

 Chartwell's

EMACS

The Customer Experience Conference

2025 SCHEDULE

October 7-9, 2025 · Dallas, TX

TUESDAY, OCT. 7

7:30 AM - 5:00 PM

Members & Invited Guests Only:

Chartwell's Leadership Council Meetings

6:00 - 7:30 PM

Chartwell's EMACS Conference Welcome Reception

DAY ONE: WEDNESDAY, OCT. 8

7:30 - 8:30 AM

Breakfast

8:30 - 9:30 AM

Keynote - Empowering Customers Through Digital Innovation: Oncor's Journey to Seamless Engagement

- Joel Austin, Senior Vice President and Chief Digital Officer, Oncor Electric Delivery

9:30 - 10:15 AM

The Role of Fintech in CX: Practical Insights for Utilities

- Jordan Khamra, Senior Vice President of Sales and Client Success, KUBRA

10:15 - 10:45AM

Networking Break

10:45- 11:45AM

Executive Panel: Navigating the Evolving Landscape of Utility Customer Expectations

Moderator: Tracie Boutte, Executive Advisor, Chartwell Inc.

- Commissioner Tricia Pridemore, Public Service Commissioner, State of Georgia

11:45 AM - 1:00 PM

Lunch

	CUSTOMER EXPERIENCE TRACK	AFFORDABILITY TRACK	BUSINESS CUSTOMER TRACK	ELECTRIFICATION TRACK
1:00- 1:45 PM	Marketing & Communications Award Presentation	Driving Affordability and Efficiency in Billing Operations Through Automation and Data Intelligence <ul style="list-style-type: none"> • Alfred Ochoa, Principal Manager Customer Service Data Analytics and Automation, SCE 	Best Practices in Serving your Largest C&I and National Account Customers <ul style="list-style-type: none"> • Brad Haley, Senior Key Account Executive, Ameren Missouri • Tomaso Giannelli, Principal Key Account Manager, Georgia Power 	Session Details to be Announced

DAY ONE: WEDNESDAY, OCT. 8, CONT.

	CUSTOMER EXPERIENCE TRACK	AFFORDABILITY TRACK	BUSINESS CUSTOMER TRACK	ELECTRIFICATION TRACK
1:50 - 2:35 PM	Session Details to be Announced	Session Details to be Announced	Session Details to be Announced	Session Details to be Announced
2:40 - 3:25 PM	AI in Action: PG&E's AI Voice Assistant Revolutionizing Customer Interactions <ul style="list-style-type: none"> Kristin Punter, Sr. Director, Customer Service Outreach & Strategic Workforce Management, PG&E Matt Vaccarezza, Sr. Manager, Customer Technology Enterprise Call Routing, IVR & Reporting, PG&E 	How PSE Uses Energy Burden Data to Drive Affordability and Equity <ul style="list-style-type: none"> Michael Wehling, Program Manager Energy Equity Data Analytics, PSE Austin Phillips, Manager, Customer Insights, PSE 	Build More Engaging Relationships with SMB Customers Through Communications and Outreach <ul style="list-style-type: none"> Brandy Davis, Supervisor, Business Energy Solutions, PG&E 	Fleet Electrification: Utilities Leading the Charge <ul style="list-style-type: none"> Maricela Carlos, eMobility Business Development & Partnerships, SCE
3:30 - 4:00 PM	Networking Break			
4:00 - 4:45 PM	Collaborative Roundtables: Solutions for Today's Utility Challenges <ul style="list-style-type: none"> CX Personalization Through AI and Machine Learning Chatbots, Self-Service, and Omnichannel Strategies Proven VOC Strategies for 2025 Engaging Vulnerable Customers With Equity in Mind Rate Increase Communications Empowering Business Customers Electric Vehicle Customer Journeys Digital Engagement in Energy Efficiency Marketing Customer Journey Playbooks Billing and Payment Innovations Employee Engagement and Retention in CX Roles IVR Best Practices: Improving CX With Functionality, Usability, and Aesthetics 			
5:00 - 6:30 PM	EMACS Networking Reception			

DAY TWO: THURSDAY, OCT. 9

7:30 - 8:30 AM

Breakfast

8:30 - 9:25 AM

**Excellence in Customer Transformational Leadership Award
Keynote Presentation**

9:25 - 10:10 AM

Real-Time Customer Engagement in the Age of Utility Disruption

10:10 - 10:40 AM

Networking Break

10:40 - 11:40 AM

From Noise to Clarity: Leveraging Data as a Strategic Asset

Moderator: IS Dunklin, CEO, Chartwell Inc.

- Monica Whiting, Vice President, Customer Experience and Communications, APS
- Javier Fernandez, President & Chief Executive Officer, OPPD

11:40 AM - 1:00 PM

Chartwell Best Practices Awards Luncheon

1:00 - 1:30 PM

Dessert with Solution Providers

1:30 - 2:15 PM

CUSTOMER EXPERIENCE TRACK	AFFORDABILITY TRACK	BUSINESS CUSTOMER TRACK	ELECTRIFICATION TRACK
Customer Experience Award Presentation	Billing and Payment Programs Award Presentation	Serving Business Customers Award Presentation	Electric Vehicle Programs Award Presentation
Session Details to be Announced	Know Your Costs to Cut Through Complexity, Boost Savings! <ul style="list-style-type: none"> • Nicole Haskins, Vice President of Sales and Marketing, Paymentus 	Session Details to be Announced	Session Details to be Announced

2:20 - 3:05 PM

DAY TWO: THURSDAY, OCT. 9, CONT.

3:10 - 3:40 PM

Networking Break

3:40 - 4:25 PM

CUSTOMER EXPERIENCE TRACK

Community Engagement Strategies for Utilities

Moderator:
Dennis Goodman,
Senior Consultant,
Chartwell Inc.

- Jennifer-Christine Balneg, Supervisor STEM Education, SMUD
- Anne Rickard, Director of Community Partnerships, SRP

AFFORDABILITY TRACK

Transforming Utility Payments: Enhancing Accessibility and Support

Moderator: Pat Ricks, Senior Advisor, Chartwell Inc.

- Kasey Dill, CX Solutions Program Owner, APS
- Raymond Joseph, Billing & Payments Section Manager, Customer Operations, Con Edison
- Paul Applegate, VP, Alliances and Business Development, InvoiceCloud

BUSINESS CUSTOMER TRACK

Improving Digital Experience for Business Customers

Moderator: Jennie King, Principal Consultant, Chartwell Inc.

- Treena Mason, Customer Experience and Strategic Operations Leader, Entergy
- Nichelle Hall, Key Accounts Program Manager, SnoPUD
- Brad Langley, CMO, GridX

ELECTRIFICATION TRACK

EV Grid Integration: How Will We Power the EV Revolution?

Moderator: Karl Popham, Senior Consultant, Chartwell Inc.

- Panelist To Be Announced

4:30 - 5:15 PM

Digital Experience Award Presentation

Serving Vulnerable Customers Award Presentation

Utilizing a CRM to Improve Service for Business Customers

- Justin Partee, Manager, Sales & Economic Development, Connexus Energy
- Josh Richards, Supervisor, Business Customer Center, SRP

Session Details to be Announced

5:45 - 8:30 PM

EMACS Main Event at Gilley's Dallas

