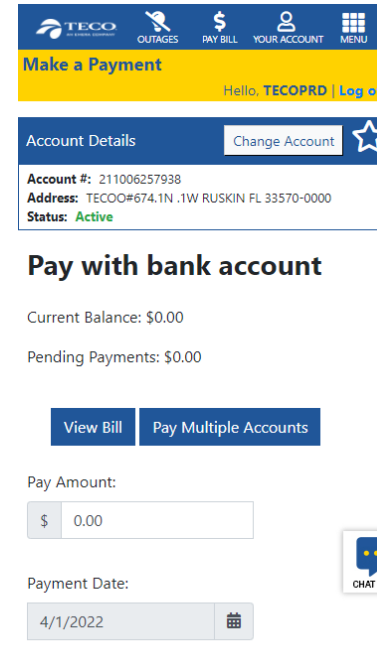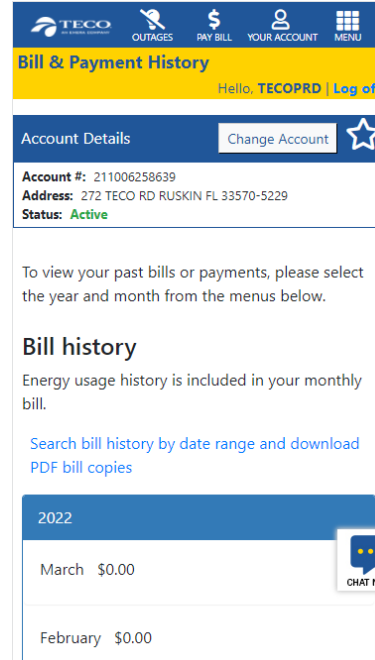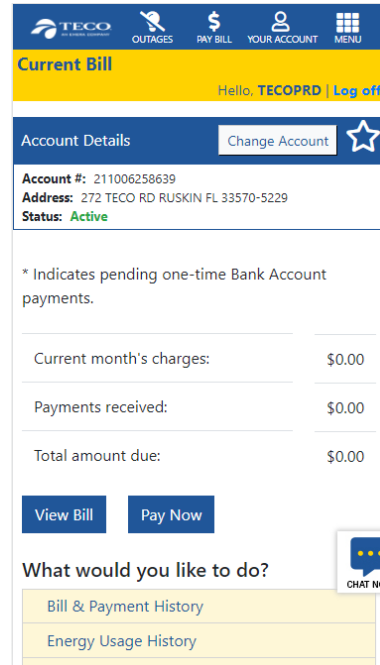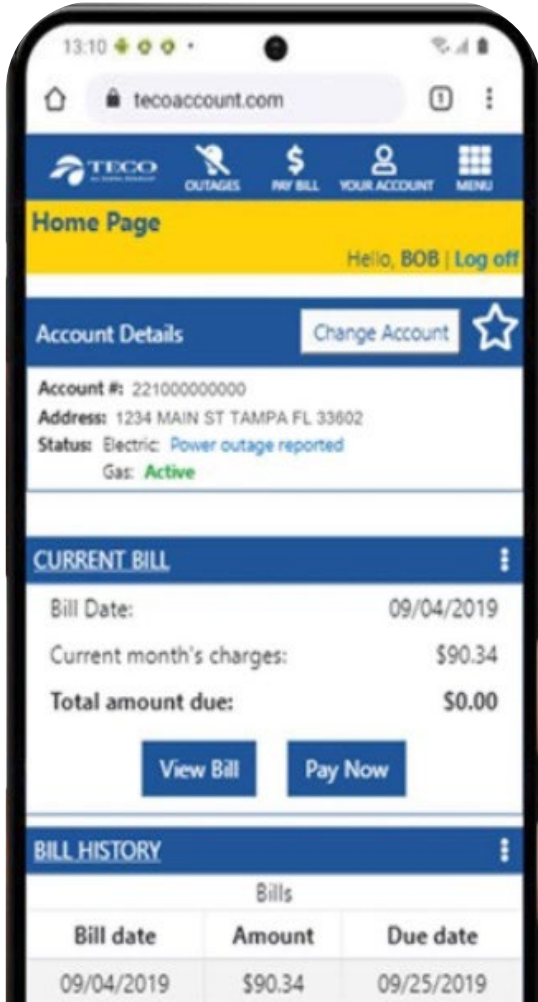
Dashboard Views

Online Account Views

- Account Details

- Current Bill

- Bill History

- Energy Usage Graph

- Account Settings

    o Auto Pay Enrollment Status
    o Paperless Billing
    o Budget Billing
    o Notifications Preferences
    o Sun Select (TEC Only)

Dashboard Views
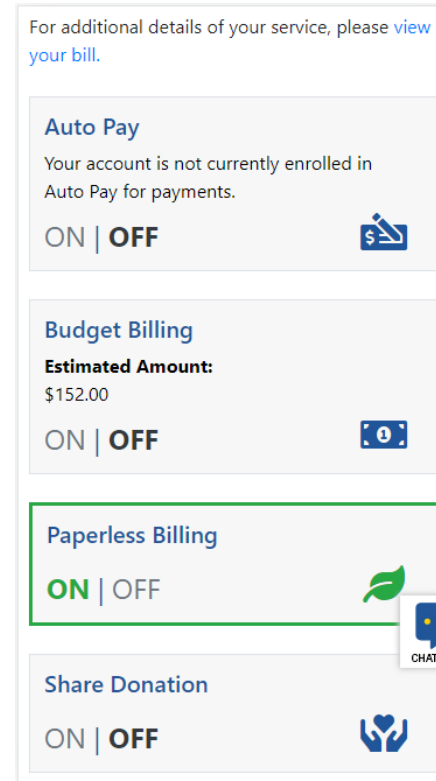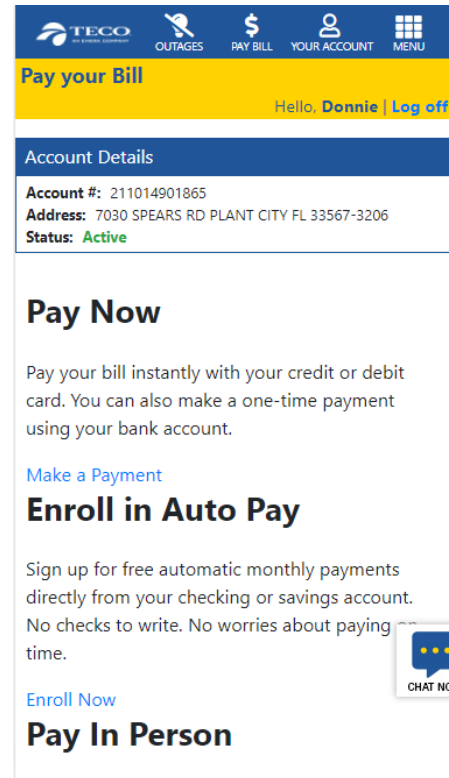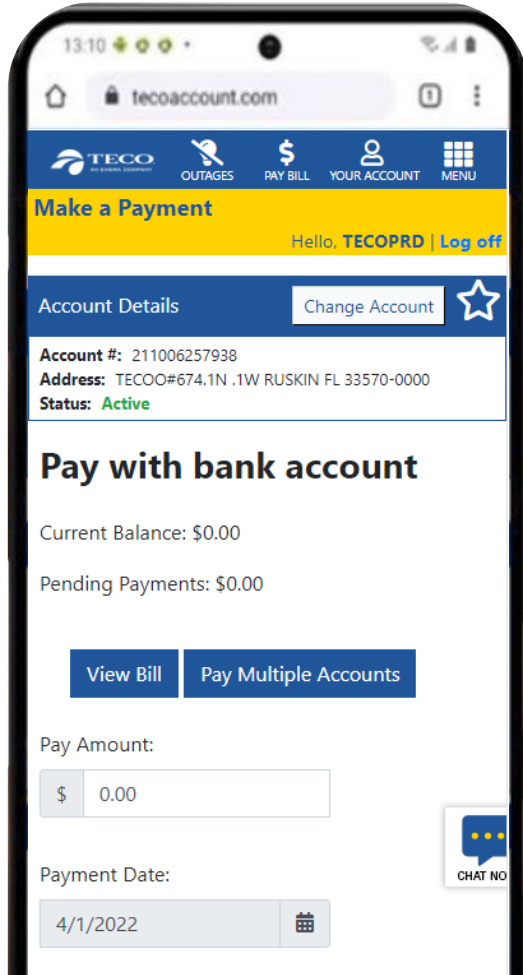
Payments

- Pay via ACH and store/add new bank account information or pay via credit/debit card

- Access current and up to 2 years of bill and payment history

- Billing search and bulk billing download function

- Access to all payment options, including self-service payment arrangements for accounts that qualify

Outage Notifications

Tampa Electric Customers

- All enrolled in electric outage notifications and updates
- Customers with email address on file are enrolled via email and those with no email address are enrolled via phone preference
- Customers have the option to de-enroll, update their contact information or select SMS preference

Peoples Gas customers

- All enrolled in gas outage notifications and updates
- Customers with email address on file are enrolled via email and those with no email address are enrolled via phone preference

Coming Soon.

Customers will be able to enroll in notification preferences to receive Paperless Bill notifications via SMS (in addition to email) and enroll multiple contacts to receive the notifications.

Additionally, customers will be able to enroll in payment notifications (payment reminder, payment received, and payment posted)
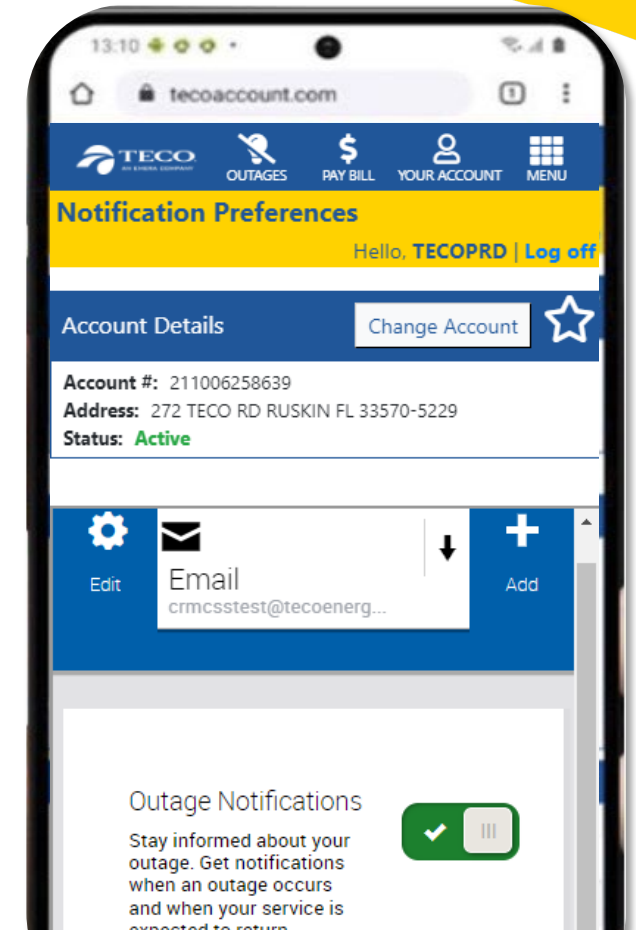
Outage Maps
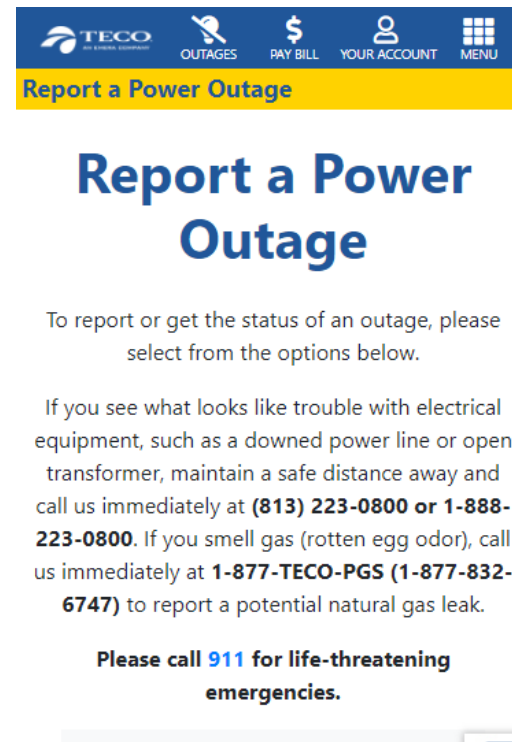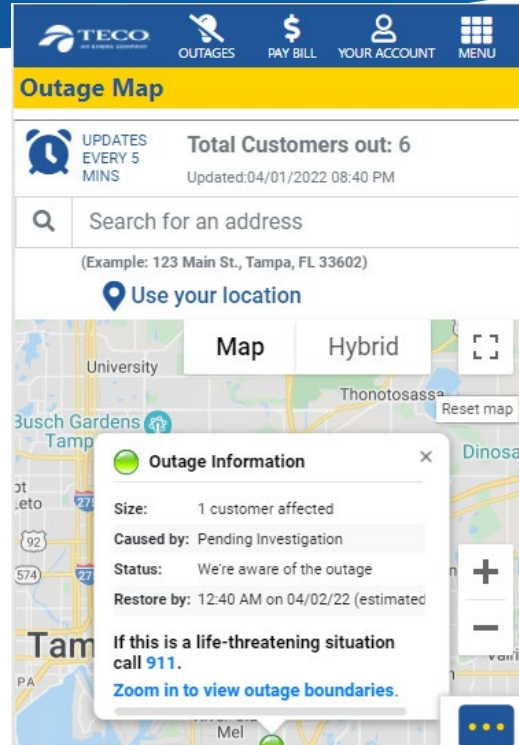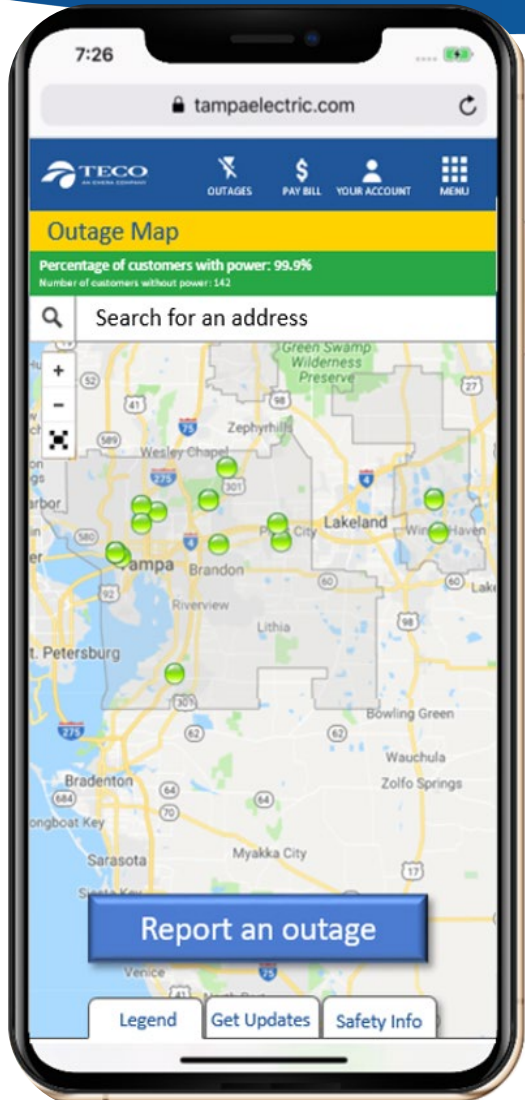
Tampa Electric Outage Map
- Provides real-time view of outages in service territory

Online Account
- Customers can quickly report an outage from their online account or get status updates by viewing the map

- Non-authenticated customers can view the map and report outages by providing their account number, phone number, meter number or address

Outage Notifications
- Report outages or request outage updates via 2-way SMS once phone number and account enrolled

Virtual Assistant
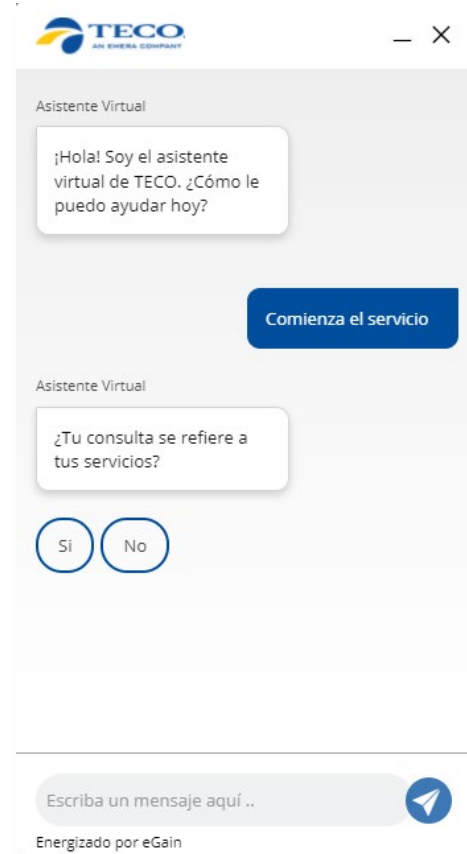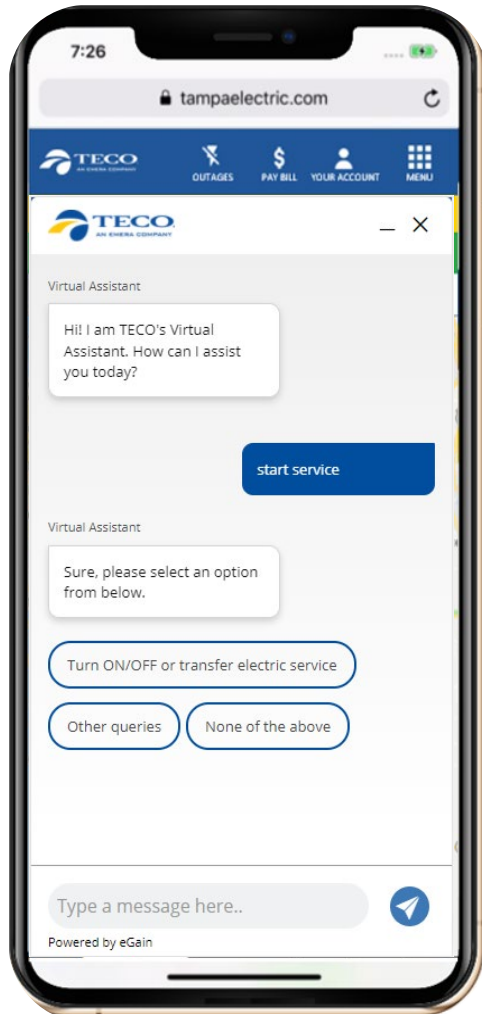
- Provides customers assistance

- Navigational assistance to customers improving ease of use

- In the process of adding self-service transactions to Virtual Assistant

- Offered in Spanish

Energy Usages and Savings

Online Energy Audits

- Tampa Electric & Peoples Gas customers complete online energy audit

- Provide customer specific usage information as well as savings calculators and energy efficiency tips

- **TampaElectric.com** and **PeoplesGas.com** both offer energy calculators to assist customers with energy savings opportunities

Start, Stop, Transfer Service Online

Confirm Address ✕

Please confirm this is the address that you are requesting to start service at.

