ENTERGY LOUISIANA, LLC
LOUISIANA PUBLIC SERVICE COMMISSION
UNDOCKETED WINTER STORM EVENT

Response of: Entergy Louisiana, LLC
to the Second Set of Data Requests
of Requesting Party: Louisiana Public Service Commission

Question No.: LPSC 2-2 Part No.: Addendum:

Question:

Do you target messages based on relevancy to your customers or simply send general notifications across your entire service territory, regardless of its relevancy for each customer?

a. If the answer depends on a scenario, please expand on those different scenarios to provide a full understanding of how your teams attempt to best communicate with customers.

b. Does your company believe that targeted messages (or different forms of messaging) are more useful in ensuring accurate, relevant communication to customers? Why or why not?

c. What are barriers to communicating tailored, relevant information to each customer that would cause a company to rely only on general communications?

d. At any point during the Winter Storms, did Entergy work to ensure customers received the most relevant notifications for them?

e. Why were people who notified your company that they were without power asked "are you sure?"?

f. Why did customers who communicated outages to you multiple times throughout the week told Entergy received no notifications of such outages?

g. Why did customers who did not have power receive messages to curtail power?

Response:

a.– c. Please see the Company's response to LPSC 1-41.

d. Yes. The Company engaged in this effort before, during, and after the Winter Storms, as other responses provided to the Commission have described in detail.

e. Without a reference to the specific customer communication, it is difficult for the Company to answer this question. However, the Company notes that as part of its outage reporting system, customers may be asked to confirm that issues behind the meter (e.g., fuse box trips) are not present when outages are reported to ensure that issues occurring on the customer's side of the meter are not causing customers to inaccurately report outages. The question may be in reference to that part of the Company's outage reporting process.

f. Please see the Company's response to LPSC 1-37, which describes technical issues that occurred with the Company's outage data systems during the Winter Storms, as well as the fixes the Company implemented to correct those issues.

g. Please see the Company's responses to LPSC 1-38 and 1-13 (the latter of which describes situations in which the Company was required to send out conservation appeals during the Winter Storms).