

COVID Customer Payment Options *Communication Plan*

June 2020



Communication Plan

Limited COVID Payment Options

Overview	Series of targeted communications to customers at risk of disconnect due to non payment announcing payment plan options ahead of disconnects resuming. <ul style="list-style-type: none">• Pay Now – 10% credit• 4-month plan – 4 month pay off with bill credits• 12-month plan
Objective	Limit the number of COVID-related disconnects by providing payment assistance to at risk customers before the disconnect process resumes.
Target Audience	There are 3 lists of customers to contact in phase 1. All are currently active residential customers with past due balances. <ul style="list-style-type: none">• High Priority: 50K customers with accounts \$250+ in arrears• 135K customers with accounts \$100 - \$250 in arrears
Key Message	We have limited time special relief programs that include bill credits.
CTA	We're here to help. Call us for payment assistance.
Timing	Beginning June 11
Considerations	<ul style="list-style-type: none">• Be cautious of driving high customer service call volume – monitor call volume in determining tactics and timing• Protect against scams, or assumption the offers are a scam – consider effect of robocalls
Tactics	Email, Landing Page Postcard Outbound Calls Social (not proactive until late June) PR (not proactive until late June)
Measurement	<ul style="list-style-type: none">• Customer Service: Calls for payment assistance, # on payment plan, disconnects vs. disconnect eligible• Email metrics: UTM tracking through website, delivered, open, click, click to open, opt out,• Web metrics: BillHelp landing page traffic, Account payment option visits• Social metrics: Impressions, engagement, click-thru rates• Postcard: Vanity URL by version



Tactical Plan

Target Audience Universe

Customers w/Email	# Customers	%
>\$250		
\$100-\$250		
Total w/Email		%
Customers w/out Email	# Customers	%
>\$250		
\$100-\$250		
Total w/out Email		%
Total Universe		

Est. Volumes by Tactic

Tactic	Planned Volume	Additional Volume Incl Email Cust.
Email		N/A
Postcard		

Tactics & Timing

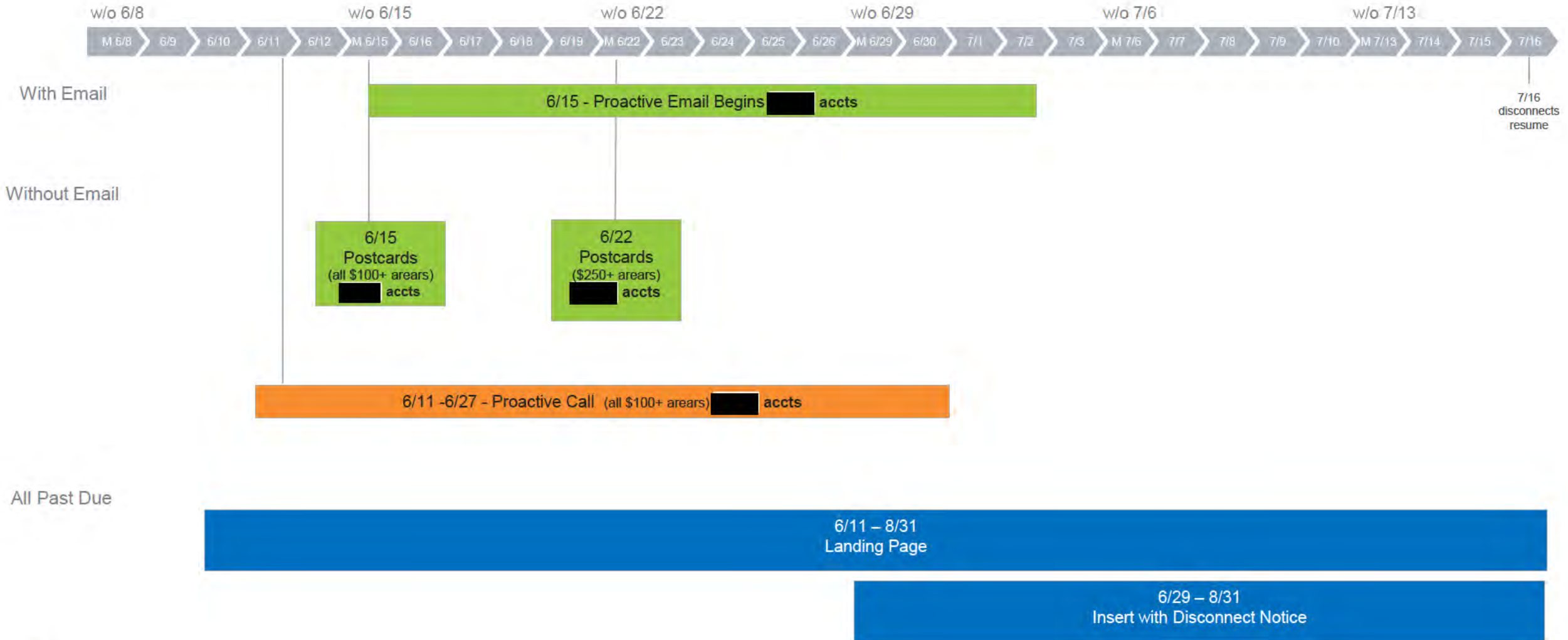
	Customers w/Email	Customers w/out Email
6/11	<ul style="list-style-type: none"> Landing page 	<ul style="list-style-type: none"> Outbound call (\$500+ arrears) Landing page
Week of 6/15	<ul style="list-style-type: none"> Email & resend to non-openers (send 2 bill cycles per day) 	<ul style="list-style-type: none"> Continue Outbound calls (\$250+ arrears) Postcard (\$250+ arrears)
Week of 6/22	<ul style="list-style-type: none"> Continue email & resend to non-openers * Postcard to \$250+ arrears & Email non-responders (est.) 	<ul style="list-style-type: none"> Postcard (\$100-\$250 arrears)
Week of 6/29	<ul style="list-style-type: none"> Disconnect Notice w/Insert 	<ul style="list-style-type: none"> Disconnect Notice w/Insert

