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 1-41 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?

Response:

The Company provides general messaging when the content applies to all customers and provides targeted messaging when specific situations merit a targeted message and/or when information is known in order to execute the targeted message. In the case of hurricanes, when information is known after damage assessments occur, impacted customers receive targeted messages that can include relevant information on the specific outage, such as damages incurred, restoration progress, and an estimated restoration timeframe.

a. In certain situations, the Company believes it is beneficial to create tailored communications for customers. These situations include customer outreach related to energy efficiency programs, demand response programs, green energy products, and other customer-centered offerings. The Company does strive to deploy targeted, tailored communications in these instances. In other situations, such as emergency weather events, communicating generally applicable information in an accurate and timely

manner takes precedence over the ability to create tailored, targeted messaging for individual customers based on their specific circumstances.

b. Different modes of communication offer varying levels of opportunity for tailored messages. When the Company is able to offer accurate, relevant updates to customers with more tailored information, the Company makes every reasonable effort to do so. Please see the Company's responses to 1-32, 1-33, 1-34 and 1-35 for more details on how the Company uses different modes of communication for relaying information to its customers and receiving and addressing questions, complaints, and concerns from its customers.

c. Please see the general response above. Please also see the Company's responses to LPSC 1-13 and 1-38.