



Customer Experience

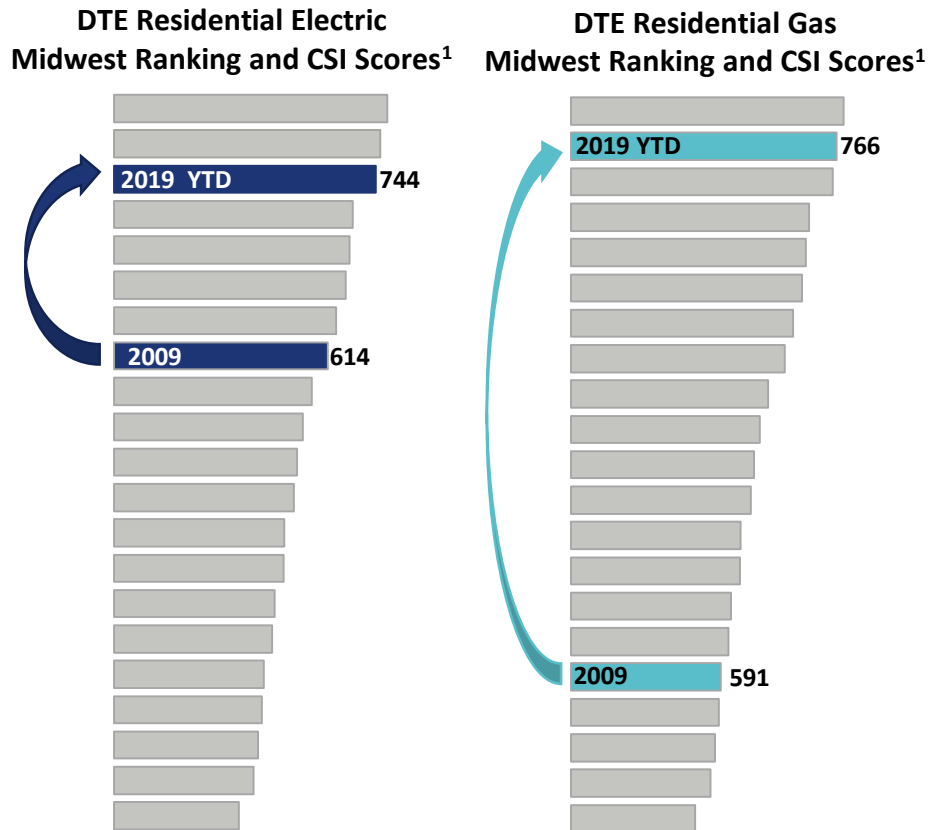
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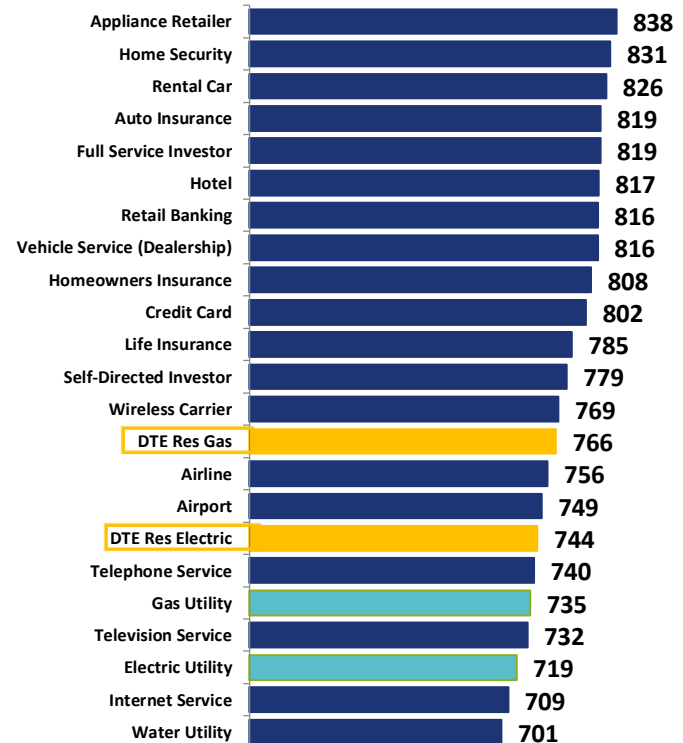
During the past decade DTE has become a customer satisfaction leader among utilities, and is now working to become a leader among other industries

