



Process Improvements & Joint Customer Initiatives

2008-2009 Areas of Focus

Oncor Electric Delivery

Improvement Update – Starting with Systems



▪ **SmartGrid**

- Mobile Workforce Management rollout continues – Complete Dec 2008
- Outage Management System replacement – Mid 2009

▪ **Enterprise Data Warehouse – COGNOS**

- Field Performance Reporting implemented Sept 2008
- Transaction Reporting System conversion in three phases 2009-2010

▪ **Internal MarkeTrak System Improvements**

- Automation of updates, priority and filter/sorting in Dec 2008
- Additional interfaces with internal systems in 1Q 2009

▪ **Gateway Replacement with TIBCO Enterprise Service Bus**

- Market Testing in 1st Quarter 2009
- Implementation by May 2009

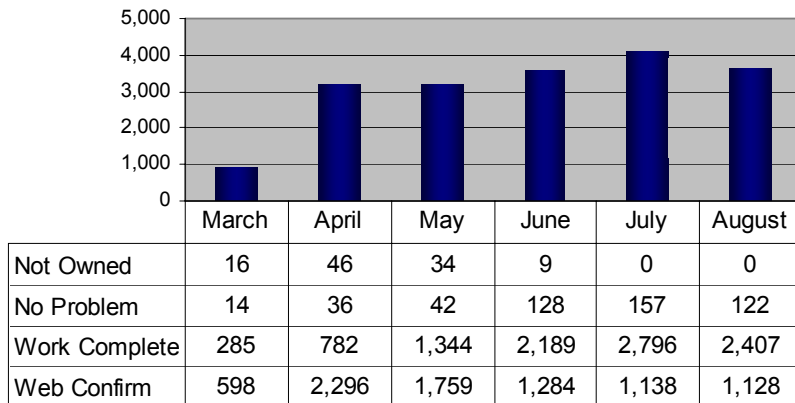
▪ **Issue Work Management System Improvements**

- More web-based solution with improved insight by REP in 2009

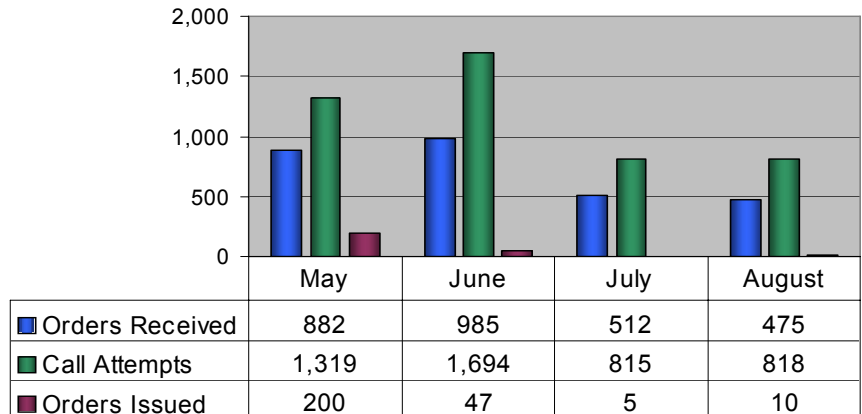
Improvement Update – Processes

- **Issue Work Management Improvements continue**
 - YTD volume over 30,000 with 105 per day average
 - Reduced days pending assignment to 1 day in Oct 2008
- **Street Light Outages Improvements**
 - Response time & reporting improvements implemented early 2008
 - Customer messaging on status implemented early 2008
 - New web-based outage reporting in early 2009
- **Tree Trimming Requests**
 - Request clarification contact step added mid 2008

Monthly Automated Streetlight Callbacks



Tree Trimming Contacts



Joint Initiatives – Improve Customer Satisfaction



- **Identify additional customer messaging opportunities**
 - Customer Satisfaction surveys show customers want service request feedback
- **Continue Outage Nonmatch Improvement**
 - Provide phone numbers updates – transactional and mass spreadsheet
 - Partnering on “pizza hut” process, refrigerator magnet, encourage customer use of ESI

Initiatives	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2006												
Base Nonmatch Rate	18.4%	19.6%	18.5%	27.7%	20.6%	21.6%	19.4%	19.1%	21.1%	21.9%	23.2%	22.8%
2007												
Base Nonmatch Rate	22.4%	24.9%	22.0%	22.8%	24.8%	24.5%	24.5%	22.7%	21.5%	22.1%	18.8%	18.1%
Nonmatch Redirect			20.7%	19.6%	15.9%*	20.9%	21.8%					
Multiple Phone Match								21.2%	17.4%	15.3%		
ASR Enhancements											14.2%	14.3%
2008												
Base Nonmatch Rate	18.4%	17.5%	18.7%	14.4%	15.6%	14.9%	15.5%	14.8%				
ASR Enhancements	15.3%	13.6%	14.8%									
TFCC Scripting				12.1%	12.6%	13.0%	12.9%	12.6%				
TFCC Batch Process												

**Excludes Data on May 2, 2007*