

Digital Strategy - Marketplace

E Source | Denver, CO | September 2018

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ABOUT EXELON

34,529
EMPLOYEES

210,196
EMPLOYEE VOLUNTEER HOURS

8.9
MILLION
ELECTRIC
UTILITY
CUSTOMERS

1.3
MILLION
NATURAL GAS
UTILITY
CUSTOMERS

2
MILLION
COMPETITIVE
RETAIL
CUSTOMERS

By the Numbers

\$33.5
BILLION IN OPERATING REVENUES

\$116.7
BILLION IN ASSETS

\$5.3
BILLION INVESTED IN UTILITIES IN 2017

~\$2
BILLION SPENT WITH
DIVERSITY-CERTIFIED SUPPLIERS

532 MW
SOLAR GENERATION CAPACITY IN 12
STATES AND THE DISTRICT OF COLUMBIA
AT 447 LOCATIONS

961 MW
WIND GENERATION CAPACITY IN 11 STATES,
832 WIND TURBINES, AT 42 WIND FARMS

35,168 MW
OWNED U.S. GENERATING CAPACITY

11,472
MILES OF ELECTRIC TRANSMISSION

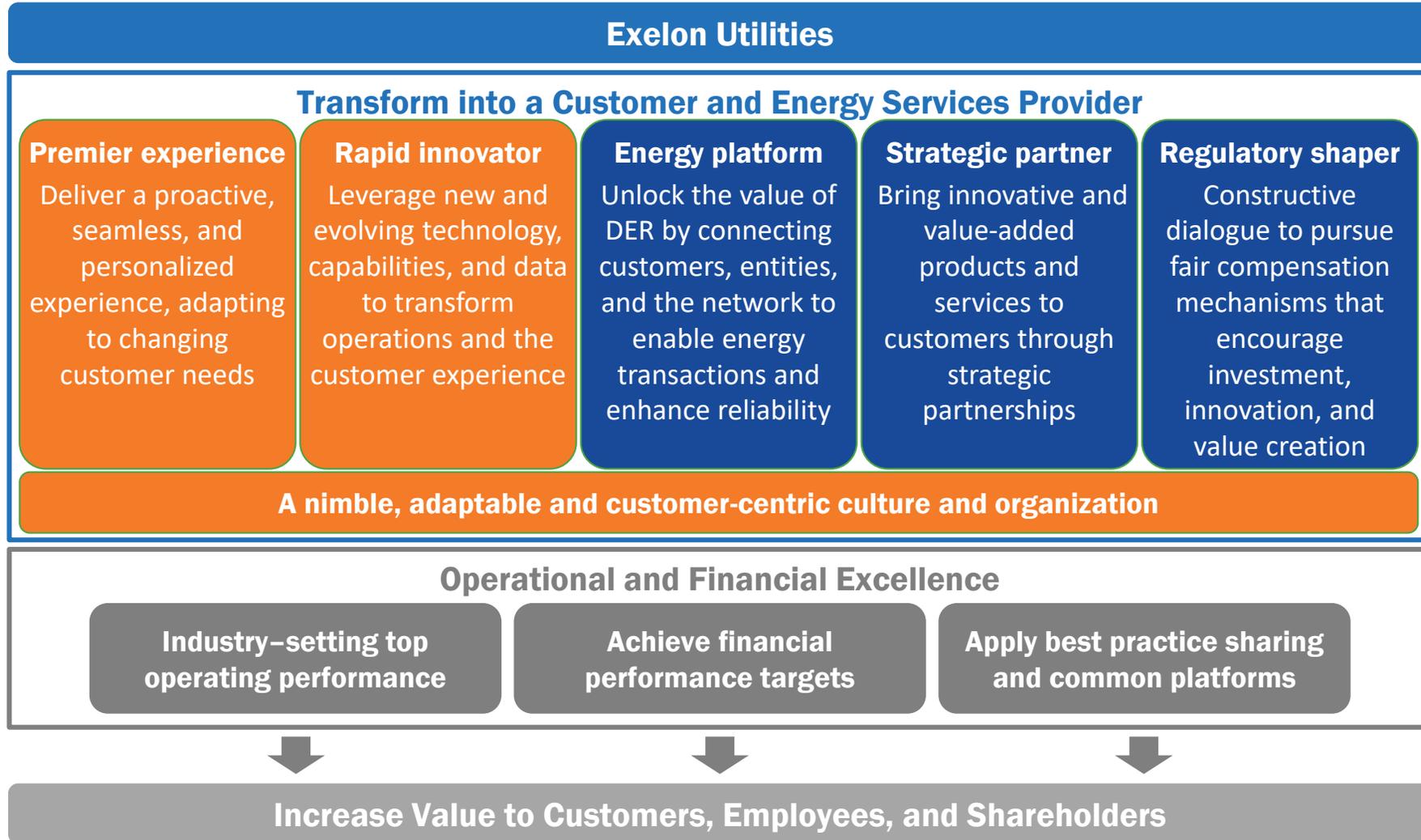
25,590
SQUARE MILES OF COMBINED
UTILITY SERVICE TERRITORY

ONLY UTILITY ON THE
