

**BEFORE THE PUBLIC SERVICE COMMISSION  
OF THE STATE OF MISSOURI**

NOTICE OF COMMUNICATION

COMES NOW Kansas City Power & Light Company and KCP&L Greater Missouri Operations Company (collectively, the “Company”) and for its Notice of Written Communication states as follows:

Pursuant to 4 CSR 240-4.020(8), the Company files this Notice of Communication in all of its contested cases pending before the Missouri Public Service Commission.

**Event:** Meeting with Commissioner Rupp Regarding Customer Service

**Written  
Communication:** PowerPoint Presentation (Attached)

**Date:** Tuesday, November 17, 2015

**Time:** 9:30 a.m.

**Location:** KCP&L, 1KC Place, 1200 Main Street, Kansas City, MO 64105

Participants included: Commissioner Scott Rupp of the Missouri Public Service Commission; Marc Poston of the Office of Public Counsel; and Terry Bassham, Scott Heidtbrink, Heather Humphrey, Chuck Caisley, Darrin Ives and Matt Dority from the Company.

Respectfully Submitted,

*/s/ Joshua Harden*

Joshua Harden, Mo 57941  
Dentons US LLP  
4520 Main St #1100  
Kansas City, MO 64111  
816-460-2535  
joshua.harden@dentons.com

Attorney for the Company

## CERTIFICATE OF SERVICE

The undersigned certified that a true and correct copy of the foregoing document was sent by electronic transmission, facsimile, U.S. Mail or e-mail to all parties of record in all of its contested cases pending before the Missouri Public Service Commission on this 17<sup>th</sup> day of November, 2015.

*/s/ Joshua Harden*

Joshua Harden, Mo 57941

# *Customer Experience & Commitment to Community*

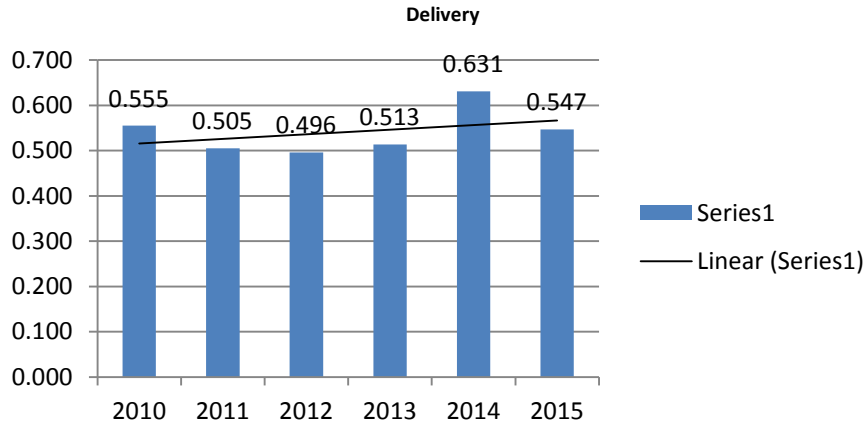
November 2015



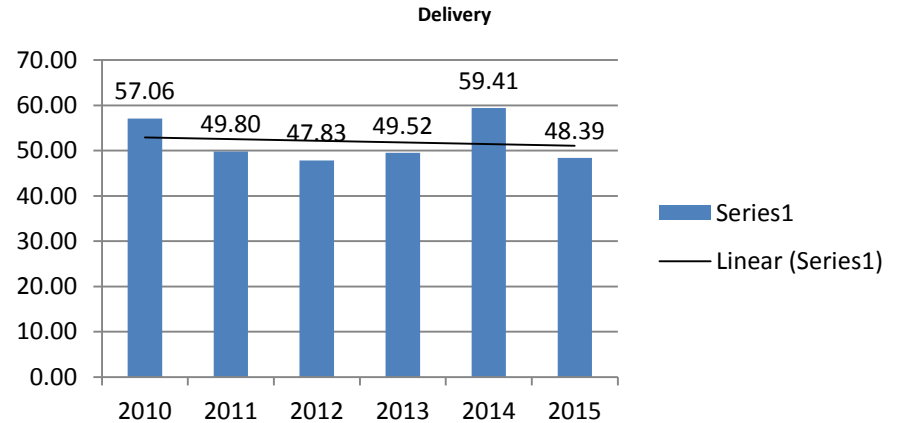
# Key Service Reliability Metrics

Our electric service reliability is tier one in the industry and we are always seeking to improve.

