



Customer Operations and Strategy

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Stakeholder Benefits from Evergy 5-Year Strategy

CUSTOMERS

- ✓ **Maintains Affordability**
 - Capital investments targeted to enable long-term and sustainable cost savings of an expected ~25% non-fuel O&M reduction by 2024
 - Significant fuel and purchase power savings of ~\$145M from 2019 through 2024
- ✓ **Improves Customer Experience**
 - Enables automated outage communications
 - Expands digital communications, transactions and customer self-service options
 - Modernizes rate structures to offer additional rate options tailored to different types of residential customers
- ✓ **Improves Reliability & Resiliency**
 - Capital investments in grid automation, data handling and analytics capabilities and communications infrastructure to improve grid reliability, reduce restoration times and increase overall grid resiliency

COMMUNITY

- ✓ **Provides Regionally Competitive Rates**
 - Cost savings minimize rate increases over the period of the plan and is expected to improve regional rate competitiveness
- ✓ **Enhances Economic Development**
 - Job creation as a result of investments in grid modernization projects and renewable generation
 - Investments in renewable energy and grid modernization will help attract companies by improving cost competitiveness, reliability and overall sustainability
- ✓ **Honors Community Commitments**
 - Maintains Evergy's 'People First' culture
 - No merger-related involuntary layoffs
 - Maintains local control and current community involvement and investments
 - Honors existing regulatory agreements while providing a safe work environment for employees and meeting the needs of customers

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ENVIRONMENT

- ✓ **Delivers Cleaner Energy**
 - An Integrated Resource Plan that builds on Evergy's focus on sustainability with increased investment in renewable energy, including solar energy, and battery storage and expanded energy efficiency programs
 - Pursues legislative and regulatory policy changes that would allow for more rapid decarbonization through accelerating retirement of coal plants
 - Investments in grid modernization will enable easier access to and development of distributed generation and customer facing grid-edge technology
- ✓ **Engages Stakeholders**
 - A robust process to engage our customers, regulators, employees and shareholders in Evergy's transformation to a low-carbon, resilient utility

Customer Strategy Guideposts



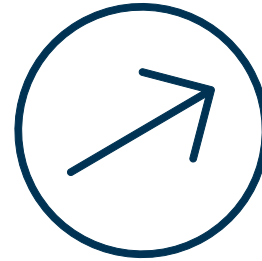
STEADY IMPROVEMENT IN CUSTOMER EXPERIENCE

- Create a true omni-channel customer service and interaction
- An increasing focus on both digital self-service and value-added human interactions
- A five-year roadmap with one-year executable increments.
- Non-industry benchmarking with outcome-based KPI's and metrics
- A collaborative roadmap for needed policy changes



O&M REDUCTIONS BEYOND EXISTING SYNERGIES

- Hard cost reductions over a five-year period achieved through:
 - Increasing automation
 - Increasing digital external and internal functionality
 - Universal customer service
 - Streamlining dependent processes
- Using a portion of the incremental O&M savings to fund or offset rate impacts of investment in customer experience improvement strategy



BENEFICIAL REVENUE GROWTH

- Increasing traditional regulated revenue through:
 - Expanded economic development efforts
 - Beneficial electrification
 - Modernized rate structure
- Increasing non-traditional or performance-based revenue, such as energy efficiency programs