Address: 7030 SPEARS RD PLANT CITY 33567

Confirm

Try again

Are you requesting to start service for residential or business?

○ Residential

○ Business

Which service would you like to start?

○ Electric Service

○ Gas Service

● Both

Approx. sqft ❓

[   ]

Is this a mobile home?

● No

○ Yes

Please select the additional services you are interested in.

☐
Zap Cap Systems advanced surge protection

☐ Outdoor light

Gas appliance(s)

Start, Stop, Transfer Service

- Customers can request to start, stop or transfer service online

- Automated address look-up and map display assist customers in self-serving to select the correct address for move-in and transfer service requests

Attachment 4

Mobile Functionality

April 2022

FLORIDA
PUBLIC
UTILITIES

Overview

- **Current Mobile / Responsive Features**

  - Responsive Payment Area

  - Rebate Submission Portal / Survey

  - Energy Tools

  - Safety Information

  - Marketing Sites

- **Future Features**

  - Responsive Site

  - UI / UX Improvements

FLORIDA PUBLIC UTILITIES

CURRENT MOBILE / RESPONSIVE FEATURES

FLORIDA PUBLIC UTILITIES

RESPONSIVE PAYMENT AREA

https://secure8.i-doxs.net/Florida/SignIn.aspx

- Users can login to view and pay bills

- Update account information

- See previous bills

- Contact customer service about billing related questions

FLORIDA PUBLIC UTILITIES

REBATE SUBMISSION PORTAL / SURVEY

https://rebate.fpuc.com/
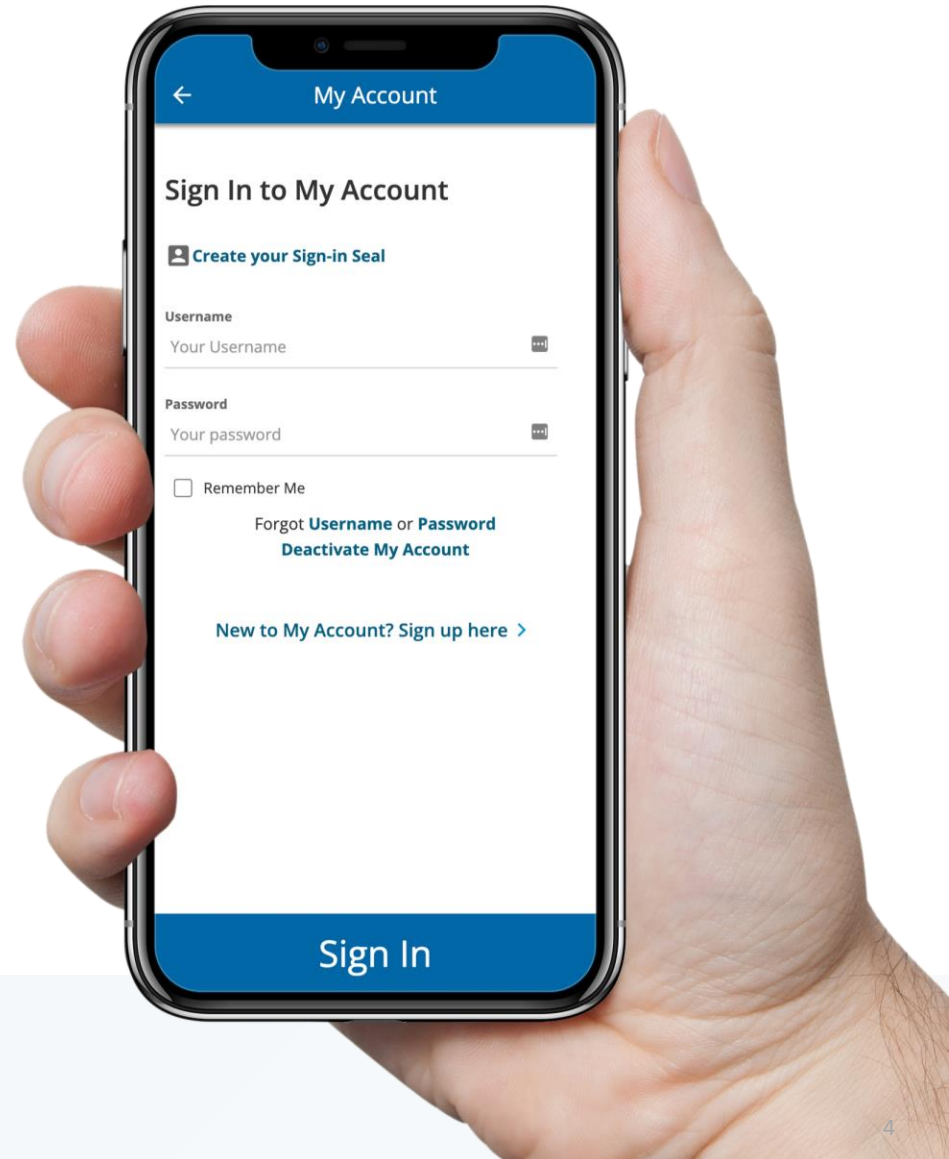
- Portal allows residential and commercial users to submit for rebates for qualifying natural gas and electric appliances and equipment

- Site also contains a survey to determine customer satisfaction with process

ENERGY TOOLS

https://c03.apogee.net/mvc/home/hes/profile?utilityname=fpu&hecmode=bi
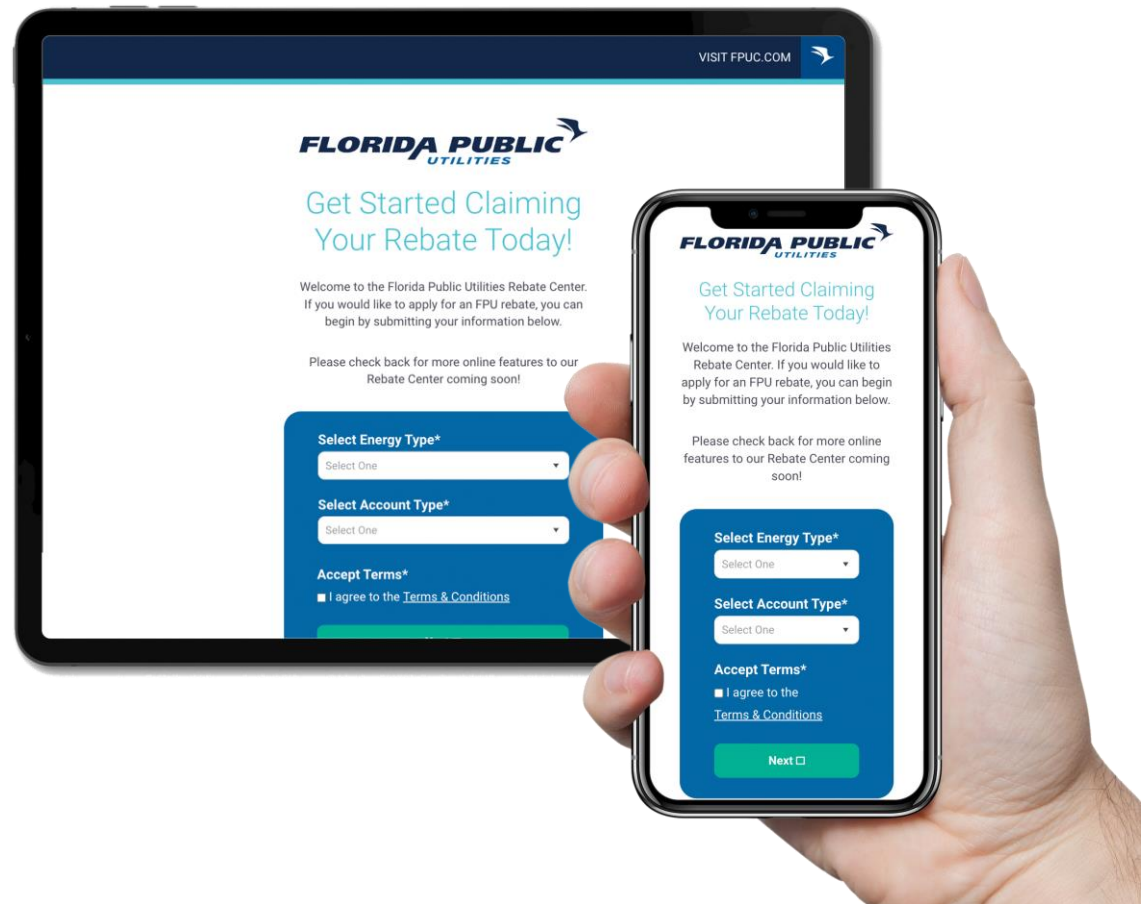
- Site contains tools that allow users to discover ways to save energy and money

- Users can estimate potential savings from investing in an electric vehicle

- Allows users to see how natural gas compares in efficiency to other home heating options

- Appliance calculators help user learn how different appliances affect energy costs

FLORIDA PUBLIC UTILITIES

SAFETY INFORMATION

https://fpuc.com/prepare/
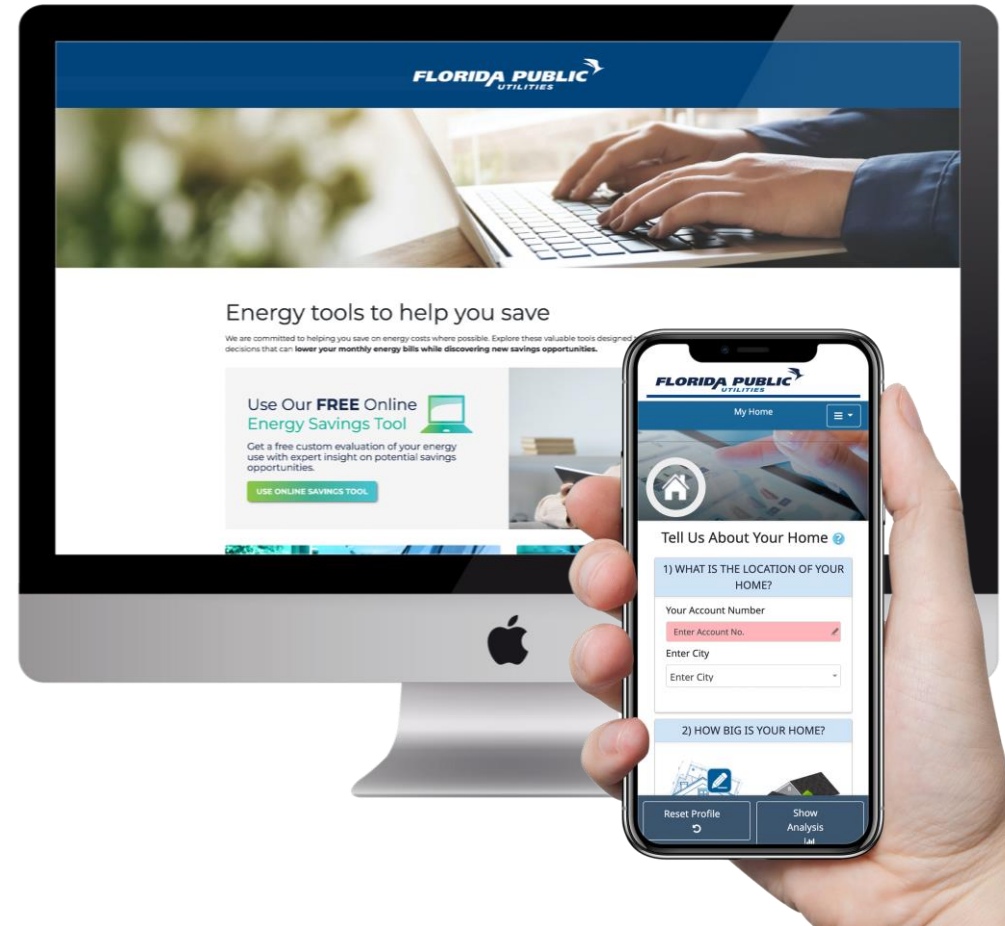
- Site contains hurricane season preparation and safety information

- Provides users with a list of hurricane tips and checklists

- Connects users to communications channels for real-time storm information

- Information about user equipment responsibilities

- Powerline safety announcement and contact information

FLORIDA PUBLIC UTILITIES

MARKETING SITES

https://naturalgasdoesmore.com/ and https://ask4gas.com/
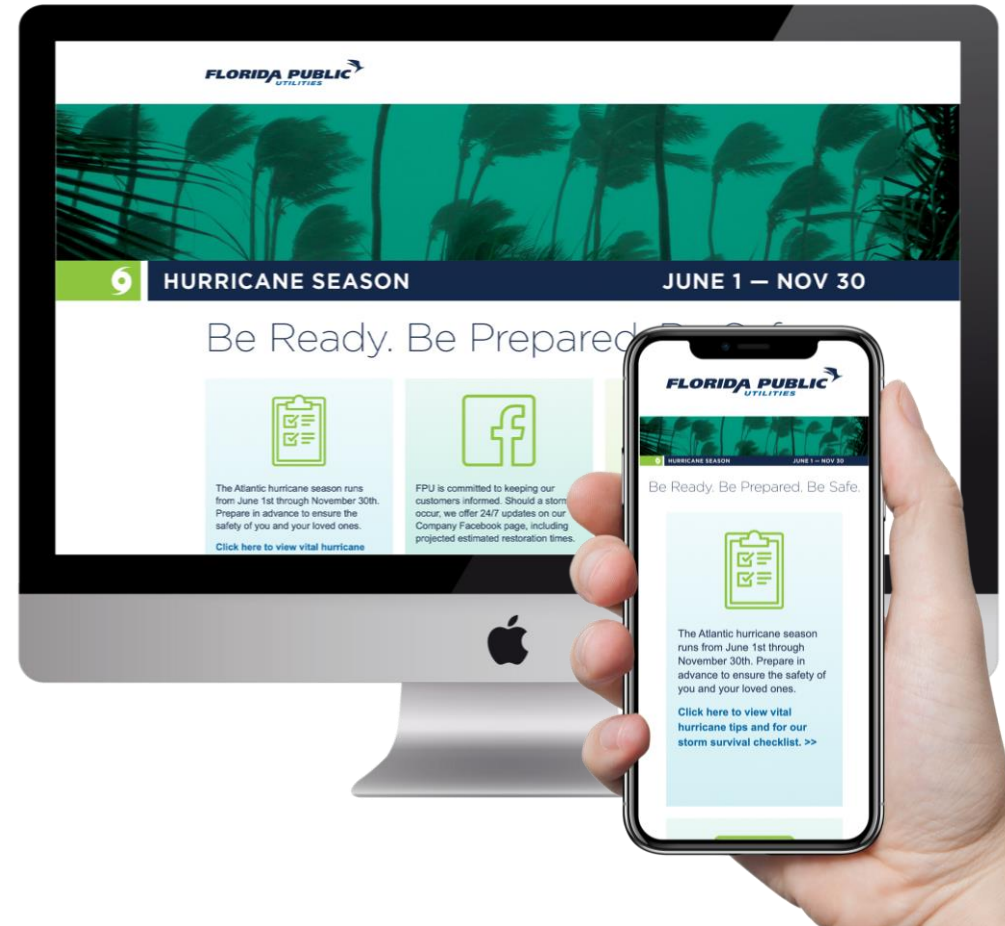
- Natural gas safety and education

- Benefits of adding natural gas and equipment including monthly energy savings for homes and businesses

- Appliance rebate information

- Natural gas features and benefit for builders, industry, transportation, community and future related information

- Environmental benefit information
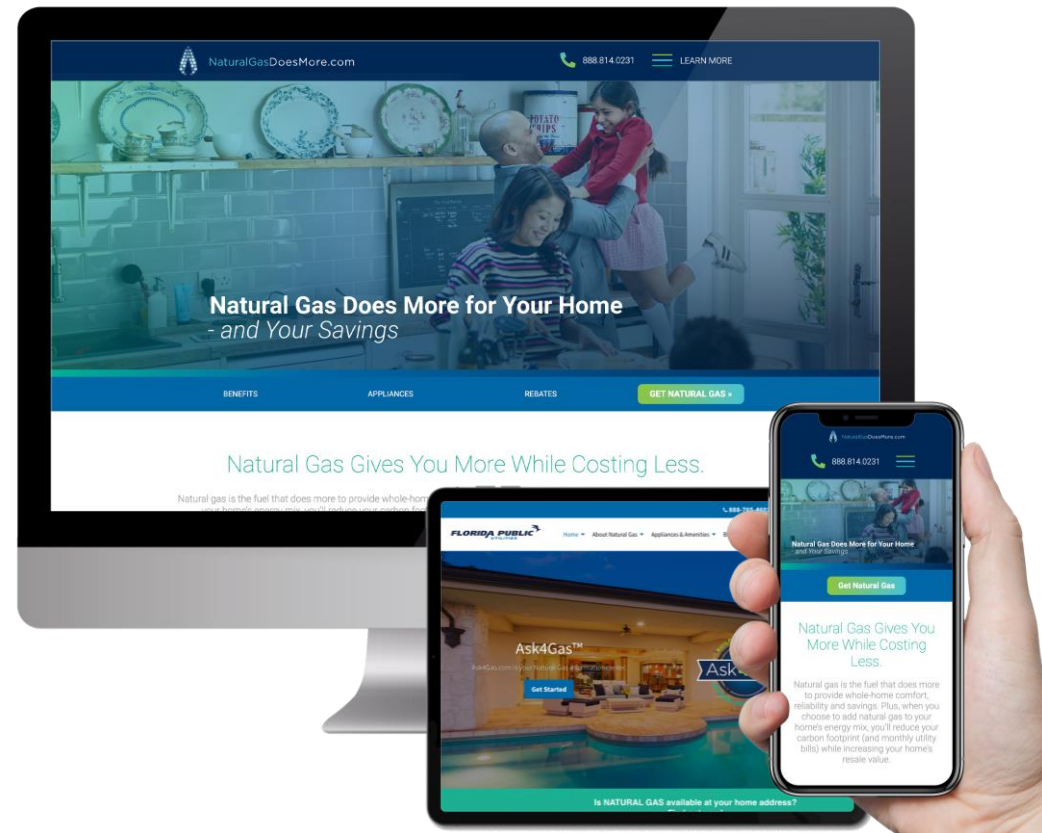
FLORIDA PUBLIC UTILITIES

RESPONSIVE SITE & UI/UX IMPROVEMENTS

https://www.fpuc.com

- Updated user interface to provide a better experience for customers service-related needs

