



Voice of the customer: A Con Edison case study

Nancy Stahl, Consolidated Edison Co. of NY

Allyssa Brandt Gresser, KL Communications

March 2020

Agenda

- Con Edison Overview
- Market Evolution Drives Need for Customer Insight
- Con Edison Advisory Community Details
- Case Studies
- Q&A



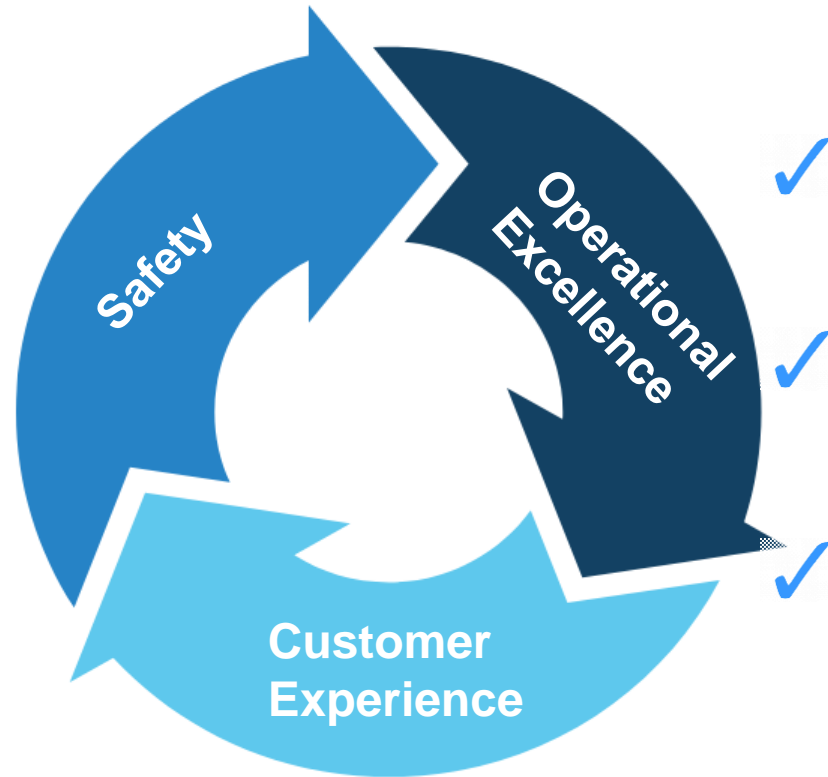
The Consolidated Edison Company of New York, Inc.

- Almost 200 years of service
- Customers in NYC & Westchester County
 - 3.3M Electric
 - 1.1M Gas
 - 1.7K Steam
- 15K Employees



Our Three Corporate Priorities

(drives everything we do)



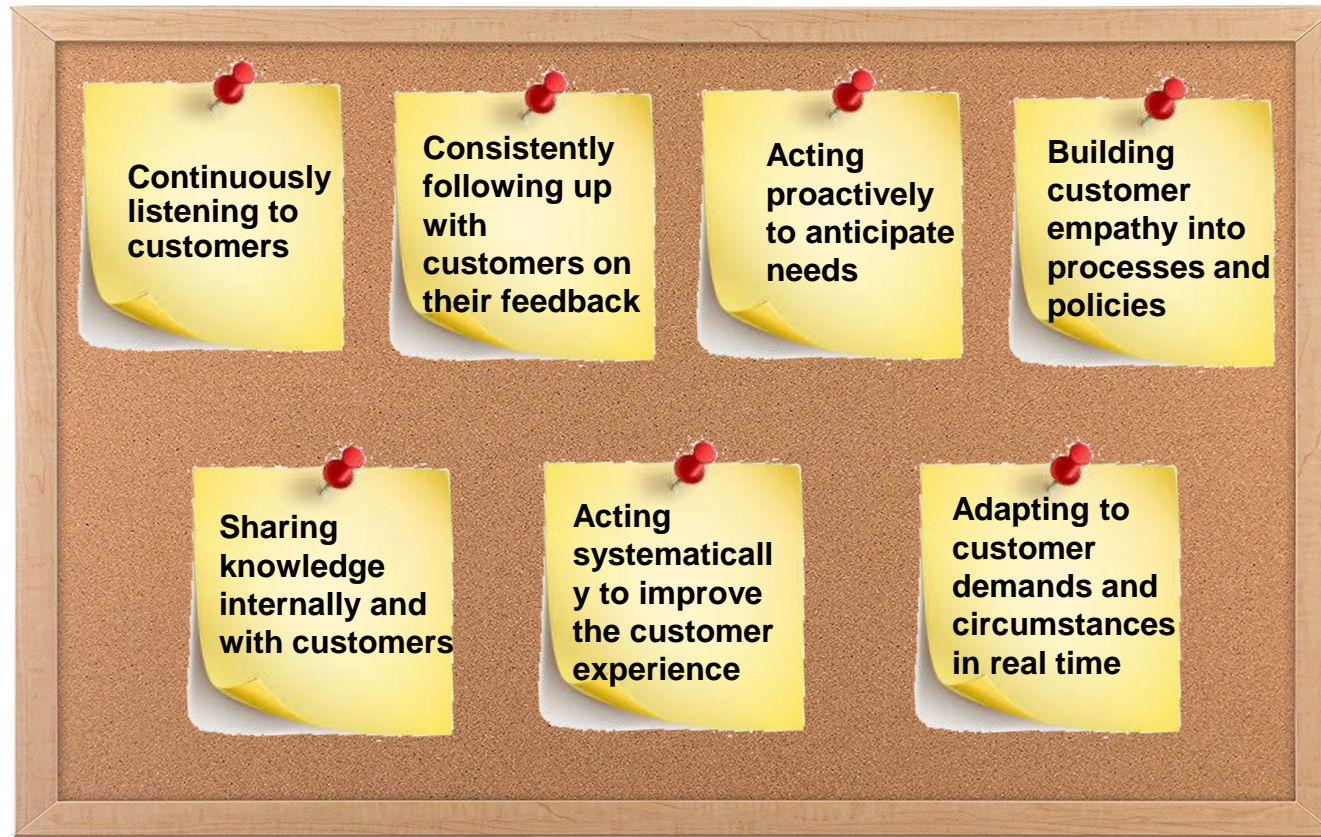
We strive to ...