* Pending call volume

URL Tracking

Postcards	URL	Bill Inserts	URL
Mo with LIHEAP	Evergy.com/billsupport	Mo with LIHEAP	Evergy.com/billhelp
KS Dollar Aid	Evergy.com/billaid	KS Dollar Aid	Evergy.com/billrelief
KS Project Deserve	Evergy.com/billassist	KS Project Deserve	Evergy.com/billinsert

Tactical Plan





Messaging Approach

CUSTOMER MINDSET

Critical context to consider when creating materials

Navigating Covid Fallout

PRIMARY MESSAGE

The core idea that all touch points need to connect back to

We're Here For You // *COVID-19 response is our primary focus right now*

As our communities continue to recover from the COVID-19 pandemic, we know the electricity we rely on in our homes, businesses, hospitals and more is as vital as it's ever been. Keeping our region powered is, and has always been, our top priority.

SECONDARY MESSAGE

The supporting idea that should start to be incorporated where appropriate

A New Way Forward // *Begin seeding the idea that things are moving towards a new normal and the role Evergy will play*

As we emerge from the worst of the health crisis, our community is facing a time of continued public health uncertainty and financial strain that will impact many in our region. Evergy is committed to helping everyone in our communities through this time, to emerge strong and to work together towards our new normal. We'll continue to provide a robust range of assistance to the most vulnerable in our region. And we'll continue to move energy forward with reliable service, programs to help customers save money, and storm preparation efforts. We're all in this together.

CUSTOMER-RELIEF MESSAGE

The core idea to share with customers who need payment relief

You Have Options. Our Programs Can Offer Relief // *Empowering vulnerable customers to get back on their feet and avoid disconnects*

Evergy knows that our communities and customers continue to face hardships from the coronavirus fallout. For those who are struggling to manage the bills, we're here to support you. During this challenging time, we're offering a range of special relief programs to help you get back on track and avoid service interruptions when disconnects resume.

