



Idaho Power's Customer Experience Team includes (from left to right): Customer Experience Manager Ryan Donnelly, Customer Relations and Research Consultant Andrea Simmons, Customer Experience Consultant Tracey Burtch, Customer Experience Director Gina Powell and Customer and Community Outreach Consultant Dave Thornton.

The People behind Your Power: Meet Our Customer Experience Team!

Taking care of our customers is part of every job at Idaho Power. But for at least one dedicated team, improving the customer experience is a full-time job!

The Customer Experience team, led by Customer Experience Director Gina Powell and Customer Experience Manager Ryan Donnelly, uses a multi-faceted approach to improve how Idaho Power meets the needs of our customers. From customer research to program improvements and community involvement, the folks who make up the Customer Experience team — along with their counterparts in Information Technology (IT) and Customer Service — lead the way to better programs and services for every customer.

"Our team has decades of experience in positions that are heavily focused on customers and ensuring their interactions with us are as smooth as possible," said Powell. "We are customers too, and we want to make it easy for our family, neighbors and communities to do business

with us. We come into the office every day asking how we can do something better or more efficiently, with the customer always at the forefront of our decisions."

Customer Experience Consultant Tracey Burtch's work is driven by her experience interacting with other service providers online. "As a consumer, I expect a smooth digital experience," she said.

"It's extremely rewarding to impact that digital experience for Idaho Power customers and ensure they get the information they need — when they have an outage, billing issue or anything else — quickly and easily."

Recently, the Customer Experience team worked with IT to improve the design and functionality for My Account and launched our new mobile app. These tools allow our customers to self-serve, meaning they don't need to call to pay a bill, get outage information or sign up for convenient programs like Paperless Billing and Auto Pay.

"Our goal is to make every customer touchpoint easy," said Customer and Community Outreach Consultant Dave Thornton. "Sometimes we make it so easy, some customers don't even have to think about us — because their bill is digitally delivered and automatically paid every month."

What's next for the Customer Experience team? Further enhancements to the mobile app and improving how customers receive outage notifications. Customers enrolled in outage alerts report a higher level of satisfaction with the information they receive during and after an outage impacts their home or business, and Idaho Power wants to extend that positive experience to all our customers.

You can enroll in the customer programs mentioned above by logging into My Account at idahopower.com/myaccount or by downloading the app from your app store.





What's one thing you wish more customers knew about?

Members of Idaho Power's Customer Experience team share their thoughts:

Using Feedback to Improve the Customer Experience

The Empowered Community, a long-time Idaho Power feedback program, regularly surveys 3,500 customers via email on specific topics the company would like input on — from messaging in advertising campaigns to whether customers understand our bills. Customer Research and Relations Consultant Andrea Simmons reads every comment submitted through the Empowered Community, as well as from broad customer survey programs.

"We look at our services and processes from the customer's perspective," said Simmons. "Our research — whether through phone surveys or the Empowered Community — helps us gather input on how we perform in different areas so we can improve."

Once the Customer Experience team has data on improvements, they work with several departments throughout the company to implement changes.

"Our partnerships with IT, Customer Service, field personnel, energy advisors and others throughout Idaho Power make our dreams a reality," said Donnelly. "We can't implement what customers ask for without the incredible work of so many people who play a pivotal role in improving our processes and offerings."

Do you want to help the Customer Experience team improve how you interact with Idaho Power? Take our surveys over the phone, join the Empowered Community or follow and comment on Idaho Power's social media channels. Thank you to all our customers who volunteer to help us improve the experience for everyone!

To learn more about the Empowered Community, visit idahopower.com/empower.

Ryan

"Our mobile app! The Idaho Power app makes it easy to manage your account and receive important notifications. I use it a lot for my own account. I love that I don't have to log in every time and can do what I need quickly."

Andrea

"Our Budget Pay program helps many customers with their personal budgets. It spreads your bill out evenly throughout the year. You still pay for what you use, but Budget Pay helps eliminate higher seasonal bills."

Dave

"The mobile app and outage map. The online outage map was a game-changer for sharing outage information with customers when we launched it eight years ago, and now that experience is even better in the mobile app."

Tracey

"We love hearing from customers and take that feedback very seriously. Many of the improvements we've made to products like outage alerts, the mobile app and My Account come directly from customer suggestions."

From the Energy-efficient Kitchen

July 2023
Dessert

Cinnamon Grilled Peaches & Cream

- 4 large ripe peaches
- 1 Tbsp oil
- 1 tsp cinnamon
- ¼ cup light cream cheese
- 2 Tbsp honey
- 2 Tbsp finely broken walnuts



Preheat an oiled grill surface to 325°. In a small bowl, combine cream cheese and honey and stir until smooth, mixing in walnuts if desired. Cut each peach in half and discard the pit.

Brush cut peach halves with oil and sprinkle lightly with cinnamon. Place pit-side down on the grill and cook for 3-4 minutes. Turn peaches over and place 1 Tbsp of cream cheese mixture into pit hollow. Grill for 2-3 more minutes and serve warm. Makes 8 servings.

Recipe selected from Idaho Power's Centennial Celebration Cookbook.



Please recycle this newsletter.

idahopower.com