- ADA improvements for users with accessibility requirements

- Quick links to primary customer needs including safety contact information

- Updated navigation and site structure to provide customer focused experience

- Online forms that are easy for users to find and fill out on the front end

FLORIDA PUBLIC UTILITIES
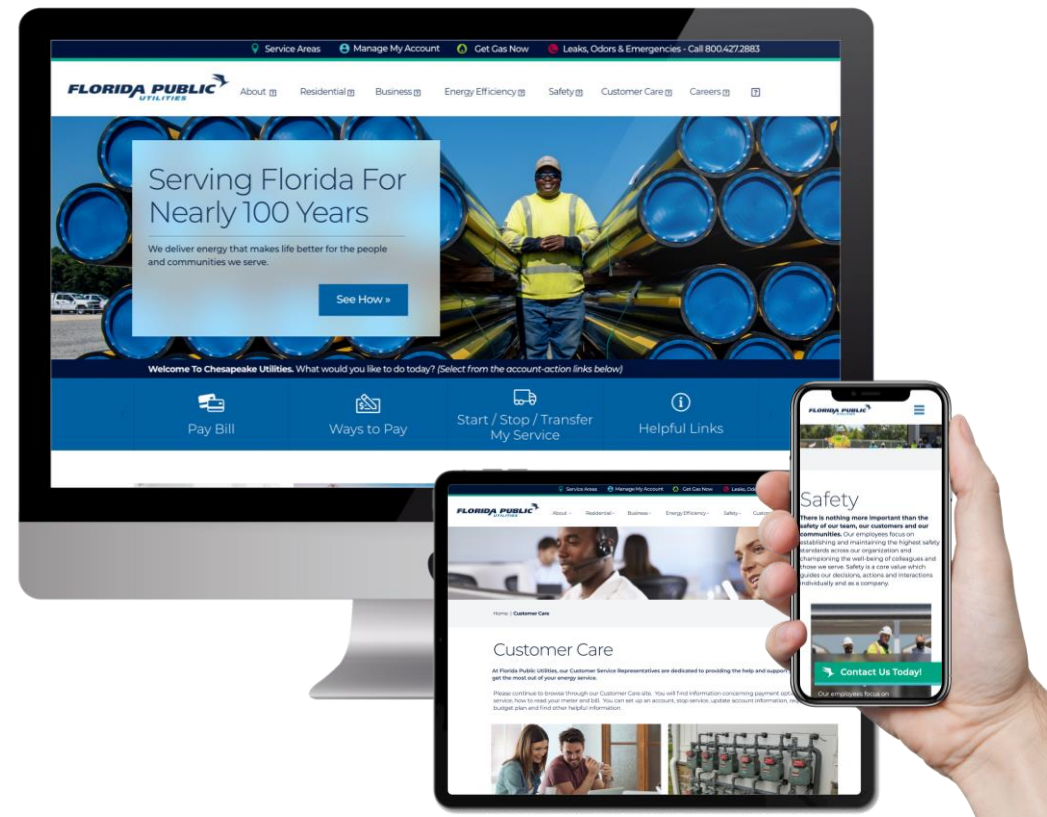
FLORIDA
PUBLIC
UTILITIES

Feedback and Questions

FLORIDA PUBLIC
UTILITIES

DigiTally and Online Resources

James Barnes, Chief Customer Officer

Thomas J. Carlisle, Manager of Customer Account Services

1

DigiTally Commercial (Report an Outage)

DigiTally Commercial (How to Use)

Customers Can Also View Usage Details Online

- Usage data by utility is readily available online. The most popular are the two-year graphs which allow customers to compare themselves over long stretches of time.

- Customers can even use the online tool to see hourly consumption for electric, water, and gas.

- The hourly water consumption tool also allows customers to investigate possible water leaks that may not be visible above ground.

Bill History Graphs
Account: 0171358548
Select Graph: Electricity
Electricity

Basic · Billing Days · Degree Days
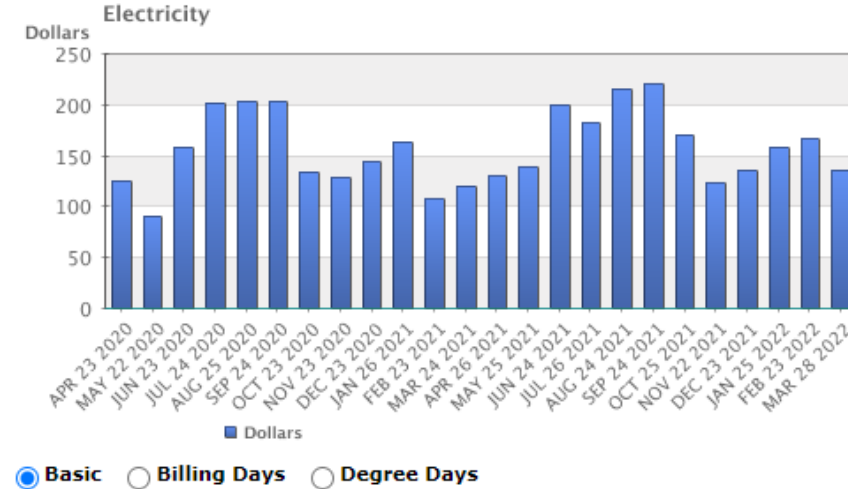
Bill History Graphs
Account: 0171358548
Select Graph: Water/Sewer
Water/Sewer

Basic · Billing Days · Degree Days
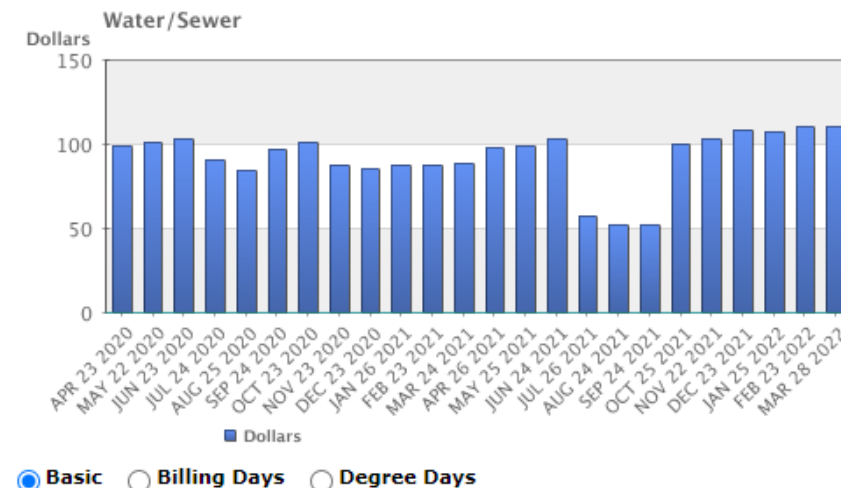
Other Online Resources

- By creating a home profile, customers can better understand their consumption and usage patterns.

- The site makes recommendations on how customers can save money by making changes to their home and habits.

- It also compares their home's consumption to other similarly built and sized homes to show if they are in line with available trends.

5

Auto-Pay and Pay By Text Enrollment

- Due to recent upgrades, customers now find it easier to sign-up for auto-pay using either a credit/debit card or through their bank account.

- We also offer Pay by Text, a great feature for customers that are looking to pay their bill quickly while on the go from their phone.

- To date, we have 10,673 customers who are enrolled in Pay by Text.

Auto-Pay Enrollment By Year
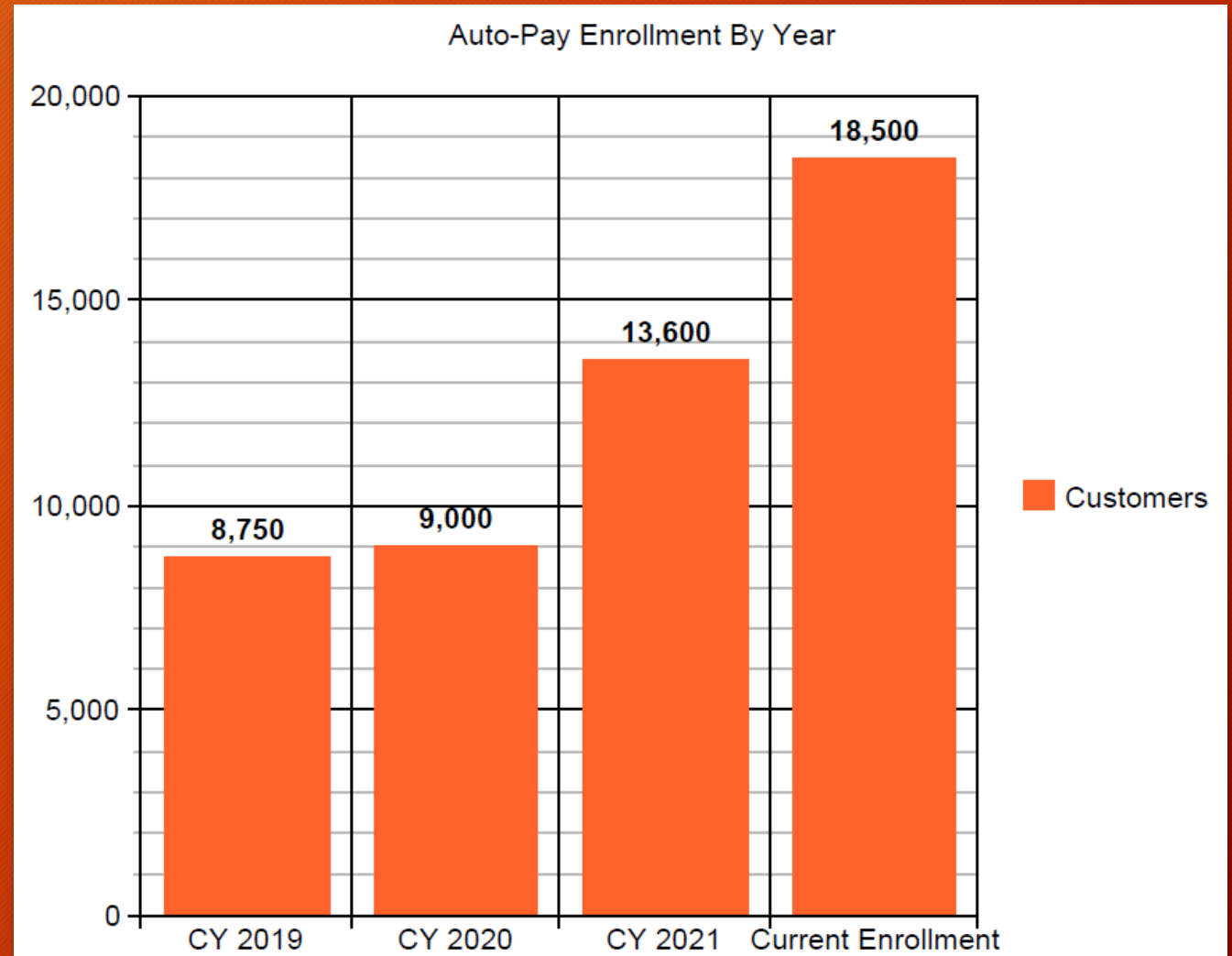
Success of App/Web Based Start, Stop, and Transfer Requests

- Utility applications via the web have become the primary means for how customers initiate utility services. Since FY 2018, we have experienced a 132% increase in requests.

- The statistics to the right are consistent with Objective 3B of the City's Strategic goals; leveraging technology to deliver faster, more convenient web-based services.

Web Based Starts, Stops, and Transfers
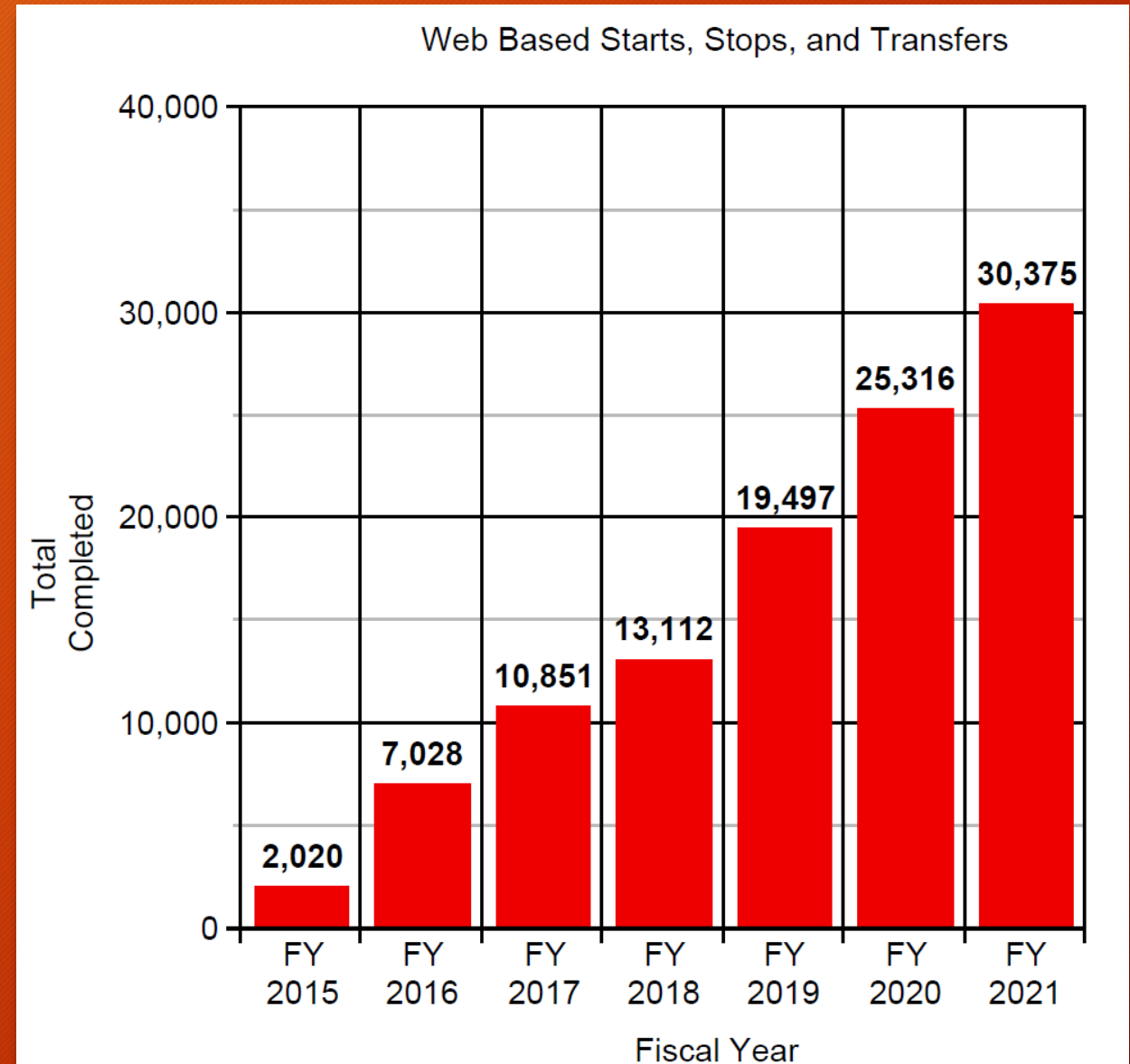
Success of the Power Outage Self-Service Tool

- To date, Hurricane Michael's landfall in October of 2018 remains the highest month for web/DigiTally submissions related to power outages.

- The Power Outage self service tool allows customers to avoid extended wait times when call volume may be higher than normal.