Evergy.com/billhelp

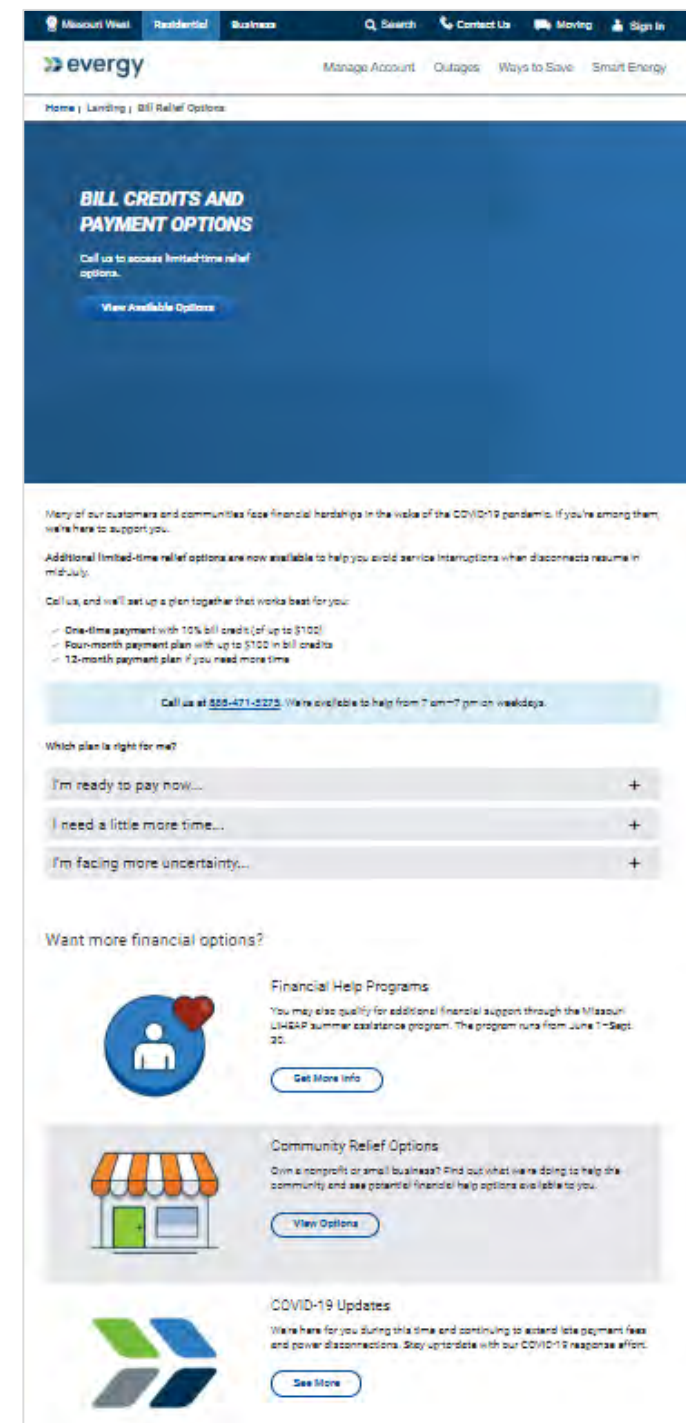
Tactical plan: landing page

Many of our customers and communities face financial hardships in the wake of the COVID-19 pandemic. If you're among them, we're here to support you.

Additional limited-time relief options are now available to help you avoid service interruptions when disconnects resume in mid-July.

Call us, and we'll set up a plan together that works best for you:

- One-time payment with 10% bill credit (of up to \$100)
- Four-month payment plan with up to \$100 in bill credits
- 12-month payment plan if you need more time



Missouri West Residential Business Search Contact Us Moving Sign In

Manage Account Outages Ways to Save Smart Energy

Home | Landing | Bill Relief Options

BILL CREDITS AND PAYMENT OPTIONS

Call us to access limited-time relief options.

[View Available Options](#)

Many of our customers and communities face financial hardships in the wake of the COVID-19 pandemic. If you're among them, we're here to support you.

Additional limited-time relief options are now available to help you avoid service interruptions when disconnects resume in mid-July.

Call us, and we'll set up a plan together that works best for you:

- ✓ One-time payment with 10% bill credit (of up to \$100)
- ✓ Four-month payment plan with up to \$100 in bill credits
- ✓ 12-month payment plan if you need more time

[Call us at 888-471-4325](#). We're available to help from 7 am-7 pm on weekdays.

Which plan is right for me?

- I'm ready to pay now... +
- I need a little more time... +
- I'm facing more uncertainty... +

Want more financial options?

Financial Help Programs

You may also qualify for additional financial support through the Missouri LIHEAP summer assistance program. The program runs from June 7-Sept. 30.

[Get More Info](#)

Community Relief Options

Own a nonprofit or small business? Find out what we're doing to help the community and see potential financial help options available to you.