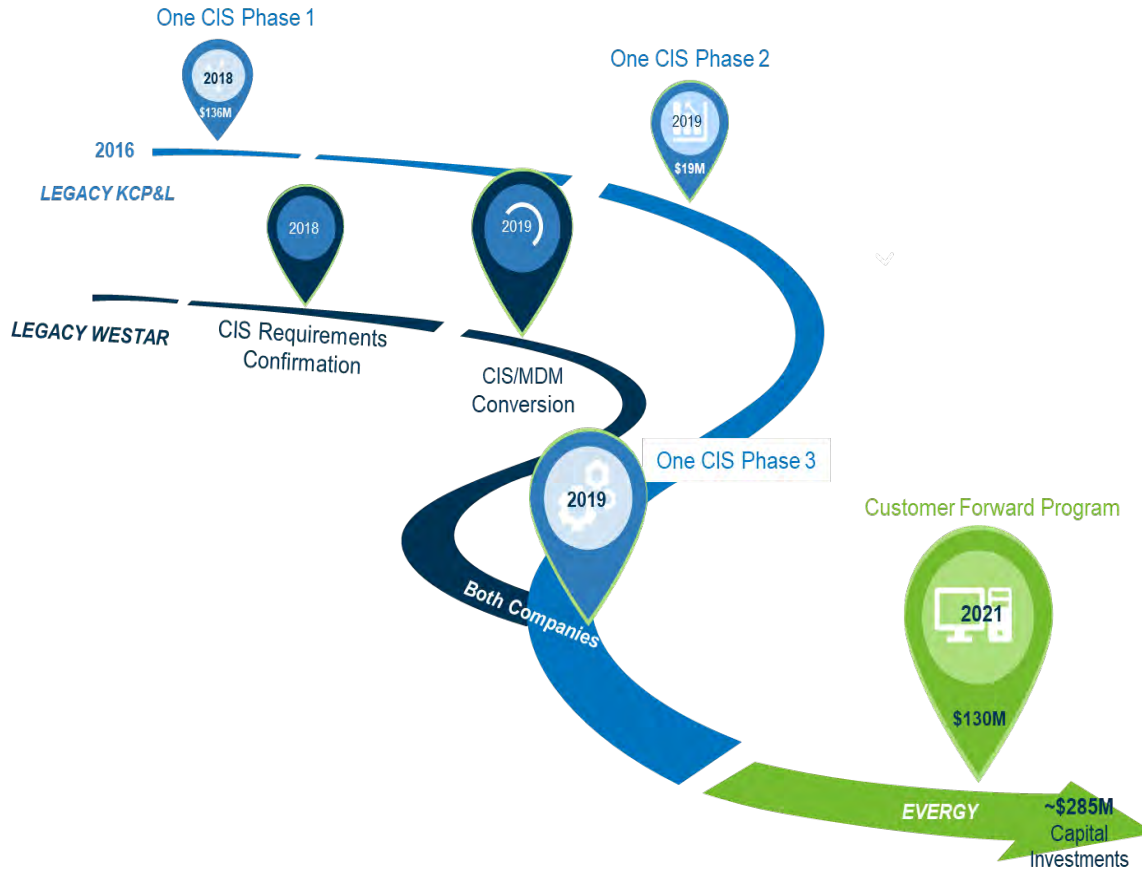


TARGETED CAPITAL INVESTMENT

- Maximize utilization of core platform investments like AMI and customer information systems
- Create an IT and capex roadmap that reduces bolt-on projects
- Create an agile project team to work on continuously updating customer interface enhancements on a 4-to-8-week cycle
- Fund and improve data analytics and digital process automation



Big Action: Completely Reboot Customer Facing Technology



- Customer Care and Billing (CCB)
- Customer Self-Service (CSS)
- Meter Data Management (MDM)
- Operational Device Management (ODM)
- Integrated Voice Response (IVR)
- Outage Management System (OMS)
- Customer Relationship Management (CRM)
- Knowledge Management System (BEN)
- Enterprise Reporting (BI)
- Service Order Management (SOM)
- Work Force Management (PCAD)

These projects took five years and invested nearly \$300 million



2017-2021 Core Customer System Investments



Key Drivers

- Significant technology investments required to replace outdated, custom legacy accounting, operations and customer systems no longer capable of being maintained
- Increased regulatory and compliance requirements
- Increased security threats and requirements
- Increased cost to maintain legacy systems
- Increased data storage and handling requirements
- Increased demand to integrate systems with emerging technology solutions providers

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- Customer Self-Service (CSS)
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- Operational Device Management (ODM)
- Integrated Voice Response (IVR)
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- Knowledge Management System (BEN)

Core system investments provided the foundation for much needed security and customer experience improvements



Customer and Community Solutions Vision Blueprint

2025 Vision Blueprint

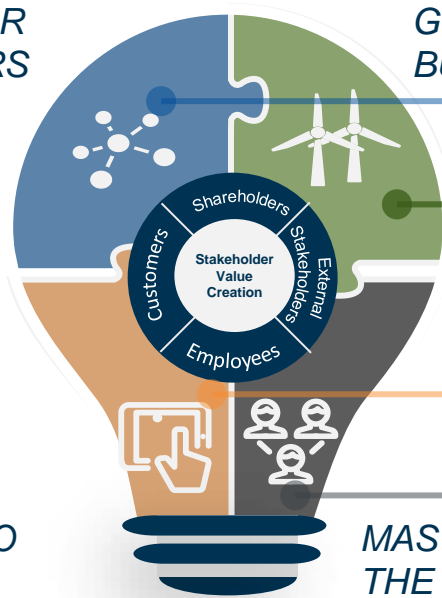
Roadmap Themes

KNOW YOUR CUSTOMERS

GROWING THE BUSINESS

EASY TO DO BUSINESS

MASTERING THE BASICS



Build core sales, service and marketing capabilities

Drive regulated value-added customer solutions

Drive product development and value-added customer solutions

Build digital experience and self-service capabilities

Establish organizational efficiencies

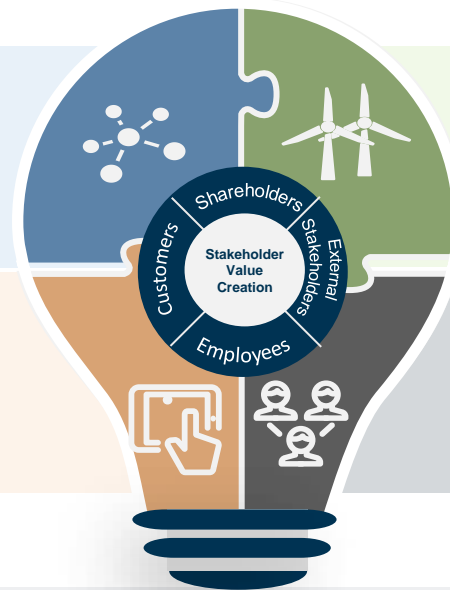
Customer & Community Solutions Vision Blueprint

