NLH 2013 Amended General Rate Application

Undertaking - 191

Filed: Dec 2,7015 Board Secretary:

Undertaking 191

Re: Single point of contact for account management for industrial/key customers

Undertake to provide the draft framework (in relation to a single point of contact for account management for industrial/key customers).

Please see Undertaking 191 Attachment 1.

Account Management Framework

Account Management Framework

Resourcing

Dedicated account manager role

Role resides in Customer Service

Owns industrial billing

Account manager has a technical background Communication

Annual customer survey

Proactive engagement

Planned & unplanned outages

Timely follow up of action items from account meeting **Meetings**

Regular face to face meetings at customer location

Cross organization representation

Review outages and reliability

Operational review of customer business plans

Steering Committee

Cross functional representation

Understand customer needs

Senior level management involvement

Executive sponsorship for industrial customers

AM Support
Structure

Aligned with Industrial Billing

Key accounts identified based on consumption

Proactive engagement

Feeds into Hydro budget cycle

Supported through CS Advisory Council **Tools**

Customer Relationship Management (CRM)

Formal meeting schedule

Defined meeting template

Hydro Key customer scorecard

RACI Chart

Process Maps

Performance Measurement

Goals and objectives established

Customer satisfaction survey results

Benchmark survey results against other CEA utilities

Develop customer scorecard

Relationship Building, Measuring and Continuous Improvement

