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

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

Question No.: LPSC 1-35 Part No.: Addendum:

Question:

Do you have personnel dedicated to monitoring social media pages related to your company as well as social media pages in general and social media trends within your service territory in order to further understand any problems that may be arising for your customers and/or communicate directly with customers?

a. Do you answer questions your customers post on social media?

b. Do you find a social media presence is helpful in responding to your customers?

Response:

Yes. At the system level, there is a dedicated team of social media employees that, under normal circumstances, monitor the corporate social media feeds for customer questions, complaints, and other issues, and that also conduct general monitoring related to the Company's operations and issues arising within the Company's service area that may affect or concern its customers. At the operating company level, local communications staffers perform this same function for their given service area.

During storm response, the social media team expands, bringing in more personnel to help manage the increase of social media activity and to staff an extended coverage schedule on the most impacted social media channels. Generally, there are two assigned roles: reactive mode (responsible for responding to incoming inquiries, assigning account related questions to customer service employees, escalating trends/issues as needed) and proactive mode (sharing storm-related updates, blog posts, news releases, safety messages, photos and videos). To assist in these efforts, the Company utilizes specialized tools and software, that facilitate social media publishing, monitoring, response, reporting and asset management.

a. In addition to the above described social media teams, who respond to general company-directed questions from customers, there is a dedicated online customer service group, the web account management team, who responds to customer service-related inbound messages on the Company's

social media feeds. These messages are often inquiries that require account information from customers and, as such, those requests must be taken offline, i.e., in a forum other than a public facing social media platform.

b. Yes, social media is a helpful mode of communication especially when integrated with other modes of communications, such as advertising, media, blog posts, direct customer messaging and others. Utilizing social media to interact with customers allows the Company to gain insight into customer sentiment, analyze trends in the inbound messages, and escalate customer pain points to customer service and/or operations for follow up. As was mentioned in the response to LSPC 1-13, during the Winter Storms the Company's social media outreach included 242 posts, which reached 5.4 million people and lead to approximately 57,000 engagements.