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 1-46 Part No.: Addendum:

Question:

Do you feel your customer service and communication allowed for your customers to adequately prepare for events that unfolded during the Winter Storms?

Response:

ELL proactively communicated with its customers in advance of the storms to allow them to take steps necessary to prepare for the winter storm. These communications included over 1.1 million telephone calls, nearly 2.7 million text messages, over 510, 000 emails to business customers, 96 social media posts (which reached 3.5 million users and lead to more than 27,000 engagements; when combined with social media outreach by Entergy Services, LLC, these totals rise to 242 posts, which reached 5.4 million people and lead to approximately 57,000 engagements) and 18 news media releases. These communications efforts also included numerous outreaches to government and public officials.

For additional information on the Company's communication and customer service efforts for the Winter Storms and related events, please refer to the Responses to Staff 1-13, 1-25, 1-26, 1-27, 1-28, 1-29, 1-30, 1-31, 1-32, 1-33, 1-34, 1-35, 1-40, and 1-48.