Oct 2018
Requests: **67,474**
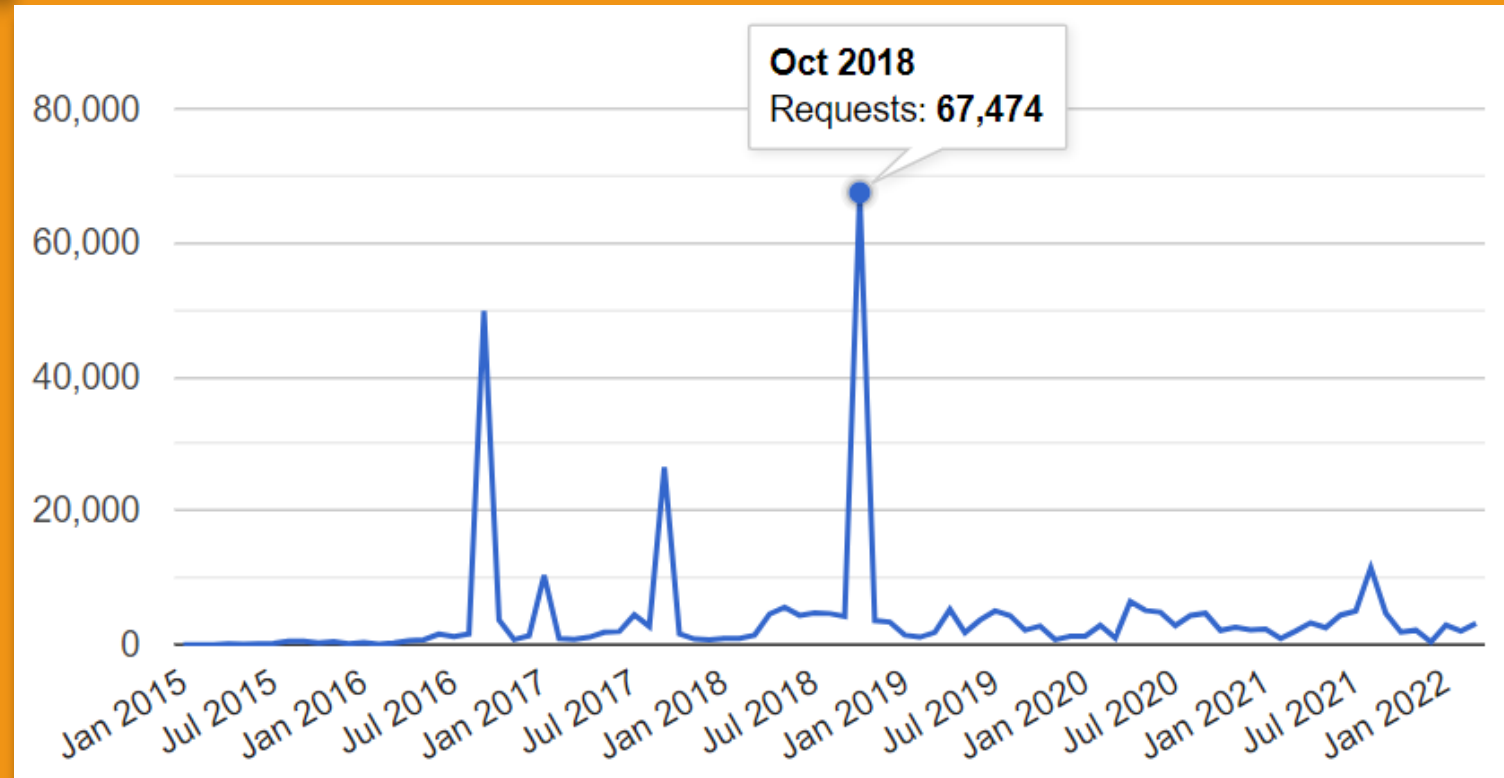
Questions/Comments
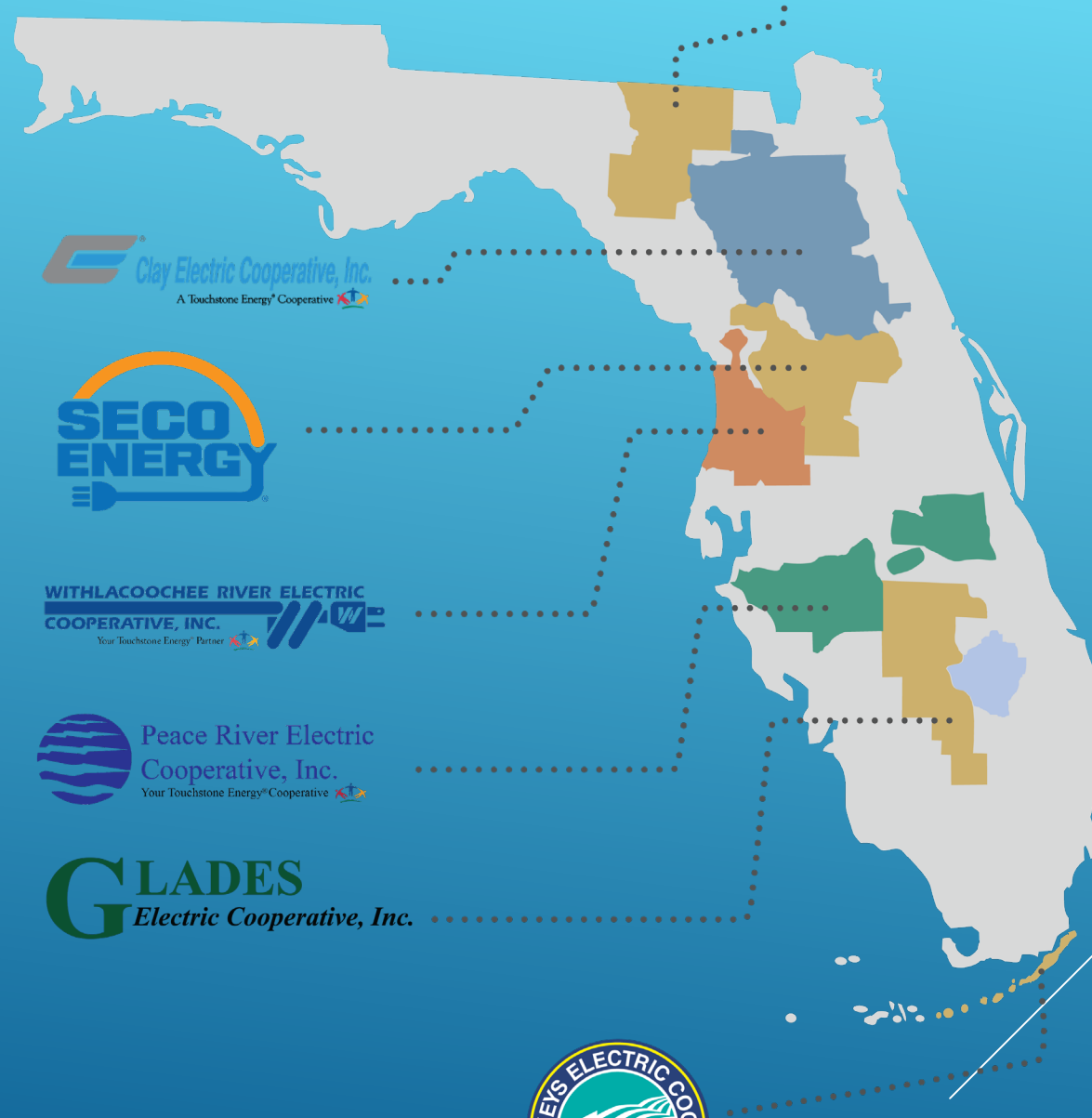
National Information Solutions Cooperative (NISC) is an information technology company that develops and supports software and hardware solutions for our Member-Owners who are primarily utility cooperatives and broadband companies across the nation.
NISC is an industry leader providing advanced, integrated IT solutions for consumer billing, accounting, engineering & operations, as well as many other leading-edge IT solutions.

*NISC provides flexible service offerings that each individual cooperative can choose to offer at its discretion, so all of the features mentioned are not used by all the Cooperatives mentioned in this presentation.

SmartHub is the name of the app and online customer account management tool. The name can be customized and branded if the cooperative chooses
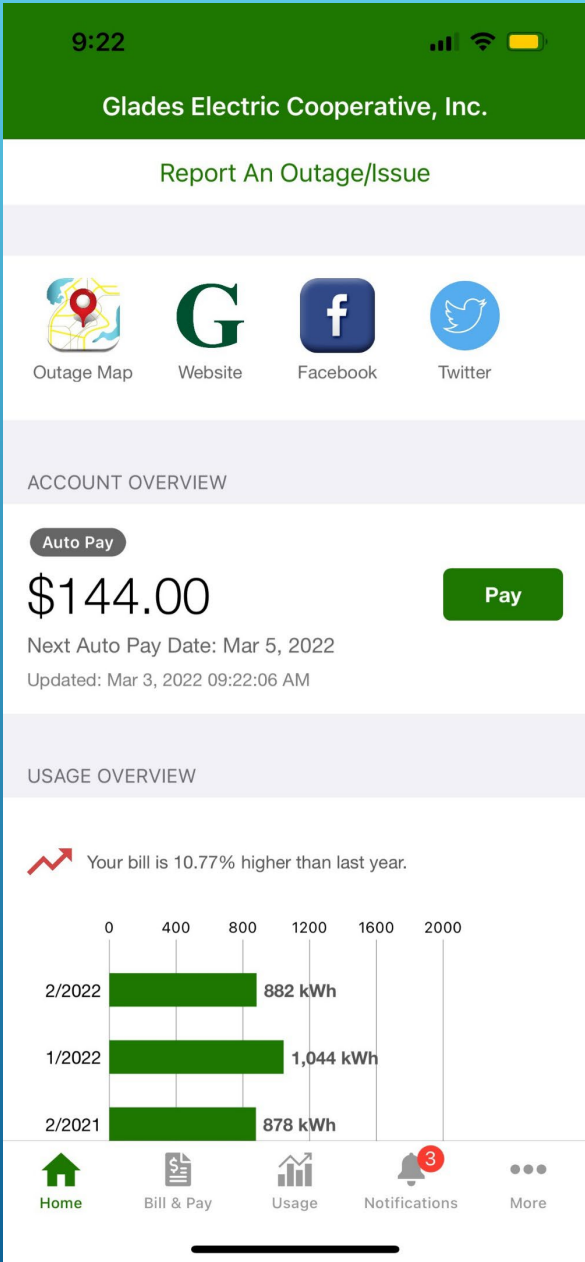
MAIN SCREEN

THE APP HAS 5 MAIN FEATURES:

1. Payments
2. Outages
3. Usage
4. Notifications
5. Service Requests
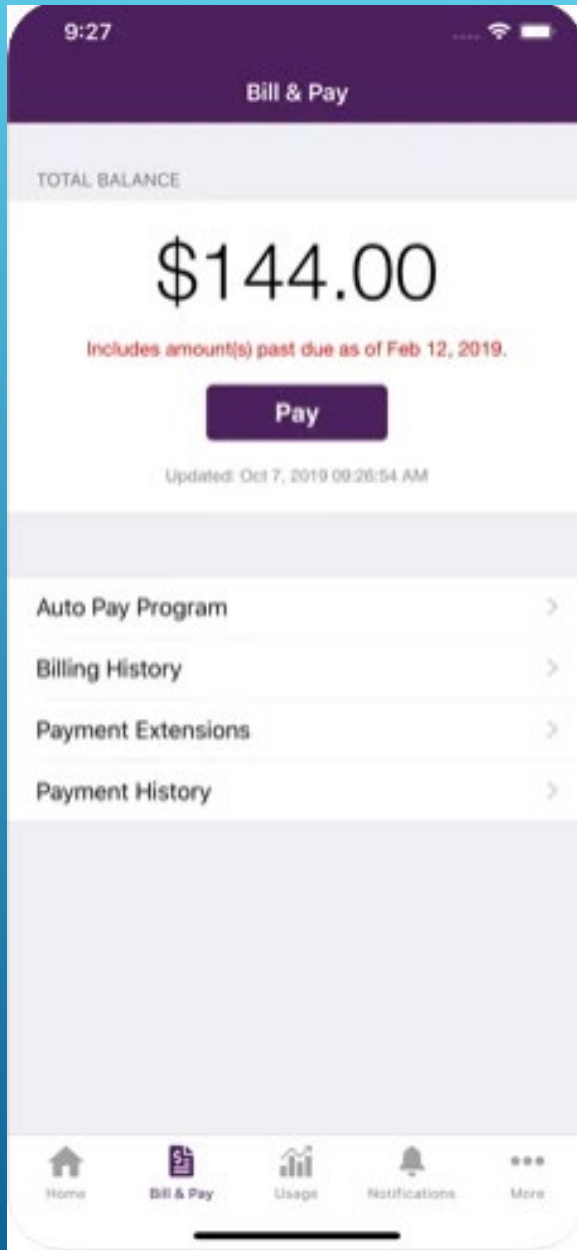
PAYMENTS

- Credit Cards - PCI compliance is handled through NISC bank draft payments
- Auto Payment enrollment
- Cash - Vanilla, MoneyGram and Western Union
- Make payment arrangements

OUTAGES

- REPORTING OUTAGES
- LINK TO A LIVE OUTAGE MAP
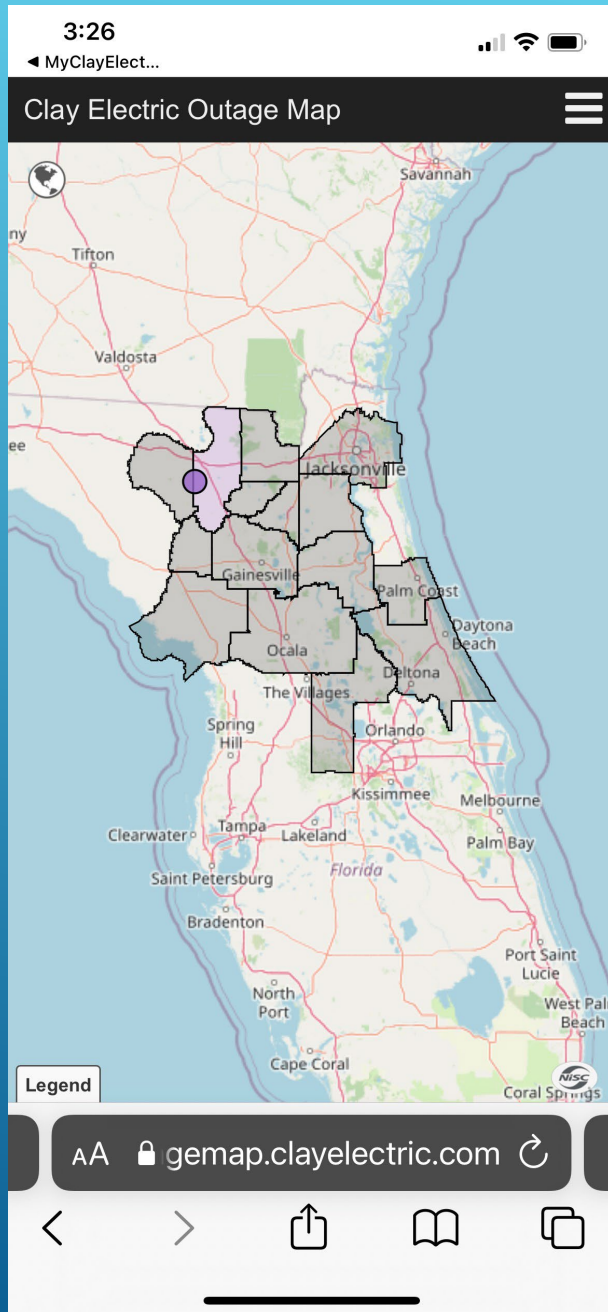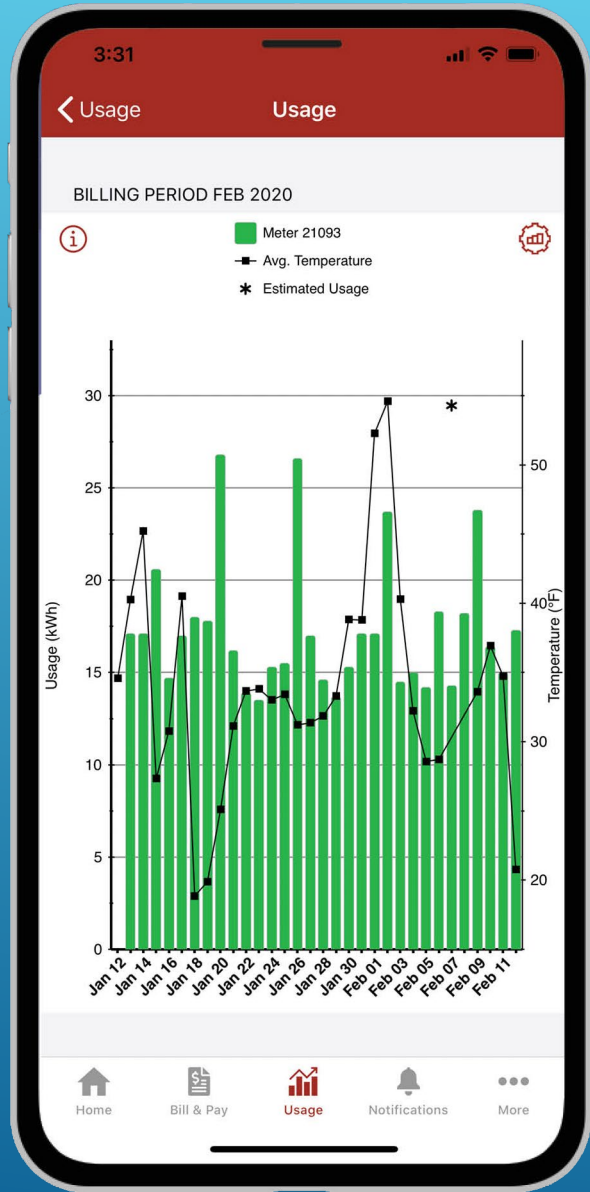
USAGE

- DAILY
- COMPARISON OVER TIME
- INTEGRATED WITH TEMPERATURE DATA

PUSH NOTIFICATIONS

- CAMPAIGNS
- NEWS UPDATES
- OUTAGE UPDATES
- BILLING - PAYMENT REMINDER, CREDIT CARD EXPIRATION, DELINQUENT NOTICE
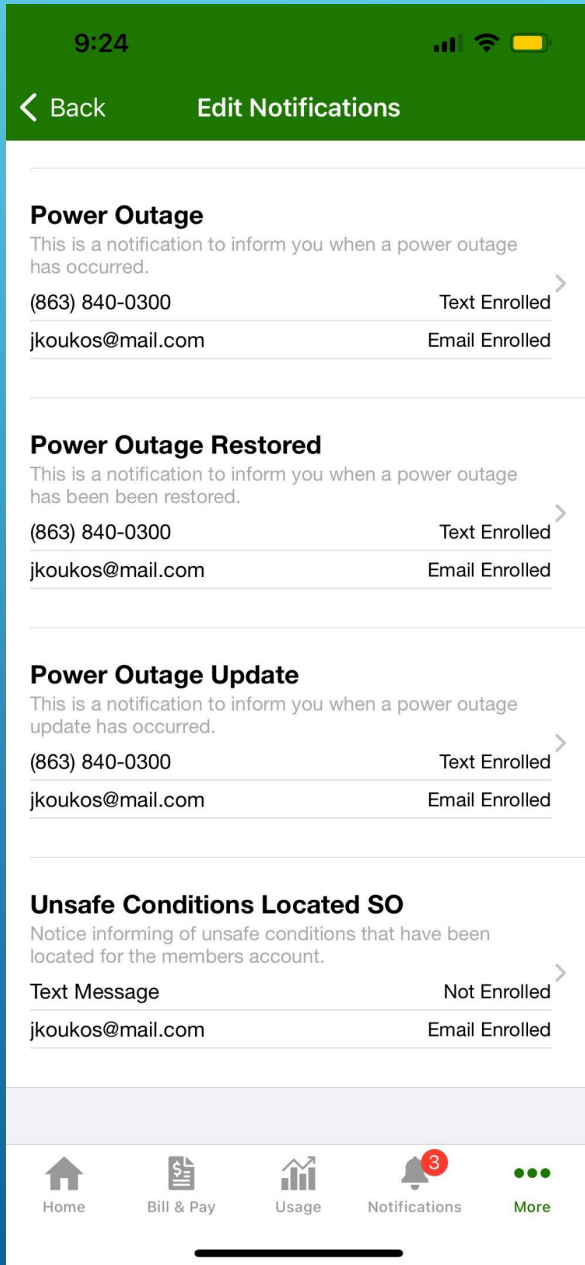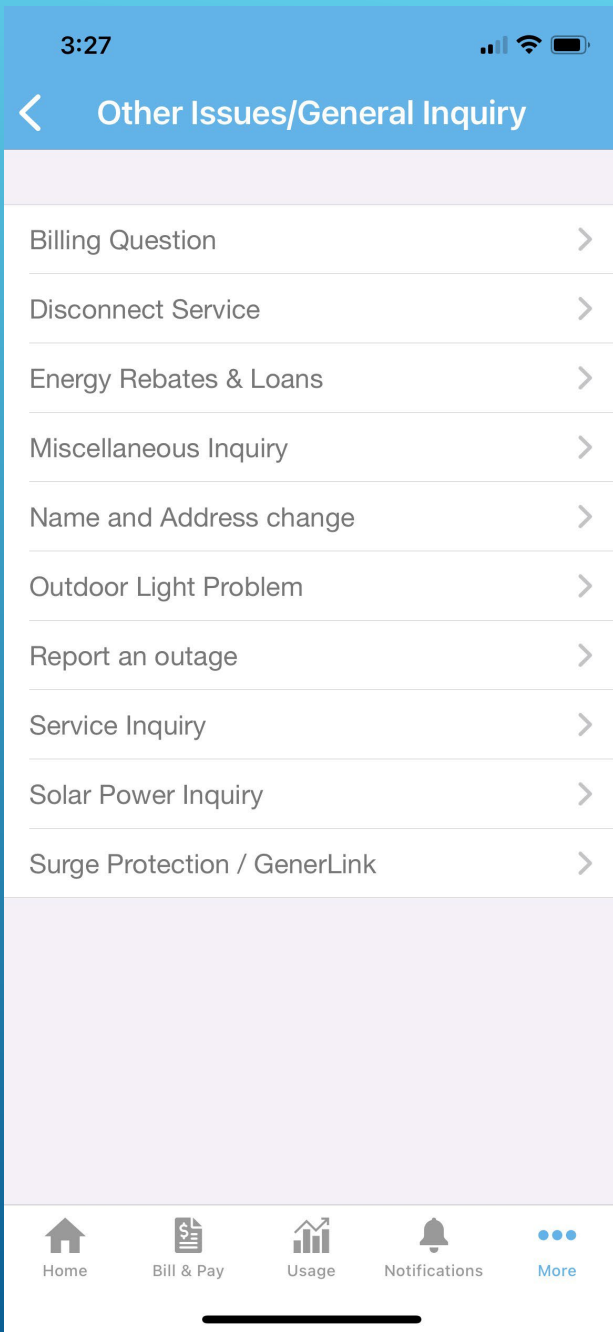
SERVICE REQUEST