Intensified customer satisfaction efforts have resulted in a improved JD Power ranking

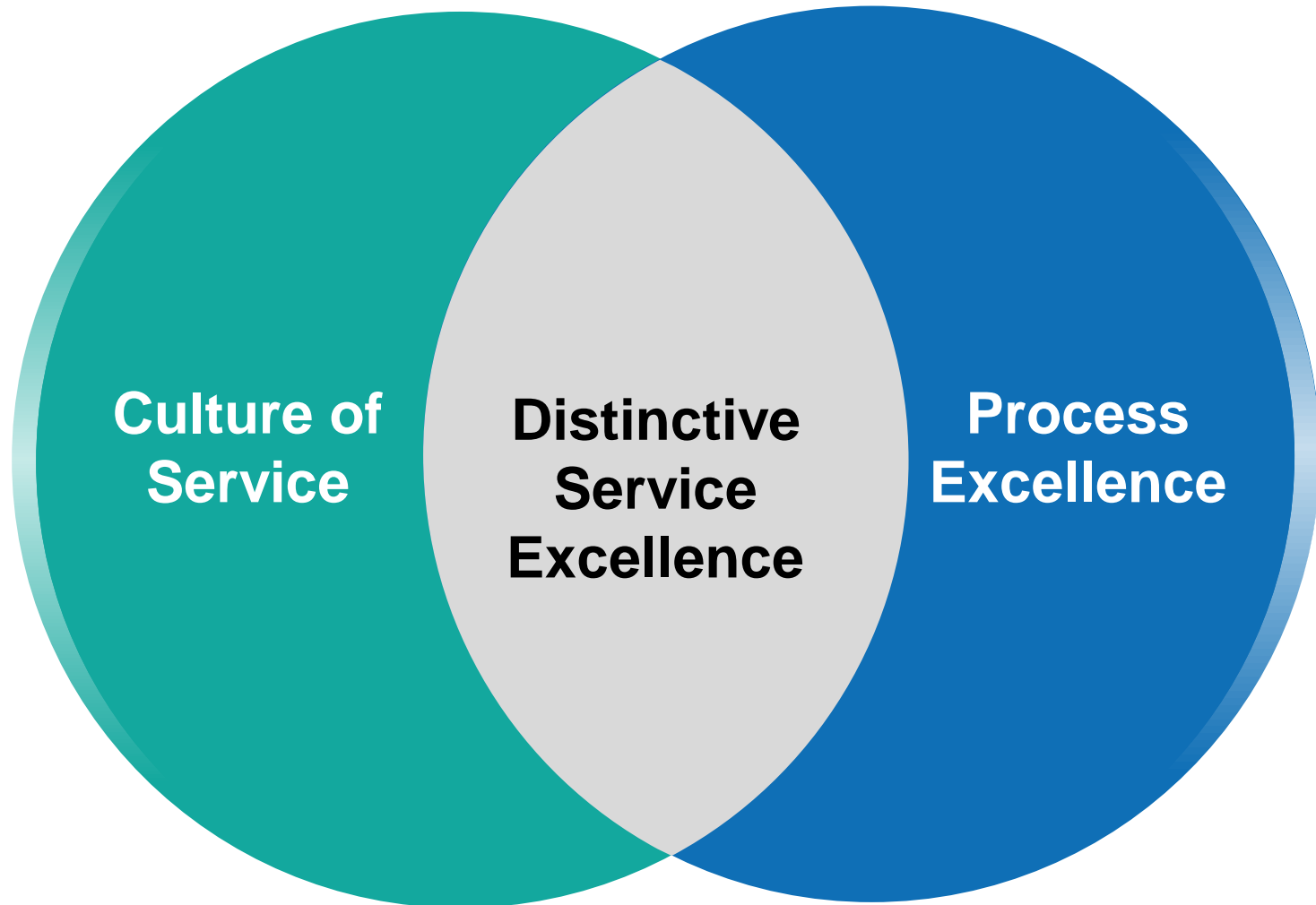
DTE scores above the utility industry overall, but there are opportunities to improve compared to other industries