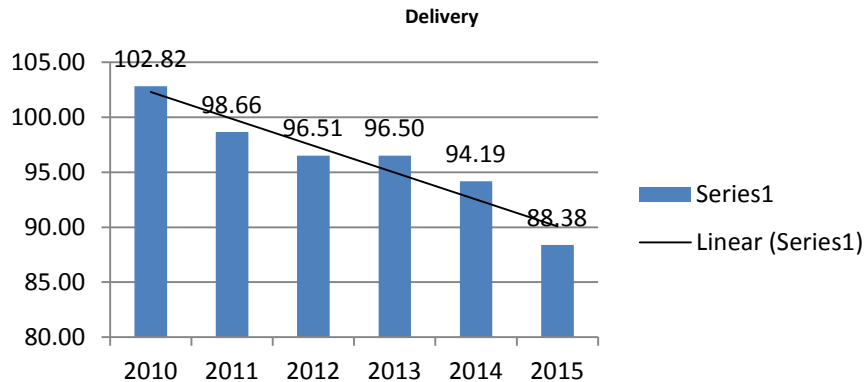
## SAIFI YTD Through July



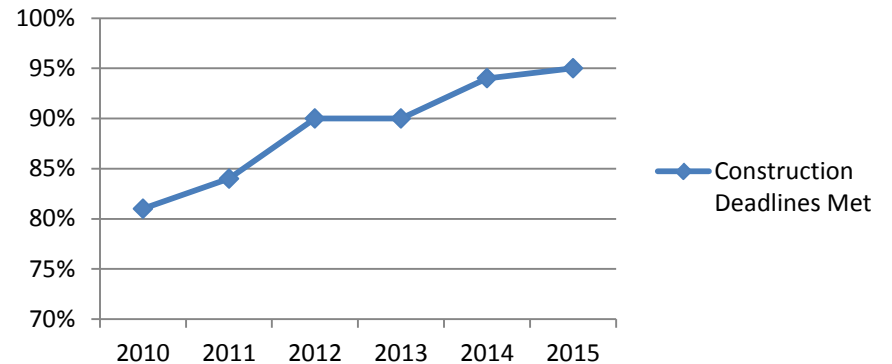
## SAIDI YTD Through July



## CAIDI YTD Through July



## Construction Deadlines Met



# Reliability Benchmarking

In addition to top tier reliability, we have multiple programs designed to improve overall performance and improve service wherever there are problem areas on our system.

## EEI Electric Utility Reliability Ranking (SAIDI)

KCP&L	2008	2009	2010	2011	2012	2013	2014	2015
Quartile Rank	1	2	1	1	1	1	1	1

Every year the independent consulting firm **PA Consulting** ranks overall utility reliability in the United States. KCP&L has been awarded the **most reliability utility in the Plains Region for the eight consecutive years**. One of those years, KCP&L was named the most reliable utility in the United States.

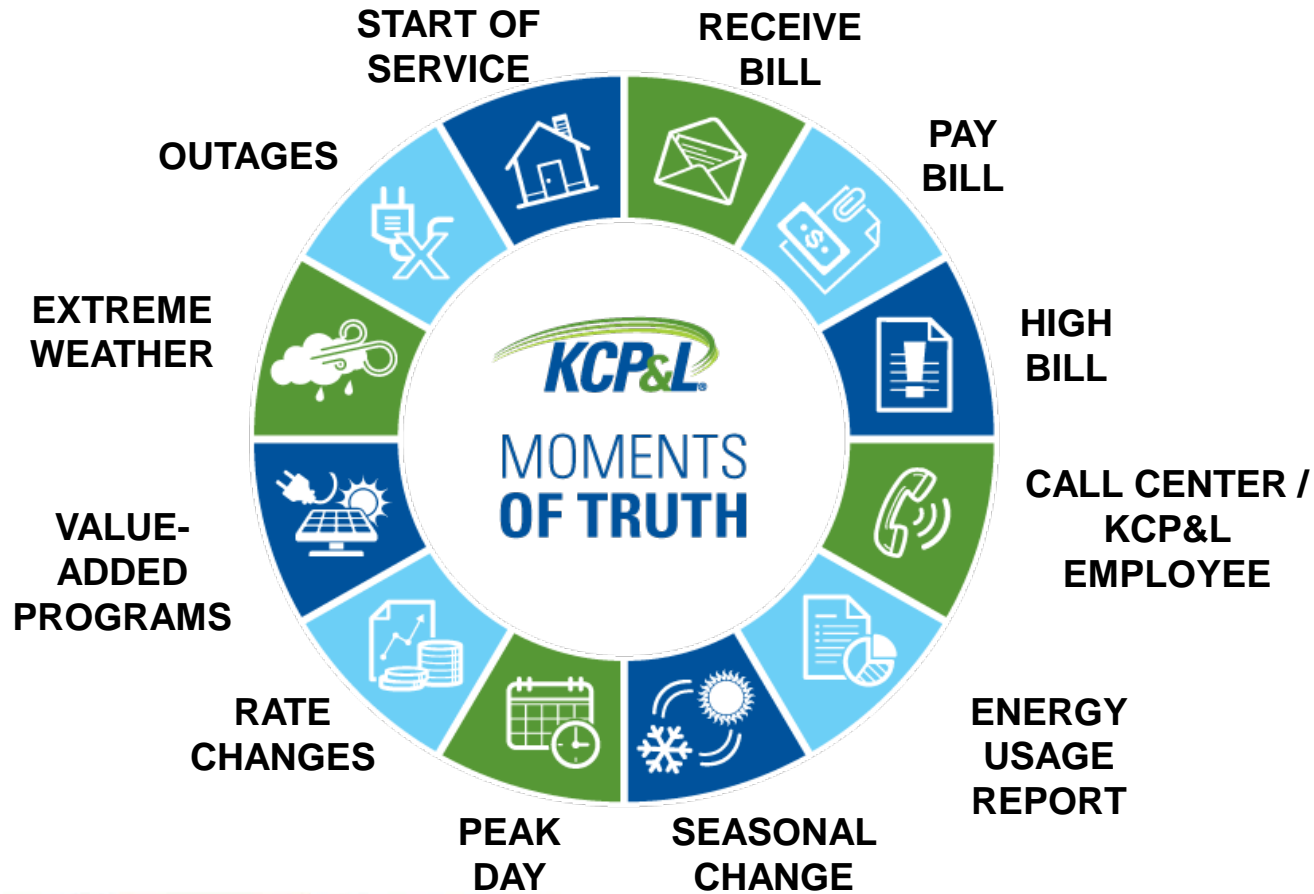
# The Evolution of Community Involvement