- Outdoor Light Repair
- Billing Questions
- Disconnect Service
- Address Changes
- Service Inquiry

III. Supplemental Materials for Internal Affairs

Note: The records reflect that there were no supplemental materials provided to the Commission during this Internal Affairs meeting.

```
 1                          BEFORE THE
              FLORIDA PUBLIC SERVICE COMMISSION
 2


 3


 4


 5   PROCEEDINGS:              INTERNAL AFFAIRS


 6

     COMMISSIONERS
 7   PARTICIPATING:           CHAIRMAN ANDREW GILES FAY
                              COMMISSIONER ART GRAHAM
 8                            COMMISSIONER GARY F. CLARK
                              COMMISSIONER MIKE LA ROSA
 9                            COMMISSIONER GABRIELLA PASSIDOMO


10   DATE:                    Tuesday, April 19, 2022


11   TIME:                    Commenced at 9:30 a.m.
                              Concluded at 11:05 a.m.
12
     PLACE:                   Betty Easley Conference Center
13                            Room 148
                              4075 Esplanade Way
14                            Tallahassee, Florida


15
     REPORTED BY:             LAURA MOUNTAIN,
16                            Court Reporter and
                              Notary Public in and for
17                            the State of Florida at Large


18


19


20


21
                          PREMIER REPORTING
22                        112 W. 5th AVENUE
                        TALLAHASSEE, FLORIDA
23                          (850) 894-0828


24


25
```

```
 1                P R O C E E D I N G S

 2              CHAIRMAN FAY:  All right, good morning, everyone.

 3       If you'd grab your seats, we're going to get started on

 4       the April 19th Internal Affairs agenda meeting.  This

 5       morning we're going to have an update from a number of

 6       utilities, both investor owned, municipal and co-op,

 7       about some of the mobile platforms that they'll be

 8       presenting today.

 9              If I could, if I'd just take a minute to defer

10       over to Commissioner Clark here, he's the one who

11       brought this concept to our attention, and just want to

12       thank him for that.  And if you would like to say

13       anything, Commissioner Clark, with regard to --

14              COMMISSIONER CLARK:  Thank you, Mr. Chairman.  I

15       won't pass up an opportunity to make a couple of brief

16       comments.  I want to thank all of the participating

17       utilities this morning for their presentations.  We've

18       had them a few days ahead of time and had a chance to go

19       through them.

20              I just think it's really important right now,

21       especially with the rising costs that we're seeing in

22       energy bills across the board that we just put a little

23       bit more emphasis on the customer experience and a

24       little more emphasis on giving our customers tools to be

25       able to manage those costs and to be able to manage
```

1   their bills. And as I've gone through them and looked,

2   I've been so impressed at how the technology has evolved

3   over the last 15 or 20 years.

4   I remember working back in the late nineties on

5   an on-line auditing tool that took us about a year

6   to build, and the functionality of that tool that we

7   built in a -- I guess it was some -- I don't even know

8   what platform it was written in back then. But I look

9   at how outdated and antiquated that system is compared

10   to what information that our customers have at their

11   very fingertips on an instantaneous basis today, and I

12   just think that it's important that we, as a Commission,

13   understands what some of those tools are that are out

14   there and how these are impacting the customer

15   experience.

16   Customer expectations and demands have changed

17   dramatically over the last 20 years. I always tell the

18   story about my experiences in dealing with customers

19   during hurricanes 25, 30 years ago. If you got the

20   power back on in five or six days, they were happy. Now

21   that's -- 20 minutes is too long.

22   So that customer demand and experience has changed

23   dramatically. And as we see these tools begin to

24   evolve, I think it's going to help, again, continue to

25   manage some of those customer expectations. And these

1   companies have done a really good job at putting some

2   emphasis on technology and helping to bring a real

3   unique experience to customers. So I'm looking forward

4   to seeing the presentations.

5   CHAIRMAN FAY: Thank you, Commission Clark. And

6   what we'll do, Commissioners, is we'll just have each

7   entity present their presentation. And you're more than

8   welcome -- you don't need to go through the Chair or

9   anything. You're more than welcome to interject during

10   the presentations, if you'd like, but I'll also give you

11   an opportunity at the end of each presentation to ask

12   questions or provide any comments if you want to. And

13   then at the end we can just allow for an opportunity to

14   provide any general comments if you have any of those.

15   So with that, I will start with our first

16   presentation, Florida Power and Light. If you could

17   introduce yourselves and begin your presentation. Thank

18   you.

19   MS. DONAYRI: Good morning, my name is Christine

20   Donayri and I'm joined by my colleague, Steve Shnider.

21   We're looking forward to sharing more about FPL's

22   digital customer experience. Our customers continue to

23   interact with us more and more year over year on our

24   digital channels. As the folks responsible for customer

25   experience, we love to see this.

1   Since 2016 visits to our mobile app and website

2   have more than doubled. We can break down these 90

3   million visits a bit more. In the chart on the left

4   you'll see in aqua visits to our website using a desktop

5   computer, in dark blue visits to our website using a

6   mobile device, and the green bar shows visits to our

7   mobile app. The trend we're seeing from customers is

8   that they continue to interact with us more and more

9   using mobile devices.

10   FPL's mobile app actually celebrates its fifth

11   birthday this year. Since being deployed in 2017, it's

12   been downloaded 4.3 million times. And on the highly

13   debated topic of Apple versus Android, for our customers

14   Apple is the clear winner. But, of course, we continue

15   to support both.

16   As Commissioner Clark mentioned, we know the

17   digital experience is really important to our customers

18   and so the team was really proud to be recognized by

19   J. D. Power. In the 2021 J. D. Power Electric Utility

20   Residential Customer Satisfaction Study, FPL's mobile

21   app ranked first amongst large utilities nationwide.

22   And while this was a great recognition, we know a great

23   customer experience requires continuous improvement and

24   our plan is to continue to do just that.

25   MR. SHNIDER: Good morning. Between FPL-dot-com

1   and our mobile app, we have more than 80 features

2   available for our customers. This includes everything

3   from our customers' ability to connect service, to

4   disconnect, to view energy usage, to report outages and

5   also to pay their bill.

6   I'm going to show you how our customers can pay

7   their bill on the mobile app. On the left you'll see

8   our account summary screen. Customers click the green

9   button, they move over to the pay bill screen, and they

10   pay their bill.

11   Another popular feature is our Energy Dashboard.

12   We had more than 12 million visits to our Energy

13   Dashboard in 2021. And we've made it easy for our

14   customers to view their usage by looking at the monthly,

15   daily and hourly view. As a newer feature we've created

16   a completely new Energy Analyzer to help our customers

17   take control of their energy usage and to help them make

18   better decisions on how to use their energy.

19   On the left you'll see the Energy Analyzer, with a

20   breakdown of the appliance level. And within there we

21   have cooling, we have the lighting, electronics, and

22   many more. On the right you'll see our projected bill

23   with a breakdown which is an estimate of our customer's

24   next bill, and it's updated on a daily basis.

25   This past winter there were a number of cold

1   weather days and that went on for an extended period of

2   time. We received feedback from our customers in

3   northwest Florida on that, and based on that we made

4   enhancements to our projected bill, and we updated that

5   last month.

6   An exciting yet potentially stressful experience

7   for all of us is moving. And I actually recently went

8   through that, so I know, and I can tell you for sure it

9   was stressful. So based on that, we spent a significant

10   amount of time really working on our customers' ability

11   to connect service, to disconnect service, to transfer

12   their service. An example of how we made that simple is

13   over on the right you'll see our customers -- that we

14   prompt our customers with all the required documentation

15   up front so that they can go through that experience

16   with all their documents at their fingertips.

17   Outages are another important experience for our

18   customers and we're fortunate that we're part of a team

19   that has best in class reliability. But when outages do

20   occur, we want our customers to have the right

21   information at their fingertips.

22   On the left you'll see our proactive alerts. We

23   offer this in email, text, voice and push communication,

24   and we've had a really big focus on growing our text

25   program. In 2020 we had 300,000 customers on the

1   program and today we have 3.5 million customers.

2   In the middle you'll see our report of outage

3   application on the mobile website. And on the right

4   you'll see our customers' ability to view their outages

5   on the power tracker map. Additionally, on the mobile

6   app we have -- we offer the customers the ability to

7   report their outage, to view the status of their outage,

8   as well as receive proactive notifications. Christine?

9   MS. DONAYRI: The digital experience we shared

10   with you today is really a result of a culture of

11   continuous improve -- a culture of continuous improve

12   mat -- improvement -- that was hard to say -- and

13   methods that incorporate customer feedback.

14   This timeline highlights a few of those examples.

15   In 2014 we launched a digital transformation of our

16   website where we had a real focus on ensuring our

17   website was mobile friendly. In 2017, as I mentioned

18   earlier, we released our mobile app. And in 2018 we had

19   a huge focus on implementing improvements from lessons

20   learned from Hurricane Irma.

21   As you may recall, during that storm we had

22   unprecedented demand on our digital channels. Over the

23   course of ten days there were 650,000 mobile app

24   downloads and 7.9 million visits to our website. This

25   put unprecedented demand on our digital channels and

```
 1        that required us to take action.  We improved system

 2        scaleability and performance to ensure our customers had

 3        the real-time data they needed during such an important

 4        event.

 5             In the following years we expanded outage alerts

 6        and improved the energy manager.  Both of those Steve

 7        shared.  And in the coming years we look forward to

 8        rolling out new programs and continuing to improve based

 9        on customer feedback.  And with that, we thank you and

10        open to any questions.

11             CHAIRMAN FAY:  Commissioners, I'll defer to you

12        first if you have any questions, then I've got some.

13        Commissioner Clark?

14             COMMISSIONER CLARK:  Thank you.  And again, thank

15        you for the presentation.  I do have a couple of

16        questions that I guess speak more to where we're going

17        in the future.  That's some of the things that -- we've

18        come a long way, and as your timeline indicates, we've

19        made some great strides in development.

20             One of the things that I have concerns about are

21        how customers who are not as technologically integrated

22        as others are are able to report outages or able to

23        communicate with you.  One of the problems seems to be

24        that if a customer has not taken the necessary steps to

25        at least understand their account number or have their
```

1   phone number connected to their account or they've

2   switched from a home phone number to a mobile phone

3   number, those things may not overlap.

4   How can people who are not as integrated into the

5   system communicate with you? For example, I'm riding by

6   and I see a transformer that blows up and catches on

7   fire. With our IVR systems and things like that it's

8   getting more difficult to just call somebody and let

9   them know.

10   How can we integrate the regular customer, the

11   non-customer, into the system to be able to report

12   outages, problems? The second part of that has to do

13   with landlords and rental units. That's another area

14   that concerns me, as well. How do you integrate

15   problems or contact information from one of those

16   communication groups to the other?

17   MS. DONAYRI: That's a great question, thank you.

18   Certainly on our website you can report an outage

19   without logging into an account. There's a few

20   different pieces of information we need to collect from

21   you to be able to do that. You can also report through

22   our IVR. So those are two good ways, whether or not you

23   have an account with us, or are logged in, that you can

24   report an outage. I don't know, Steve, if you had

25   anything to add.

1   MR. SHNIDER: Additionally, we've made it simple

2   for the customers that don't know their account number

3   to look that account number up. So we've provided

4   multiple options similar to how we've done it on outage

5   for customers to get that information and then get into

6   the website. So I think that's -- that's one thing.

7   The other piece is simplicity, right? We focus

8   every day on how to make it easier and easier for our

9   customers to interact with us. We do lots of testing

10   with our customers to make sure that -- that it's easy

11   for them to get through the experience.

12   COMMISSIONER CLARK: What do you see as the next

13   step of evolvement in the app process? What are the

14   things that you see that are missing that you think are

15   going to need to be worked on in the very near future?

16   MR. SHNIDER: I'll go. So, you know, I think

17   pushing communications out as opposed to having our

18   customers have to come to us is a critical piece. So

19   we've really been focusing on what are the right touch

20   points where we can push contact or push information to

21   our customers proactively. We focus on doing that

22   across those different channels: Email, text, push and

23   also app on voice. But bringing people, pushing

24   information out to customers through the mobile device

25   and then bringing them in to be able to get that

1   information in an easy view is a big focus in the near

2   future.

3   MS. DONAYRI: That's great, I agree with that. I

4   think outside the mobile app I think text notifications

5   and text interaction for me as a consumer is a great

6   way, because I can do it on my own time. So we're

7   looking at different ways that we can continue to expand

8   that functionality for our customers so that they can

9   interact with us more through messaging on their phones.

10   COMMISSIONER CLARK: Thank you.

11   CHAIRMAN FAY: Commissioner Graham?

12   COMMISSIONER GRAHAM: Thank you, Mr. Chairman.

13   Number one, this stuff is great, I appreciate you guys

14   being here and going through this stuff. I've -- over

15   the years my office has been contacted -- and I'm not

16   picking on you guys, this is just in general for all of

17   you -- that we can't get anybody on the phone, or, you

18   know, I can't figure out this mobile app. And I've

19   always -- I guess my wish list has always been that

20   either myself or my office would have -- be able to have

21   access to this stuff. If you don't have an account

22   number, you can't get into anything.

23   And I guess my question is, have you ever given

24   any thought or have some sort of generic so my office or

25   somebody in this building as a whole can have access to

 1   that sort of thing so we can answer questions. Because

 2   my solution in the past has been to call Ken, and that's

 3   like using a sledgehammer to fix what may be a very easy

 4   problem.

 5   And, you know, I think a lot of times, if we just

 6   had that familiarity with what's going on there, maybe

 7   we can walk those people through. And sometimes it's

 8   just curiosity, because I had no idea you were doing

 9   some of this stuff. Unless you come here and tell us,

10   you know, we can't play on the app, or we can't see some

11   of these things.

12   MS. DONAYRI: We're sorry to hear folks were

13   having trouble navigating it. Certainly a focus is that

14   we continue to improve so that it is very user friendly.

15   I think it's a great suggestion, I'd actually love to

16   hear that feedback more from you on what we could

17   develop that would be helpful there. I don't think it's

18   anything that we have on our road map, but certainly

19   something that we'd be interested in learning more

20   about.

21   CHAIRMAN FAY: Commissioner La Rosa?

22   COMMISSIONER LA ROSA: Thank you, Chairman.

23   First, starting off, great information. As we all, you

24   know, start to develop new habits and start to use apps

25   more often and so forth, it's important for us to know

 1   what's going on and what's changing. And certainly

 2   great questions from my fellow Commissioners.

 3   I've got some maybe more clarifying questions.

 4   You mentioned -- I think it's on page or slide seven,

 5   the desktop view, there was the temperature or weather

 6   conditions that were added based on customer feedback.

 7   Is that where you were referring to that, where there's

 8   a weather --

 9   MR. SHNIDER: Customer feedback we were talking

10   more on slide eight. On slide seven, on the desktop

11   view, we offer the ability for customers to view their

12   usage on a monthly, daily and hourly level. Do you want

13   me to talk on eight or on --

14   COMMISSIONER LA ROSA: Well, then, I've got a

15   question kind of on that slide. There's historical data

16   that's available, obviously -- we're going back and

17   looking at a year. How far back can they go and how

18   much information is available to the customer? Can they

19   go back two years, three years? How far will it go?

20   MR. SHNIDER: I believe -- so let me get back to

21   you on that. I'm pretty sure it's a 24-month view, but

22   let me just clarify that. It's not three years. It's

23   either 12 months or 24 months. So I'll get back to you

24   on that answer.

25   COMMISSIONER LA ROSA: Then an additional

1   clarifying question, on slide eight, when you have the

2   graph showing, you know, where the consumption is, is

3   that actual customer consumption from that customer, or

4   is that customers in general?

5   MR. SHNIDER: It's actual consumption from that

6   customer but it is -- on the graph there, that is

7   actually an estimate of the customer's appliance level

8   information. So it's not -- it's based on a model and

9   we use that model to break it out to show customer usage

10   by appliance.

11   COMMISSIONER LA ROSA: Got you. So If I was -- if

12   I was an FPL customer -- I'm not -- and I was into my --

13   logged into my app, I would be seeing similar

14   information based on a broad perspective, not on me,

15   what my stove is using, what my refrigerator is using.

16   MR. SHNIDER: So it's -- it's a little bit of

17   both. The break-out is done by the survey that

18   customers can take which would then make it very

19   specific to you. Additionally, if you don't fill out

20   the survey, it's done by leveraging your -- your

21   specific smart meter data on top of models based on

22   typical customers. So it's a combination of all three.

23   COMMISSIONER LA ROSA: Thank you.

24   MR. SHNIDER: You're welcome.

25   CHAIRMAN FAY: Commissioner Passidomo?

 1   COMMISSIONER PASSIDOMO: Thank you, Mr. Chairman.

 2   Thank you so much for being here. I appreciate leaning

 3   all this and Commissioner Clark initiating this process.

 4   And I'm kind of -- I'm glad to hear that you're taking

 5   the initiative to reach out to customers as opposed to

 6   customers kind of coming to you.

 7   I kind of -- I want to flip on the other side of,

 8   your know, Commissioner Clark's comments. As we have

 9   such a diverse state, you know, people in the older

10   spectrum, you know, the elderly citizens who might not

11   be engaging in some of the other, like the apps and all

12   of that, and kind of on the other side newer -- newer

13   tenants or newer homeowners, I'm hoping that there's a

14   way that you can reach out to them through third

15   channels of communication now, you know, through other

16   social media platforms and things like that, so that it

17   just initiates -- you know, they don't have to, you

18   know, through targeted ads or however, however that

19   works, however you kind of grab that data, to kind of be

20   able to reach out to them in that way.

21   The only question that I have is sort of similar,

22   on that same note of, for the Energy Analyzer, I think

23   this is an awesome tool. I'm really glad to see they're

24   being able to break down exactly your usage. I was not

25   sure, though, do all customers have access to this, or

 1   do you have to have those sort of smart data or certain,

 2   you know, new appliances to be able to make this work?

 3   MR. SHNIDER: So this feature is expected to be

 4   available for all customers by the end of this year but

 5   all customers at that point will have full access to

 6   this and will be able to go through and take the survey

 7   and view their --

 8   COMMISSIONER PASSIDOMO: Breakdown by appliance

 9   and all of that?

10   MR. SHNIDER: By appliance, correct.

11   COMMISSIONER PASSIDOMO: Thank you.

12   CHAIRMAN FAY: Thank you. I actually have a

13   question on the same topic. So I have at my home like a

14   third-party provider that attaches to the electric box

15   and essentially tells me what appliances are using what.