FORTUNE 100 LIST

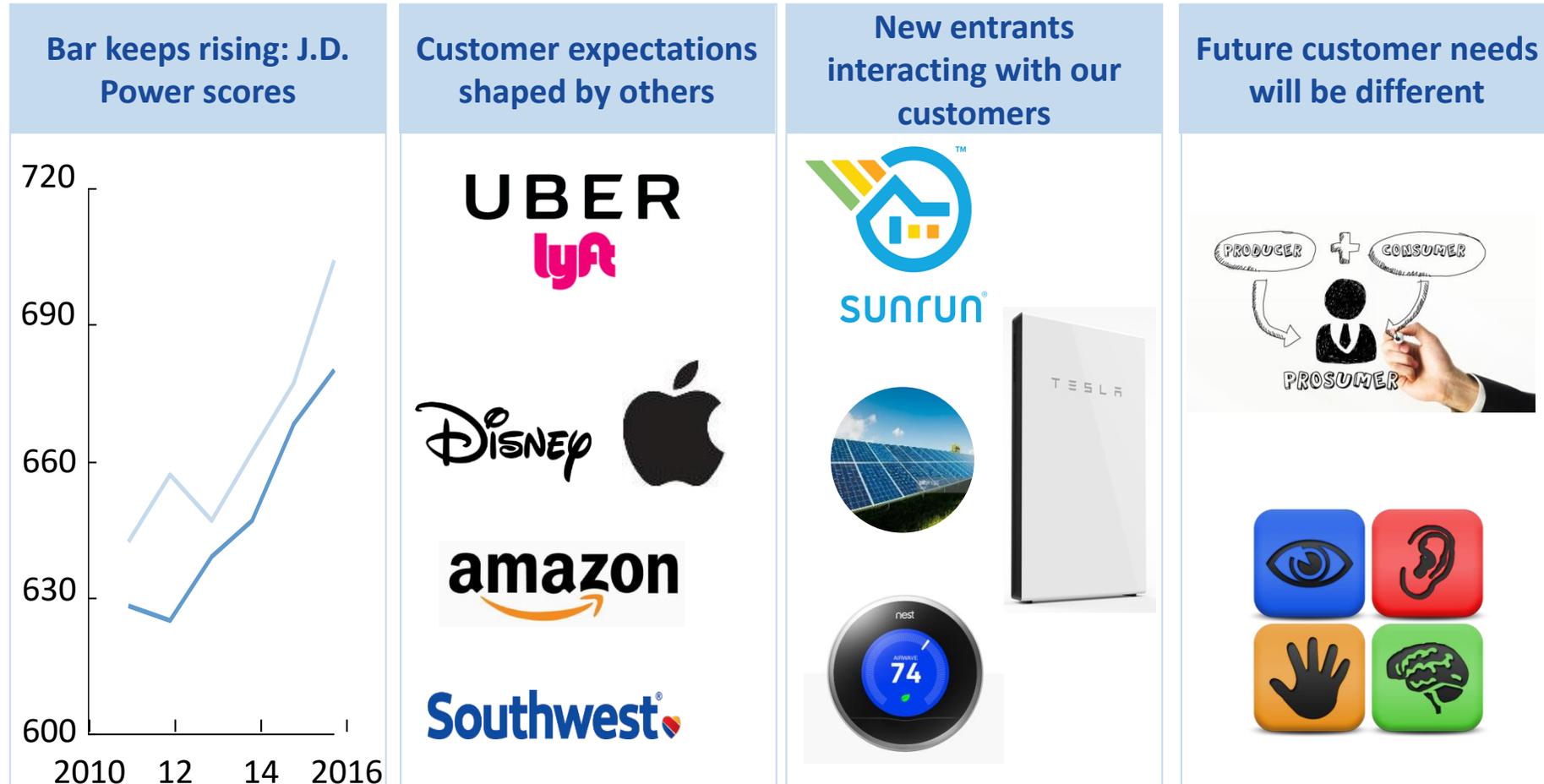
12 CONSECUTIVE YEARS ON
DOW JONES SUSTAINABILITY
NORTH AMERICA INDEX

The Path Forward – Customer and Energy Services Provider

Building on the foundation of operational and financial excellence allows our utilities to pursue the Customer and Energy Services Provider business model



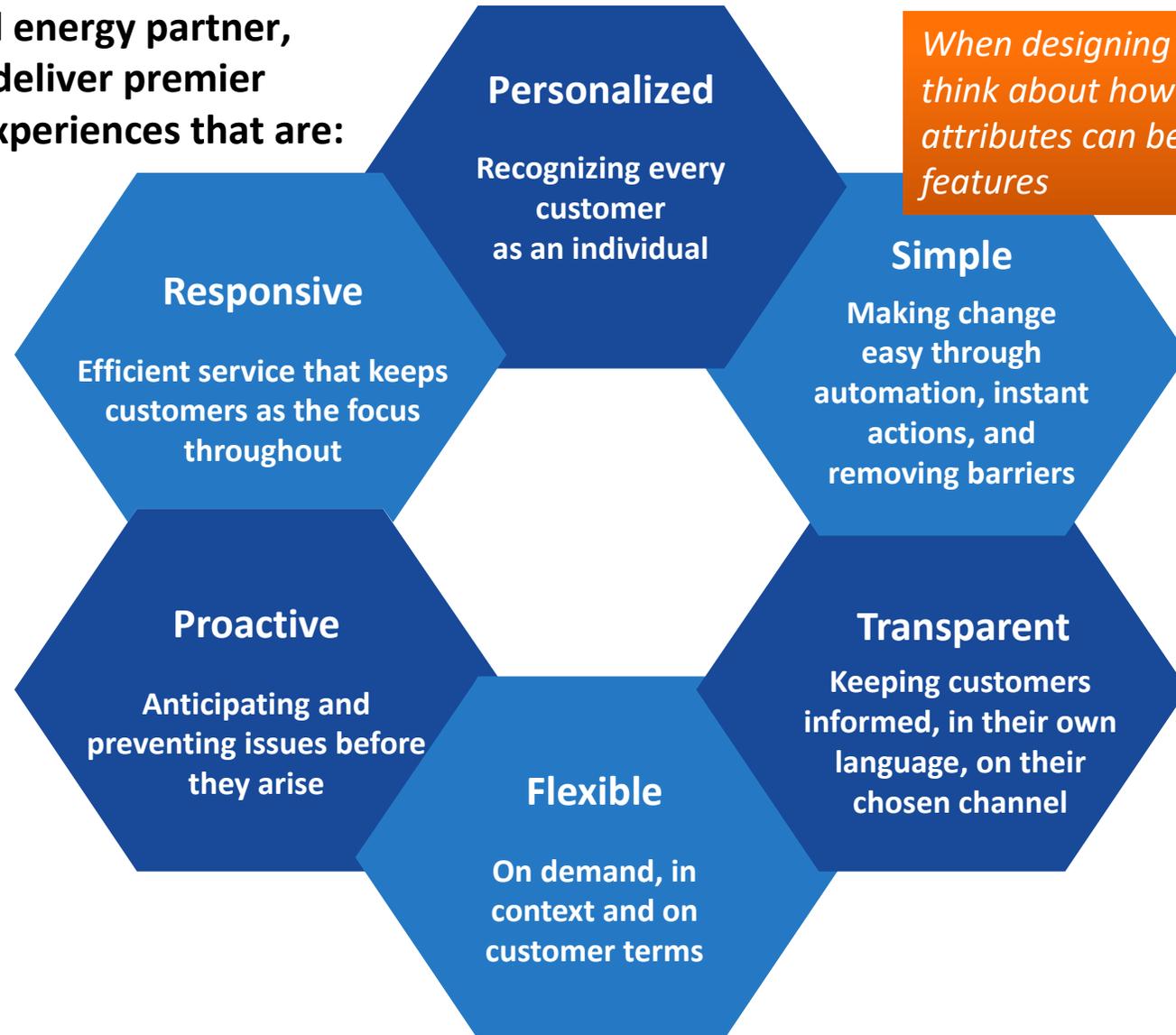
Why Do We Need to Raise Our Game?



