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Xcel Energy Information Request No. 2  
Docket No.: E002/M-20-406  
Response To: Minnesota Public Utilities Commission  
Requestor: Tera Dornfeld  
Date Received: September 16, 2020

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Question:

In justification for reducing call center hours in docket 17-553, the Company noted a preference among customers for digital communication over a telephone call. The Company specifically stated that 55% of customer transactions are now digital (Initial Filing Customer Communication Preferences, filed 14 July 2017, p11). More, the Company notes that its customers are internet-savvy, paying bills and sharing outage information to its Storm Center page. Finally, the Company acknowledges that the Commission will retain its “transparent oversight” (p18) regarding Call Center performance. Therefore, to ensure the Company is providing customer service following a reduction in staffed hours to its Call Center, and acknowledging that customer service is now provided through means beyond telephone calls to the Call Center, we request the following:

**REQUEST:**

- a. Please provide monthly and yearly total page visits or logins to the Company’s mobile app, website, and Facebook page.
- b. Please provide monthly and yearly number of emails received (including those sent via website-based platforms).
- c. Please provide a statement regarding the feasibility of reporting Response Time for electronic correspondence (# emails responded to within one business day and number responded to in two or more business days).

Please provide a statement regarding the feasibility of maintaining a log of customer electronic correspondence by type (similar to the log of customer complaints reported in 7826.2000) and then reporting the top five most common issues for which customers initiate contact.

Response:

- A. The table below lists the monthly and annual “visits” to NSPM’s Twitter, Facebook, Xcelenergy.com, MyAccount, and Mobile App for 2019.

Facebook and Twitter are considered “impressions” – and are platforms where people can view various postings directly from Xcel Energy or from other businesses or individuals. These posts may include a variety of general information related to Xcel Energy, such as information on sweepstakes, pollinator events, outage events, volunteer opportunities, general opinions, etc. They may also include customer-specific communications. The Company can track the number of Facebook and Twitter “impressions” received.

When a person “tags” the name “Xcel Energy” on Twitter or Facebook, whether it be a post from the Company or another party, Customer Service is notified of that tag and will review the comment to determine if a response is required or if the person is simply “liking” a post or entering a sweepstakes. As can be seen in the table below, in 2019 there were 2,600 Twitter notifications from a total of 1,262,608 impressions on Twitter (.0020 percent) and 3,042 Facebook notifications from a total of 1,715,112 impressions on Facebook (.0017 percent).

Xcelenergy.com is the Company’s website that does not require authentication for access and contains links to numerous pages of information for customers and non-customers to learn more about the Company and the services we offer. The Company can track the number of “users” that access the site and the number of “pageviews” the user conducted. A user is defined as someone that visits the site; pageviews are defined as the number of pages the user views while visiting the site.

My Account is a web-based platform that requires an account be created with a password (authentication). This product is free of charge to our customers and provides a variety of tools to manage their account; such as: pay their bill, monitor energy usage, receive notifications, contact Xcel Energy via email, and perform many other services. Customer activity is trackable based on the customer login to use the platform.

Mobile App is a cell phone application similar to My Account. The Mobile App also requires authentication and customer activity is trackable. Customers can pay their bill, monitor energy usage, receive notifications, contact Xcel Energy via email or telephone call, and perform many other services.

2019 Twitter													
	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	2019 Total
	176,887	71,962	141,046	96,936	100,136	97,844	143,060	99,211	157,860	73,996	69,381	34,289	1,262,608
2019 Facebook													
	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	2019 Total
	293,931	164,089	134,526	124,963	113,658	503,757	115,863	111,924	64,702	23,771	42,255	21,673	1,715,112
2019 Twitter Customer Service													
	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	2019 Total
	457	167	147	172	257	218	329	159	296	155	133	110	2,600
2019 Facebook Customer Service													
	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	2019 Total
	439	230	148	231	316	264	413	205	362	155	140	139	3,042
2019 Xcelenergy.com													
	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	2019 Total
Users	882,506	828,462	1,093,531	940,981	1,057,090	1,023,873	1,016,927	940,502	1,102,565	1,064,574	925,059	911,383	11,787,453
Pageviews	2,733,272	2,405,641	3,868,049	2,948,901	3,164,077	3,023,569	3,498,245	2,952,331	4,321,953	3,208,703	2,712,789	2,492,888	37,330,418
2019 My Account													
	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	2019 Total
Users	1,089,558	1,010,156	1,099,686	1,065,809	1,089,567	1,116,529	1,172,849	1,158,197	1,009,172	1,148,602	1,059,355	1,063,478	13,082,958
Pageviews	10,061,797	8,869,426	9,720,953	9,282,244	9,563,192	9,335,600	10,325,074	10,271,894	8,818,211	10,416,863	8,949,927	8,826,194	114,441,375
2019 Mobile App													
	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	2019 Total
	291,184	243,288	297,316	298,473	302,809	306,407	361,547	362,631	313,140	401,028	160,959	163,369	3,502,151

B. The table below provides the monthly and annual number of emails received from residential customers and non-customers through the various platforms described above, such as Xcelenergy.com, Facebook, Twitter, and My Account.

2019 EMAIL													
	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	2019 Total
	14,192	10,485	13,595	13,222	12,480	14,057	14,855	14,876	12,535	23,293	12,348	10,612	166,550

C. Regarding electronic correspondence, the Company does not currently track or have the capability to track response times for Twitter or Facebook activity. If the issue is customer-specific on these platforms, it is often followed up with a private communication through Instant Messaging. For email correspondence, we believe it would be most feasible to track the response times for residential customer emails received through Xcelenergy.com and other platforms. Any other customer class emails are handled through our Business Solutions Center or customer account representatives. Currently, any emails from residential customers are transferred to a Sales Force application, where we are able to manually run reports on the number of emails received and the response times. In addition, we have the

capability to log residential customer email correspondence by type and then report the top five most common issues for which customers initiate contact. We currently assign a topic in Sales Force for customer email correspondence after it is concluded, using such broad categories as outage restoration, service-related, billing, credit, and online account issues (e.g., password reset).

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