[View Options](#)

COVID-19 Updates

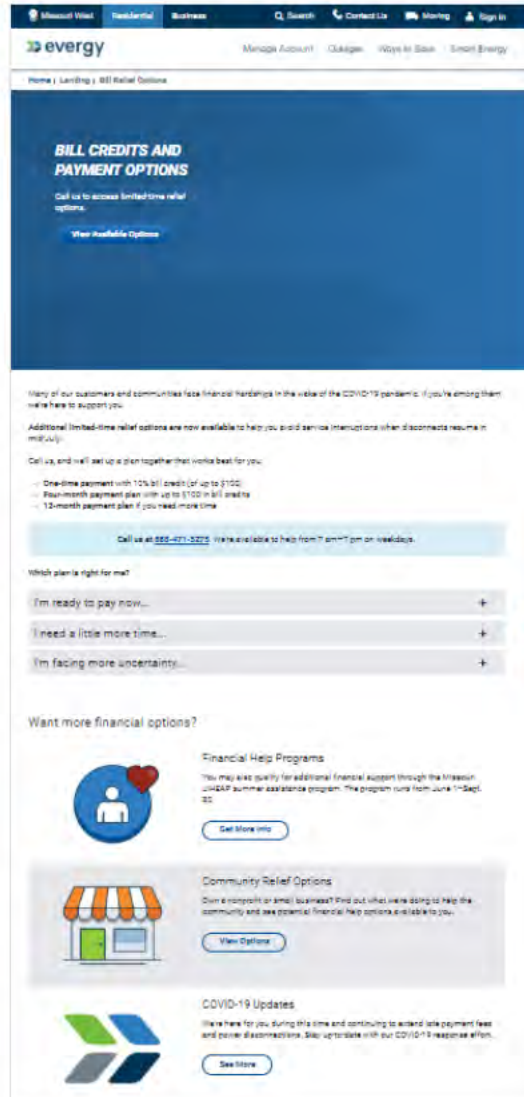
We're here for you during this time and continuing to extend late payment fees and power disconnections. Stay up-to-date with our COVID-19 response effort.

[See More](#)



Evergy.com/billhelp

Tactical plan: landing page



I'm ready to pay now...

If you're able to bring your account up-to-date with a single payment, we can help you out.

- Receive **10% bill credit** (of up to \$100)
- Pay remaining balance

Eligibility: Residential customer, more than \$100 account past due. Plan covers any amount past due and your current bill.

I need a little more time...

If you need a few months to catch up, you can set up a **four-month payment arrangement with up to \$100 in bill credits**.

- Receive **\$25 credit** on your first month's payment
- Your remaining balance will be divided over the next three months
- Receive **50% credit** after you make your final payment, **up to \$75** (applied to your next bill)
- Credit still applied if you pay the agreement off earlier

Eligibility: Residential customer, more than \$250 account past due.

I'm facing more uncertainty...

If you're facing more difficulty and need extended time, we have an option for you too.

- 12-month payment arrangement, personal to your situation

Eligibility: Residential and small business customers, any amount past due.

Email

Tactical plan: Initial email

Subject Line:

Get help: Bill credits available for a limited time



Bill Credits and Flexible Payment Plans

Many of our customers and communities are facing financial hardships in the wake of the COVID-19 pandemic. If you're among them, we're here to support you with **up to \$100 in bill credits**.

We're offering a range of additional relief programs to help you get back on track – and avoid service interruptions when disconnects resume in mid-July. Call us to arrange a plan that works best for you, before July 15, at **888-471-5275** (7 am – 7 pm, weekdays).

[Call Now via Mobile](#)

To help you manage your account, we'll also offer you the opportunity to sign up for paperless billing.

.....

Learn more about bill credits and payment options.

[View Options](#)

Customer Service

888-471-5275 • custserv@evergy.com
7am - 7pm Monday-Friday, except holidays

Email

Tactical plan: Follow-up email

Subject Line:

Act soon: Limited-time bill credits expiring



Bill Credits Available

We want to make sure you're aware: **Up to \$100 in bill credits** and relief programs are available.

Call us and let's find a plan that works best for you. Bring your account up to date while there is still time. Contact us to avoid service interruptions when disconnects resume in mid-July.

Call us at 888-471-5275 (7 am – 7 pm, weekdays)

[Call Now via Mobile](#)

To help you manage your account, we'll also offer you the opportunity to sign up for paperless billing.

.....

Learn more about bill credits and payment options.

[View Options](#)

Customer Service

888-471-5275 • custserv@evergy.com
7am - 7pm Monday-Friday, except holidays



Postcard

Tactical plan: direct mail

FRONT



BILL CREDITS AND PAYMENT OPTIONS ARE AVAILABLE.

**CALL US TO ACCESS OUR LIMITED-TIME
SPECIAL RELIEF PROGRAMS.**

You may be eligible for a credit to help bring your account back to good standing. Evergy knows that our communities and customers continue to face hardships stemming from the Coronavirus. If you are struggling financially, we're offering assistance to help you get back on track and avoid service interruptions when disconnects resume in mid-July.

