



Energy Plaza Branch

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June 10, 2024

Branch closure

OPPD plans to close the Energy Plaza walk-in branch and drop box effective Dec. 31, 2024

Rationale

- Customer **cash payments are at an all-time low** and are the **most expensive** service option
- Cash paying customers represent less than 0.7% of all customers
- Customers of all classes are moving towards digital payment options
- Cash **payments will still be accepted** at MoneyGram locations (Walmart, CVS, etc.)
- Investment in Customer Platform will provide **even easier payments options**
- Branch closure **aligns with long-term plans** for Energy Plaza



Giving customers options

- Self-serve options: online, phone, mail-in, auto pay and electronic fund transfers
- ~37 MoneyGram locations for cash payments, including 10 within 4.5 miles of Energy Plaza
- More personalized service through Customer Platform in 2025

Communication

Targeted communication planned to start in June and continue through December using multi-channel strategy:

- Signage and take-ones at branch
 - Direct mail and email notifications
 - Social media and digital ads
 - Advertising on Telemundo
 - Auto calls to customers
 - Representative-led conversations at branch
 - Field representatives to hand out informational cards
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Employee considerations

- Change eliminates “Customer Service Rep” job classification
- Requires coordination with union to negotiate go-forward plan for four employees, including probable transition to contact center roles

Communication

OPPD is having transparent, caring conversations to educate employees about the change:

- Conversations with impacted employees complete
 - Customer Service Business Unit communication complete
 - OPPD (internal) News story posted to build broad employee understanding
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QUESTIONS?

