



Storm Center® Playbook



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Defining Success

You selected Storm Center because there were issues you were hoping to resolve. Whether it was improving customer satisfaction by providing more self-service options, deflecting calls away from your call center, or raising your JD Power scores, it's important to take a few minutes to reflect on your goals and how you will measure success.

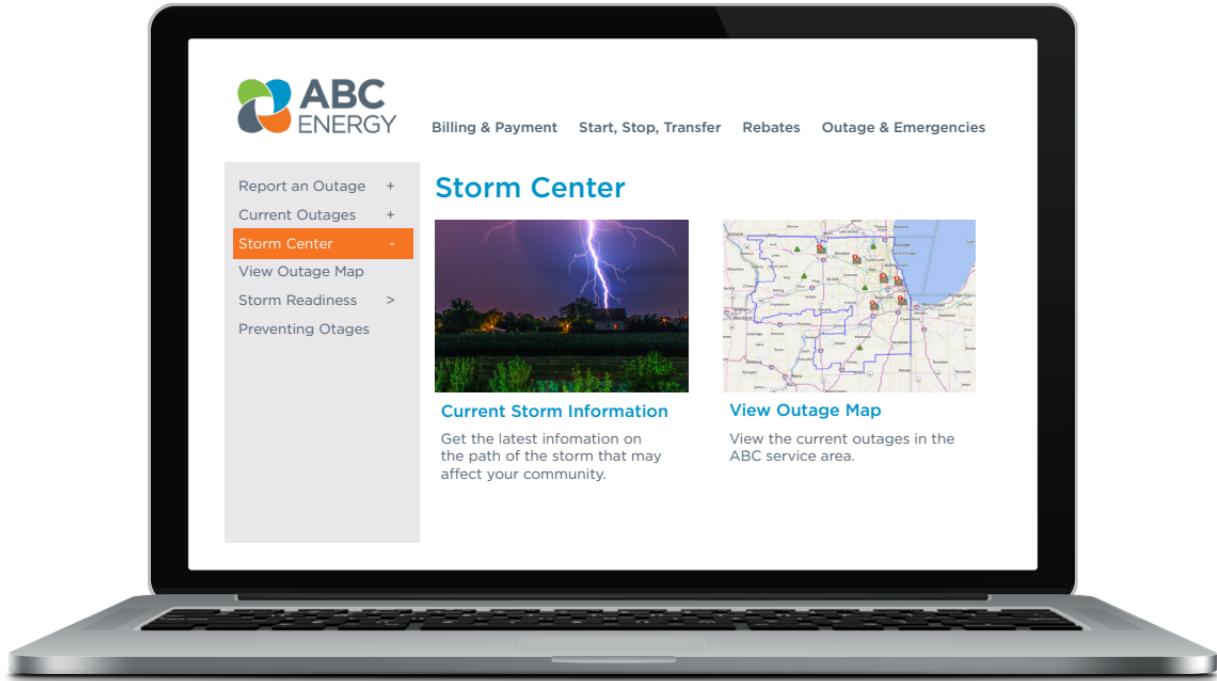
We suggest identifying your goals and the metrics you will use to track them. Below is a table you can use to define and track your success.

Goal	Goal Metric	Metric at Launch	3 Months Post Launch	6 Months Post Launch
Example: Reduce Call Volume During Storms	Reduce incoming calls by 15%			

Web Integration

Integrating direct links to your outage map across digital touchpoints is a natural and intuitive fit. To enhance your customer experience, focus on a user-friendly design that promotes the fewest amount of “clicks” to get from point A to point B.

Ensure you are including the outage map in key areas of your website as well as primary navigation menus. When a customer is experiencing an outage, it should be simple and easy for them to find the outage map.



Consider Mobile Accessibility

During a storm, up to 80% of your website traffic can come from mobile devices. That's why your Storm Center map is responsively designed, allowing customers to view the map from a mobile phone, tablet, or desktop computer.

When adding links from your website or social media sites, it is imperative to focus on mobile as well. Capture attention across all viewing platforms by placing conveniently located buttons designed for mobile navigating. Below are tips for building buttons that will work well on mobile devices.

