



Case Study

Pepco Holdings Mobile Apps

June 2015

Partnership between Pepco Holdings and KUBRA Creates Industry-Leading, Comprehensive Mobile Apps

The Situation

After a series of devastating storms in 2010, Pepco Holdings, Inc. (PHI) a leading Mid-Atlantic energy delivery company, noticed that more and more of its customers were turning to their mobile devices to access outage and restoration information.

“We realized that a full-feature mobile app would be another way to communicate with our customers in real time,” said Walter Stefy, PHI’s customer experience process owner.

PHI was already using KUBRA’s Storm Center™ power outage maps and decided to work with KUBRA to create mobile apps for each of its three operating companies - Pepco, Delmarva Power and Atlantic City Electric - that would provide access to the utilities’ outage maps on mobile devices.

“We chose to work with KUBRA because it brings a robust team of experts who collaborate effectively with us,” Stefy said. “KUBRA is a successful business partner that provides a reliable program we can use to enhance our customers’ experience.”

The Solution

The first version of PHI’s apps launched in November 2010, and as technology has developed, PHI has enhanced the apps’ industry-leading features and usability through regular releases and updates, including phasing in features such as:

- Access to account-specific outage information and outage reporting (in 2011)
- One-time payment capabilities (in May 2012)
- An improved outage map interface with enhanced graphics, location-based zooming and utility-designated service area layers (in November 2012)
- The ability to view municipal/ZIP code-level data within the outage maps (in November 2013)

In 2014, PHI revamped its website using a responsive design and made corresponding updates to its mobile apps.

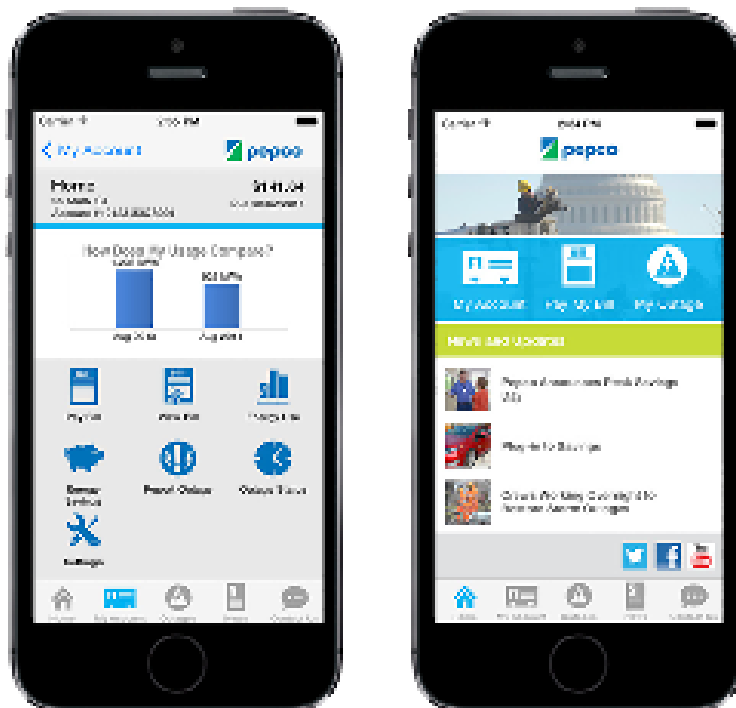
“PHI enlisted KUBRA’s help to make sure the new look of the upgrades for the mobile apps fit with the new branding of the site to ensure a seamless overall look,” said KUBRA Project Manager Christina Trudgian.

In addition to the visual redesign, the app updates included new features for viewing and paying bills, enrolling in paperless billing, accessing interval energy usage information, and managing accounts for multiple premises. PHI also incorporated KUBRA’s StreetLight Outage™ map into the mobile apps for its Atlantic City Electric and Delmarva Power customers to allow users to report streetlight problems or outages on an interactive map.

For example, PHI recently introduced proactive outage alerts within the app for its Atlantic City Electric customers. Customers have responded so favorably to these innovative outage alerts that PHI hopes to expand them to its apps for Pepco and Delmarva Power.

“When we build out new features for our apps, we talk to all of our stakeholders to find out what’s important across the board to meet and exceed our customers’ expectations”

- Walter Stefy, PHI’s customer experience process owner



The Results

As of March 2015, there have been more than 255,000 app downloads and more than 233,000 new app users, which means that 91 percent of customers who downloaded the app have opened it at least once. PHI's customers have used KUBRA Mobile™ apps to pay more than 140,000 bills and submit more than 51,000 outage reports. In 2014, 7.5 percent of outages were reported using the mobile apps, and this percentage more than doubled during storms.

As part of PHI's ongoing efforts to both meet and exceed customer expectations, the current KUBRA Mobile apps provide PHI's customers with one of the most comprehensive mobile apps in the utility industry. The apps for each of PHI's operating companies are free and available for iPhone, iPad and Android devices.

About Pepco Holdings, Inc.

PHI serves about two million customers in Delaware, the District of Columbia, Maryland and New Jersey. PHI subsidiaries Pepco, Delmarva Power and Atlantic City Electric provide regulated electricity service; Delmarva Power also provides natural gas service. PHI also provide energy efficiency and renewable energy services through Pepco Energy Services.

About Us

KUBRA provides customer experience management solutions to some of the largest utility, insurance and government entities across North America. Our portfolio of meter-to-cash and outage communication solutions includes billing and payments, mapping, mobile apps and proactive communications solutions for customers. With more than 1 billion customer experiences annually, KUBRA provides performance-driven value to more than 550 clients every day. KUBRA is an operating subsidiary of the Hearst Corporation. Visit www.kubra.com for more information.



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