Overall Customer Satisfaction Index²



To become a cross industry customer experience leader we will create distinctive service excellence by cultivating a culture of service and executing process excellence



Internal service is a critical enabler of external customer service, thus we are bringing an intentional focus to internal service excellence



- We are applying the same focus and intentionality on internal service as we are with external service with the understanding that providing excellent service is everyone's responsibility
- Internal service excellence is built on high-quality relationships between individuals, teams and departments. As such, we are using a partnership lens to focus on building and nurturing relationships
- Having strong relationships and understanding the connection to DTE's common purpose will enable internal service excellence
- Internal service excellence will also further drive employee engagement; in fact, early discussion on stepping up our customer service has been met with extremely positive reactions from our employees

We have defined service excellence at DTE by establishing our Service Keys and Behavioral Guidelines



1 SAFE

I practice safe behaviors in everything I do

- Learn, practice, and share all safety policies and procedures

I speak up to ensure safety

- Openly share safety concerns and incidents
- Stop and seek help

I take action to protect myself and others

- Identify and correct unsafe behaviors and situations
- Protect each other and the public through shared safety practices



2 CARING

I project a positive energy

- Greet, welcome, and thank others
- Be approachable and make eye contact
- Engage in positive conversations
- Assume positive intent

I care for others

- Treat everyone as an individual with compassion and dignity
- Demonstrate empathy in my actions
- Go above and beyond to show I care
- Put the needs of others before my own



3 DEPENDABLE

I do what I say I am going to do every time

- Listen, repeat, respond, and resolve
- Take ownership of tasks and follow through
- Deliver on promises in a timely manner

I act with a shared sense of purpose beyond my role

- Know how my actions impact others
- Connect people to the right resources
- Act on opportunities to serve



4 EFFICIENT

I perform my role efficiently

- Act with a sense of urgency
- Complete my work and learn from my mistakes
- Use time and resources as if they're my own

I identify better ways to do my work

- Resolve issues at the point of activity
- Eliminate waste and work arounds
- Work as a team to solve problems and build partnerships

All employees will be trained in DTE's new service framework to ensure alignment of behaviors in moments of service