	2008	2009	2010	2011	2012	2013
Community Investments	Community Investments	Community Investments	Community Investments	Community Investments	Community Investments	Community Investments
Volunteerism	Volunteerism	Volunteerism	Volunteerism	Volunteerism	Volunteerism	Volunteerism
Sponsorships	Sponsorships	Sponsorships	Sponsorships	Sponsorships	Sponsorships	Sponsorships
Employee Giving	Employee Giving	Employee Giving	Employee Giving	Employee Giving	Employee Giving	Employee Giving
Community Campaigns	Community Campaigns	Community Campaigns	Community Campaigns	Community Campaigns	Community Campaigns	Community Campaigns
Proactive Press	Proactive Press	Proactive Press	Proactive Press	Proactive Press	Proactive Press	Proactive Press
		Emergency Support	Emergency Support	Emergency Support	Emergency Support	Emergency Support
		Connections	Connections	Connections	Connections	Connections
		Ticket/In-kind support	Ticket/In-kind support	Ticket/In-kind support	Ticket/In-kind support	Ticket/In-kind support
		Stakeholder Engagement	Stakeholder Engagement	Stakeholder Engagement	Stakeholder Engagement	Stakeholder Engagement
Total \$ Impact *	\$5.6 million	\$4.2 million	\$5.6 million	\$27.6 million	\$8.1 million	\$36.2 million
Agency Clients	625,000	575,000	630,000	800,000	840,000	835,000
Volunteer Hrs	9,630	11,059	14,800	14,255	17,545	16,400
Boards	90	135	140	145	143	142
Media	10	110	167	186	306	397
Face-to-face Outreach	*	1,600	4,860	13,900	13,507	36,000

\* Total \$ Impact is defined as direct charitable giving coupled with money raised through KCP&L leadership of charitable campaigns in the community. Examples of larger charitable campaigns led by KCP&L are the United Way annual effort, KU Cancer Center and the Kansas City Zoo.

# Focused Improvements in Customer Service

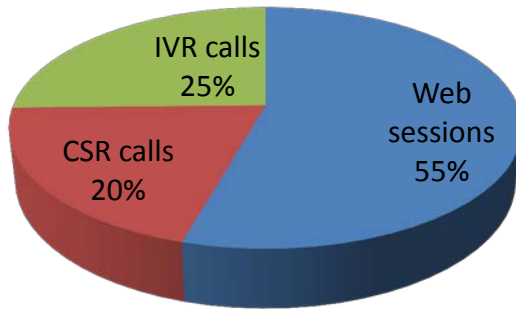
KCP&L is focused on improving customer interactions in the areas and at the times that matter most to customers. Through a focus on improving our digital platform and innovative customer programs, we work to excel at serving our customers when they need us the most.



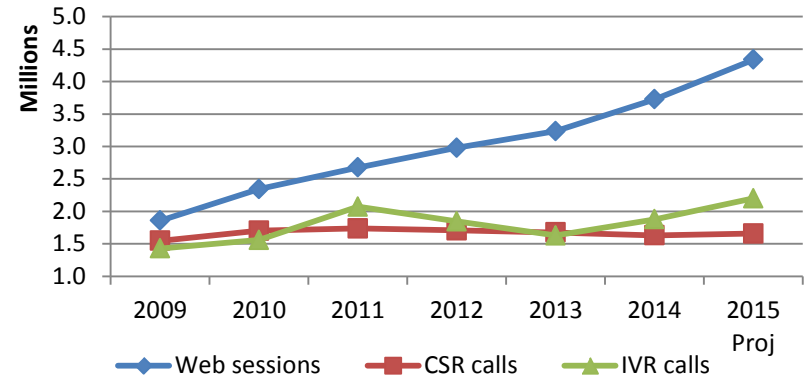
# Focused On Our Digital Platform

KCP&L has been focused on our digital platform for nearly a decade. This includes the KCP&L website, social media platforms and most importantly authenticated electronic transactions portals.