Tactical plan: direct mail – MO with LIHEAP

BACK

1200 MAIN ST.
KANSAS CITY, MO 64105

Call 1-888-471-5275 to access limited-time relief programs that may include bill credits to help with payments.

Our customer service representatives are available 7 am – 7 pm Monday through Friday.

BEWARE OF SCAM ALERTS. Scammers are taking advantage of this confusing time. Evergy will never call you demanding payment or threatening immediate shut-off. But we will be calling you to offer you options.

EXPLORE ADDITIONAL ASSISTANCE. You may also qualify for the Missouri Low Income Home Energy Assistance Program running June 1 – September 30. Find more information and an application, visit evergy.com/LIHEAP.

For more information on assistance and to set up paperless billing, go to evergy.com/billsupport

Tactical plan: direct mail – KS Metro with Dollar-Aide

BACK

1200 MAIN ST.
KANSAS CITY, MO 64105

Call 1-888-471-5275 to access limited-time relief programs that may include bill credits to help with payments.

Our customer service representatives are available 7 am – 7 pm Monday through Friday.

BEWARE OF SCAM ALERTS. Scammers are taking advantage of this confusing time. Evergy will never call you demanding payment or threatening immediate shut-off. But we will be calling you to offer you options.

EXPLORE ADDITIONAL ASSISTANCE. You may also qualify for assistance from Dollar-Aide. Additional funding has been provided to help customers affected by the COVID pandemic. For more information, call us and our representatives can assist you.

For more information on assistance and to set up paperless billing, go to [evergy.com/billaid](https://www.evergy.com/billaid)

Tactical plan: direct mail – KS Central with Project Deserve

BACK

1200 MAIN ST.
KANSAS CITY, MO 64105

Call 1-800-383-1183 to access limited-time relief programs that may include bill credits to help with payments.

Our customer service representatives are available 7 am – 7 pm Monday through Friday.

BEWARE OF SCAM ALERTS. Scammers are taking advantage of this confusing time. Evergy will never call you demanding payment or threatening immediate shut-off. But we will be calling you to offer you options.

EXPLORE ADDITIONAL ASSISTANCE. You may also qualify for assistance from Project Deserve. Additional funding has been provided to help customers affected by the COVID pandemic. For more information and an application, visit <https://www.centerofhopeinc.org/project-deserve> or call us and our representatives can assist you.

For more information on assistance and to set up paperless billing, go to [evergy.com/billassist](https://www.evergy.com/billassist)



Bill Insert

Tactical plan: direct mail

FRONT

The graphic is a blue rectangular banner with a white border. It features the Evergy logo in the top left corner. The main headline is in large, bold, white and dark blue letters. Below the headline is a white-bordered box containing a call to action in blue text. At the bottom, there is a paragraph of smaller white text.

evergy

***PAYMENT OPTIONS
ARE AVAILABLE.***

**CALL US TO ACCESS OUR LIMITED-TIME
SPECIAL RELIEF PROGRAMS.**

You may be eligible for assistance to help bring your account back to good standing. Evergy knows that our communities and customers continue to face hardships stemming from the Coronavirus. If you are struggling financially, we're offering assistance to help you get back on track and avoid service interruptions when disconnects resume in mid-July.



Bill Insert

Tactical plan: direct mail – MO with LIHEAP

BACK

***Call 1-888-471-5275 to
access limited-time special
relief programs.***

*Our customer service representatives
are available 7 am – 7 pm Monday
through Friday.*

BEWARE OF SCAM ALERTS. Scammers are taking advantage of this confusing time. Evergy will never call you demanding payment or threatening immediate shut-off. But we will be calling you to offer you options.

EXPLORE ADDITIONAL ASSISTANCE. You may also qualify for the Missouri Low Income Home Energy Assistance Program running June 1 – September 30. Find more information and an application, visit evergy.com/LIHEAP.

For more information on assistance and to set up paperless billing, go to evergy.com/billhelp



Bill Insert

Tactical plan: direct mail – KS Metro with Dollar Aide

BACK

***Call 1-888-471-5275 to
access limited-time special
relief programs.***

*Our customer service representatives
are available 7 am – 7 pm Monday
through Friday.*

BEWARE OF SCAM ALERTS. Scammers are taking advantage of this confusing time. Evergy will never call you demanding payment or threatening immediate shut-off. But we will be calling you to offer you options.