- On mobile phones, the lower left corner is the easiest place for users to access, most often with their thumb.
- On tablets, which are held differently than phones, the top corners are prime touch real estate.
- Buttons must be adequately sized for tapping. A minimum of 44 points is suggested.
- Do not place items too closely together to avoid someone accessing the wrong link by mistake. A minimum of 23 points apart is suggested.
- On touch screens, there is no “hover”, so ensure that any information revealed this way for non-touch screens is still accessible.
- Use natural interactions and create navigation that works well with the common hand gestures, like swiping and tapping.



Prepare for Frequently Asked Questions

Make using the map as easy as possible by adding valuable information to your website. An outage portal or outage center page is the optimal outlet for content that explains how the map works and how to report outages.

The more information provided, the more likely your customers are to use the map versus contacting your call center. We recommend addressing frequently asked questions, and suggest including the following questions in your FAQ section:

- How do I find my outage?
- What do the icons on the map mean?
- How often is the outage map updated?
- My power is out but I don't see an outage symbol over my home. Where is my outage?
- If my power is out, how can I report my outage and get outage status alerts?
- Why can't I zoom in further on the map?
- What browsers are supported?

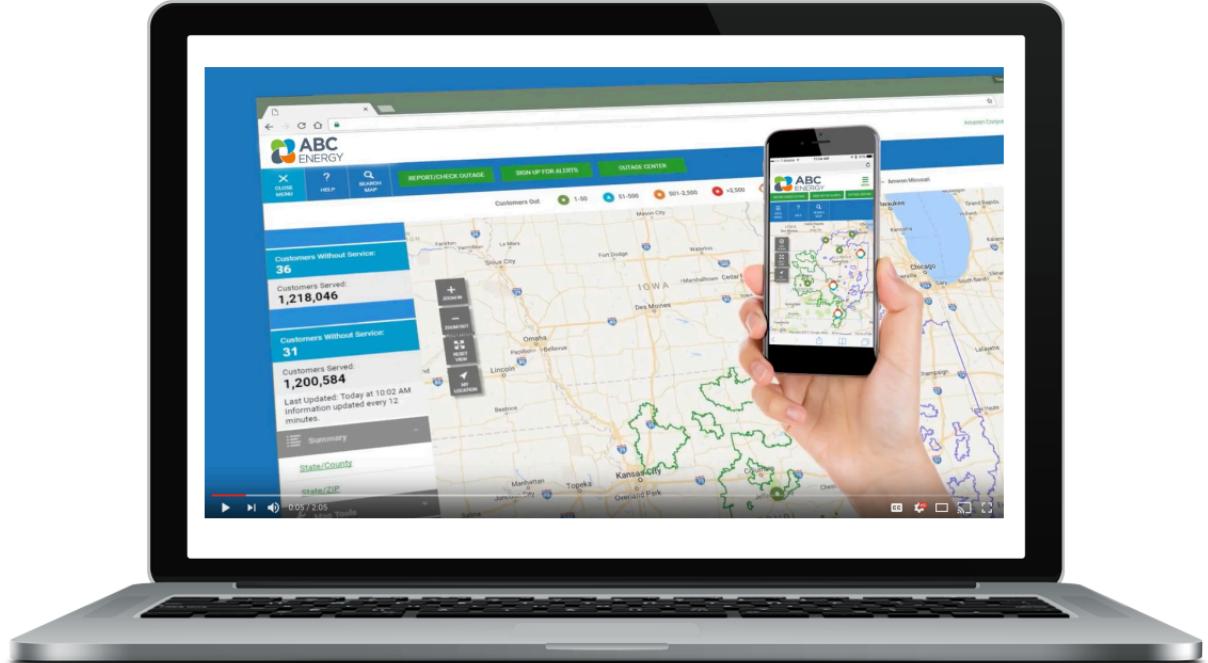


“How To” Resources

It is helpful to provide instructions and short informational videos about the online map, how to use it, and what the data means.

