CUSTOMER ATTRIBUTES
Texas - Residential
Paperless billing / AutoPay
Treatment - power lost/reconnect
Term plan - happy path and roll-off

	Milestone Event	Enroll in Service							
Backstage Process & Operations	Key Steps	Research and compare plans	Select plan and complete enrollment form (paperless billing selected)	Pay deposit if needed and consent/accept T&Cs	Confirmation and Status Update	Verification for paperless billing enrollment	TPV	Status Change - Energized	Paperwork mailed
	Key Dependencies	Competitive pricing Internet connection could dictate speed of page load TDU prices display accurately	Rates displayed for whichever plan selected	DUN returned from soft credit check	System processes request and send automated emails Internet connection may affect speed of delivery	System generates automated email for verification Must verifiy within 24 hours (if not, must reenroll)	Customer must make outbound call to complete TPV	Utility must accept enrollment request and provide historical usage data	System generates welcome letter and paperworked required by PUC
	Time	5-15 min	2-5 min	1-3 min	1 min	1-2 min	5-8 min	1-5 days	2-5 days
On-Stage Experience	Interaction (who, what, how)	AE.com	Rates page with different options	Payment portal	Confirmation/ Welcome Email Status Pending Email	Verification Email w/ link Successful Enrollment Confirmation Email	Call into IVR or Call into live GTI agent	Status Energized Email	YRAC, TOS, Energy Plan info
Perceived Experience	Feeling	🙂 😕	🙂	😕	🙂	🙂	🙂 😕	🙂	🙂
Opportunity	Suggestions	Make rates page easier to find, especially if different ad displaying on AE.com	Offer compare option with example forecast	Offer description of why deposit may or may not be required - what is a DUN?	**Possible survey:** How easy was it to figure out which plan works best for you?	Ensure customers understand that enrolling in paperless billing means all future communication is paperless	**Possible survey:** How easy was this process? Did you find what you needed? What could we have done better?		**Possible survey:** How can we make our paperwork easier to understand?

	Milestone Event	Pay My Bill			
Backstage Process & Operations	Key Steps	eBill received in inbox	Log into MAA and select My Bill	Click to view bill and make payment	Payment confirmed
	Key Dependencies	Billing generates automated email with link to view bill on MAA	UN/PW must meet criteria and process correctly in system	Correct bill must be generated and displaying in MAA Payment portal processes payment	System generates email to confirm payment received
	Time	30 days	2-5 min	3-10 min	1 min
On-Stage Experience	Interaction (who, what, how)	Bill ready to view email with link to log in to MAA	MAA	MAA bill pay	Confirmation email
Perceived Experience	Feeling	😮	🙁	🙂	🙂
Opportunity	Suggestions	Provide intro email series on how to work with Ambit or how to read your bill	If this is the first time they register or pay bill, offer a different experience that walks them through where to find things on MAA		**Possible survey:** How easy was this process? Did you find what you needed? What could we have done better?

	Milestone Event	AutoPay Enrollment	
Backstage Process & Operations	Key Steps	Enroll with selected payment method (saved or new - CC or ACH)	Invoice drafted from account
	Key Dependencies	Must have no existing balance on account	AutoPay CC: invoice deducted 1 day prior to due date AutoPay ACH: invoice deducted 5 days prior to due date If NSF, $25 fee added
	Time	3-8 min	25 days
On-Stage Experience	Interaction (who, what, how)	MAA or Customer Care Representative	Draft on bank statement
Perceived Experience	Feeling	😮 😕 🙂	😕
Opportunity	Suggestions	Confirmation email with next steps of what to expect on autopay and how reminders/renewal will work	Do we know what our draft line looks like on a bank statement and is it easy to understand/fix? **Possible survey:** How can we make this process easier for you?

	Milestone Event	Renewal			
Backstage Process & Operations	Key Steps	Customer up for renewal	Select plan and agree to T&Cs	Confirmation	Paperwork mailed
	Key Dependencies	System generated reminder: "term expiration notification"	De-energized customers not eligible AAG opened to quote both average and energy rates		
	Time		5-15 min	1 min	2-5 days
On-Stage Experience	Interaction (who, what, how)	Letter/Email - 30 days prior Letter/Email - 14 days prior Four outbound call attempts - 30 days prior	Call into Care or Online renewal - MAA	Confirmation email	YRAC, TOS, Energy Plan info
Perceived Experience	Feeling	😮 🙂	😕	🙂	🙂
Opportunity	Suggestions	Add reminder to first page of bill - make more obvious **Possible survney:** Did we give you enough time to react and was this a sufficient reminder?		**Possible survey:** How easy was this process? Did you find what you needed? What could we have done better?	**Possible survey:** How can we make our paperwork easier to understand?

	Milestone Event	Roll-off Term Plan					
Backstage Process & Operations	Key Steps	Term end date met	Paperwork mailed	First bill with new plan and rate sent	Return to old/new term plan	Confirmation	
	Key Dependencies	System triggers action to switch customer over to "Select Variable Plan" Customer provided 10 calendar dat grace period to change product plan after renewal period	System generates welcome letter and paperworked required by PUC	Billing generates automated email with link to view bill on MAA	Care agent or online rates page to show possible term plans to to back to Corrected paperwork sent to customer	Does customer get new confirmation of changes?	
	Time	?	2-5 days	?	?	?	
On-Stage Experience	Interaction (who, what, how)		YRAC, TOS, Energy Plan info	Bill ready to view email with link to log in to MAA	Care agent or MAA login	?	
Perceived Experience	Feeling	🙂	🙂	😮	😕	🙂	
Opportunity	Suggestions	Customer may not be aware of change until their first bill is received - is there a say to contact once change is made?	Provide clear message that customer now on variable plan with form to complete or link to change plan	Offer clear opportunity to go back to term	If customer logs in after rollover has occurred, make their online experience different by walking them through possible solutions with appropriate messaging		