EXPLORE ADDITIONAL ASSISTANCE. You may also qualify for assistance from Dollar-Aide. Additional funding has been provided to help customers affected by the COVID pandemic. For more information, call us and our representatives can assist you.

For more information on assistance and to set up paperless billing, go to ***[evergy.com/billrelief](https://www.evergy.com/billrelief)***



Bill Insert

Tactical plan: direct mail – KS Central with Project Deserve

BACK

***Call 1-800-383-1183 to
access limited-time special
relief programs.***

*Our customer service representatives
are available 7 am – 7 pm Monday
through Friday.*

BEWARE OF SCAM ALERTS. Scammers are taking advantage of this confusing time. Evergy will never call you demanding payment or threatening immediate shut-off. But we will be calling you to offer you options.

EXPLORE ADDITIONAL ASSISTANCE. You may also qualify for assistance from Project Deserve. Additional funding has been provided to help customers affected by the COVID pandemic. For more information and an application, visit <https://www.centerofhopeinc.org/project-deserve> or call us and our representatives can assist you.

For more information on assistance and to set up paperless billing, go to [evergy.com/billinsert](https://www.evergy.com/billinsert)



Outbound Calls

Tactical plan: call scripting

LIVE CALL

Intro: Hello, this is XX calling from Evergy. May I speak with (Account name)?

Rapport: I am calling to discuss some limited-time payment options to help bring your account current.

Positioning Statement: We know that this has been a difficult time and want to help you start making payments again to prevent service interruptions when disconnections resume next month. Would you like to hear about these options?

If Yes... continue.

If No... These are limited-time options to help you avoid interruption of service.

Account Details: Your total account balance is \$_____.

(Options: Pay Off Now, 4-month, 12-month, Paperless Billing enrollment)

LEAVE MESSAGE

Intro: Hello, this is XX from Evergy calling to speak with (Account name).

Rapport: I am calling to discuss some limited-time payment options that include bill credits.

Positioning Statement: Disconnections resume in mid-July.

CTA: Please call us at XXX to discuss a limited-time option that meets your needs.

IVR

Message:

Thank you for calling Evergy. In response to the COVID-19 pandemic, we're here to help. We will not disconnect our customers thru July 15th, and have new, expanded payment options available to help you pay your energy bills.

PAPERLESS BILLING

Benefits:

To view these credits and manage your monthly bill, I recommend enrolling in our paperless billing option. You'll receive email notifications when your bill is due to help keep you on track too.



Issues Alert to employees

Tactical plan: Outlook

As we continue to adapt our response to coronavirus, Evergy is offering payment plans and account credit to eligible residential customers to help them bring their account to good standing before the moratorium on disconnects expires July 15. We are proactively contacting customers to offer these special arrangements. Later in June we will make a broad announcement regarding the payment plans.

Customer service is placing calls to residential customers who are more than \$500 past due. For customers who are more than \$100 past due, we also are sending an email or postcard urging them to call us for payment arrangements.

Through Aug. 31, customers contact our call centers to enroll in two special payment arrangements:

- Pay Now: Residential customers who are at least \$100 past due as of July 15, may be eligible for a 10% account credit, up to \$100 when they pay their account in full.
- Four-month plan: Residential customers who have a past-due balance of \$250 or more may request a four-month payment plan. With the first installment, Evergy will credit \$25 toward the payment. If the payment plan is completed by the fourth month, Evergy will credit 50 percent of the payment, up to \$75, toward the customer's next bill.

We will continue to waive late fees and offer a 12-month payment plan through the end of 2020.

In May, Evergy announced a \$2.2 million package to help address coronavirus' impact on our communities, including up to \$1 million in assistance for customers. Additional assistance from those funds and other sources may be available to customers:

Project Deserve helps eligible Evergy Kansas Central customers with their energy bills.

Dollar Aide funds are available for qualifying Evergy Kansas Metro, Missouri Metro and Missouri West customers.

Low-Income Energy Assistance Program funds are available in Missouri. The Missouri Department of Social Services will accept applications June 1 to Sept. 30 for summer energy crisis funds. Residential customers may be eligible for up to \$300 toward past-due electric bills.

Call 2-1-1 for additional agencies that may be able to provide financial assistance.

To verify account balances, access copies of their bill and make payments, customers can visit www.evergy.com. To inquire about COVID-19 related payment options customers may also contact our contact center to speak to a customer service representative. Both contact centers are maintaining their regular hours of 7 a.m. to 7 p.m. weekdays (except holidays).