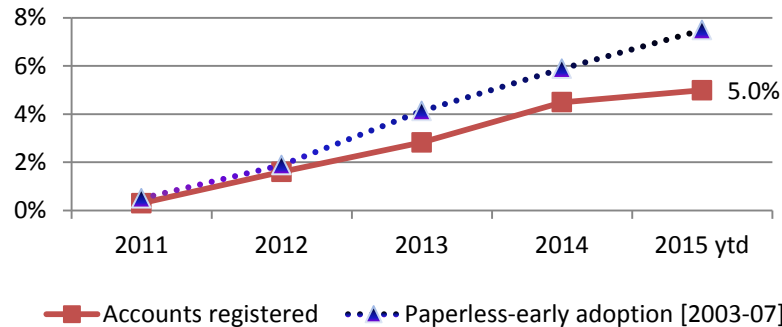
**Customer Contacts  
2015 YTD**



**Annual Trend: Customer Contacts**



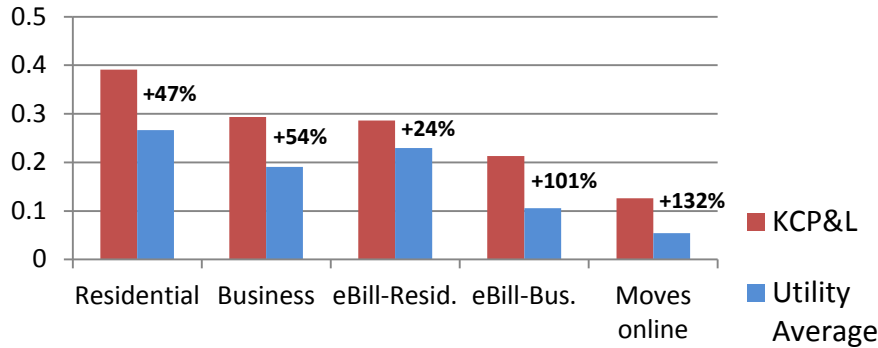
**Annual Trend: Text Messaging**



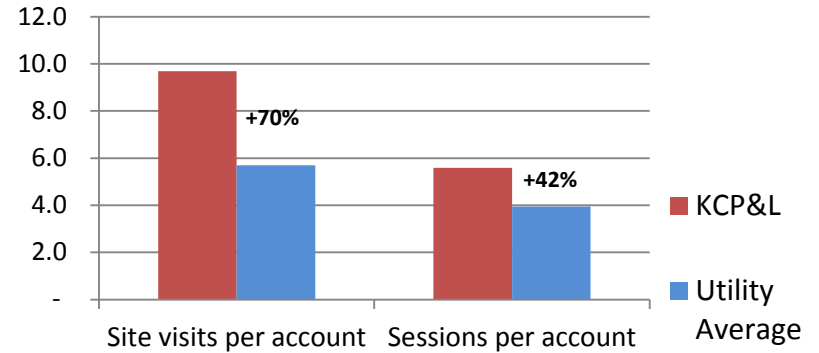


# Industry Leading Digital Portals

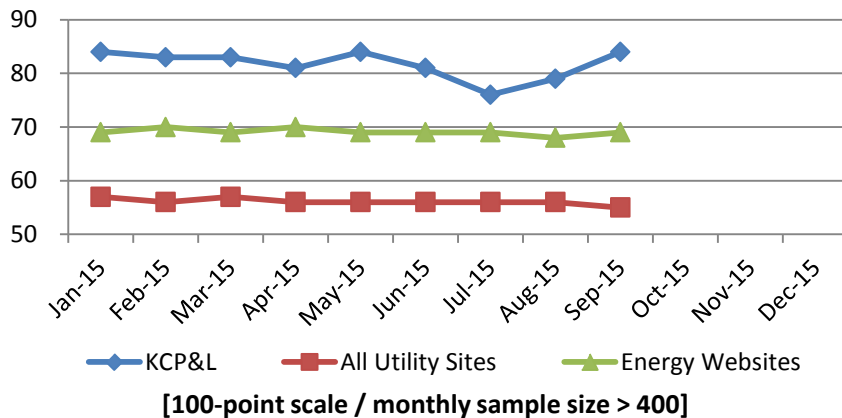
## KCP&L Adoption Advantage vs. Utility Averages