KNOW YOUR CUSTOMERS

- Enhanced customer engagement (CRM)
- Personalized and differentiated experiences
- Providing customer choice

EASY TO DO BUSINESS

- Improved digital interactions
- Proactive customer engagement (360 view)
- Omnichannel (3-5 key channels)
- Nextgen contact center technologies






GROWING THE BUSINESS




- Economic development
- Beneficial electrification (customer, utility)
- Flexible rate choices
- Unlock customer benefit through value added solutions

MASTERING THE BASICS

- Data-driven operations (KPIs, Analytics)
- Continuous process improvement (Automation)
- Employee enablement (Knowledge mgmt. tools)
- Outcome-based culture

Align our core strengths – people and capabilities for providing energy – with new products/services and digital enablement to improve our stakeholder experience

-  Increased O&M efficiency
-  Increased regulated revenue
-  Partner enablement

-  Increased non-regulated revenue
-  Customer & employee engagement
-  Shareholder value

Customer Self-service

Customer Experience Destination: Omnichannel Customer Service



Single Channel

Traditional:
Phone, direct mail and/or face-to-face interactions



Blended Channel

Transactional: Physical and digital channels working independently for customer interactions



Multi-Channel

Combination: Single view of customer, with multiple customer touchpoints for service that operate independently of each other and have little cross-channel interaction



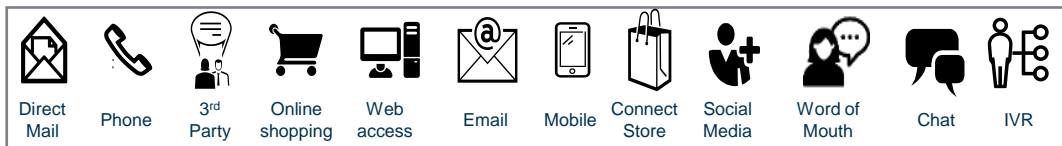
Omnichannel

Experiential: Consistent and united customer experience across complementary and fully integrated channels, centered on ease of transaction for the customer and cost-efficiency for the utility

