

Roundtable Discussion

How does this work?

- Utility & government organizations- inner circle
- All other organizations- sit on outer circle
- **Inner circle:** engage by participating, try to keep your responses or comments to 3-5 minutes to keep the discussion moving
- **Outer circle:** Questions & ideas are great. Now is not the time to detail your firm's capabilities or describing solutions . Connect after the roundtable.
- Triangle chime to keep us flowing forward

Agenda

- Kick-off: The conference, your week, & the roundtable
 - One person from each organization- inner circle (1 minute or less)
Introduce yourself and other attendees from your organization.
 - What's ONE solution are you looking for, from your peers at the Exchange?
 - What's ONE thing you're doing great, now, that you'd like to share?
- What is Customer Centricity?
- Break- 10:15- 10:30am
- Why do we care?
- Discussion & activities
- Adjourn at 11:30am

What is customer centricity?

Creating a **Customer Experience** means...**becoming** Customer Centric!

Becoming Customer Centric means...putting the customer at the **CENTER of EVERYTHING WE DO!**

WHAT

Products/Services
(gas and electric)

WHY

Path to a
Sustainable Future



HOW WE make
decisions...

The Processes
and Procedures
WE build

HOW

Product/Services
Safe, clean, reliable, at
a competitive price

YOU

What do Customers Expect

Stand on the spectrum...according to how important this aspect of service is to you...

- Meet my expectations?
- More options – options in how I can contact them? (face to face, email, web, on-line chat, social media, text)
- Personalization – Relationship?...or at least personalized approach
- Timely reply/response?
- Solve my problems?

1

10

Break!

Why do we care?

- **Age of the customer**
- **The world has changed, technology**
- **Expectations are higher than they have ever been**
- **Industry has competition**
- **Utilities are the experts**

Understand Together: A Roundtable Discussion

Where do we stand?

On a scale of 1 to 10, how would you rank your company on customer centricity today?

Chat with your neighbor: What's your score & why?

1

Why does the customer matter? Ware a monopoly

10

We are a customer centric company

What is one thing your company could do to increase its current score?

Thank you!