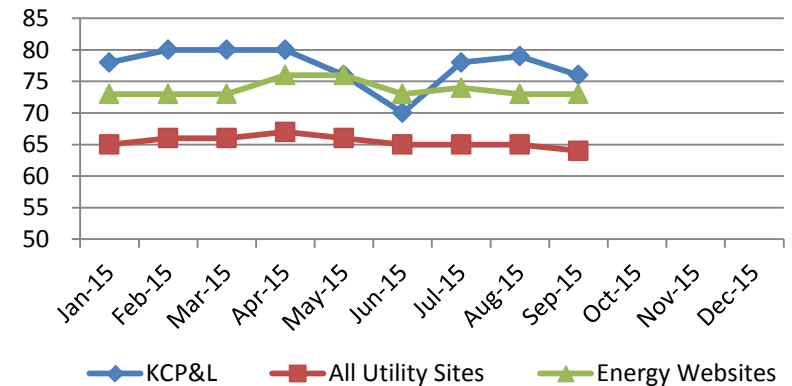
## Annual Site Activity per Customer Account



## Website Satisfaction - Desktop



## Website Satisfaction - Mobile



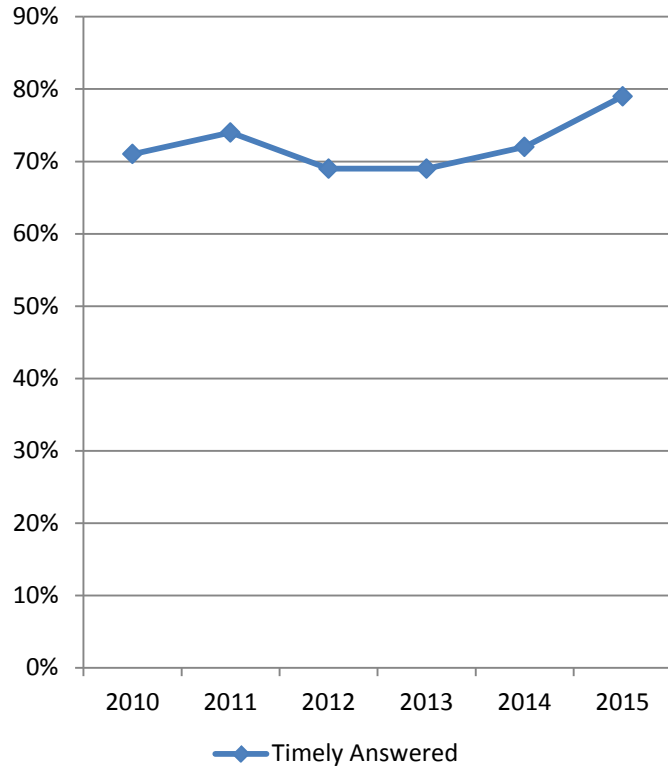
# KCP&L Call Center Voice of the Customer

KCP&L tracks key call center metrics and uses the information to constantly look for trouble areas and ways to improve customer service. This is a cross-functional effort involving multiple areas of the company—including all of Delivery and Marketing & Public Affairs.

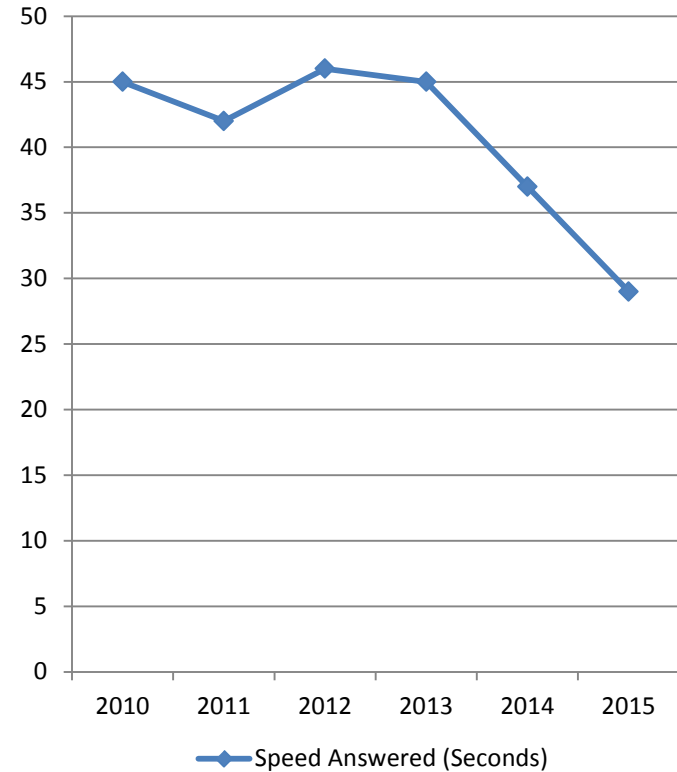
	YE '10	YE '11	YE '12	YE '13	YE '14	YTD '15
<b>KCP&amp;L Electric Service</b>						
How would you rate the electric service that KCP&L provides? (Average)	8.6	8.7	8.7	8.7	8.4	8.8
<b>The CSR</b>						
Average rating - Listening attentively to your unique personality and situation	9.0	9.1	9.0	9.0	8.9	9.2
Average rating - Their ability to answer your question or resolve your problem on the first call	8.8	9.0	8.9	8.9	8.8	9.1
Average rating - Their ability to provide caring and individual attention to you	8.9	9.1	9.0	8.9	8.9	9.1
Average rating - Having sufficient knowledge	9.0	9.1	9.1	9.1	9.0	9.2
Average rating - Overall	9.0	9.1	9.1	9.0	8.9	9.2
<b>Issue Resolution</b>						
% Problem/issue resolve during the <u>first</u> call	86%	86%	86%	87%	86%	88%
<b>Overall Call Experience</b>						
Average rating - Overall customer service experience	8.7	8.8	8.8	8.8	8.5	8.9

