

Exhibit No.: _____
Issues: Customer Service
Witness: Ron Crow
Sponsoring Party: Missouri Gas Energy
Case No.: GR-2009-0355
Date Testimony Prepared: October 14, 2009

MISSOURI PUBLIC SERVICE COMMISSION

MISSOURI GAS ENERGY

CASE NO. GR-2009-0355

SURREBUTTAL TESTIMONY OF

RON CROW

Jefferson City, Missouri

October 2009

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1 **Q. WOULD YOU PLEASE STATE YOUR NAME AND BUSINESS ADDRESS?**

2 A. My name is Ron Crow, and my business address is 3420 Broadway, Kansas City,
3 Missouri 64111.

4
5 **Q. BY WHOM ARE YOU EMPLOYED AND IN WHAT CAPACITY?**

6 A. I am the Senior Director of Customer Service for Missouri Gas Energy (“MGE” or
7 “Company”), a division of Southern Union Company.

8
9 **Q. HAVE YOU PREVIOUSLY FILED TESTIMONY IN THIS CASE?**

10 A. Yes, I filed direct testimony.

11

12 **Q. WHAT IS THE PURPOSE OF THIS TESTIMONY?**

13 A. I will respond to the testimony of two customers who testified in the local public hearings
14 in St. Joseph, Missouri on September 8, 2009.

15

16 **Q. HAVE YOU REVIEWED THE TESTIMONY FROM ST. JOSEPH AND OTHER
17 LOCAL PUBLIC HEARINGS?**

18 A. Yes. I was gratified to see that for the most part, even those few customers who testified
19 were largely satisfied with their service. For purposes of this testimony, however, I want

1 to address two witnesses who spoke about the Company's telephone Interactive Voice
2 Response System ("IVR").

3
4 **Q. WHAT IS THE IVR SYSTEM?**

5 A. The IVR system is a convenient customer service tool providing 24 hour a day, seven
6 days a week service to our customers. Customers can find out how much they owe on
7 their bill, the amount of their last payment, make payments, sign up to receive an average
8 monthly bill (ABC) or Bank Plan and even get answers to the most frequently asked
9 questions.

10
11 **Q. WHAT KIND OF CUSTOMER FEEDBACK HAVE YOU RECEIVED ON THE**
12 **IVR SYSTEM?**

13 A. The true measure of the IVR's success is in the dramatic increase in customer use. The
14 number of customer calls handled by the IVR has grown from 69,952 in 1998 to 471,310
15 in 2008. Because of the convenience of the system, it is rare for us to receive negative
16 feedback from our customers regarding the IVR. We do, however, continually seek ways
17 to make it even more user friendly.

18
19 **Q. ONE CUSTOMER EXPRESSED CONCERN ABOUT OPTIONS FOR ENGLISH**
20 **OR SPANISH. WHY DO YOU OFFER THIS OPTION?**

21 A. Simply to provide better service to our Spanish-speaking customers. MGE serves many
22 customers for whom English is not their first language. The vast majority of those

1 customers are Spanish-speaking. It is critical to have a Spanish language option on our
2 IVR to provide these customers with effective and safe service.

3
4 **Q. HAVE YOU REVIEWED THE CONCERNS EXPRESSED BY ONE CUSTOMER**
5 **ABOUT THE TYPE OF INFORMATION AVAILABLE VIA THE IVR SYSTEM?**

6 A. Yes. One customer expressed frustration that she was unable to obtain an automatic
7 response to her inquiries about fees associated with electronic withdrawals from her
8 checking account. MGE has programmed the IVR to only inform our customers when a
9 fee will be charged. There are no fees associated with electronic withdrawals from
10 checking accounts through what we call our “Bank Plan”, therefore; the customer would
11 not have been able to obtain the information that she was seeking through our IVR.

12
13 **Q. DOES THE IVR HAVE AN OPTION TO “BYPASS” THE AUTOMATED**
14 **SYSTEM TO GET TO A CUSTOMER SERVICE REPRESENTATIVE?**

15 A. Yes. While our system is designed to automatically answer routine service-related and
16 billing questions, the Company still wants to enhance customer satisfaction by offering
17 an option to speak to a customer service representative. The option to press “0” or say
18 the word “Operator” is offered as part of the IVR menu.

19
20
21 **Q. DOES THIS CONCLUDE YOUR SURREBUTTAL TESTIMONY?**

22 A. Yes.