Core Systems Replacement

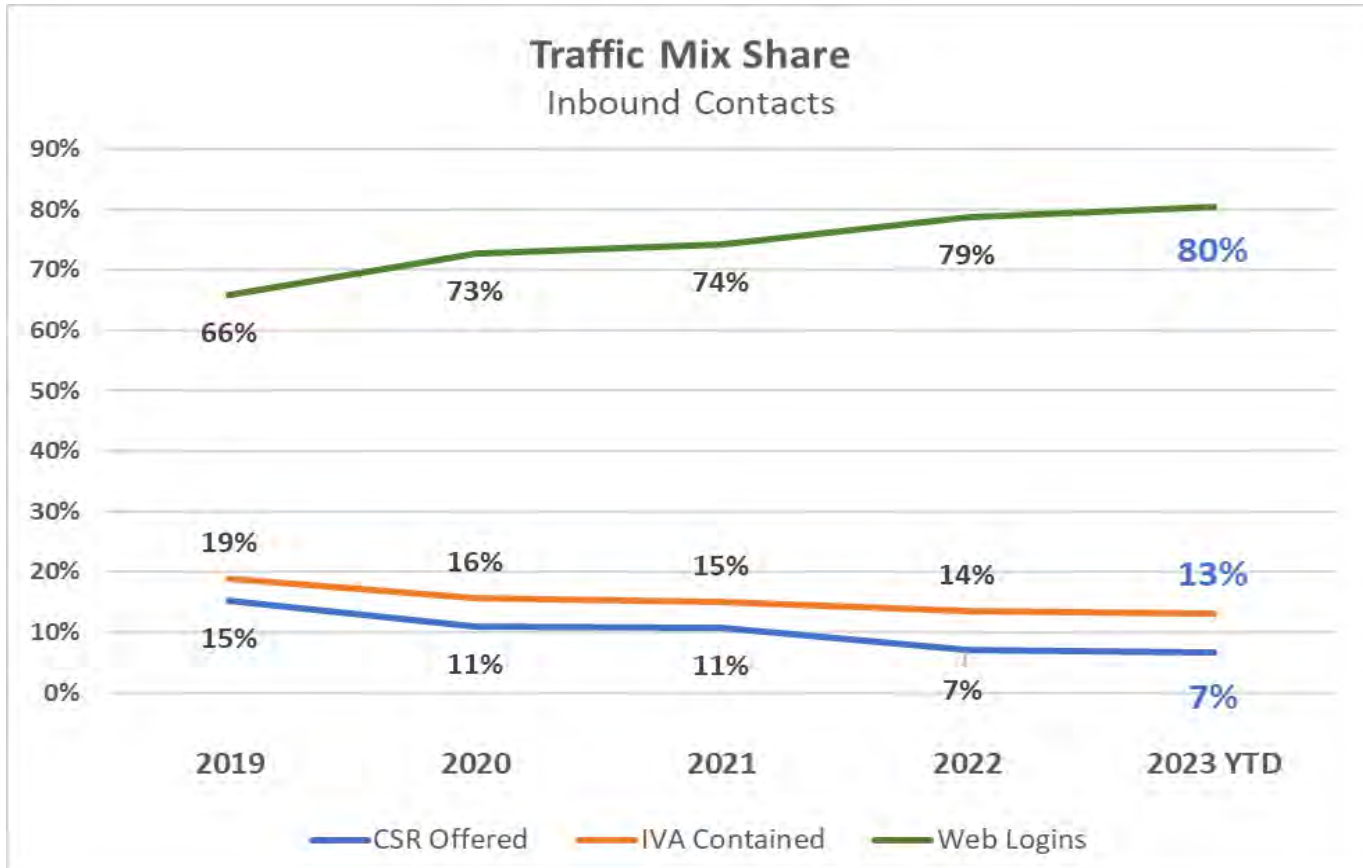
Integration and Solutions Suite

Legend - Channels



Technology integration investment enables omnichannel solutions for enhanced customer experience and lower costs

93% of Customers Used Self Service



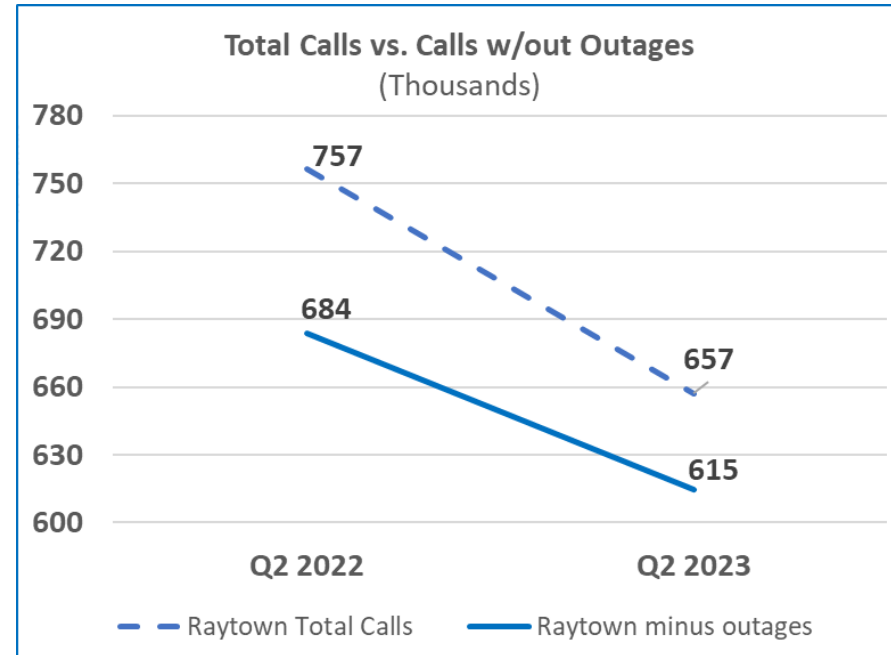
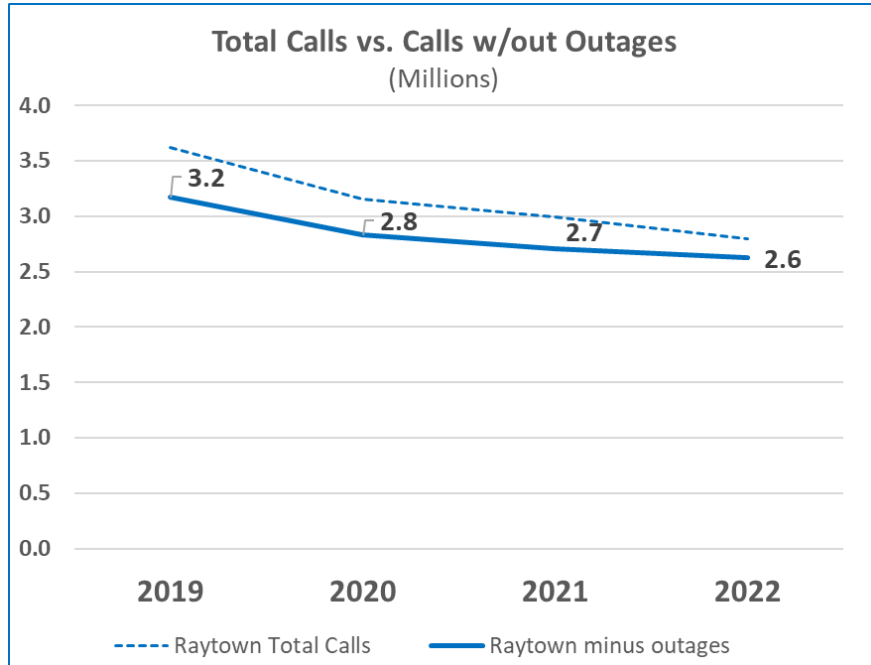
- Strong results with both seasonality of summer moving season and TOU support