# Key Call Center Metrics

## Timely Answered

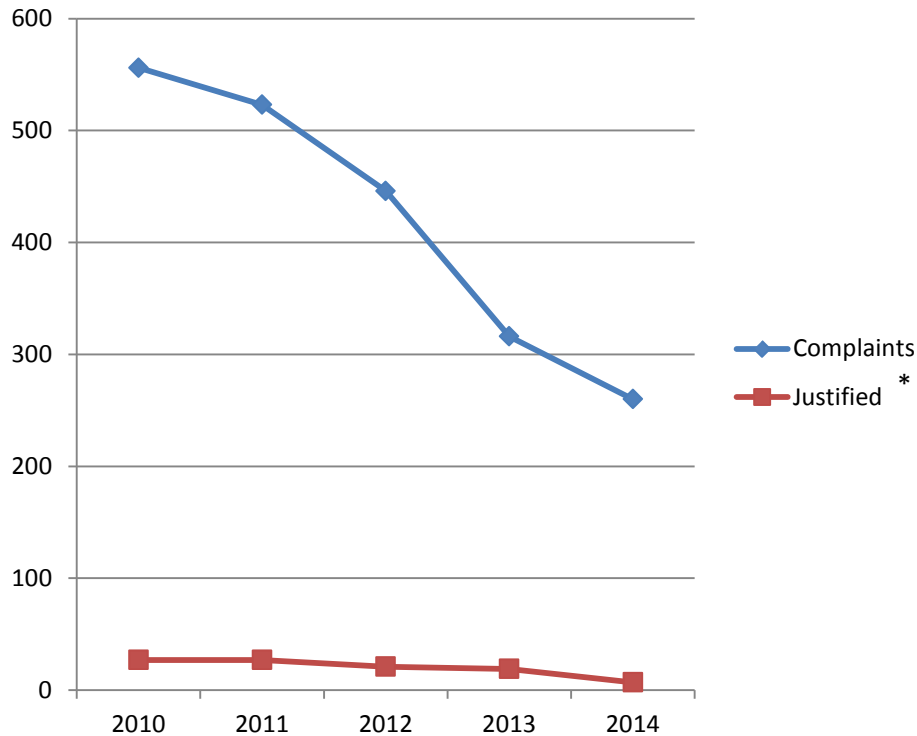


## Speed Answered



# KCP&L Customer Complaints To Regulators

KCP&L has a cross-functional team dedicated to resolving formal and informal Commission complaints. This team also tracks and works on any complaint or concern that does not get filed with the Commission.



## Focused on Resolving Customer Issues:

- A 53% decrease in complaints over a five year period
- A 75% decrease in justified complaints over a five year period
- A dedicated team of employees who work to resolve irregular customer situations and complaints
- Resolution of all complaints filed with the Better Business Bureau
- 100% response to “Call for Action” inquiries with less than 1% ever being broadcast

\* Indicates an internal designation for KCP&L where a determination is made that the proper procedure was not followed or the situation could have been resolved in a much more positive manner.

# Focused On Business Customers

Business and commercial customers have a dedicated team of people to serve their needs. This team works to streamline and expedite billing and service issues.

## 2015 Most Trusted Business Partners

The Most Trusted Business Partner designation was awarded to the utilities in the top quartile in each region that score above the industry average.

Utility	Region	Brand Trust Index
AEP SWEPCO	South	802
APS	West	768
Salt River Project	West	766
Rocky Mountain Power	West	765
Idaho Power	West	764
Alabama Power	South	763
DTE Energy	Midwest	762
Georgia Power	South	762
CPS Energy	South	757
Florida Power & Light	South	756
Pacific Power	West	756
Ameren Illinois	Midwest	754
KCP&L	Midwest	751
MidAmerican Energy	Midwest	751
Portland General Electric	West	747

Cogent Reports™ names the 20 Most Trusted Business Partners among utilities based on results from its 2015 Commercial Utility Trusted Brand & Customer Engagement study. This study surveyed more than 6,000 business customers of the 59 largest electric and combination utilities in the US.

# Customer Perception of Missouri Utilities

KCP&L matches or exceeds the performance of other major utility companies on each of these key measures. The intensity of positive ratings (very favorable, very satisfied, and very honest) is especially noteworthy as it shows how consistently strong and positive customer sentiment toward KCP&L is.

