

**RE:GM10.3**

# **311 Toronto & Toronto Hydro – Outage Communications Improvements**

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Councillor Information Session  
February, 2016

# Agenda

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- Background
- Customer Experience Improvements Update
- Outage Communication Tool Demonstrations
- Q&A

# Challenges of a Changing Environment

## Physical

- Increased intensity
- Increased volume
- Different patterns
- Different vectors



## Social

- Greater expectations
- Social Media
- More interest
- More information



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# July 8, 2013

300,000 customers lost power

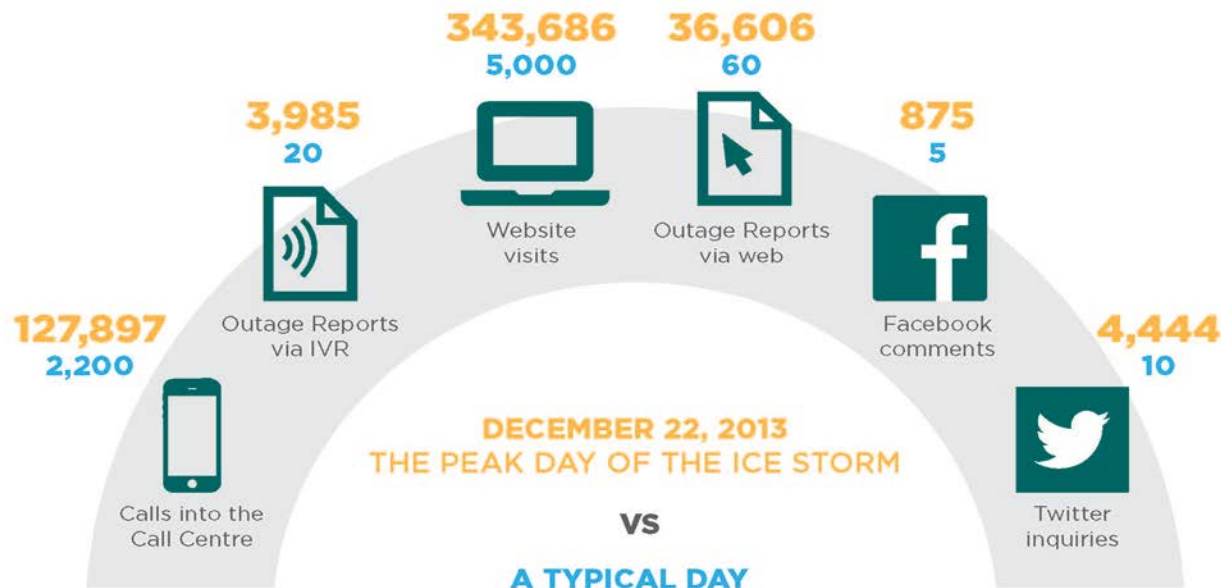


# 2013 Ice Storm



# Typical Day vs the Ice Storm peak

## Icestorm Impact on Web & Call Centre Activity



# Customer Experience Improvement Actions

## Completed

Gap / Opportunity	Completed Actions	Status	Benefit(s)
TH IVR under capacity for significant outage events	TH implemented IVR - June 2015 (approx. 4x capacity)	Completed	Improved Customer Experience Decreased waiting time for caller
Inconsistent TH IVR experience – not all customers can access IVR messaging/log an outage ticket during significant outage events	TH third-party IVR service procured for significant outages (unlimited capacity) All customers can access outage messages and log a ticket	Completed	No blockage when accessing TH system
TH outage map- inconsistent customer experience	TH new outage map – more defined boundaries, information including crew status and Estimated Time of Restore (ETOR), enhanced search functionality, and storm mode	Completed	Improved communication and customer experience
Lack of customer education/information on impacts and ways to manage during an outage event.	Emergency preparedness kits distributed by TH to vulnerable customers, customer newsletters, OutageTO.com launched - responsive website for customers (outage preparedness information, storm updates incl. Twitter feed, report an outage)	Completed	Improved communication and customer experience
Inconsistent customer experience due to resource/training gaps	TH and 311 improved staff training, scheduling, and back-end processes to proactively assess event impacts	Completed	Improved communication and customer experience
Inconsistent customer experience – gap in messaging and information available between TH and 311	Gaps identified, communication protocols and processes implemented to ensure consistent, timely information available to manage customer enquiries during significant outage events (e.g. ETRs and event progress ) at both TH and 311	Completed	Established management framework and accountability
311 On-line reporting - Customers require assistance logging outages	311 now has access to TH on-line outage reporting tool and on request will report outages on customers behalf	Completed	Improved communication and customer experience
TH and 311 on-line outage reporting enhancements	Form updates to improve accuracy of ticket information, outage report confirmations	Completed	Improved communication and customer experience
Localized area outage communication Consistency (small day-to-day outages)	Develop strategy to ensure communication protocols implemented to ensure consistent, timely information available to 311 to manage customer enquiries during local area outages	Completed	Improved communication and customer experience