Represents all Evergy



Total calls continue to decline...

Calls have decreased by 600k over the last 4 years

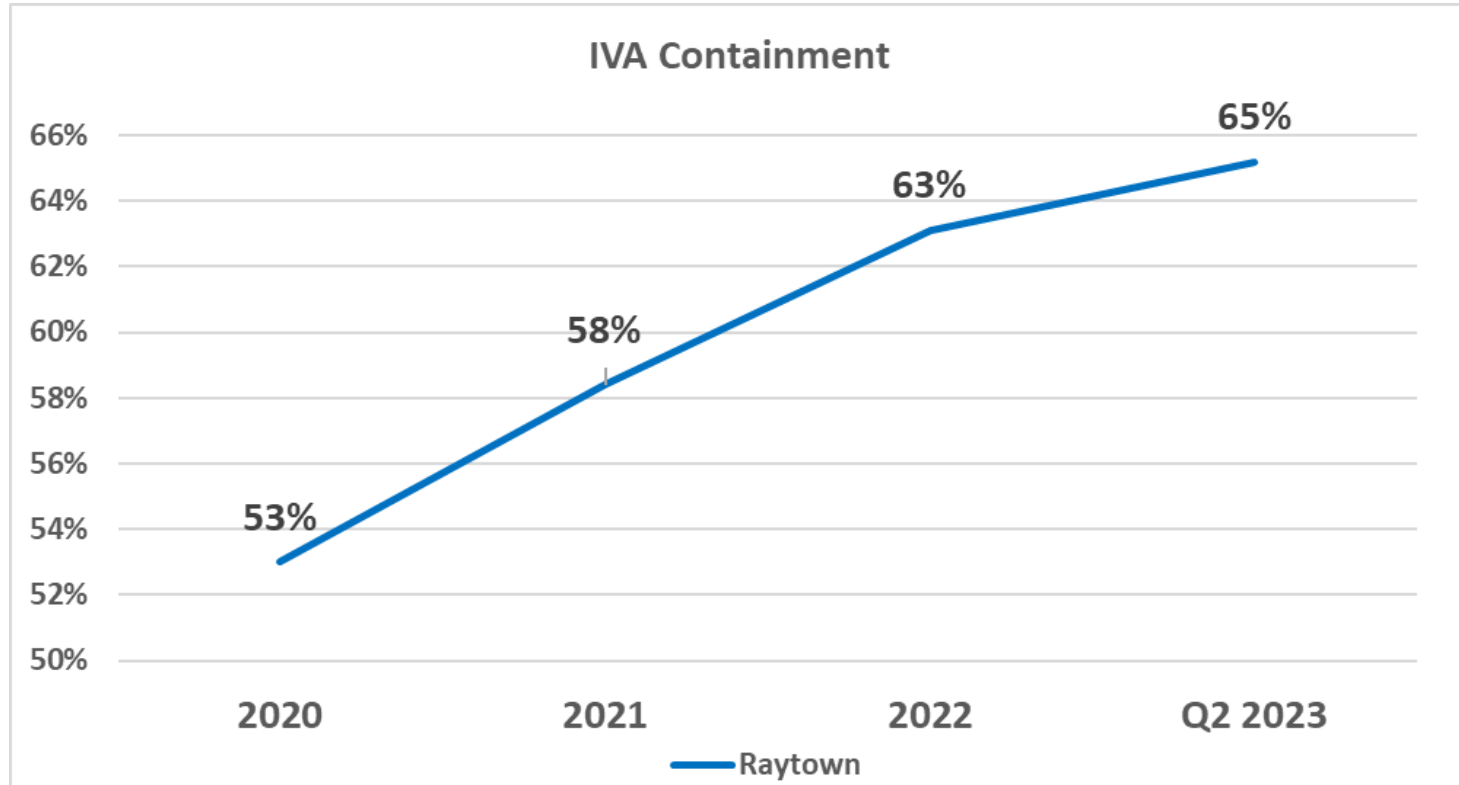


- Raytown has decreased call volume by 35% over last 4 yrs.
- Q2 tends to start the seasonal increase for calls. However, we experienced a 42K drop in Q2 calls compared to last year.