16   Most of that's done through, I guess, algorithms that

17   essentially see the level of electricity that is being

18   pulled in, and what time of day it is, and how often

19   it's used.

20   Is the Energy Analyzer the same concept? It's

21   essentially using that information to decide if it's the

22   refrigerator or the AC or a pool pump?

23   MR. SHNIDER: Correct. It's using an algorithm

24   that looks at the -- your smart -- it looks at your

25   smart data and it looks at your meter data to then

1   understand how much usage is being done. And it

2   understands a few of the appliances at that level and

3   then the rest is done based on algorithm.

4   CHAIRMAN FAY: Okay, great. And then I think you

5   had about, I think, 9 million views the previous year,

6   if that was correct -- 89.8 million views. Obviously

7   some of that is repetition from customers but my

8   presumption would be that would include going on line,

9   looking at their bill, and paying their bill,

10   potentially, not just to retrieve information.

11   Do you have any sort of idea of the access, for

12   example, of the Energy Analyzer? I mean, is that

13   something that customers commonly access or is it a very

14   low number?

15   MR. SHNIDER: The analyzer, in particular, or the

16   Energy Dashboard and --

17   CHAIRMAN FAY: I would say the Energy Dashboard,

18   probably, because my point just being that if customers

19   use the digital interface for the sole purpose of

20   viewing and paying the bill, they're not utilizing

21   resources that you're putting out to all the customer

22   base. And I don't want to necessarily blame or presume

23   that's because they don't understand it; they might just

24   not know it's there or how easy it is to access.

25   MR. SHNIDER: We have very active participants on

1   the Energy Dashboard. We actually had 11 million visits

2   to it in 2021. So we have customers that have come

3   every morning to look at their Energy Dashboard, and

4   it's -- that volume continues to grow.

5   CHAIRMAN FAY: Okay, great. And then, I want to

6   make sure we stay on the app, but this is kind of an

7   intertwined question from the energy audit perspective.

8   Is there some correlation or tie to the energy audit

9   process as to customers being notified? You know, you

10   may be able to access some general information on our

11   digital dashboard before we provide some sort of

12   service?

13   MR. SHNIDER: I'm not sure I follow that. Can

14   you --

15   CHAIRMAN FAY: So essentially if a customer

16   reached out to the utility and asked for someone to come

17   to the home and do an energy audit, would the utility

18   explain to them, do you know you have access to the

19   following information on line before providing that

20   service?

21   MS. DONAYRI: Absolutely an agent would explain

22   that.

23   CHAIRMAN FAY: Are there any more questions? With

24   that we will move on to our next presenter, Duke Energy.

25   Thank you so much. And if you wouldn't mind, just hang

 1   around at the end and make sure we don't have any

 2   general questions. Thank you.

 3   MS. SIMS: Good morning. I'm Taryn Sims and I'm

 4   pleased and very passionate about the topic that we're

 5   going to go through today. So I'm going to talk with

 6   you about our available digital channels and how we use

 7   those to help improve our customer experience overall.

 8   So right now we have a series of channels that are

 9   available for our customers, with the overall goal of

10   being able to serve a customer on the channel that they

11   prefer. Just like you said, there are customers who

12   prefer one channel over the other so we want to make

13   sure that we're giving them those options and that we

14   educate them on what options are available.

15   Our website by far on the digital side is the

16   channel that's most visited right now by our customers.

17   It's mobile optimized, so just like our FPL partners,

18   there are over 70 percent of our customers access the

19   website through a mobile device, so we want to make sure

20   that they are able to see everything clearly and be able

21   to do all that they'd like through their mobile device,

22   if possible.

23   For those who would like, we have the mobile app.

24   It is extremely popular for those who have it. And now

25   we're continuing working in an agile format to be able

1   to improve the app. So that means every couple of weeks

2   we're tweaking the features and functionality to improve

3   based on customer feedback.

4   We also have our -- with the IVR, we have recently

5   enabled a digital capability through it. So what that

6   means, if a customer, as they're waiting on hold or as

7   they're calling in, for example, if they'd like to start

8   service and they don't want to wait to talk to an agent,

9   they don't realize that we have our start service

10   available on line, they can easily -- they'll get a

11   prompt and they can select that they would like to

12   receive a text message with the digital -- a link to the

13   digital experience, so that we are seeing more and more

14   adoption there of customers calling in and then

15   requesting to receive a link to be able to perform the

16   action on line.

17   Then we also, of course, use social media quite

18   regularly to interact with customers since we know many

19   of our customers are there and that's where they get a

20   lot of information. So we want to make sure that we're

21   giving them a full experience there and at least linking

22   them back to the website where they can get additional

23   information along the way.

24   Also, our text channel, email channel and

25   out-bound calls are also very popular and we want to

1   make sure our customers have the option to select that

2   if they'd like updated information. So we're very

3   deliberate in making sure we provide that through all

4   experiences.

5   And just like with -- like you've heard earlier,

6   experiences that our customers really -- that are most

7   critical to our overall customers are our starting

8   service at the beginning of their journey with us. And

9   then of course next would be billing and payment. So

10   they want to make sure -- we want to make sure that they

11   have options to be able to pay their bills on line and

12   that they also understand what assistance options may be

13   available to them, in addition, energy usage, which

14   we've heard a bit about this morning, and then outage

15   management and reliability.

16   Those are the core experiences for us and we want

17   to make sure that we -- throughout the customer's

18   journey that they're able to do these things through a

19   multitude of channels.

20   So starting with start service, we have, like I

21   mentioned earlier, through the IVR. We also have it

22   where it's within our website. It's easy to be able to

23   start service or stop service or to transfer. We've

24   also recently, with some of our improved capabilities,

25   been able to offer same day and Saturday start service

 1   through the website so customers don't have to call to

 2   be able to request that if they have a quick move or if

 3   they would like a quick move. And that's been enabled

 4   through, of course, the connection between smart meters

 5   and our new billing and payments system, in addition to

 6   the capabilities.

 7   Billing and -- billing and payment is obviously a

 8   huge -- we have to have that right for our customers and

 9   we want to make sure that they can understand their

10   bill, make sure they can easily click and pay and

11   understand what accounts that they're doing this for.

12   So they can do it easily through an -- the IVR if they'd

13   like to call. Then we really want to make sure that

14   we're getting them through the digital channels so that

15   they can have access to detailed information. So we're

16   doing it and offering payment arrangements through the

17   mobile app and the website, as well.

18   Energy usage, that's a key item, and we do see,

19   have seen, increased interest in energy usage and what

20   we -- specifically with the mobile app. So customers

21   who are looking at the mobile app and the reason that

22   they're downloading it is really to, in addition to

23   paying their bill, they're going in there to look at

24   their usage, and their daily usage to see how it's

25   varying and what may be causing increases. We use the

 1   opportunity through that to also offer programs to help

 2   them manage usage. So energy efficiency programs are

 3   other programs that may be available to assist.

 4   We also offer digitally the mid-cycle alerts that

 5   will go out actively to customers based on prior, if

 6   their usage is up for the month, month over month, or if

 7   weather patterns have changed that could increase usage.

 8   So those are algorithms that are used that prompt those

 9   mid-cycle alerts. We also have, of course, budget

10   alerts where customers can set where -- if we think

11   their bill could go over a certain amount, and they've

12   set, say, for example, $100 limit on their bill, and we

13   see that they're approaching that, and they want to get

14   an alert, we can let them know that they're getting

15   close to that amount, based on what we're projecting so

16   far.

17   Customer outage, outages, this is significant for

18   us, as it is for all utilities. This is a very personal

19   experience overall and customers want information along

20   the way, so we have provided the ability to report an

21   outage multiple ways and the ability to track where an

22   outage -- so where are the crews, what are the calls for

23   the outage and giving customers as much information as

24   we can around the outage so that they can plan and

25   prepare.

1   So the outage maps are also continually being

2   improved to add new functionality, something that we

3   have brought in-house so that we can manage those in

4   real time.

5   Also, in addition to our outage maps and our

6   outage alerts we also have a street light -- street area

7   light repair tool that we've offered so that customers

8   can quickly, if they see a street light out, they can

9   report it, whether or not it's a light that they are

10   aware of, they can find the light on the map and report

11   that light out and addition information around it. Also

12   with tree trimming they're able to get digital updates

13   on tree trimming requests, as well.

14   Overall what our goal is as time goes on is to

15   make sure that we're continuing to have an omni-channel

16   approach for customers. And what that means is

17   throughout as customers go through various channels and

18   they skip and they maybe go from the mobile app to the

19   website and then maybe they call, we want to make sure

20   that they are -- we're tracking our customers to help

21   give them a good experience, to know where they've left

22   off, and how we can use analytics to essentially be able

23   to help improve and serve them better over time.

24   So that is where we are moving and also with being

25   able to offer additional portals for our business

1   customers. I heard the questions around landlords

2   earlier, and in rental properties, and we are

3   introducing new portals for our landlords so that we can

4   help them with reverting to owner, reverting back to the

5   owner as people move and being able to track that more

6   real time, so that it's a better experience overall.

7   And we have improvements planned with time to continue

8   to get better, as well.

9   So with that, I will pause and take questions.

10   CHAIRMAN FAY: Commissioner Clark.

11   COMMISSIONER CLARK: You've sort of answered my

12   question there. I was writing down exactly the way I

13   wanted to phrase that. But what's the next big thing?

14   You kind of said landlord portals are your next big

15   thing. What can we expect to see coming in the apps

16   that are going to benefit customers in the future?

17   MS. SIMS: Well, some of the things, I think,

18   where we're going to be able to go in the future is as a

19   customer -- homes are becoming more and more smart, and

20   appliances are. Customers are adopting EVs. There is a

21   lot that we need to integrate in as customers are

22   installing these things that are dependent upon

23   electricity, that we make sure that they're able to

24   understand those impacts to usage and that they're also

25   able to control those devices if that capability is

 1   there. So I think that will be, over time, where we

 2   will go to make sure that there's just integration with

 3   these smart devices that are being used.

 4   COMMISSIONER CLARK: Thank you.

 5   CHAIRMAN FAY: Other questions? Commissioner

 6   Passidomo.

 7   COMMISSIONER PASSIDOMO: Well, one is just a quick

 8   comment and maybe clarifying. I really appreciate these

 9   mid-cycle alerts. I think my question earlier, and then

10   you clarified about -- I was going to ask you

11   proactively, you know, to alert customers about

12   abnormally high bills, but it seems like the customers

13   can take the initiative to say I want to, you know, set

14   a certain threshold.

15   Have you ever considered, though, for those times

16   where it could be abnormally high, like for some reason,

17   you know, they're out of town or something and they

18   leave the thermostat at like 65 degrees or something, to

19   know that they -- you know, when it's really abnormally

20   high some people might not go through and understand all

21   of these tools that you have on your website -- if

22   there's some way that you could, you know, if it's

23   significantly higher than their average, their average,

24   you know, cycle use, that you would reach out to them

25   and be like, look, there's something -- there's a

1   glitch, something happening here.

2   MS. SIMS: Well, the usage alerts that go out

3   outside of the budget alerts, which is a separate

4   feature, they get those automatically. So they would

5   get those if we have an email address on file.

6   COMMISSIONER PASSIDOMO: Awesome. Okay, good.

7   That seems like a really great function. I can see many

8   customers really appreciate having that option. Thank

9   you.

10   CHAIRMAN FAY: I'll go to Commissioner Graham

11   next, I just want one clarifying question for that.

12   Does the consumer set that trigger or is that trigger

13   something set by the utility?

14   MS. SIMS: The budget -- the budget --

15   CHAIRMAN FAY: They set a dollar amount?

16   MS. SIMS: They set the dollar amount for that

17   specific alert. There's also a mid-cycle alert, a usage

18   alert, that would go out automatically, and that is just

19   saying whether or not the bill is going to be abnormally

20   high as compared to the month prior.

21   CHAIRMAN FAY: Got you. Okay, Commissioner

22   Passidomo's example, I think you're saying, maybe at the

23   midpoint and/or the dollar amount would trigger.

24   MS. SIMS: Either way.

25   CHAIRMAN FAY: But if it was early in the month it

 1   wouldn't necessarily have that --

 2   MS. SIMS: Early in the month it would not. It

 3   would be mid-cycle.

 4   CHAIRMAN FAY: Okay, great. Commissioner Graham?

 5   COMMISSIONER GRAHAM: Thank you, Mr. Chairman.

 6   And like my first question, this is not specific for

 7   Duke, it is just one of those things that dawned on me

 8   as you were speaking. Do you guys have sort of a

 9   tutorial for how to use these apps, like a -- for me

10   it's a You Tube video that walks me through anything

11   that I don't understand. Do you guys have anything like

12   that, or when you first download it do you have a button

13   that says --

14   MS. SIMS: We do, yes. So there are several

15   videos that help walk through how to use it and then

16   there is, right when you first download it, there are

17   some features that are pointed out on how to use it when

18   you download it and there's a website -- a web page

19   dedicated to showing the features and how to use it.

20   COMMISSIONER GRAHAM: Thank you.

21   CHAIRMAN FAY: Commissioner La Rosa?

22   COMMISSIONER LA ROSA: Thank you, Chairman. You

23   know, one of the best features in all this -- and

24   there's a lot of really cool bells and whistles -- is

25   really -- and it's not super new -- is the outage alert.

 1   When you think back of what could happen if there's an

 2   outage and maybe precautions people need to take could

 3   be an elderly, you know, parent at home or a young child

 4   at home or food in a freezer or refrigerator, and the

 5   savings and health risks that could be there. So that's

 6   a great feature, again, and I'm not just talking about

 7   Duke.

 8   But you do mention one thing -- I apologize,

 9   because my tablet just froze. It says outage alerts

10   are -- customers are automatically enrolled in outage

11   alerts. So they receive that, I assume, via text

12   automatically, or it also states that emails and phone

13   calls. So I guess what do they automatically get or

14   what are they automatically enrolled in, and then do

15   they need the app in order to get those.

16   MS. SIMS: Great questions. So automatically what

17   they're enrolled in is based on -- when they sign up for

18   service, they're automatically enrolled based on the

19   preference they've given. So the contact information,

20   however they've provided that, if they have a cell phone

21   number on file, they'll get a text that they can then

22   opt out of. If they have an email address on file,

23   they'll get an email alert. If they have neither of

24   those, they will get an outbound phone call.

25   COMMISSIONER LA ROSA: So it's completely separate

 1   or bifurcated from the app?

 2   MS. SIMS: Yeah, they don't have to have the --

 3   the app is a separate download. So when a customer does

 4   start service and we send them a notification that

 5   they've started service, they've done it on line or

 6   they've called and they've given us their cell phone

 7   number, they can track their service so they get a

 8   confirmation that their service is starting on X date,

 9   and then they get another notice on that day that

10   service is starting.

11   And then with that they get an automatic trigger,

12   if they'd like to download the app they get an automatic

13   notification they can download the app. If they choose

14   to do that, they can get their outage alerts that way.

15   It's a choice.

16   COMMISSIONER LA ROSA: Thank you.

17   CHAIRMAN FAY: All right, with that we'll move on

18   to our next presenter, Tampa Electric.

19   MS. SPARKMAN: Good morning, Commissioners. My

20   name is Karen Sparkman.

21   CHAIRMAN FAY: Ms. Sparkman, if we can just have

22   you touch that button right there and the green light

23   will come on.

24   MS. SPARKMAN: Pardon me.

25   CHAIRMAN FAY: You've live. Go ahead.

1   MS. SPARKMAN: Good morning, Commissioners. My

2   name is Karen Sparkman and I am representing TECO, both

3   Tampa Electric and TECO People's Gas today. I

4   appreciate the opportunity to be here and share our

5   transformational journey and how we're working to

6   improve and enhance our customers' mobile experience as

7   they navigate through our mobile friendly website.

8   I'll start by sharing that earlier in the year we

9   began our bill redesign project. Our goal with this

10   project was to co-create a bill with our customers that

11   is simple and easy to understand and that directs them

12   to the on line experience for personalized insights.

13   Some of the key activities that we engaged in

14   included collaborative ideation, collecting industry

15   best practices to help us shape our bill redesign,

16   conducting user feedback sessions because we understood

17   that co-creating this bill with our customers would

18   ensure that it's meeting our vision of creating a

19   billing experience that's simple, understandable and

20   customer friendly.

21   We aim to provide a seamless experience that

22   compliments our customers' preferred manner of receiving

23   and viewing their bill, whether our customers prefer a

24   paper bill or they prefer an interactive bill. So for

25   those customers that still prefer a paper bill, our

1   initiative is to overhaul the bill and really simplify

2   what they see on the printed paper.

3   So as an example, already we've had 15 versions of

4   the redesigned paper bill available and drafted to date

5   with inputs from actual customers. And these are actual

6   customers both on the residential and the commercial

7   landscape for the electric and the gas business.

8   For those customers that prefer an interactive

9   bill, those customers will be able to choose which

10   billing-related information is pertinent to them and

11   allow them to see exactly how their bill is being

12   calculated.

13   The scope of this project is six months and during

14   the six months we plan to engage with a total of about

15   2,000 customers through research and in-person focus

16   groups as create -- as we create the perfect billing

17   experience for our customers.

18   Transitioning to our digital offerings, so today

19   we offer paperless billing to about 725,000 electric and

20   gas customers. Our paperless billing is easy to sign up

21   for and in fact it's one click to go paperless. Through

22   the paperless offering some of the benefits include

23   self-service on line account. Our paperless billing

24   provides the customers the ability to quickly view their

25   bill electronically and it also provides bill ready

1   notifications.

2   We do have some enhancements that are coming for

3   our customers and these enhancements are going to

4   provide them more choices in these bill ready

5   notifications by allowing messages via SMS as well as

6   notifications to multiple contacts.

7   We offer a mobile friendly website experience

8   through our dashboard views where our customers can

9   easily access their on line portal account to view their

10   account information. They can view things like account

11   details, their current bill, their bill history, simple

12   energy usage graphs, and they can also make changes to

13   their account settings. And so this is where they can

14   sign up to for things like auto pay, they can do the one

15   click paperless billing, they can sign up for budget

16   billing, or set their notification preferences.

17   Through the customer portal customers are also

18   able to make payments via ACH, add new bank account

19   information, or pay via credit and debit card. This

20   also provides customers access to current and up to two

21   years of bill and payment history. Customers have

22   access to all of the payment options including

23   self-service payment arrangements for those customers

24   that qualify.

25   Through our notification offerings Tampa Electric

1   and People's Gas customers are enrolled in electric

2   outages notification updates and then customers with

3   email addresses on file with us are enrolled via email

4   and those that have no email addresses are enrolled via

5   the phone preference method.

6   And then you'll also note that coming soon

7   customers will be able to enroll in notification

8   preferences to receive paperless bill notifications via

9   SMS text in addition to email and also be able to enroll

10   in multiple contacts to receive the notifications.

11   As I move on to outage maps, customers have the

12   ability, of course, to report a power outage. And I

13   think there was a question earlier regarding those

14   customers that are not technologically inclined, and we

15   do offer a 24 by 7 emergency phone line for those

16   customers that wish to report their outage via a person

17   over the phone.