## In Progress

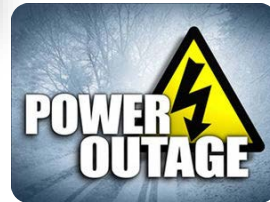
Gap / Opportunity	Actions	Status	Benefit(s)
311 and TH IVR communication system integration	Integrate an IVR menu option to seamlessly connect TH's Call Centre and Outage Management Services as part of 311's IVR upgrade project, expected to go-live Q1 2016	Q4 2015 – Q1 2016	Improved communication and customer experience
Outage alerts not available to pro-actively notify customers of outage/event status	TH has procured technology solution and an on-line registration process in place. Customers will be notified regarding launch date.	Q3 2016	Improved communication and customer experience
311 On-line enhancements	Investigate technology solutions that will continue to enhance the on-line communication channel to manage volumes impacts, improve customer experience and usability Phase 1 - Log 311 Service Requests to enhance reporting Phase 2 - Introduce to 311 on-line channel	Phase 1: Completed Phase 2: Q3 2016	Improved communication and customer experience

# Communication Co-ordination Improvements


## Outage Management



## Outage




## Outage Communications



**TORONTO HYDRO  
CUSTOMER  
CARE**

<p><b>TH IVR</b> – outage message, providing outage boundaries, crew status and ETR <b>Transmitted hourly</b></p>	<p><b>TH Outage Map</b> - provides # of customers out, crew status, ETR <b>15 minute refresh</b></p>
<p><b>Outage.TO.com</b> – outage management information, Twitter feed, communication updates <b>Available 24/7</b></p>	<p>Updated <b>“Report an Outage”</b> On-Line Tool <b>Available 24/7</b></p>



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toronto at your service



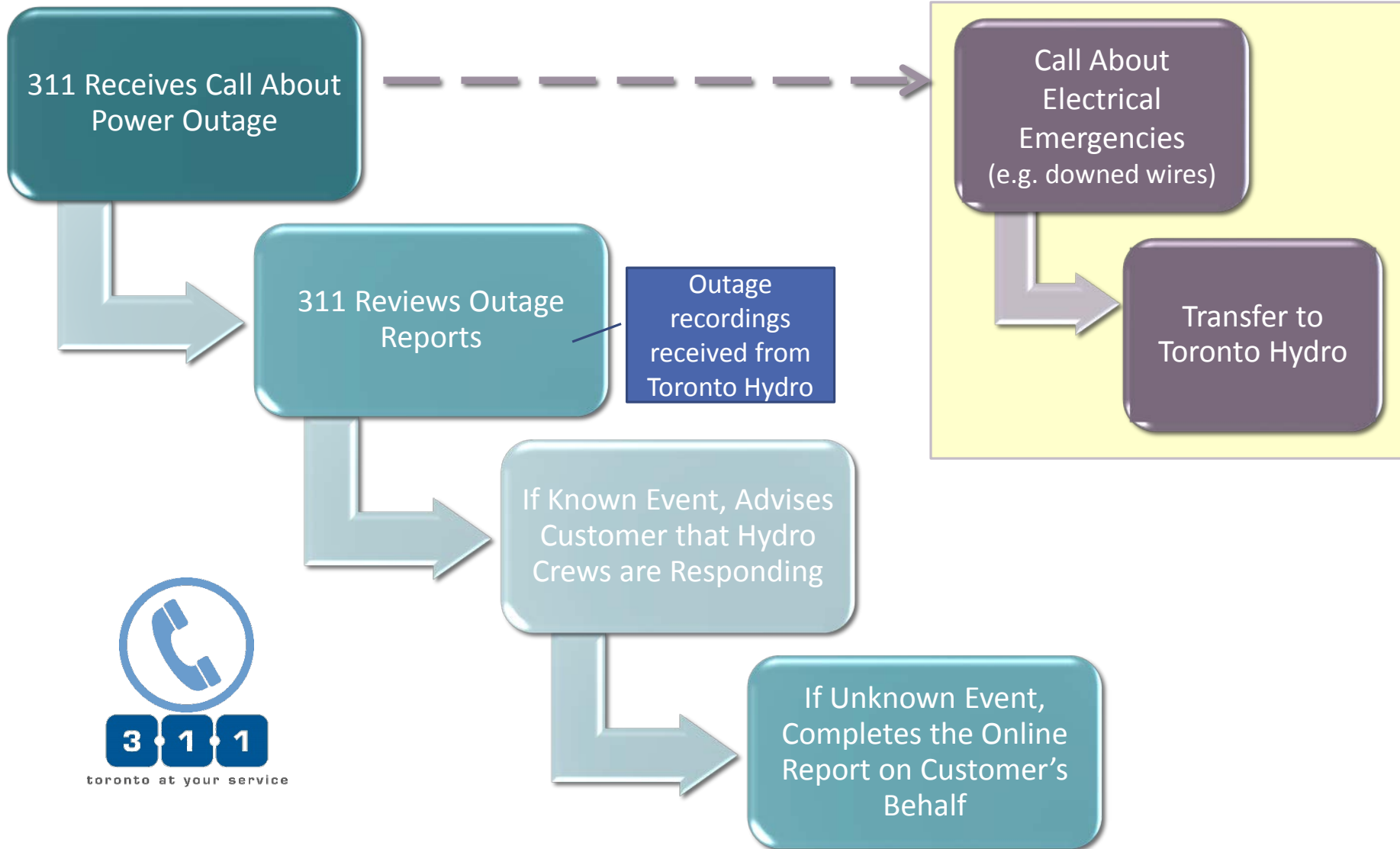
# Service Level Improvements:

## A Review of Power Outage Events

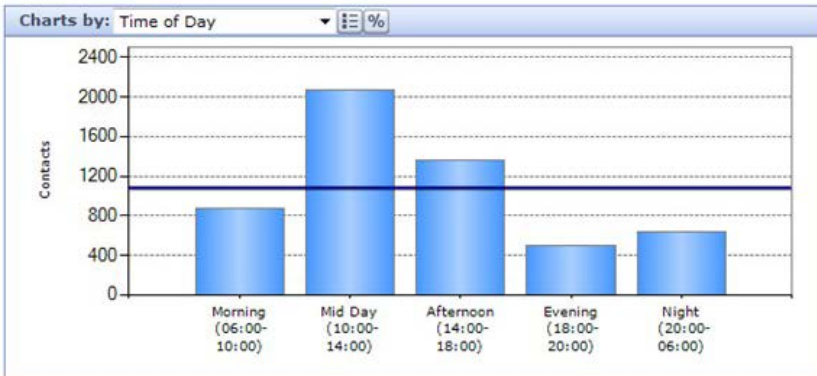
Power Outage Events: Impacts to Business	Ice Storm Dec 2013	Nov 24, 2014 to Aug 2, 2015	Aug 3, 2015 to Jan 31, 2016
311 Service Level During an Event (AVG.)	37.6%	80.6%	80.0%
311 Call Handling Times During an Event (AVG.)	4:16* *311 Call Transfers only	N/A	**Nov – Dec = 7:31 Jan = 6:69
Visits to Outage TO.com (Toronto Hydro {TH})	N/A	34,000+	12,000
Registered for Proactive Outage Alerts (TH)	N/A	5,150	275
Proactive Communication to 311	N/A	✓	✓
Process for Frequent and Routine Updates to Councillors	N/A	✓	✓
Reporting Capability of Toronto Hydro Related Requests (311)	N/A	N/A	✓

\*\*AHT for last 90 day period; there appears to be a downward trend occurring since the introduction of the internal service requests and the improved Toronto Hydro online form

# Power Outage Calls to 311



# Hydro Call Drivers at 311: Speech Analytics 90 Day Trend (Nov to Jan)



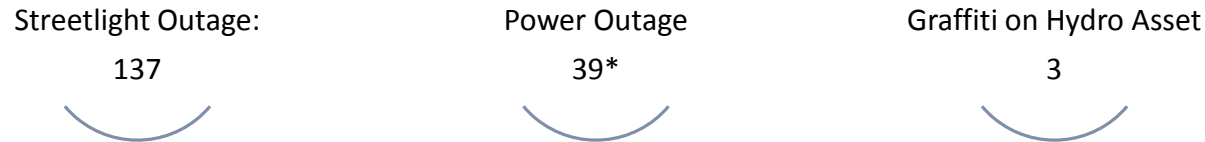
**311 assists with reports about:**

- Power Outage
- Streetlight Outage
- Graffiti on a Hydro Asset

- During past 90 days, 5420 inquiries related to Hydro handled by 311.
  - Weekly average for 90 day period is 390 inquiries per week or 2% of 311 call volume.
- Majority of inquiries are received during the day. However, inquiries are also received during evening and night periods.
- Call duration is 6:34 mins (vs. 4:03 mins for all 311 calls in period).
  - As a result these calls are 151 seconds or 2.5 minutes longer than average 311 calls.
- Majority of Toronto Hydro related inquiries are regarding power outages.
  - If the event is known to Hydro, no Hydro online Outage Report, or 311 Service Request is submitted.