See customer's point of view

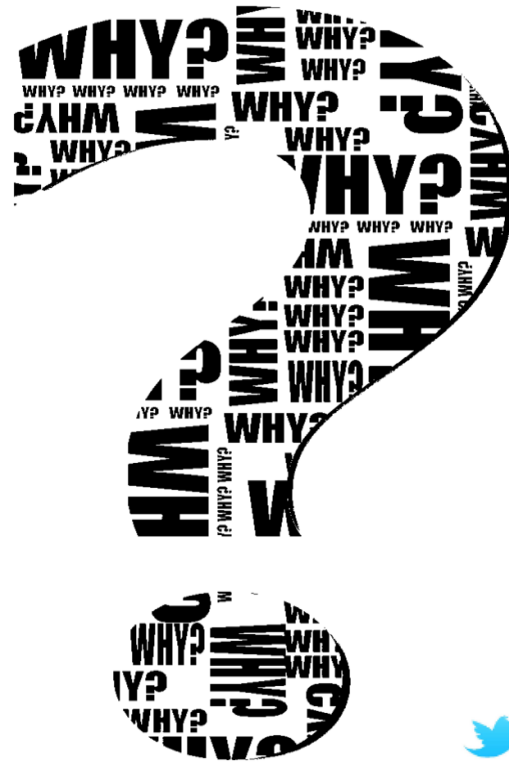
Make customer priorities our own

Elevate experience of doing business with us

Habits of a Customer-Centric Company



Why does CX matter?



In a service industry,
customer experience is more
important than ever

- ✓ Customer expectations are rising
- ✓ Satisfied customers give us great benefits
- ✓ Customer experience enables trust in a changing world

 “Thank you [@ConEdison](#) for responding quickly and changing our gas meter. We have hot water!”

Transforming Customer Experience is an Investment



Support of Senior Management

- ✓ Regularly speak about CX
- ✓ Believe CX is critical to meeting business goals
- ✓ Consistently communicate the importance of our CX strategy to employees
- ✓ Focus corporate initiatives on customer impacts
- ✓ Are vocal and hands-on about making CX a priority



Organization Need: Greater Access to Customer Insights



Challenges to Overcome: Making Research Part of the Process



- ✓ Access to target audience
- ✓ Access to methods
- ✓ Speed to insights

Advisory Community: Ongoing, Timely Dialogue Essential to Create Business Impact



Enables Customer-Driven Strategies, Technologies & Processes



- ✓ Engage customers
- ✓ Develop deep understanding
- ✓ Make smarter decisions



- ✓ Opportunity to be heard
- ✓ Skin in the game
- ✓ Enhanced customer experience

Closing the Loop

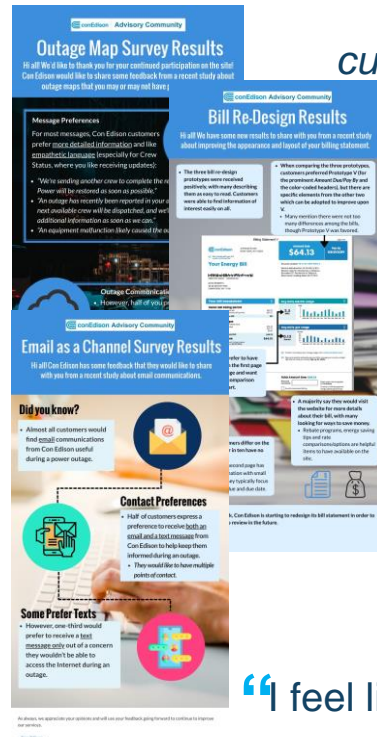
“It feels nice to know that a utility company cares enough about its customers that it has a community like this and shares feedback.”

“It’s good to know what Con Edison is doing and seeing people’s feedback.”

“It’s impressive to see the efforts being put forth by Con Edison to make changes.”

