

Advanced Metering Infrastructure Customer communications plan

Summary

Customers have trusted us to power their lives for more than a century. As technologies continue to advance, we're taking the necessary steps to help us continue delivering safe, reliable, and cost-effective electricity.

Advanced Metering Infrastructure (AMI) enables two-way communication between the meter and our systems, meaning customers will have more visibility into their energy use while we'll be able to respond to outages faster and more precisely. Upgrading customer electric meters is the first step to prepare for future technology enhancements.

This customer communications plan outlines the content and tactics we plan to use to help ensure a strong and seamless customer experience.

Content overview

Focusing on customer benefits

The attached AMI customer communications content draft outlines the information we'll share with all customers. It includes:

- An explanation of differences between legacy and AMI meters.
- Data access, frequency, and use cases for data.
- Customer's energy usage data access and rights.
- Potential customer-facing benefits considered and advanced rate designs dependent on AMI meters.
- Benefits of AMI for the energy system.

Addressing customer concerns

We also strive to ensure we've adequately addressed potential customer concerns. In our AMI customer communications content draft, you'll see information related to meter safety and data protection.

While we work to proactively alleviate customer concerns, we're also prepared to react quickly and efficiently to remedy potential issues. We'll track customer concerns through our typical processes, monitoring sources where customers may voice issues.

Considerations

In building our customer communications plan to meet customers where they're at, we also took into consideration:

- Customer knowledge base.
We can't assume customers are aware of AMI technology and its benefits. We'll strive to provide easy-to-understand and transparent information and updates throughout the project, as we do with all customer-facing communications.
- Community leaders.
Word of mouth can be an important way to share information and updates. We'll reach out to city, county, and tribal leadership to ensure they're aware of AMI installations in the community and prepared with information about AMI benefits—including how to reach us if residents have additional questions.
- Customers without readily available internet.
While digital communications provide opportunity to reach customers in a variety of ways, it's important that we continue printed, direct mail or leave-behinds with thorough information about AMI.
- Non-English-speaking customers.
Our website (otpc.com) has built-in web translations for those who speak Chinese, Somali, and/or Spanish. In communities with significant populations of non-English speakers, we can include Chinese, Somali, and/or Spanish in mailed or leave-behind information.

Pre-deployment engagement

To help ensure customers are prepared for AMI installation, we'll begin outreach at least six weeks in advance.

At a **community** level, we'll be highlighting AMI benefits and installation specifics. Channels can include:

- A dedicated webpage at otpco.com.
- City, county, and tribal leadership; service club; consumer advocacy group; and/or nonprofit organization presentations with a leave-behind fact sheet.
- Social and digital media.

For **customers**, we'll be reaching out directly to outline AMI benefits, how advanced meters work, installation specifics, and how customer bills will look different. We'll tailor communication content for different channels to help ensure customers have the information they need when they need it.

Channels can include:

- Direct mail, six weeks and two weeks in advance of meter installation.
- A dedicated webpage at otpco.com.
- Bill inserts.
- Email.

- Outreach to Otter Voice—our online community of customers who have opportunities to provide feedback on current practices, preview new programs, and suggest improvements for our company by participating in surveys and polls.
- Social and digital media.

We're equipping **Customer Care employees** with extensive training and surveys to gauge change enablement. They'll be ready to answer customer questions with call guides and ongoing internal communications to review common customer questions. We'll use these reviews to update and adjust our customer communications as needed.

For **all employees**, we're making sure they're aware of the project and its impact to customers through emails, company-wide broadcasts, and virtual and in-person lunch and learns. In our communities, customers know Otter Tail Power employees—so we want to ensure that whether our employees are at the grocery store or their child's game (and everything in between), they're able to confidently and accurately direct customers on where to find AMI information.

Post-deployment engagement

Following meter installation, we'll continue efforts to engage communities and customers with new technology and options that can help them save energy and money.

We'll use customer feedback via Customer Care employees, our Otter Voice community, and other customer touchpoints to adjust and enhance our communications as needed.

Throughout the company, we'll be keeping employees up to date on new options and services we're able to provide to customers with AMI and other technologies.

Long-term engagement

As we continue integrations with AMI and our internal systems, we'll continue customer outreach highlighting benefits, new rate options or usage ideas, and more. We expect our customers communications to change over time as we continue to encourage adoptions of tools and resources made available by AMI technology.