This information can take the form of:

- User Guides
- Videos
- Brochures
- Wikis
- IVR Instructions
- FAQs
- Q&A Forums



Introducing Your New Outage Map

There are a number of ways to get the word out about your new outage map. In the following pages we'll share ideas for introducing the map internally as well as promoting your map across your customer touchpoints including:

- Call Centers
- Walk-In Centers
- Websites
- Monthly Mailings
- Social Media
- Press Releases/Media Events
- Outdoor Signage
- Advertising



Introducing Your New Outage Map

Launching Your Map Internally

One of the most important parts of launching your new outage map is launching to your internal audience. We suggest sharing roll-out information and demoing the new map with your:

- Internal Leaders
- Corporate Communications/Marketing Team
- Crew Teams
- Call Center Staff

Training Your Call Center Staff

For Call Center staff, training is imperative around:

- How to access the map from desktop computer or from mobile devices
- How frequently information is updated on the map
- What information is shown on the map
- How to advise customers to self-serve on the map



Promoting Your Map

Call Centers:

Make sure to include program information and enrollment processes in your CSR scripts, IVR scripts, and on-hold messages.

- **CSRs:** When your Customer Service Representatives speak with customers during outages, we suggest including information about your outage map in their scripts. The outage map can be an excellent tool for customers tracking an outage and can be effective in deflecting status update calls away from your call center.
- **IVR:** The same is true for IVR scripts. If you allow customers to report outages in your IVR, it is helpful to inform them about the self-serve online map for updates.
- **On-Hold Messages:** On-hold messaging is an excellent location to share news and inform customers about your outage maps and self-service tools.



Promoting Your Map

Walk-In Centers:

Walk-in centers can be a great opportunity to generate awareness about your outage map and other programs.

Signage alerting customers to your online outage map can take the form of digital signage on monitors, wall posters, or tabletop signs. Make sure to include information about where to find your map and the information that is available during outage events.

A shortened URL or QR code can make accessing the map from a mobile device easier for customers using a mobile device. Depending on the amount of traffic you have at your walk-in centers, signage can achieve extremely high customer reach.



Stay informed during an outage.

Visit the ABC Energy outage map to view and report outages near you. The outage map provides you with convenient, live information – including estimated time of restoration, number of customers affected, and outage cause and start time.



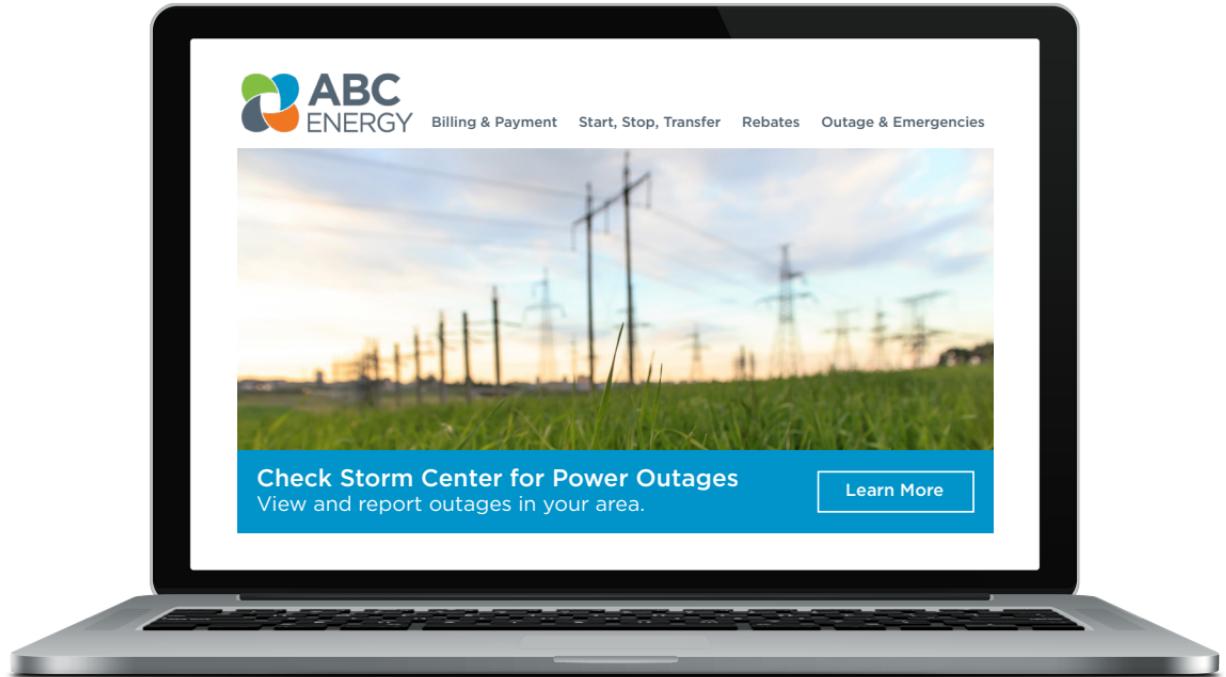
Promoting Your Map

Websites:

Your website is the ideal location to promote your online outage map. Take advantage of organic web traffic to direct clients to the map for information.