Represents MO Metro, MO West, and KS Metro



IVA Containment at All-Time High



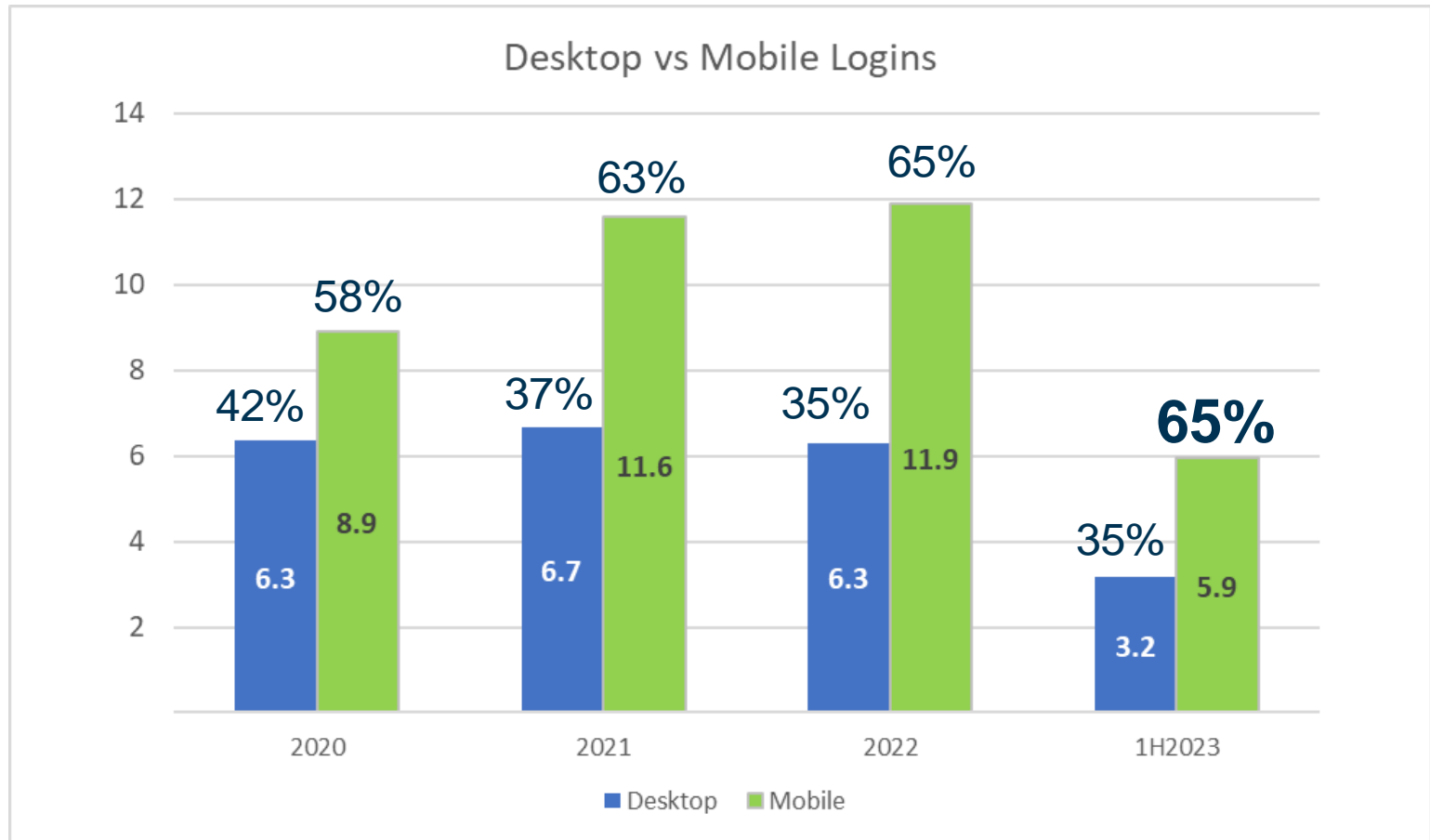
- IVA contained over 1.7 million Raytown calls in 2022
- Since the upgrade to the new IVA system in June 2021, containment has increased 7% pts.

Represents MO Metro, MO West, and KS Metro



Evergy Mobile Web Share 65%

Majority of web logins are on a mobile device.