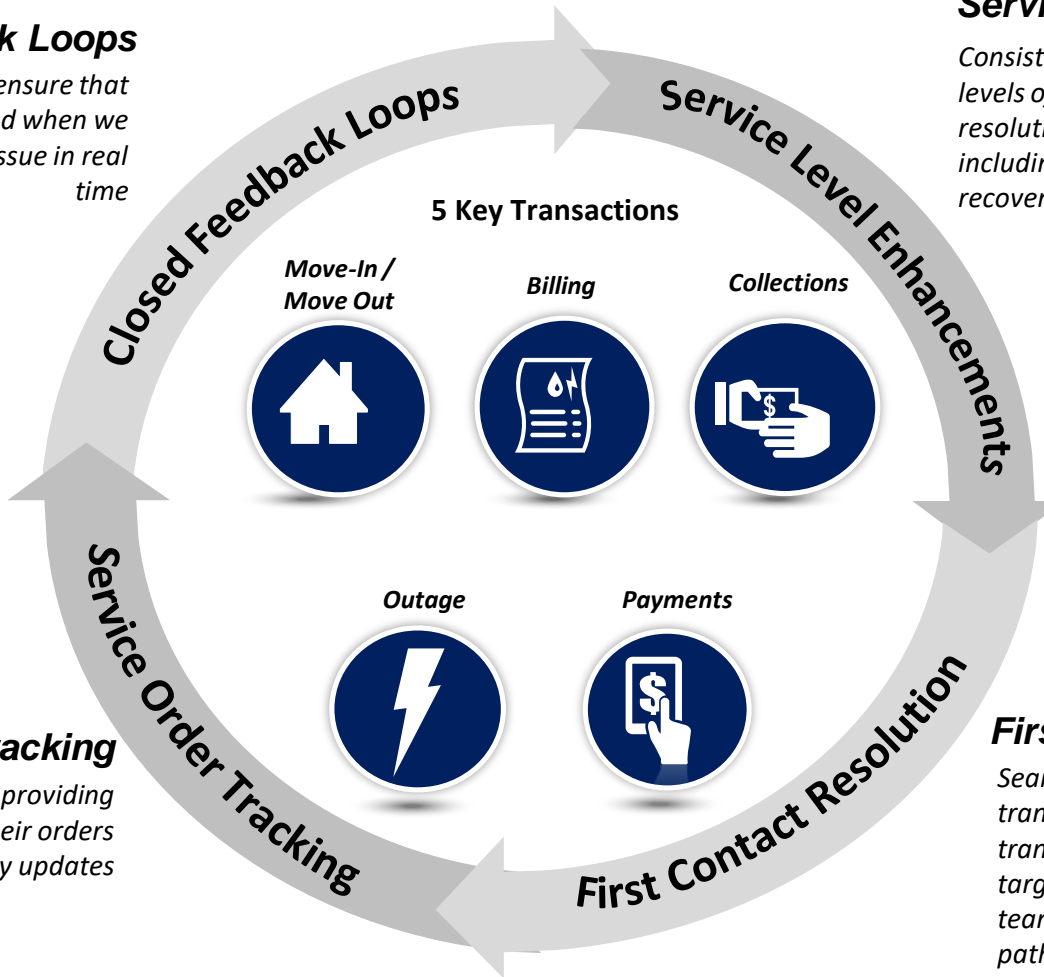
To execute process excellence we are focusing on improving the customer's journey to ensure that our customers experience is easy, frictionless, and we effectively resolve our customers' issues

Closed Feedback Loops

Effective follow up to ensure that customers issues are resolved when we are unable to resolve their issue in real time

Service Level Enhancements

Consistent delivery of high quality levels of service and the effective resolution of customer inquiries, including the use of effective service recovery and escalation processes



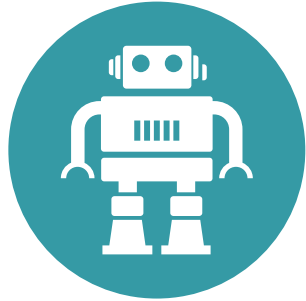
Service Order Tracking

Keep customers informed by providing them with the ability to track their orders and receive timely updates

First Contact Resolution

Seamless, consistent, and defect free transactions across channels and transactions. Identification and routing of targeted transaction types to specialized teams who have the training, tools, pathways and connections required to resolve customer inquiries

We are transforming the customer experience to proactively meet our customer's expectations today and into the future with digital innovations



Robotic Process Automation

- Automate rule based tasks across applications and systems
- Helping employees execute internal processes more efficiently, improving how they serve our customers



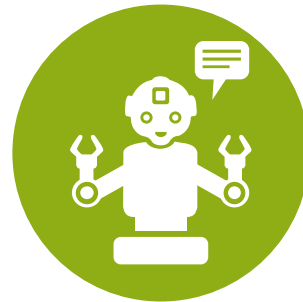
Chat

- Quickly communicate in a web based application with text
- Customers will be able to chat with a representative for help with web registration, password resets, and log-in on our website



Agile DevOps

- Co-locate Business and IT resources to experiment changes within the digital customer experience
- Deliver improved experiences to our customers based on experiment learnings



Virtual Agent

- A program that conducts a conversation with a customer to provide assistance
- Help customers with inquiries quickly without needing to speak to a person