

The parties are proposing to change five Customer Service metrics going forward. The purpose of the metrics is to create a baseline that the Company's performance can be tracked against overtime. The proposed changes are shown in the table below.

	Previous Metric	Proposed Metric	18-Month Average
How satisfied are you with the product and services you receive	6.0	5.9	5.94
Percentage of calls answered within 60 seconds after customer chooses menu option	85%	75%	78.9%
Average wait for customer after menu selection to speak to an agent	< 45 sec	< 85 sec	71 sec
Callers that hang up after menu choice is made	< 2%	< 5%	4.21%
Amount of time talking with customers to complete request	< 5 min	< 6 min	7.44 min

Reasons for metric adjustments:

- Over past several years the Company has created several options for customers to resolve their inquiries. Some of these include interactive voice response, online account management, and a mobile app option. These channels allow customers to perform simple tasks themselves, such as turn on/off service or check account balances, rather than having to speak with a representative. As a result, the call center is left with more complex issues causing call times to be longer than before.
- The parties have agreed to add a new metric to track self-serve interactions. This will reflect the number of customers resolving inquiries themselves overtime.
- There is a focus on First Call Resolution that increases talk time but also increases customer satisfaction.
- The Company has added automated messages within the call-in process. This provides callers with more information than before, such as informing of interactions that can be done online or explanation of rate increases. More customers have ended phone calls before speaking with a representative because their inquiry has been resolved by these messages.
- Over the past several years, competition for call center representatives has increased. This has caused much turnover and difficulty of having a fully staffed call center. Not only does this worker shortage cause longer call times, but also the turnover creates less experienced representatives answering phone calls, ultimately causing longer call times.