

November 23, 2015



Michael Strohl

Dear Community Leader:

I am pleased to report that we are transforming the way we serve our customers. Knowing customer expectations for ease of use are higher than ever, our Voice of the Customer initiative is creating more self-service options through our redesigned website and new ways to communicate with us, such as online chat, text messaging and social media. As we add self-service options, the average speed of answer at our call center has dropped more than 90 percent over the past year. We have also created a more efficient Shared Field Services Department providing combined gas, water and wastewater services, such as meter reading to homes and businesses. Among the recent customer service enhancements we have made are:

- **No fee credit card payments** – Customers can now make credit card payments without a transaction fee. The fee had been \$3.50 per transaction.
- **Redesigned website** – Our new website is responsive and more accessible to the full range of devices, including smart phones and tablets. About one-third of users now access our site from mobile devices.
- **Customer self-service** – Customers can now sign up online for budget billing, payment arrangements, automatic bank deduction, and move-in/out orders.
- **Online chat** – Customers can interact with our customer service representatives via online chat.
- **Proactive alerts and notifications** – Customers can now subscribe to receive alerts via text, email or automated phone call. These alerts notify customers of various billing related matters, such as their payment due date, payment posting date and a pending disconnection notice. Customers can also receive service notifications including appointment confirmation, and service status or completion on their premises.
- **Improved appointment scheduling** – Customers can now contact our call center to schedule appointments for field service in two-hour service intervals, rather than four hours.
- **Outage map** – A new online map displays system outage locations and duration.
- **Consumption history** - Online graphs allow customers to review their energy and water usage to better employ conservation.

In the year ahead, we will make more digital enhancements, including expanded customer service via social media, creation of a capital project viewer, service appointments via an online portal, and additional online payment options. Ultimately, our goal is to create an expanded menu of customer service options to make Citizens the market leader for customer ease of use in Central Indiana. While we are pleased with our progress, we are relentlessly committed to continuously improving customer service.

Sincerely