Website banner ads can be an effective way to alert customers about the new or updated outage map.





Promoting Your Map

Monthly Mailings:

Your Storm Center outage map can be promoted via non-digital touchpoints such as your printed newsletters, bills, and other communications. By piggybacking on monthly bills and communications, you'll improve open rates and help spread the news quicker. These announcements can be done in the format of newsletter banners, bill inserts, or bill onserts, which incorporate the news on the bill instead of a separate printed piece.

Consider incorporating a shortened URL or Quick Response (QR) code to provide customers quick access to your outage map from any printed materials. By including a QR code, consumers with a mobile device can quickly and easily scan the image to be directed to the online outage map.



Stay informed during an outage.

Visit the ABC Energy outage map to view and report outages near you. The outage map provides you with convenient, live information — including estimated time of restoration, number of customers affected, and outage cause and start time.



Promoting Your Map

Social Media:

Promoting your online map via social media is a powerful and cost-effective way to get the word out about maps both for general awareness and as a resource during storms and other outage events.

Twitter, Facebook, and other social sites provide an opportunity to funnel customers to your outage map for information versus waiting for a response from your social media managers who are extremely busy, especially when there are a number of outages.



Promoting Your Map

Press Releases/Media Event:

The press can be a great resource for both promoting usage of your outage map and reporting on the status of updates.

When you launch:

- Announce when your new outage map is live with a press release or press event.
- Make sure the media knows where to find summary information they can use for reporting, such as the total number of customers affected in your service territory.

During outage events:

- Include links and URLs when sending out press releases or talking to the media. These can be helpful in driving customers and the media to access your map for information.



ABC Energy Alerts Consumers of Possible Storm Activity

— ABC Energy advises customers to prepare for possible storm activity and recommends safety precautions —

Smallville, Illinois - ABC Energy is monitoring and preparing for possible storm activity forecasted to impact the eastern region of Illinois from 6/1/2017 to 6/2/2017. ABC Energy is committed to the safety of its consumers and crews, and to providing open channels of communication throughout the storm.

In an effort to best mitigate the effects of poor weather, ABC Energy encourages consumers to partner with the utility by reviewing these power outage and safety instructions.

To view the ABC Energy outage map or report an outage visit www.abcenergy.com/outages

You may also find additional outage information using these resources

- Download the ABC Energy mobile app
- Text REG to 999-99 to register for outage alerts
- Follow ABC Energy on Twitter at @abcenergyalerts
- Call 987.654.3210 to speak to a ABC Energy representative

ABC Energy advises consumers to observe the following safety recommendations:

- Tie down and secure loose outdoor items
- Do not attempt to move or touch any downed power lines
- Follow any and all instructions from local authorities
- Conserve water and store non-perishable food as needed
- Use caution with appliances

Promoting Your Map

Advertising:

Paid advertising can help you reach the widest audience in your service territory. Advertising can take the form of television, radio, print (newspaper, magazine), digital (display, video), outdoor signage, or paid search such as Google AdWords. Campaigns that target your service territory specifically can help to keep costs low.



Stay informed during an outage.

Visit the ABC Energy outage map to view and report outages near you. The outage map provides you with convenient, live information — including estimated time of restoration, number of customers affected, and outage cause and start time.



Promoting Your Map

Get Creative

While this playbook includes many ideas you can use to promote your new Storm Center Outage Map, this is just the tip of the iceberg, so to speak. As you review your customer touch points, you'll likely find other places where you can promote your new solution.

A few ideas our clients have used include:

- Work truck signage
- Billboards
- Community events/fairs



Stay informed
during an outage.



ABC
ENERGY

About KUBRA

KUBRA provides customer experience management solutions to some of the largest utility, insurance and government entities across North America. Our portfolio includes billing and payments, mapping, mobile apps, proactive communications, and artificial intelligence solutions for customers. Visit www.kubra.com for more information.