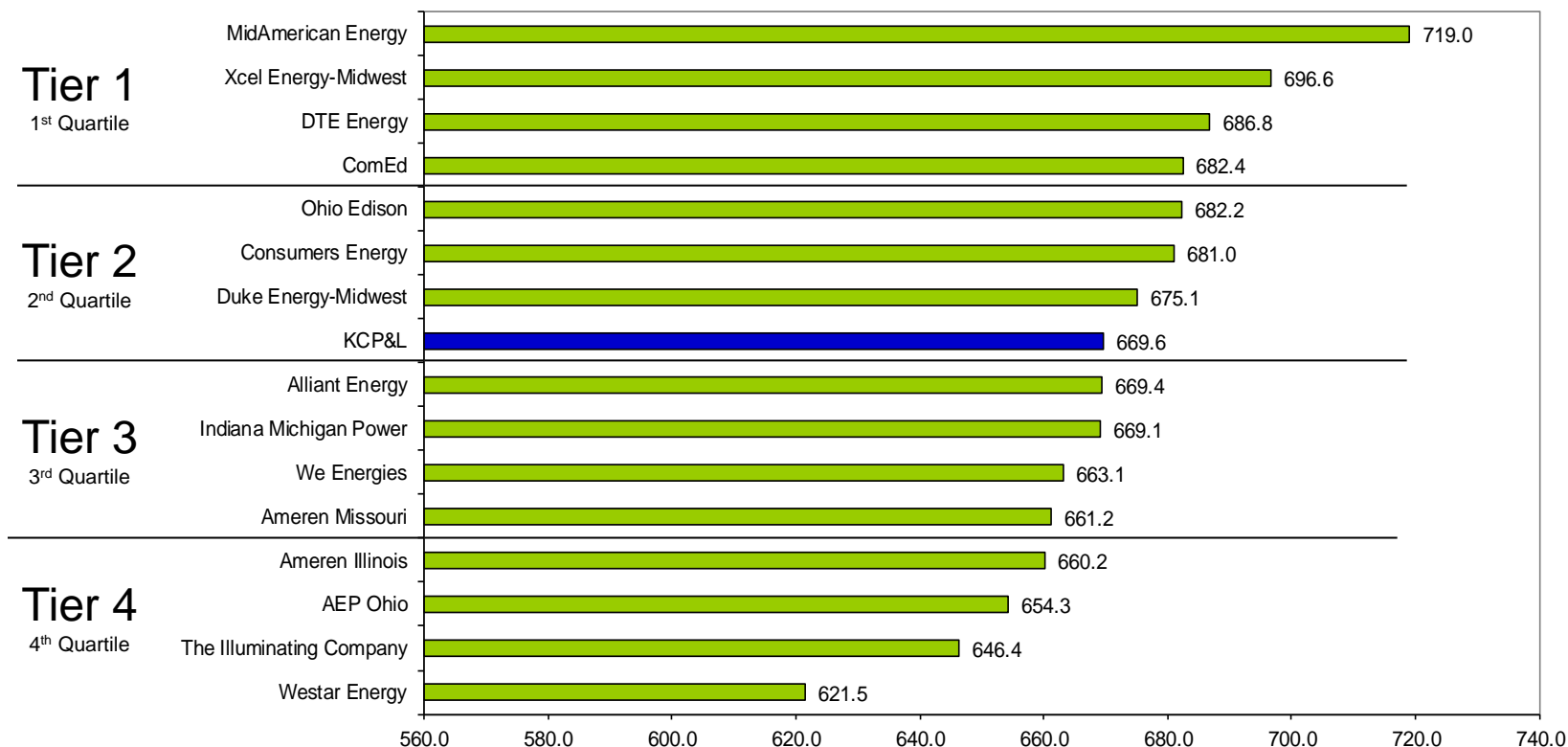
Measure	KCP&L	MO Utility 1	MO Utility 2	MO Utility 3
Company Image (% favorable)	84%	71%	79%	75%
Company Image (%very favorable)	45%	29%	41%	33%
Customer service (% satisfied)	89%	83%	87%	86%
Customer service (% very satisfied)	52%	41%	52%	47%
Honesty with customers (% honest)	81%	69%	79%	77%
Honesty with customers (% very honest)	48%	33%	49%	42%
Satisfaction with price of electricity (gas for Laclede Gas) (% satisfied)	60%	54%	56%	62%

SOURCE: Research conducted by third party independent research firm, WPA Research, from July 1-2, 2015. Live phone interviews were used to collect this data.