SOURCE: J.D. Power Electric Utility Business and Residential Customer Satisfaction Studies 2012-2016

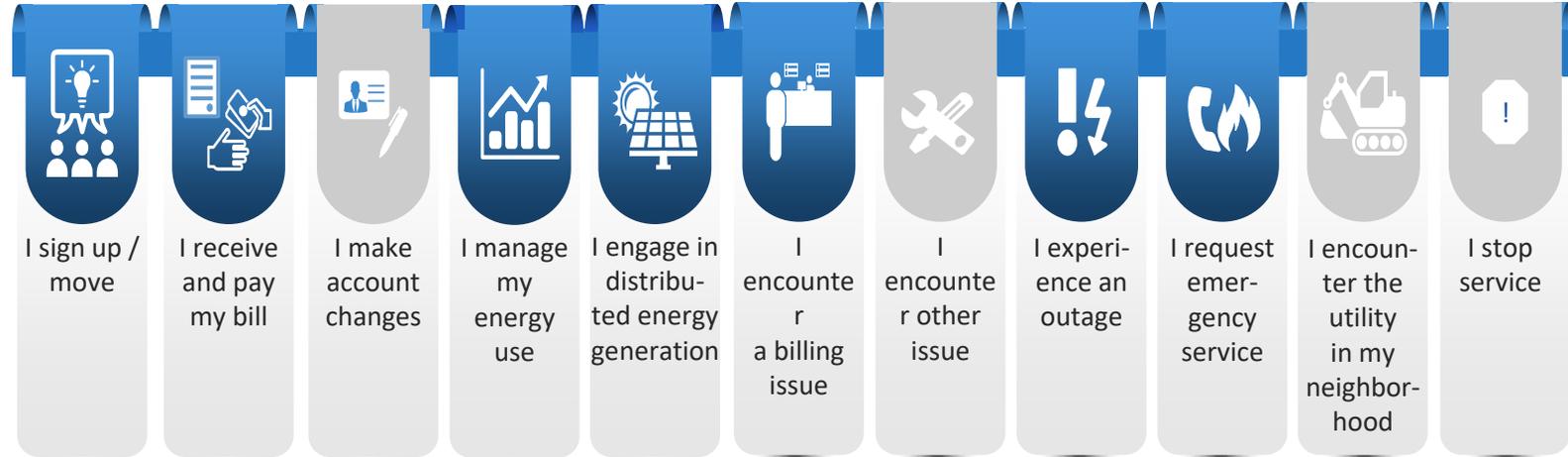
Our North Star for Premier Customer Experience

