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May 29, 2018

VIA: HAND DELIVERY

Ms. Carlotta S. Stauffer  
Commission Clerk  
Florida Public Service Commission  
2540 Shumard Oak Boulevard  
Tallahassee, Florida 32399-0850

RECEIVED-PPSC  
2018 MAY 29 AM 10:57  
COMMISSION  
CLERK

Re: Review of electric utility hurricane preparedness and restoration activities  
Docket No. 20170215-EU

Dear Ms. Stauffer:

This is a follow-up letter on behalf of Tampa Electric Company responding to certain questions raised during the May 2, 2018 electric utility hurricane workshop. During the course of that proceeding, at transcript pages 114-115, Commissioner Fay inquired about Tampa Electric's data regarding response times for customer calls in connection with Hurricane Irma. The questions focused on page 19 of Mr. Haines presentation on behalf of Tampa Electric and had to do with the difference between the 90% of calls answered within 120 seconds, the average response time of 47 seconds and the 6% of calls that were abandoned. Mr. Haines offered to follow up on Commissioner Fay's questions and this letter will serve as that follow up. Set forth below is an explanation of how the company's call center metrics were utilized for different individual measurements as well as the actions the company took to help achieve such a strong average speed of answer rate of just 47 seconds per call.

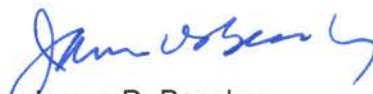
Tampa Electric's call center utilizes commonly used call center metrics to gauge the operation and effectiveness of handling calls. Key metrics the company uses are Service Level, Average Speed of Answer and Abandonment Rate. These metrics are aligned with typical call center industry best practices. It is important to note that these metrics, while related, are independent of one another to gauge the overall customer experience.

- **Service Level ("SVL")** measures the percentage of calls handled within a certain amount of time. The company's goal is to ensure the majority of customers are not holding for a significant amount of time. In 2017, Tampa Electric used 120 seconds as its SVL goal or threshold.
  - During Hurricane Irma, as communicated during the storm presentations, the company handled 90 percent of the calls within 120 seconds or less.
- **Average Speed of Answer ("ASA")** measures the average number of seconds it takes for all "answered" calls to be answered.
  - During Hurricane Irma, the ASA was 47 seconds.

- Tampa Electric achieved this very timely response rate through the following actions:
  - The company operated its call center 24x7 before the storm, during Hurricane Irma and through restoration until the company's last customers were back in service.
  - The company supplemented its existing call center staff with other Tampa Electric employees who have storm assignments to assist with customer calls. These employees were trained prior to the storm to handle calls. The company also utilized mutual aid customer service professionals from six other utilities. With these additions, the company more than doubled its call center staff with additional assistance.
  - The company's call center staff had extended shifts which required overtime.
  - The company ensured frequently asked questions were regularly updated and posted on social media, provided to the media, sent out via e-mail to customers, updated on the website and outage map, as well as recorded and posted as customized and repeat messages on our automated phone system. The company also made customized "in-person" outbound calls to customers with unique situations.
- **Abandoned calls** measures the amount of calls that are terminated by the customer prior to reaching a live customer service professional. Abandoned calls are not exclusively good or bad. For instance, during Hurricane Irma, Tampa Electric utilized customized messages that were played on the company's Interactive Voice Response ("IVR") system with common customer questions with a goal of answering customer questions. If a customer heard the message, and their question was answered, they could have terminated the call prior to speaking to an agent. In other situations, customers may have held longer than they desired, and chose to hang up and tried calling back at a different time, or to get their question answered through a separate channel such as the website.
  - Out of the total calls that were offered to the call center during Hurricane Irma, 6 percent of those were abandoned prior to being serviced by a Customer Service Professional.

Tampa Electric appreciates this opportunity to supplement Mr. Haines' presentation at the May 2, 2018 workshop and we hope the information supplied will clarify the metrics of the company's call response data pertaining to Hurricane Irma. Please feel free to contact me if you have any follow-up questions or require further information.

Sincerely,



James D. Beasley

JDB/pp

cc: All Commissioners  
Braulio Baez  
Tom Ballinger  
All Parties of Record