



Minnesota Energy Resources Corporation
2685 145th Street West
Rosemount, MN 55068
www.minnesotaenergyresources.com

March 19, 2026

Sasha Bergman
Executive Secretary
Minnesota Public Utilities Commission
121 Seventh Place East, Suite 350
St. Paul, MN 55101

VIA ELECTRONIC FILING

Re: In the Matter of Minnesota Energy Resources Corporation's Annual Service Quality Report for 2024, Docket No. G011/M-25-34

MERC Response to Minnesota Public Utilities Commission Information Request # 1

Dear Ms. Bergman:

Enclosed, please find Minnesota Energy Resources Corporation's response to Minnesota Public Utilities Commission Information Request No. 1 in the above-referenced docket. Please contact me at (414) 221-4208 or joylyn.hoffmanmalueg@wecenergygroup.com if you have any questions regarding this filing.

Sincerely,

A handwritten signature in black ink that reads "Joylyn C. Hoffman Malueg". The signature is written in a cursive style with a large, looped initial "J".

Joylyn C. Hoffman Malueg
Manager State Regulatory Affairs
Minnesota Energy Resources Corporation

cc: Service List

This question is:

Trade Secret

X Public

**State of Minnesota
Public Utilities Commission
Utility Information Request**

Docket Number: G011/M-25-34

Date of Request: March 4, 2026

Requested From: Joylyn Hoffman Malueg, MERC

Response Due: March 19, 2026

Analysts Requesting Information: Tera Dornfeld and Alyssa Kennedy

Type of Inquiry:

Financial		Rate of Return		Rate Design
Engineering		Forecasting		Conservation
Cost of Service		CIP	X	Other: Gas Service Quality Report

If you believe your responses are proprietary, please indicate.

Request Number 1	<p>Will MERC please provide annual “zero-out” data from the Company dating back to 2017? If providing zero-out data is not possible, please explain why.</p> <p>Zero-out data is defined as the number of customers who choose to ‘zero-out’ of an Interactive Voice Response (IVR) menu.</p> <p>Staff makes this request because previously, in the Order issued March 17, 2015, in docket no. G008/M-14-316, to which Department comments were appended, the Department recommended that CenterPoint Energy provide “data regarding customers who choose to zero out of a menu while interacting with IVR.” The Department noted that zeroing out “is a common complaint in many IVR systems and can lead to customer fatigue and frustration...The comparison of [the number of customers that zero out of a menu while interacting with the IVR menu] to the difference between the call response data, including and excluding IVR, would provide the Department with a clearer picture of the effectiveness of CenterPoint’s IVR system and the level to which customers’ expectations are satisfied.”</p> <p>While the Department was, at that time, trying to understand the implications of a newer system (IVR), we are now requesting zero-out data from other rate-</p>
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	regulated gas utilities, with applicable systems, to understand customers' experiences with IVR.
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MERC Response:

Zero-out data is not maintained by the Company.

From a customer experience standpoint, it is our goal to get a customer to an agent when that is their preferred or the necessary option. Certain actions – such as providing a meter read, high bill inquiries, payment questions, etc. – require that the customer speak to an agent. In those cases, the customer is intentionally bypassing the IVR by design, not out of frustration. Accordingly, indicators of “IVR fatigue” should not automatically be interpreted as dissatisfaction; a portion of IVR exits reflect appropriate task-based routing to an agent rather than a poor experience.

In April 2024, the Company transitioned from its previous PureConnect IVR system to a new system, the GenCloud IVA system. The GenCloud IVA system utilizes a natural language understanding (NLU) and speech-intent Interactive Voice Assistant (IVA) rather than a traditional “press or say” menu system. NLU allows customers to state their intent in their own words instead of selecting predefined numeric options or speaking specific command phrases.

The IVA system uses NLU to interpret customer requests and route them to self-service or to agents to get their issue resolved. “Agent”, or other terms such as “live person” or “representative” is an intent that is recognized, and a follow-up question is asked about further intent to route the call to the appropriate Care Center queue. This approach improves accessibility and usability of our customers to interact conversationally with the system and has made it easier for a customer to get to an agent.

MERC did not maintain/collect zero-out data from the legacy PureConnect IVR system. Additionally, with the transition to the GenCloud IVA system, zero-out tracking is not practical given the vast array of options (i.e. non self-service intents or stating various words for agent) in a NLU system that may route a customer to an agent.

Name: Joylyn Hoffman Malueg Title: Manager State Regulatory Affairs Department: State Regulatory Affairs Phone: 414-221-4208 Email: Joylyn.HoffmanMalueg@wecenergygroup.com
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In the Matter of the Annual Service Quality
Report of Minnesota Energy Resources
Corporation for 2024

Docket No. G011/M-25-34

CERTIFICATE OF SERVICE

I, Colleen T Sipiorski, hereby certify that on the 19th day of March, 2026 on behalf of Minnesota Energy Resources Corporation (MERC), I electronically filed a true and correct copy of the enclosed Response to MPUC Information Request #1 on www.edockets.state.mn.us. This filing was also served via U.S. mail and electronic service as designated on the attached service list.

Dated this 19th day of March, 2026

/s/ Colleen T. Sipiorski

Colleen T. Sipiorski

Last Name	First Name	Email	Organization	Agency	Delivery M	Alternate E	View Trade	Service List
Ahern	Michael	ahern.michael@dorsey.com	Dorsey & Whitney, LLP		Electronic Service	No		M-25-34
Bergman	Sasha	sasha.bergman@state.mn.us		Public Utilities Commission	Electronic Service	Yes		M-25-34
Bull	Mike	mike.bull@state.mn.us		Public Utilities Commission	Electronic Service	Yes		M-25-34
Commerce Attorneys	Generic	commerce.attorneys@ag.state.mn.us		Office of the Attorney General - Department of Commerce	Electronic Service	Yes		M-25-34
Ferguson	Sharon	sharon.ferguson@state.mn.us		Department of Commerce	Electronic Service	No		M-25-34
Fuentes	Daryll	energy@usg.com	USG Corporation		Electronic Service	No		M-25-34
Hoffman Malueg	Joylyn C	joylyn.hoffmanmalueg@wecenergygroup.com	Minnesota Energy Resources		Electronic Service	No		M-25-34
Moratzka	Andrew	andrew.moratzka@stoel.com	Stoel Rives LLP		Electronic Service	No		M-25-34
Phillips	Catherine	catherine.phillips@wecenergygroup.com	Minnesota Energy Resources		Electronic Service	No		M-25-34
Residential Utilities Division	Generic Notice	residential.utilities@ag.state.mn.us		Office of the Attorney General - Residential Utilities Division	Electronic Service	Yes		M-25-34
Schmiesing	Elizabeth	eschmiesing@winthrop.com	Winthrop & Weinstine, P.A.		Electronic Service	No		M-25-34
Stasik	Richard	richard.stasik@wecenergygroup.com	Minnesota Energy Resources Corporation (HOLDING)		Electronic Service	No		M-25-34
Stastny	Kristin	kstastny@taftlaw.com	Taft Stettinius & Hollister LLP		Electronic Service	No		M-25-34
Wuyts	Tina E	tina.wuyts@wecenergygroup.com	Minnesota Energy Resources Corporation (HOLDING)		Electronic Service	No		M-25-34

Name