**As a trusted energy partner,
define and deliver premier
customer experiences that are:**



The Utilities' Future State Journeys

Customer journeys



For each prioritized journey, we developed:

Key opportunities

Future state vision

Scenarios / videos to bring vision to life

Feature list for res and SMB customers¹

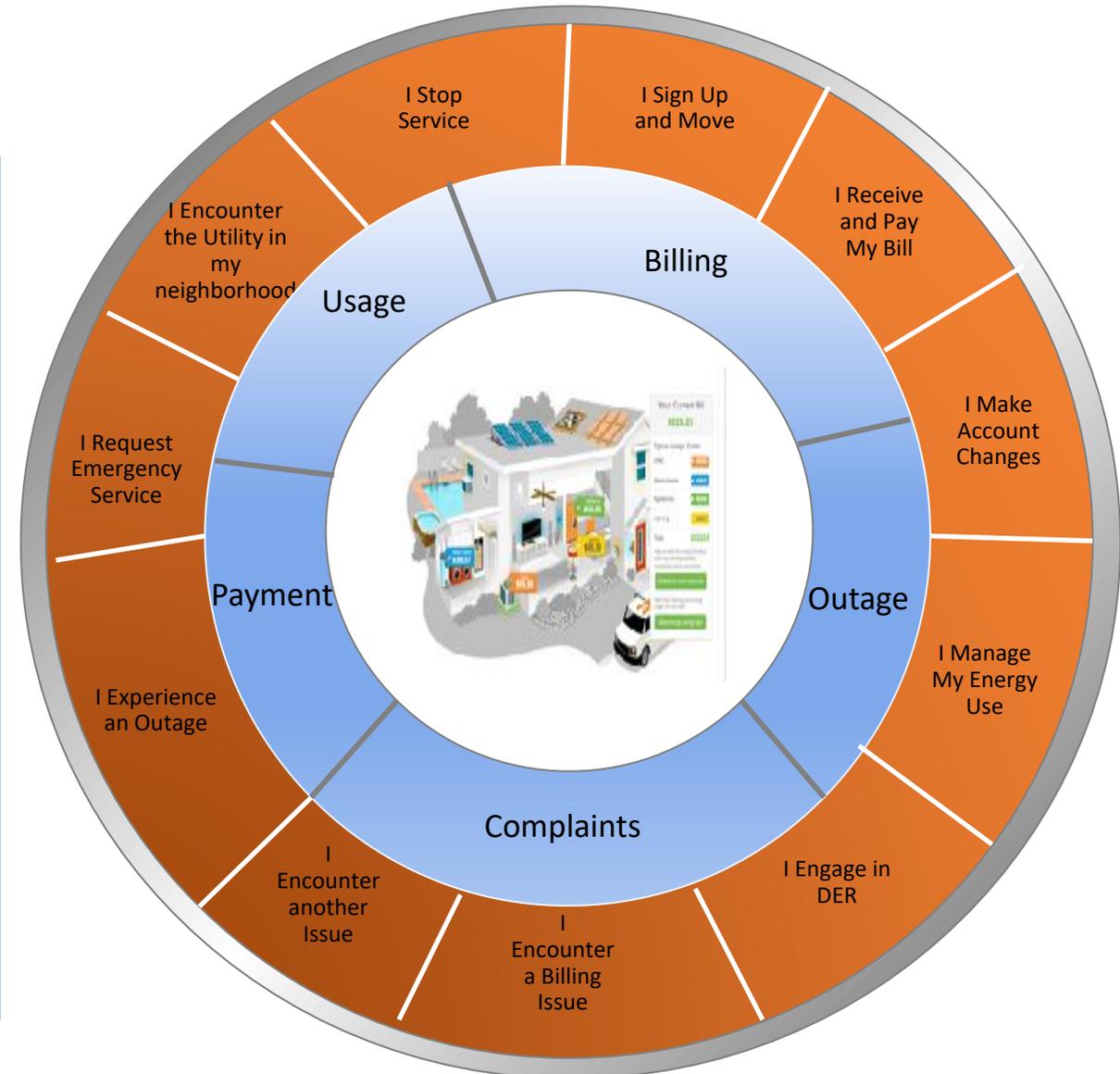
Integrated CX Roadmap

Focus of this document

Why Marketplace

Marketplace Benefits to Customers

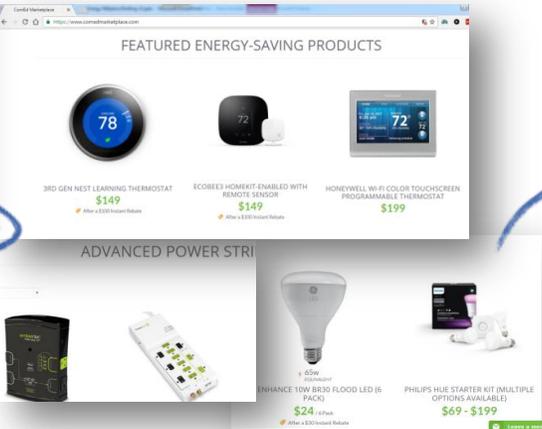
- Enhances Customer Journeys
- Personalized energy saving insights, plans & offerings
- Consolidated source of products/services for customers to more easily make informed decision about energy offering purchases