# JD Power & Associates

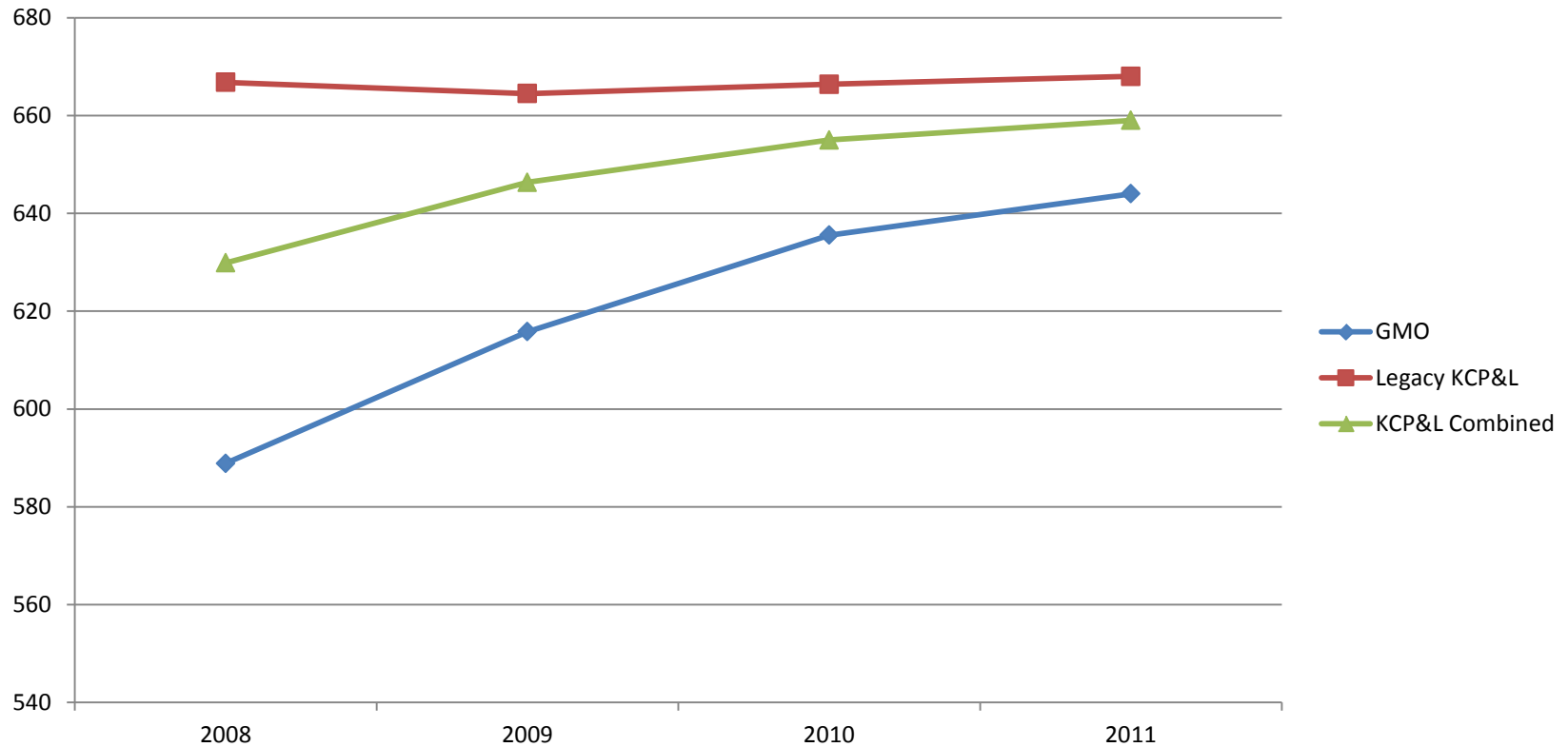
KCP&L's Overall Customer Satisfaction Index is currently ranked 8th out of 16 Midwest Large utilities increasing from the previous quarter. Out of the last twenty five quarters, KCP&L has been the highest ranked Missouri or Kansas utility 21 out of 25 quarters.

## 3Q15 – JD Power Residential Study



# KCP&L Improves Aquila JD Powers Scores

When KCP&L acquired Aquila in 2008, there was a significant gap between customer satisfaction in the Aquila and KCP&L service territories. Today customer satisfaction is nearly the same throughout KCP&L's expanded service territory.





# Special Customer Initiatives

KCP&L has a variety of customer programs designed to handle special circumstances or situations. Customer service is not “one size fits all” and these initiatives are designed to address special circumstances or unique customer needs.

- **Issues Management Team:** tracks hundreds of special community and customer circumstances
- **Gatekeeper and Medical Programs:** elderly, disabled and customers with medical needs
- **Community Agency Initiative:** training and funding for community agencies to maximize LIHEAP
- **Economic Relief Program:** partnership with Salvation Army, providing a monthly bill credit for working poor and elderly
- **Connections Campaign / Program:** Started in recession, now permanent outreach to connect customers to programs and services
- **Family Relief Program:** activated during extended extreme heat or cold situations, provides a one time bill credit with customers to help them not fall behind on their bill
- **Mobile Outreach Units:** used to meet customers where they live for information and during storms
- **Light Source Program:** mentorship and resources for diverse business customers
- **Critical Customer Team:** a proactive and dedicated team that tracks and proactively addresses concerns with any critical infrastructure
- **Frequent Outage Program:** a dedicated team and process to address problem areas for service reliability

# Social Media...

Even though we do not currently have an active Twitter handle, that does not mean we do not monitor Twitter and use it to respond to stakeholder issues...