Represents all Evergy

TOU Self-Service

Mandatory Change Driving Unprecedented Engagement

Landing Page Sessions

182,633

**63% MOM
increase*** 

* % Increase from July to August

Compare My Rate Tool
Cumulative Unique
Sessions

112,749

**220% MOM
increase***

* % Increase from July to August

% of all Enrollments
Completed Online

95%

**5% MOM
increase** 

5% completed through the Evergy
Contact Center or Connect

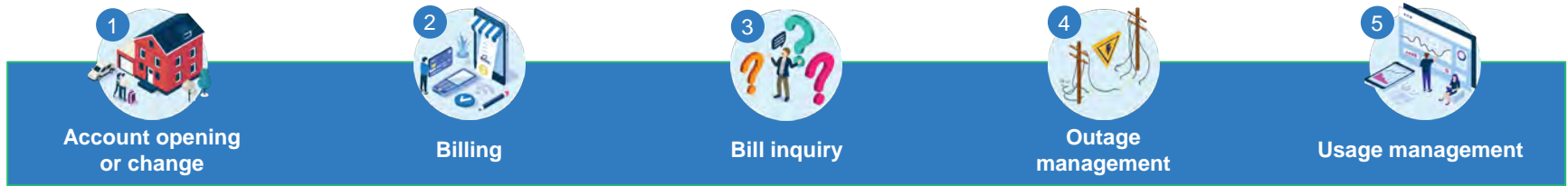
| Missouri TOU Rate Enrollments Summary | |
|---------------------------------------|-------------------|
| Rate Plan Name | Total Enrollments |
| Standard Peak Saver | 18,429 |
| Peak Reward Saver | 18,810 |
| Nights & Weekends Saver | *9,138 |
| Nights & Weekends Max Saver | 7,639 |
| Total | 54,016 |

Represents MO only – statistics as filed 9/8/23

*Inclusive of pre-existing enrollments



Future Features to be Deployed for Improved Customer Experience



Account opening or change

Online enrollment expedition (SWIFT) to provide error messages and automatically funnel exceptions to reps for support

Adjusted incentives to reward reps for accurate collection of email addresses

Smart dispatch tool creates dense, high utilization schedules for field force and determines most efficient routes for travel

Digital welcome packet with opt-in to push communications tools

Billing

eBill and online pay campaign to advertise online payment tools through primarily owned marketing channels

Smart bill redesign to apply human-centric design principles and rigorous user testing; convey using easy-to-understand terms

Continued site optimization to improve speed, load time, and page responsiveness

Fast authentication via "voiceprint" to verify identity, reduce call times ~20-40 seconds

Bill inquiry

Chatbot → Intelligent agent for basic questions, escalating queries when necessary

Robotic process automation (RPA) allows for "zero touch" processes by replicating human actions across business flows

Standardized payment plans (e.g., cold weather, short term) available through self-service

Proactive education on financial resources when payments are missed

Personalized video bill tailored to customer's account and rates

Adjustable due date for all customers, not just those in federal income programs

Service order tracker provides real-time updates (e.g., dispatch, est. completion)

Outage management

Campaign to increase outage notification opt-in for outage alerts via SMS

Detailed outage notifications, with estimated time-to-restore, link to outage map, and time to next update

Full deployment of AMI capabilities to detect outages across all service areas

Usage management

High bill notifications alert customers of abnormal electricity usage before end of billing period

Improved site search functionality helps customers find the right information

Sentiment analysis uses NLP to help determine which customers to escalate

Agent AI support 'listens' to calls to generate transcription events and provides timely, relevant info to agents

Continuous feedback collected from customers (e.g., time on page, error rates, number of hand-offs) to measure sentiment in real-time, enable dynamic interventions, and redesign touchpoints

Integration across currently siloed data sources and platforms

Evergy Connect



Why Evergy Connect?

[Evergy CONNECT 60 - YouTube](#)

- Enables Evergy to reach customers that are harder to reach
- Provide face-to-face assistance and more help understanding resources available
- Address root causes and avoid a future crisis
- Link to resources beyond their electric bill
- Explain and help complete complicated assistance applications
- Demonstrate energy savings tools and enroll in programs
- Be a hub for outreach and education
- Embed Evergy in the surrounding community and fabric
- Provide a home for larger resource events and outreach
- Offer a pipeline for our future workforce

Evergy Connect enables us to provide myriad services to customers, addressing root causes of energy burden for those hard to reach



Energy Connect: Face-to-face, Comprehensive Service

Full Account Review & Consultations

- Utility payment (LIHEAP) applications and assistance
- Economic Relief Program Enrollment
- Time-based Rate Explanation and enrollment
- Linkages to other resources (other social service agencies)
- Payment options and plans
- Billing inquiries / Metering concerns
- Payment plans / budget billing, seasonal, long and short term arrangements
- Budget Billing enrollment

Saving Energy Tools & Services

- Energy Savings Kits and home energy audit enrollment
- Weatherization Program
- Energy Efficiency Products / Thermostat, Rebates, Appliance Recycling
- Home Protection Products / Surge, Wiring, Hot Water Heater
- Smart Appliance Demonstration Kitchen

Self-service:

- Computer kiosks for account access, payments
- Cash/check payment kiosk
- Phone access to call center for transactional needs