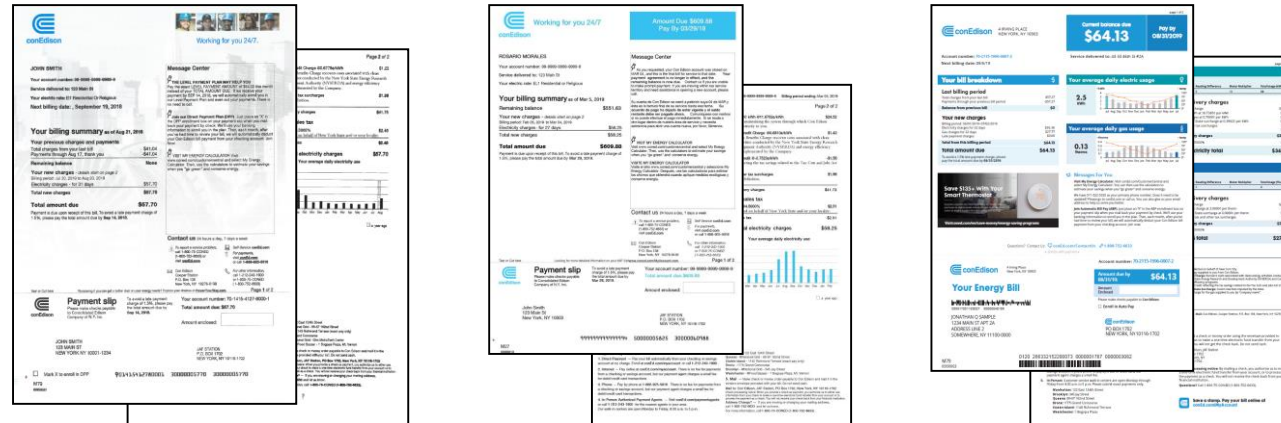
“I feel like my voice is heard as a customer! Kudos to Con Edison.”

“I get to learn more about items I wasn’t aware of, plus I get to express my opinion.”



Case Study

Bill Re-Design: Enhancements Will Lead to Positive Perceptions



Bill Re-Design: Customer Feedback



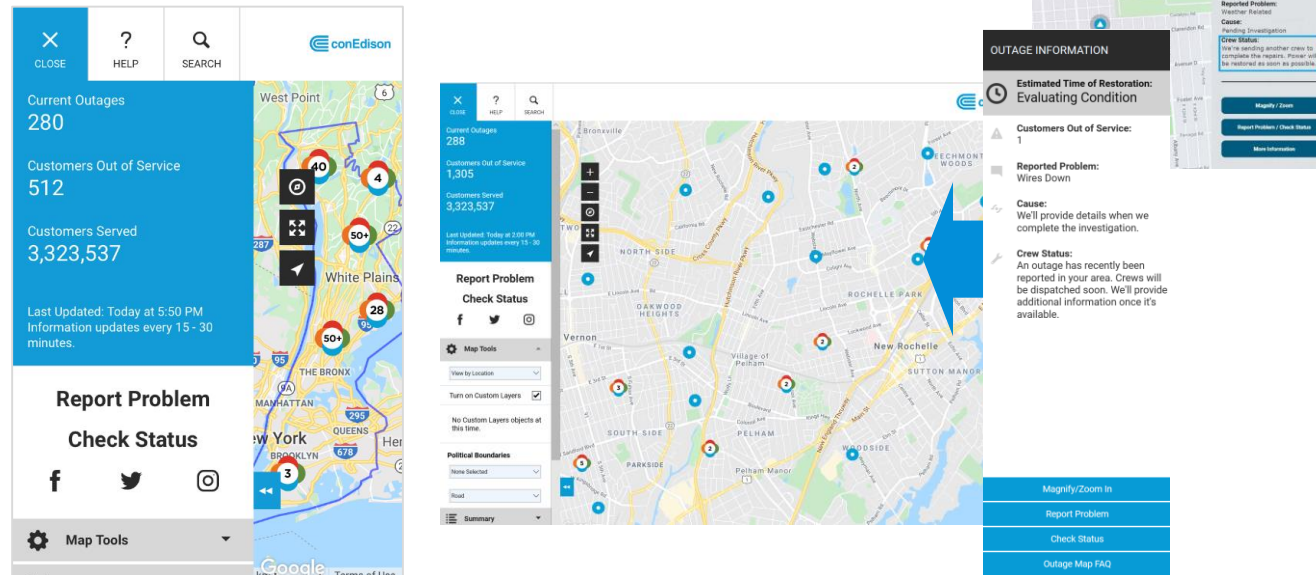
Video

Bill Re-Design: Customer Feedback

What Do Customers Think Of
The New Bill Redesign?

Case Study

Online Outage Map: Validation & Improvements



Outage Map: Customer Feedback



Community: Customer Feedback



Video

What Do Customers Think Of Being Part Of The Con Edison Customer Advisory Council?





conEdison

Nancy Stahl

stahln@coned.com



Allyssa Brandt Gresser

agresser@klcommunications.com