PJM Stakeholder Survey

MC Webinar
August 19, 2014
Make it easier to do business with PJM
Two Fronts – Make It Easier To Do Business

1. Address Overall Survey Feedback
   - Implement Identified Action Plans
     - Website & Tools
     - Communication
     - Access to PJM Data
     - Customer Service

2. Identify Measures to Improve Member Experience
   - Proactive – anticipate needs/seek input
   - Improve efficiencies
2014 Activity – Status To Date

• Planning
  – Metrus conducted follow-up interviews with municipalities

• PJM Website
  – Engagement with Coveo to improve the search engine on PJM.com
  – New features added - Data Snapshot
  – Improvements to existing features - revamped Communications pages to include access to the Salesforce and modifications to Issue Tracking

• Market Settlements
  – Posted improvements to the PJM Guide to Billing to include references to manuals
Cross - Company Effort: PJM Customer Service Assessment

Customer Service

Metrics
- How well do we meet expectations?
- What is the value we deliver?

Company Profiles
- Right information?
- Drive interactions

Knowledge
- Do we know what they want/need?
- Do we have the knowledge to fulfill?

Technology
- Right tools in place?
- Turn Information into Insights

www.pjm.com
What is Yet to Come in 2014 and Beyond

• Planning
  – Based on follow-up interviews, Planning group to host education sessions for the munis

• Market Services
  – Data Miner to add additional data points application

• Market Settlements
  – Issuing a survey to participants in September for additional feedback on MSRS

• IT
  – Refresh projects continue with ExSchedules, DataViewer, Markets Gateway, Account Manager
• State and Member Services
  – Modifying outreach and readiness efforts to make them more comprehensive
  – Development of an internal knowledge base system (KBS) to support customer inquiries
  – Business process review and implementation of a member self service portal
  – 2015 project to build a single repository for member data
  – Create a stakeholder group to discuss and receive feedback on improvements to PJM administrative business processes
Long Term Vision: Member Engagement Center

- issues
- contacts
- knowledge base
- self service
- member processes