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 1-40 Part No.: Addendum:

Question:

Do you have a public relation, customer service, or other team in charge of crafting and sending out notifications and public outreach messages to your customers?

Response:

There are several groups across the Company responsible for communicating with customers and communities at large including Customer Service, Corporate Communications, Regulatory Affairs, Public Affairs, and a dedicated Customer Experience team. During a storm response, these groups work in alignment to deliver accurate updates to customers, communities, and other stakeholders. The Company utilizes a "one voice" approach to public messaging that ensures all communications from the Company to its customers and other stakeholders are accurate and consistent. A centralized group of employees, structured under the incident command center, is responsible for developing the information and communications disseminated through the "one voice" process.