- Easy to understand estimate of savings & discounts, access to rebates, installation, and related services
- Increases customer satisfaction
- Provides opportunity to deepen customer relationship and establish additional customer touchpoints



Deeper Customer Engagement



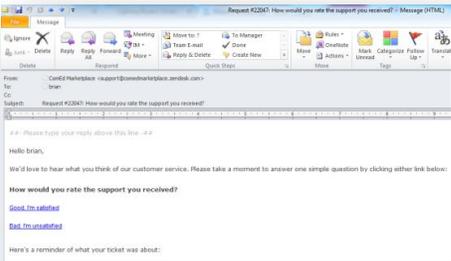
Discover / Browse



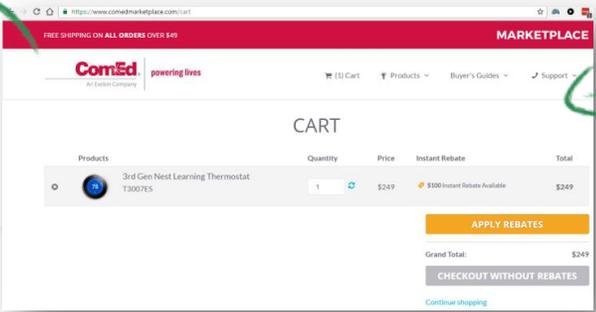
Inform



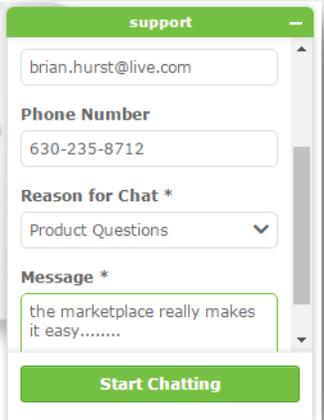
Customer Feedback



Purchase



Ask Q(s) Via Chat



Product Delivery





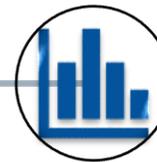
Customer Satisfaction and Engagement



Customer Education and Tips



Energy Efficiency and Demand Response



Data and Analytics



Program Management