Other On-site Resources (rotating)

- Kansas City Housing Authority Voucher Program
- MAAC LIHEAP enrollments
- Career/Job information

Evergy's Mobile Customer Outreach

Types of Events:

Social Service agencies – food drives, resource events

Housing Authority Facility pop-up events

Community & Back to School events

Services at Events:

- LIHEAP assistance and applications
- Account consultations
- Energy Savings Kits
- Economic Relief Pilot Enrollments
- Time-based rates explanation and tools
- Medical customer program explanation and enrollment
- Cold Weather Rule enrollment



Customer outreach teams participated in nearly 300 events and met face-to-face with nearly 21,000 customers

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Evergy Outreach Numbers Annually

| | |
|--|------------------|
| Evergy Connect (Kansas City) | 14,000 customers |
| Customer Outreach Events | 300 |
| Customer Outreach Events Reach | 21,000 customers |
| Utility assistance secured for customers | \$52M |
| Time-based Rates Events to-date | 35 |
| Time-based Rates Customers Reach | 7,681 |

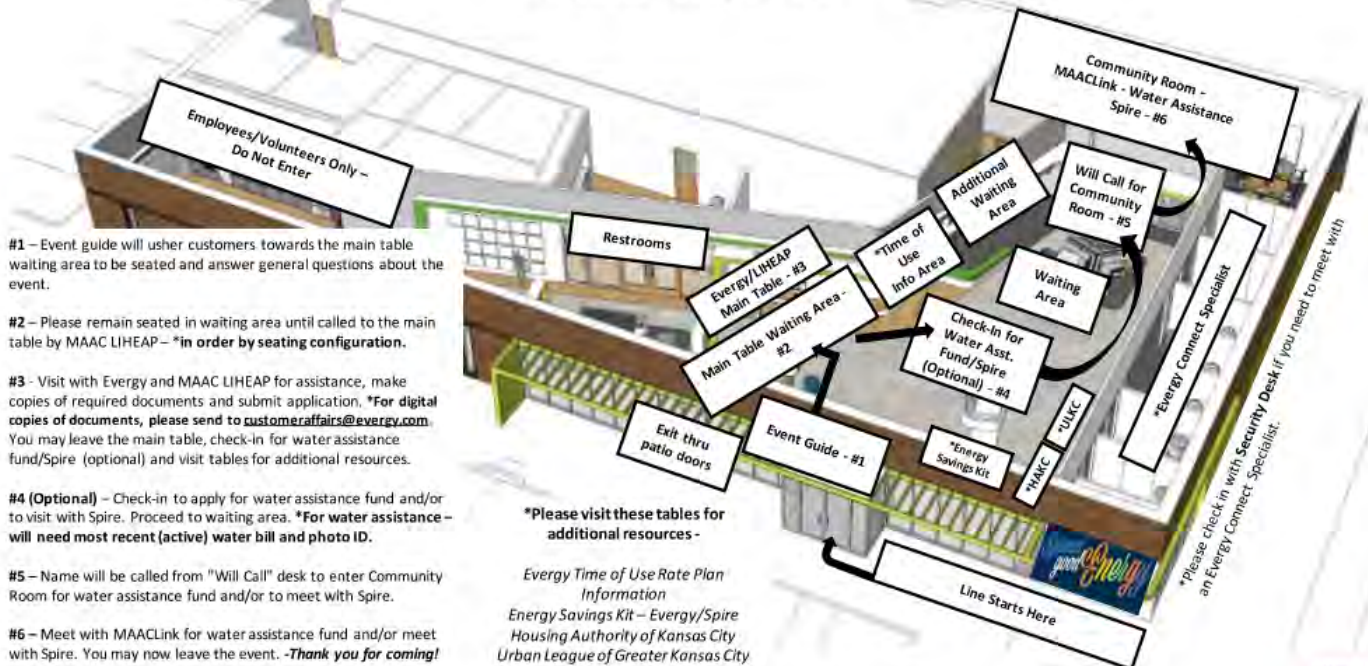


Customer outreach teams participated in nearly 300 events and met face-to-face with nearly 21,000 customers

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Evergy Connect – Resource Events

Evergy Connect LIHEAP Application Assistance Event September 12, 2023



- ✓ Utility Payment assistance (electric, gas, water)
- ✓ Time-based rates
- ✓ Career/job services
- ✓ Career training
- ✓ Food insecurity
- ✓ Energy savings
- ✓ Housing

Resource Events at Connect draw hundreds of customers for an array of on-site services
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Recent Connect Time-Based Rates and Energy Assistance Events – Sept. 12 and 13

Evergy Connect (Kansas City) : 650 customers served



Evergy recently partnered with multiple organizations to have customer resource fairs aimed at getting customers assistance and educating them on the upcoming change to mandatory time-based rates

Evergy Connect Customer Testimonials