18   So our Tampa Electric outage map does provide real

19   time view of outages in the service territory and then

20   via the on line account customers can quickly report an

21   outage from the on line account or even get status

22   updates. And I've used that functionality myself.

23   We then provide a virtual assistant which provides

24   customers with basic assistance. It provides

25   navigational assistance, improving ease of use. And we

1   are in the process of adding self-service transactions

2   to our virtually assistant.

3   We also encourage our customers to take part in

4   our free on line energy audits where Tampa Electric and

5   People's Gas customers on their own time can complete on

6   line energy audits which provide them with specific

7   usage information, as well as savings suggestions and

8   calculators and energy efficiency tips.

9   Lastly, customers can start, stop or transfer

10   service on line and they have the ability to have an

11   automated address look-up and map display that assists

12   them in self-serving to make sure they're selecting the

13   correct address for move in or transfer requests. And I

14   will pause here and take any questions.

15   CHAIRMAN FAY: Commissioners? Commissioner Clark,

16   go ahead.

17   COMMISSIONER CLARK: Just noticing your

18   presentation, you have a -- it's basically a mobile web

19   platform; you don't actually have an app that you can

20   actually download, do you?

21   MS. SPARKMAN: We do not at this time but we have

22   plans for it in our five-year road map.

23   COMMISSIONER CLARK: Do you see an advantage to

24   having it in an app format? Is there a huge advantage

25   to having it in an app format as opposed to just web

1   based?

2   MS. SPARKMAN: You know, I don't think there's a

3   huge advantage but certainly, you know, we want to have

4   the additional technological abilities, such as, you

5   know, more ease of use that would come with having an

6   actual app, and so that is in our -- in our road map for

7   the future.

8   COMMISSIONER CLARK: Okay, thank you.

9   CHAIRMAN FAY: Commissioner Passidomo.

10   COMMISSIONER PASSIDOMO: As you're -- thank you,

11   Commissioner. As you're developing this app -- and this

12   is probably something I probably should have brought up

13   with the other utilities, as well, because I didn't ask

14   the question if there is an option that downloaded for

15   our Spanish -- for your Spanish speaking customers so

16   that they have, you know, an all in Spanish platform.

17   Are you considering doing that, as well?

18   MS. SPARKMAN: Absolutely, thank you for that

19   question. We are absolutely looking at integrating, you

20   know, a number of different Spanish functionalities into

21   our -- into our web functionality today and also for

22   future apps.

23   CHAIRMAN FAY: Commissioner La Rosa?

24   COMMISSIONER LA ROSA: Thank you, Chairman. And

25   just a quick question on the dashboard view. With

1   customers looking at their bill history, do they have

2   the ability to look at their usage and weather patterns

3   or anything like that?

4   MS. SPARKMAN: We do in a basic view, right? So

5   they're able to look at two years of bill history and

6   they can also view that on -- not just on their

7   dashboard but then on their actual bill they can view

8   the last 12 months of billing history.

9   COMMISSIONER LA ROSA: Okay. So they don't have

10   to go actually to their bill to do that, it pops up in

11   this grid format, and so forth, as far as the usage?

12   MS. SPARKMAN: So they do have to access their on

13   line portal to get their user specific information.

14   COMMISSIONER LA ROSA: I guess what I'm saying is

15   that they don't have to actually download their bill; it

16   shows up here on the dashboard what they're using?

17   MS. SPARKMAN: I'm thinking about it. I just

18   logged in recently. I believe when they log into their

19   portal it is available to them without downloading, yes.

20   COMMISSIONER LA ROSA: Thanks, I appreciate it.

21   CHAIRMAN FAY: Thank you. I also have one quick

22   question for you. You've got the scope of the project

23   for the paper interactive bill and on a number of your

24   slides you show the -- basically like a little chat now

25   logo that pops up in those. I always appreciate those

 1   when I'm on line and I'm working on something and I

 2   can't quite figure, you know, how to place an order or

 3   do something that's available on there, to have that

 4   access.

 5   With that said, I'm also not a huge fan of the

 6   chat bots, so when you get to that point will you be

 7   able to evaluate, I guess, if customers are finding that

 8   helpful or if, you know, 95 percent of customers that

 9   end up with the chat bot then ask for an actual customer

10   representative after that; is that something you'll be

11   able to see?

12   MS. SPARKMAN: Yes, thank you for that question.

13   We are actually tracking that now and our next natural

14   step is to go live with the actual live chat

15   application. And so that's also in our five-year road

16   map. So this was our prequel, if you will, to the on

17   line real time chat.

18   CHAIRMAN FAY: And just out of curiosity, do you

19   see the bot being effective as being able to answer

20   questions sufficiently, for the most part?

21   MS. SPARKMAN: Yes, the bot is effective for basic

22   questions, and so just, you know, really simple

23   questions that wouldn't need an actual phone call, you

24   know, or for the customer to spend extra time to contact

25   us with, so it is effective for basic questions.

1   CHAIRMAN FAY: Great, thank you. With that we

2   will move on to our next presenter with Florida Public

3   Utilities Company.

4   MR. RAMEY: Thank you. Good morning, my name is

5   Sean Ramey. I have the pleasure of talking about

6   Florida Public Utilities mobile functionality today, and

7   I'm excited because it is something that we're growing

8   and evolving, because we understand that our customers'

9   expectations are evolving and they would like for us to

10   meet them through whatever communications channel they

11   prefer.

12   So some of our current mobile responsive features

13   include having a responsive payment area. In January of

14   2022 we introduced an upgraded payment platform through

15   easy billing. Customers can pay by phone, text, or on

16   line with any mobile device, sign up for auto pay to

17   make payments without a fee, view their bills, customize

18   their email notifications, text alerts, and then

19   ultimately contact customer service directly for any

20   additional assistance they require.

21   We also have what we call easy pay where customers

22   can just make a simple one-time payment with a reduced

23   fee, or find retail locations to make cash payments

24   without a fee at all, because ultimately our customers

25   would like to have additional payment options available

1   but they don't want to have to pay for those options.

2   We want to give them a variety of issues.

3   We also have a rebate submission portal and survey

4   functionality. Ultimately this is important because

5   this gives our customers the ability to view what

6   rebates are currently available for different natural

7   gas products because ultimately we want to save the

8   customers as much money as possible and also provide

9   them an easy way to submit their information to be able

10   to go and receive their rebate as quickly and as timely

11   as possible, while also including a survey to get their

12   feedback on the overall customer experience and find

13   ways to enhance that as they move forward.

14   On our -- on our site we also include tools that

15   allow for our users to discover new ways to save. Users

16   can look at different ways to save by potentially

17   investing in electric vehicles, compare different ways

18   to save money based on heating options available to

19   their home and then also there's a calculator for

20   customers to sort of learn and differentiate how much

21   they could potentially save for different appliances

22   that are available to them.

23   On our website, as well, we also include various

24   forms of safety information, including hurricane

25   preparation and safety information that provides our

1   customers with useful tips and checklists to make sure

2   that they're prepared timely. It also allows our users

3   to communicate through various communication channels

4   for real time storm information. This includes the

5   ability for customers to report outages via our IVR or

6   on our desktop site.

7   Customers can report outages, verify the number of

8   outages being reported at that time and verify the

9   number of customers that are impacted by that particular

10   weather event. This can be viewed in a map view or

11   broken down by county, just to allow for us to provide

12   additional information for our customers just so they

13   kind of understand what the impact is and what our

14   response is to that situation.

15   We also have additional marketing sites involved,

16   as well. These marketing sites allow for customers to

17   gain an array of knowledge regarding natural gas safety

18   and education. It sort of highlights the benefits of

19   having natural gas and sort of eases the transition a

20   lot of customers have with understanding the safety of

21   natural gas because sometimes our customers can be a

22   little nervous about it. It also again sort of talks

23   about the appliance rebate information. It also goes

24   into different options available for our builders

25   industry experts, transportation community and other

1   future related information. And it also gives a lot of

2   information specifically for our environmental benefit

3   information and our sort of impact for ERG initiative.

4   For our future state ultimately what we're looking

5   to do is build a more responsive website that enhances

6   the user interface and user experience by creating a

7   more inclusive environment for all of our customers,

8   even those who potentially have ADA requirements to

9   allow for them to navigate the website if ultimately

10   they choose to use that communication channel. We want

11   to be able to provide a website that allows for them to

12   do that.

13   Included, as well, are quick links to provide

14   primary customer needs, including safety contact

15   information, updated navigation and site structure to

16   provide customer-focused experience. Then, lastly,

17   enhanced on line forms that are easy for users to follow

18   and allow for them to contact us as quickly as possible

19   to resolve their issue. Thank you. I will pause here

20   for any questions.

21   CHAIRMAN FAY: Great, thank you for your

22   presentation. Commissioner Clark, go ahead.

23   COMMISSIONER CLARK: Yes, the same question

24   regarding the mobile platform versus the app; what's

25   FPU's plans for the app?

 1   MR. RAMEY: We definitely have plans for an app on

 2   our road map, but it's still something we're working to

 3   develop. We certainly see the value of having the

 4   mobile app, but it is something that will come down the

 5   line.

 6   CHAIRMAN FAY: I have a quick question for you.

 7   On slide six you have users can estimate potential

 8   savings from investing in an electric vehicle. Do

 9   you -- is that a specific calculation, essentially,

10   that's used based on the rate that the customer is

11   paying or is there more information -- there's just a

12   lot of models out there to try to compare gas and

13   electric prices.

14   MR. RAMEY: That is a very, very good question.

15   I appreciate that. Unfortunately. I don't have that

16   answer right now but I can certainly find out and get

17   back to you.

18   CHAIRMAN FAY: Okay, great thank you. With that

19   we will move on to our final -- excuse me, our second to

20   final presentation, the City of Tallahassee.

21   MR. BARNES: Good morning, Commissioners. We want

22   to talk a little bit about Tallahassee's web

23   presentation and customer portal. But before we start,

24   I want to talk a little about the strategy that went

25   behind it. It really was a main feature, one that was

1   something that will simply the customer experience, two,

2   something that will combine all of the omni channels so

3   that we can have seamless, single-source contact. And

4   the final one, something that will be expandable.

5   What I mean by that is in times of natural

6   disaster not only could citizens use it, but employees

7   can use it so that we can have other employees handle

8   phone calls and enter outage information so that we

9   would not have a backlog of customers who couldn't get

10   in. So we have about 3,000 employees in the City of

11   Tallahassee. With this and then our new E-learning tool

12   we can train employees within about 15 minutes to handle

13   customer outages. So that was sort of the timeline of

14   the strategies view that went into that.

15   Now to talk a little bit about the City of

16   Tallahassee DigiTally we'll have Thomas Carlisle give

17   you some more details.

18   MR. CARLISLE: Thank you, James, I appreciate it.

19   And good morning, all Commissioners, and thank you for

20   having us. And so DigiTally is the City's mobile app

21   that allows customers to report things such as outages,

22   trees down, maybe even a pot hole on the side of the

23   road. And as all of you know, as a municipal utility,

24   we have many different responsibilities other than just

25   electric. And so we've basically been able to tailor an

1   app to meet all of those needs.

2   You can even look up Star Metro bus routes on this

3   app and so it is basically a full feature City app that

4   we've developed for our citizens that launched in 2015.

5   And I just want to go through a couple of slides here

6   and some statistics for you all.

7   So the City implemented an enterprise-wide smart

8   grid back in 2012, and so, again, being a municipal

9   utility, we provide metered services of water, gas and

10   electric. And so we actually have hourly -- excuse me,

11   daily, hourly and monthly reads for all three of those

12   metered services. So the same data above is also used

13   to generate automatic water leak notifications to

14   customers. That is something we're very proud about

15   because they are able to catch leaks quickly and avoid

16   high bills. And this tool and the graphs you see above

17   are something that our energy auditors use extensively

18   out in the field to help customers visualize their

19   consumption over the last 24 months or even maybe the

20   last four or five days.

21   Moving on now to the home profile, this is

22   something that our customers love because in a lot of

23   ways it's almost like getting an energy audit without

24   actually having to have somebody come into your home.

25   And so this tool allows customers to better understand

1   how their habits directly impact their bills and what

2   they can do to save money.

3   Once a home profile is created, the tool will make

4   appliance recommendations that are usually cheap and

5   provide great benefit to customers. A great example of

6   this is a smart thermostat that has a schedule feature

7   built in, which usually can save customers up to 25

8   percent of their electric consumption.

9   In the mid right of the page or of the picture

10   above you can also see that it allows customers to

11   compare their home's usage to similarly built homes in

12   the area, which allows customers to know more or less

13   their health and how they are doing compared to other

14   people within the utility territory.

15   In 2020, with many other things going on, as we

16   are all aware of, the City actually updated our auto pay

17   and a few other of our payment features. And I share

18   this graph because I think it's a great example of how

19   customers will only use on line features when they are

20   easy to understand and highly visible.

21   In this case, in 2020 we opened a new auto pay

22   portal that allowed customers to sign up for auto pay

23   using their checking account and for the first time ever

24   for us via credit and debit card. The response was

25   overwhelming and we have doubled our auto pay adoption

 1   in the last two years and will have approximately

 2   one-fifth of all utility customers on auto pay by the

 3   end of this year.

 4   At the very bottom I did make a note that pay by

 5   text was a feature that we also brought in in 2020. I

 6   can say that our college students, being a college town

 7   like we are, they are really appreciative of this

 8   feature and at this point one-tenth of all of our

 9   utility customers are on pay by text.

10   Starts, stops and transfers through the digiTally

11   app is probably one of the most widely used tools. It

12   is something that even when a customer calls our contact

13   center, our contact center reps are actually -- actually

14   recommend to customers to download the digiTally app for

15   this reason and a myriad of others.

16   But prior to 2015, as Commissioner Clark had

17   mentioned, the vast majority of service requests were

18   received via mail, email or processed at a front counter

19   location. Since digiTally went live in 2015, though, on

20   line service requests have become the primary means for

21   how customers start services. Well over 90 percent of

22   all inquiries are now handled electronically through the

23   City and through the digiTally app.

24   And last I wanted to mention the success of our

25   power outage self-service tool. The report power outage

 1   button, which is on the home screen of the app is by far

 2   the easiest and fastest way to report an outage. In

 3   less than 30 seconds a customer can provide their

 4   address, name and telephone number. There is no need to

 5   give an account number or a meter number when doing so.

 6   And this information is relayed very quickly to our

 7   electric control center and we can have boots on the

 8   ground usually within less than 15 minutes.

 9   This tool has been effective -- especially

10   effective during large outage events where customers are

11   trying to avoid long phone waits times. To date

12   Hurricane Hermine and Michael represent the peak of its

13   usage with over 65,000 customers reporting an outage in

14   the wake of Hurricane Michael. And so with that I'm

15   going to turn it back over to James.

16   MR. BARNES: As we continue to look at ways to

17   have a simplified single portal contact through web or

18   through our app, we are still working with higher levels

19   of technology to make the transition easier for

20   customers. We've recently deployed voice ID, voice --

21   which is using voice biometrics. Customers will no

22   longer have to memorize or use their ID. It's been

23   determined to be a very safe way for customers to access

24   and simplify the process. And then working with

25   artificial intelligence and companies such as Nuance, by

 1   the first of the year we're looking to have the ability

 2   for customers to engage us through Alexa and Siri.

 3   That's where we're going with our road map to look

 4   at multiple streams to meet customers where they would

 5   want to contact us. I throw it up for any questions you

 6   may have.

 7   CHAIRMAN FAY: Commissioner Clark?

 8   COMMISSIONER CLARK: You've amazed me. You

 9   have -- you're working on voice biometric

10   identification? I have a cold and a power outage at the

11   same time, am I going to get my power restored? That

12   was -- that was not a question, that was just a comment.

13   You've also talked about your rate comparison. I

14   think you're very brave to do -- to do bill comparisons

15   between households. That's the worst fear an energy

16   auditor ever had was a customer that has met with their

17   neighbor and they've discussed utility bills, because

18   obviously the neighbor takes more showers, has more

19   children, and keeps his house colder than they do, yet

20   his bill is lower. So your bill comparisons by house

21   are going to be very interesting.

22   I really want to go back, Mr. Barnes, to ask you

23   a question regarding one of the services Tallahassee

24   offers. I'm just going to take a liberty here and put

25   you on the spot. I understand that you have done some

 1   work with prepaid power and you actually have a pre --

 2   you have a prepaid power program in place or are you

 3   working on one at the present?

 4   MR. BARNES: We actually had prepaid services in

 5   2017 in a trial pilot. We realized that it was a major

 6   undertaking for our 18-year-old billing engine, so we

 7   abandoned the trial. We're getting ready to deploy the

 8   new billing system by the end of this year, and we'll

 9   hopefully be offering prepaid services by February. We

10   do believe that it is a very valuable option for a lot

11   of customers, based on what we've seen, the data that

12   supports that.

13   COMMISSIONER CLARK: Thank you, glad to hear that.

14   CHAIRMAN FAY: Any other questions? I have just a

15   quick comment for you. I remember when Hermine hit back

16   a few years ago again and I'm a customer of the City and

17   we went on the outage map and we were putting our

18   address in there and it wasn't showing up. It was

19   really frustrating at that time. It seems like there's

20   been significant improvement on how that's reported and

21   how that works now, so I commend you for the work you've

22   done on that.

23   And I don't know if it's an advantage or a

24   disadvantage that I live in your territory, but I'll

25   obviously let you know if I see any other issues going

 1   forward. But I think you've done a good job improving

 2   what you have there to offer.

 3   With that, Commissioners, we'll move on to our

 4   last presentation from Clay County, Clay Electric.

 5   MS. RICHARDSON: Good morning. I'm Kathy

 6   Richardson and Manager of Communications for Clay

 7   Electric. I'm here to talk about our mobile app, called

 8   Smarthub. Clay Electric and five other co-ops in

 9   Florida currently use this mobile app. The mobile app

10   is provided through National Information Solutions

11   Cooperative. This is the company that is the backbone

12   of the -- of the technological solutions.

13   The app can be customized and at Clay Electric we

14   have branded it My Clay Electric. This is an example of

15   the app's main screen. The app has five main features:

16   Payments, outages, usage, notifications and service

17   requests.

18   Members can make payments via credit card and bank

19   draft. They can sign up for auto pay with either bank

20   draft or credit card to have their payments

21   automatically drafted on the due date. There's no fee

22   for credit card payments. There is a convenience fee if

23   they choose to pay by one of the other methods. They

24   can also make payment arrangements depending on which

25   co-op they're a member of.

1   The app provides a way to report outages and has a

2   link to a live outage map. It is one click to report an

3   outage, you just -- you click submit outage, make sure

4   you have the correct location that you're reporting the

5   outage for if members have multiple meters or locations

6   that are within -- within their app. And then if

7   they -- if they go into the app and we already know

8   their power is out, it will say at the bottom of the

9   screen this location is in a known outage. At that

10   point they won't need to report the outage.