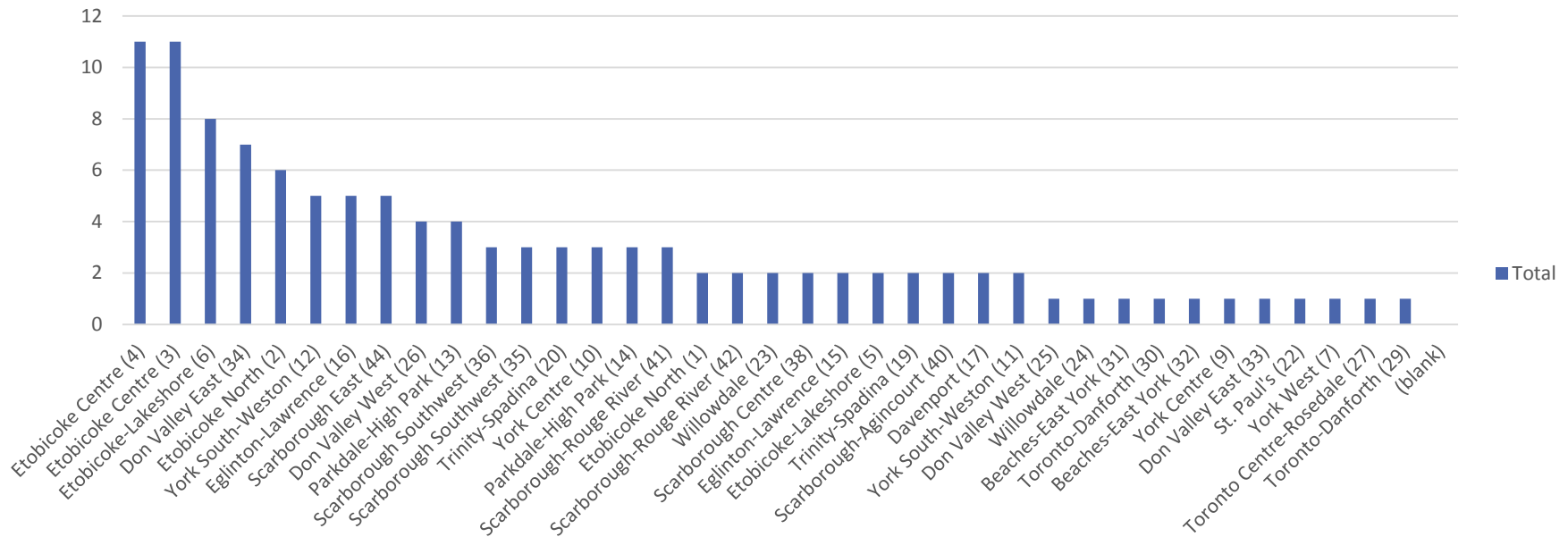
# 311 Service Requests – Jan 2016

## 311 Service Requests



\*A SR is not created if the Power Outage event is known (no duplication)

Total Hydro SRs by Ward Summary



# **Outage Communication Tool Demonstrations**

# Outage Communication Tools

Other Languages... ▾

**TORONTO HYDRO**

24-Hour Emergency Hotline 416.542.8000

View Outage Map Report an Outage Search

## Report an Outage

If people or property are at risk, call 911. For electrical emergencies (such as downed lines), call 911. If you are unable to reach Toronto Hydro call 911 for assistance.

Please select customer type to begin

Residential  Condominium  Commercial

Please select the power issue you are experiencing

Your entire home is without power  
 Only part of your home is without power  
 Your lights are flickering or dimming  
 A streetlight is out, dim or damaged

**Outage Details**

Start Time of Outage	Today 11:09 am
Estimated Restoration	Today 1:00 pm
Status	Onsite
Customers Affected	1-50
Last Updated Time	Today 11:45 am

**DISCLAIMER:** Please note that all outage data provided via this power outage map is for information purposes only. All times referenced are approximate.

Map data ©2015 Google Terms of Use Report a map error

Outage map updated at 11:46 AM

# Thank You



# Appendix



# TH Office of the President

Important VIP service for councillors/staff - Direct conduit to all things Toronto Hydro

- Dedicated ward representatives
- 1300+ issues (Jan – Oct 2015). 1700+ in 2014
- 112+ meetings with councillors/staff (Jan – Oct 2015)
- 90% acknowledgement within 24 hours
- Thousands and thousands of email and phone calls
- Quarterly reports to each councillor
- 3<sup>rd</sup> party surveys
- Constantly evolving, improving

Overall = great vehicle for TH information and service

# Councillor Interaction during Outages

## Proactive Outage management communications

- Customized outage email alerts during severe weather emergencies
- Estimated Time of Restoration (EToR) as it becomes available from Operations Centre
- Continued after hours access to Office of the President staff