11   For usage members can view their electric usage

12   and make comparisons over time, and there is a

13   temperature overlay. This is just one screen. There's

14   other usage screens.

15   The app can be used for communication where

16   members receive updates and timely reminders about their

17   accounts. The notifications are provided by email and

18   text, depending on their preference. They must have an

19   email address on file with us in order to use any of the

20   on line or app functionality. That is a requirement.

21   It's part of their sign-in. We collect that information

22   ahead of time. But then they can turn off the email

23   notifications and only receive texts if they choose to

24   do that.

25   So there are push notifications and they can -- if

 1   their credit card is about to expire then they will get

 2   a notification about that. It can make service requests

 3   through the app, and you can see the screen there,

 4   outdoor light repairs, it can submit questions, it can

 5   disconnect service or transfer service within our

 6   service territory. It can make any address changes or

 7   service inquiries. If they're a brand new customer they

 8   would go in through the website to sign up for new

 9   service.

10   That's my last slide. Thank you for your

11   attention.

12   CHAIRMAN FAY: Commissioner Clark?

13   COMMISSIONER CLARK: Thank you, Mr. Chairman. I

14   have a question specifically for Clay, and then if you

15   would indulge, I'd like to go back for kind of a

16   question for all of the parties. But for Clay Electric,

17   specifically, I'm probably a little more familiar with

18   your demographics than some of the others. You have

19   what I would assume to be probably an average age that

20   is much older than some of the other utilities.

21   What do you find in terms of your adoption rates

22   amongst the different age groups? Are you seeing

23   adoption rates of the app and the utilization of the

24   technology by the older generations, maybe, to the same

25   level the other utilities are, more or less? Are you

1   having to adapt a communications mixture?

2   MS. RICHARDSON: We've always had a communications

3   mixture at Clay Electric. The readership of our print

4   publications is very high, so we're able to let them

5   know about these things.

6   It's interesting that you bring that up. The lady

7   who runs the feed store where I go did not -- she's

8   older and I've known her for years and she -- she knows

9   I work at Clay, and she said she did not like our new

10   system at all at first. But then, once she got

11   everything arranged and working, she loves it. She

12   actually pulled up her computer and showed me how she

13   uses it. She does not use the app, but loves the on

14   line desktop version.

15   I would say that's been a pretty typical response.

16   Once they get over familiarity with the new technology,

17   they're good. I think people have been asking for apps

18   from us for years so I think -- I think the adoption

19   rate is very high. And our demographics, since we're in

20   14 counties, it varies widely.

21   CHAIRMAN FAY: Any other questions for Clay?

22   Commissioner Passidomo?

23   COMMISSIONER PASSIDOMO: I just have a clarifying

24   question. Is it one app and then you go in and pick

25   your co-op from there or does each individual co-op have

 1   their own app that they download?

 2   MS. RICHARDSON: Each co-op has their own. Ours

 3   is the only branded one. When you go into the app store

 4   it shows you which one, especially if you've gone from

 5   the website it shows you the one that's for your

 6   utility.

 7   COMMISSIONER PASSIDOMO: So the website directs

 8   you towards the app?

 9   MS. RICHARDSON: I believe so. Ours shows up as

10   My Clay Electric. It's seamless. The functionality --

11   and each co-op has selected which options they want to

12   offer their members. For example, we're about to

13   release prepay. We've had members in a pilot this year

14   and we're about to go live with that, but another co-op

15   might not have prepay, and vice versa. But yes, the

16   functionality is all done through NISC.

17   CHAIRMAN FAY: Great, thank you. Commissioner

18   Clark, if you'd like to --

19   COMMISSIONER CLARK: I'm going to follow up on

20   prepay.

21   CHAIRMAN FAY: I had a feeling you'd have an

22   interest in that.

23   COMMISSIONER CLARK: I didn't realize that Clay

24   was in a pilot program. Can you give us any -- just any

25   insight into what you've found in your prepay program so

 1   far?

 2   MS. RICHARDSON: So we enrolled, I believe it was,

 3   about 70 accounts, and it's gone very well. The people

 4   seem happy with it. It's worked seamlessly. A retiree

 5   is in the program and he loves it. He actually ran

 6   through the full cycle and let his power get

 7   disconnected and then made a payment to see how long it

 8   would take to be reconnected, because he wanted to test

 9   the full functionality of it. And he -- we asked him

10   questions and he reported back. But it's gone well.

11   Everything is working.

12   I think it's going to be a good option for a lot

13   of people. Suwannee Valley has it already. So does

14   Withlacoochee, and their members love it. They're very

15   happy with it.

16   COMMISSIONER CLARK: You used it to be able to do

17   reconnects after disconnects? Have you merged people

18   from traditional pay to prepay between reconnects if

19   they were disconnected for nonpayment?

20   MS. RICHARDSON: You mean after they've been

21   disconnected and call in? Not yet, because -- because

22   it was still a pilot, we haven't offered that member

23   that option. I think that will be the conversation when

24   they -- when they call.

25   COMMISSIONER CLARK: Thank you.

 1   CHAIRMAN FAY: That might be a topic we look into

 2   further down the road with staff on those questions.

 3   Commissioners, we'll move to the general body,

 4   Commissioner Clark, if you have a question for --

 5   COMMISSIONER CLARK: Yeah, it kind of tags onto

 6   my -- my question for Clay. I talked about the paradigm

 7   shift that we've seen in terms of communication over the

 8   last 20 or 30 years, but I kind of wanted -- we've got a

 9   group of communications experts in this room and I'm

10   hoping that you can give us some insight into what we're

11   going to see next.

12   We saw from postcards to telephones to IVR to

13   computers and I'm trying to figure out with the smart

14   grid developments what's going to be the next evolution

15   in this technology and how do you as communicators

16   continue to remain effective.

17   The sad news is we're removing face-to-face

18   contact away from the customer more and more and I think

19   we're going to eventually see some repercussions that

20   come from losing that identity that we've worked in the

21   utility business for many years in developing. I'm just

22   curious how we're going to handle these different

23   multi-generations that have grown up and adopted so many

24   different styles of communications preferences and how

25   you as a utility company are going to remain relative

1   and keep your brand identity with someone that you're

2   losing some of that real identity. You've got a --

3   you've got a digital identity but do you have that

4   face-to-face identity that you've developed and worked

5   on for the last 70, 80, some of you 100 years. That's a

6   broad question, Mr. Chairman.

7   CHAIRMAN FAY: There's a question in there, I

8   heard it, but feel free to respond, I guess, as things

9   change, what that adaptation looks like for customers.

10   MS. DONAYRI: That's a great question, thank you.

11   I think what's really important is as a utility we

12   recognize all of our customers have different needs

13   depending on where they are in their journey or in their

14   life. And so that's why it's really important that we

15   offer many different options for them and that we

16   continue to stay innovative on emerging trends.

17   And like you heard today, so many pilots, right?

18   We pilot things, we test it, we get that customer

19   feedback and then we continue to iterate from there.

20   And so I expect us to continue doing that and that will

21   make sure we keep that right balance of allowing our

22   customers to self-serve the way they may want to but

23   then also making sure that we have all the features and

24   functions that they need when they do need to interact

25   with a human.

1   CHAIRMAN FAY: Any others?

2   MR. BARNES: I would just sort of add to that, as

3   well, it doesn't seem like there's going to be one way,

4   one size fits all. You're going to have to have a

5   diverse engagement portal. As much as we talk about

6   high tech and digital age, there will still be a segment

7   of the customer base that that won't reach, and you must

8   factor that in, as well. As being a Katrina survivor, I

9   can tell you in times of crisis, a lot of the digital

10   stuff does not work. You must be able to have a backup

11   plan B when those things happen.

12   So what we're working on is sort of a smorgasbord.

13   In those areas where we need digital engagement and the

14   customers accepting it, we want to provide that. In

15   those areas where they don't, we don't. Artificial

16   intelligence will be a mainstay on how we gather data

17   from what the choices actually are. And so that's how

18   we're trying to sort what we do and what we don't.

19   CHAIRMAN FAY: Great. Yeah, go ahead.

20   MS. SIMS: I was going to add, just to add on to

21   what folks have already said, I think what we've got to

22   make sure we focus on are those transactions that are

23   best served digitally, let's make sure that we have

24   those right, and that we leave the voice channel for

25   those higher more customized type of interactions that

1   involve -- that really do need a conversation.

2   The things that -- paying a bill, starting

3   service, understanding usage at a high glance, so you

4   have -- and call somebody that's more of an expert to

5   talk about the details of that, that's what you really

6   want to provide that personal engagement for, while

7   making the rest seamless.

8   And where we want to go with that is make it at a

9   circuit level, So as the grid improves, and as we have

10   new edge technology on the grid, be able to use that to

11   be able to give an improved what we're providing

12   customers digitally, and that's going to be the next

13   wave of where we go.

14   CHAIRMAN FAY: You have a comment?

15   MS. SPARKMAN: I would just add on to say it's all

16   about channels of choice and making sure that you're

17   connecting with your customers when, where and how they

18   want. And I think at the end of the day it's about

19   remaining flexible and nimble and listening to the

20   feedback, conforming and remaining easy to do business

21   with.

22   CHAIRMAN FAY: Great.

23   MR. SHNIDER: I'll mention one other thing. We

24   call it the any channel approach, so as we're building,

25   we have to be thinking about, you know, what are the

1   future channels so we're building -- so that we're ready

2   for whatever the future channels might be.

3   But you talked a little bit about the loss of the

4   personal connection, and I think we can build that

5   personal, I think that personalized experience, through

6   leveraging our data and delivering on digital channels.

7   You know, we have a little more than

8   five-and-a-half million customers or accounts on the FPL

9   side. We had 90 million visits to our website and our

10   app, but we also, back to the communications side, we

11   had 150 million communications that were sent out via

12   email, text, push, and voice. So we are having

13   significant touches and communications with our

14   customers to be able to have those personalized

15   communications.

16   CHAIRMAN FAY: Okay. And I had a general question

17   that was touched on a little bit. There's a lot of

18   communications through the apps, the text messages,

19   through emails. The Commission has tried to put out

20   some notices and you have done the same to customers

21   about scams and this information that comes to them.

22   And I'm a big supporter of innovation and technology,

23   especially in the area of power and consumers. A lot of

24   this makes sense.

25   I recognize it's not for everyone, but with that

 1   said, is some of the moving customers to apps, does it

 2   start to mitigate or minimize some of the issues in

 3   fraud or scams? From what I understand, a push

 4   notification from an app is very unlikely to be

 5   fraudulent. An email that says it's from a utility that

 6   may look a little bit different, it's hard for consumers

 7   to understand that, so we're -- I'm really grappling

 8   with how does the utility communicate proactively to a

 9   customer and that customers knows it's a valid

10   notification from the utility.

11   MR. SHNIDER: That's a tough one, because, you

12   know, as we continue to expand our capabilities, so do

13   those that are trying to cause fraud, right? But the

14   mobile app is a great tool for push notifications today.

15   You see very little of that where the push notifications

16   are coming from something other than your specific app.

17   But we do a lot of communication around fraud and

18   scams, and we have pages specifically on our site to

19   address that so that if things are happening we'll put

20   alerts up on our site then drive customers over to read

21   about it to make sure they're not -- it's a big part of

22   what we have to deal with.

23   CHAIRMAN FAY: Just one final question. There

24   does seem to be sort of an intersection between a

25   customer service and technology component so I'm curious

```
 1        how -- and maybe it's not a proactive approach, but how

 2        you encourage or inform users as to how to use these new

 3        technology services and how that intertwines with

 4        customer service.

 5             And maybe to simplify the question, are they two

 6        different people that are directing or informing the

 7        customer this is how you go to the app or this is how

 8        you install it and this is how you use it and then

 9        somebody else is explaining the bill, or do you find

10        that those -- your points of consumer interaction, those

11        individuals need to be qualified to do both of those

12        things?

13             MR. RAMEY:  That's a great question.  From my

14        standpoint and from our standpoint we believe that's a

15        combined skill because we would like to move away from

16        transactional conversations and have more relational

17        ones where we're able to have those conversations such

18        that we're able to explain how to use the technology but

19        then also sort of walk the customer through it in a way

20        to sort of make sure that they have a positive customer

21        experience and understand really how to use it going

22        forward.  But we believe that it's combined so we train

23        ours to do both.

24             CHAIRMAN FAY:  Clay Electric?

25             MS. RICHARDSON:  So we would hope that every
```

 1   customer service representative in the call center can

 2   help with the app, especially getting the member

 3   registered and started with it. With the smart meters,

 4   the data that comes in has been invaluable for our

 5   energy services analysts. They can look up the member's

 6   information and then even through a phone call they can

 7   walk them through looking at their usage, all of those

 8   things.

 9   I've done it myself. I just did it on Sunday with

10   a friend. I showed him how he could use the app to see

11   his daily usage. So I see it as the role of almost

12   every employee at Clay Electric to be able to assist

13   with the app or the on line portal to help the member

14   understand how to use it best.

15   CHAIRMAN FAY: I'm a learning you can do

16   everything.

17   MS. RICHARDSON: It is true, we -- we really live

18   and breathe that touch, and we live in the communities

19   we serve.

20   CHAIRMAN FAY: Any other comments?

21   MR. BARNES: I want to also say that's sort of the

22   same direction that we're going in, as well. With

23   technology we're allowing for a customer service rep who

24   logs in, that ID has been identified to help a customer

25   in the past; if you call or come through the web through

1   chat, and you are available, that customer would go back

2   to that same representative to sort of help develop the

3   relationship, because there seems to be a higher trust

4   value if they've talked or interacted with them before.

5   So we're building the intelligence into the technology

6   to enhance the relationship, as well.

7   But that drives us to higher employee challenges,

8   so the skill set, the training, the employee retention,

9   is becoming even more so as with everybody else right

10   now.

11   CHAIRMAN FAY: It's harder to have that type of

12   with all customers. Well, thank you all for being here.

13   What I would like to do -- that will conclude the

14   portion of the internal affairs. If you'd like, you can

15   stick around to listen to our reports from staff.

16   You're not required to do so and so we won't be offended

17   if you get up and move on to the rest of your day. But

18   with that we really do appreciate you being here today,

19   and a special thanks to Commissioner Clark for raising

20   this issue that I think is extremely interesting, and we

21   appreciate your time.

22   With that will we move to our General Counsel's

23   report. Mary Anne?

24   MS. HELTON: Good morning.

25   CHAIRMAN FAY: Good to see you.

1   MS. HELTON: You get me today because your General

2   Counsel is at DOAH along with a team of lawyers from the

3   appellate and rulemaking section defending a rule

4   challenge for your pole attachment complaint rule. And

5   so that is still going on right now and hopefully we'll

6   be finished by the end of the day. And we have no other

7   report.

8   CHAIRMAN FAY: Great. Thank you. Mr. Baez, our

9   Executive Director report.

10   MR. BAEZ: I didn't know how much I would miss my

11   General Counsel. Happy to have Mary Anne. Actually I

12   made her --

13   CHAIRMAN FAY: It's an upgrade?

14   MR. BAEZ: I think I have an attachment.

15   Bada-boom-boom. Kidding aside, I've got some sad news

16   to report. There are still people, Commissioners, in

17   the building who remember Joe Jenkins, a former Director

18   of Electric and Gas, what we now understand generally as

19   our engineering section. Joe was a Director for many,

20   many years, and an employee since 1971. But as I had

21   started saying, there are still people in the building

22   that owe their knowledge and have a direct connection to

23   Joe's mentorship and direction over the years.

24   And he passed away over the weekend and, you know,

25   those who knew him personally I think many in the

  1   building would like to know of his passing. If anybody

  2   is -- if anybody needs details just contact my office

  3   and there are arrangements that have been made, and we

  4   can pass along the information.

  5   Joe was a great guy, an avid fisherman, and

  6   probably the longest serving Miami Hurricane known to

  7   the Commission. So go U. He also had -- one of the

  8   things I remember him most -- and I'll keep it real

  9   short -- but he had the single greatest name for his

 10   boat, and it actually brought the whole thing together.

 11   His boat was named the stranded investment. Now, if

 12   that doesn't evince a commitment to regulation, I don't

 13   know what does.

 14   I also wanted to -- you know, I can't leave a good

 15   Android-Apple challenge unchallenged, rather, and I just

 16   wanted to -- I just wanted to point out that, you know,

 17   it takes -- it takes like four Apple downloads to do

 18   what one Android download can. You know, you've got

 19   your iPhone and your iPad and your iWatch and your eye

 20   patch and your eye doctor and, you know, all of that, so

 21   I think the numbers are a little skewed. And that's all

 22   I'll say about that.

 23   Your next -- this is -- actually, the

 24   presentations were really good because they act as a

 25   great segue to the next coming Commission workshop,

1   which as an announcement is scheduled for May 17th, a

2   Tuesday, 9:30 is the Commissioner's workshop on

3   hurricane preparedness. And I think that that is --

4   although it probably shows up fourth on the functions

5   list of the presentations that you heard for -- what is

6   it -- eight months out of the year, roughly, or six

7   months out of the year, it's number one, the outage

8   report.

9   So it's a good segue, so, again, May 17th is the

10   Commission workshop and we're looking forward to it. It

11   is also followed -- will be followed by IA. Again,

12   thanks for the time and thank you for the presentations,

13   and thank you, Commissioner Clark, for following up on

14   the subject matter.

15   CHAIRMAN FAY: Great.

16   MR. BAEZ: If you have any questions, we're here

17   to --

18   CHAIRMAN FAY: No, just why you think 20 percent

19   of the population is smarter than the other 80 percent

20   with iPhones, but, you know, it's a -- it's a welcome

21   argument.

22   MR. BAEZ: Well, again, I think it's a much higher

23   number. I think it's a much higher number, because,

24   again, with all the downloads, you know -- but don't get

25   me started.

1   CHAIRMAN FAY: Great report. Thank you, Director

2   Baez.

3   MR. BAEZ: Thank you, Commissioners.

4   CHAIRMAN FAY: Any other comments, Commissioners?

5   With that, Internal Affairs is adjourned.

6   (Whereupon, the proceedings were concluded at 11:05

7   a.m.)

8

9

10

11

12

13

14

15

16

17

18

19

20

21
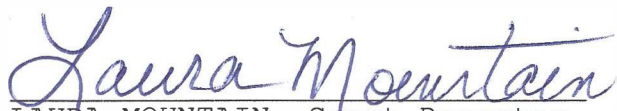
22

23

24

25

CERTIFICATE OF REPORTER

STATE OF FLORIDA)

COUNTY OF LEON)

     I, LAURA MOUNTAIN, Court Reporter, do hereby

certify that I was authorized to and did

stenographically report the foregoing proceedings;

and that the transcript is a true record of the

aforesaid proceedings.

     I FURTHER CERTIFY that I am not a relative,

employee, attorney or counsel of any of the parties,

nor am I a relative or employee of any of the parties'

attorney or counsel connected with the action, nor am

I financially interested in the action.

     Dated this 3rd day of May, 2022.

Laura Mountain
LAURA MOUNTAIN, Court Reporter
Post Office Box 13461
Tallahassee, Florida 32317