

EMPLOYEE EXPERIENCE NEWSLETTER ARTICLE

➤ CELEBRATE GLOBAL CX DAY

Global CX Day is coming up on **Tuesday, October 6**, and Chartwell wants to make it easier for you to recognize the people who bring customer experience to life across your utility.

We created the ready-to-use employee newsletter article below as a member resource to help reinforce an important message: great customer experiences begin with employees who feel informed, supported, equipped, and connected to the organization's customer promise.

The article is designed to celebrate the role employees play in every customer interaction - from restoring service and resolving billing questions to improving processes, supporting frontline teams, and communicating during moments that matter. It can be shared as written or adapted to reflect your utility's culture, priorities, and customer experience journey.

Here are a few ways to put it to work:

- **Make it yours:** Add examples, language, customer commitments, or employee stories that reflect your utility's CX priorities and culture.
- **Add a local voice:** Include a brief message or quote from an executive sponsor, CX leader, frontline supervisor, or employee who can make the message more personal and relevant.
- **Partner with HR and Corporate Communications:** Work together to adapt and share the article through your employee newsletter, intranet, leadership communications, team meetings, or other internal channels.
- **Use it to start a conversation:** Invite employees and leaders to discuss what helps them deliver a better customer experience - and what barriers the organization can remove.

This is the first article in a three-part series exploring how customer experience creates value for employees, customers, and the organization. We hope it helps you use Global CX Day not only as a moment of recognition, but also as an opportunity to strengthen a customer-focused culture that continues well beyond October 6.

Please note that while grounded in research from Chartwell and leading organizations including EY, Bain, Gartner, and Forrester, the focus is on inspiring employees rather than presenting academic research.

Every Customer Story Begins with an Employee

When the lights go out, customers remember the crew that restored power. When they have a billing question, they remember the representative who took the time to listen.

When they're worried during a storm, they remember the communication that helped them feel informed and reassured.

Those moments don't happen by accident. They happen because employees come to work every day ready to make a difference.

Customer experience isn't created by a logo, an advertising campaign, or a single department. It's created thousands of times every day by people across the organization - field crews, customer service representatives, engineers, dispatchers, communicators, IT professionals, meter technicians, analysts, planners, and countless others working together with one common purpose: serving customers and communities.

Why Employees Matter

Research consistently shows that organizations delivering exceptional customer experiences also invest in exceptional employee experiences. When employees feel supported, empowered, and connected to the organization's purpose, customers notice. Better service, stronger relationships, and greater trust begin with employees who have the tools, training, leadership, and confidence to do their best work.

Every Role Makes a Difference

Whether you interact with customers every day or work behind the scenes, your work shapes the customer experience. Reliable technology, accurate bills, safe infrastructure, clear communications, vegetation management, engineering, finance, human resources, and countless other functions all contribute to the experiences customers have. Customer experience is truly a team sport.

Why Utilities Are Different

Utilities serve customers during some of life's most important moments. Restoring power after severe weather, ensuring safe and reliable energy delivery, helping families manage energy costs, and supporting businesses and communities require technical excellence and genuine care. Customers may not remember every monthly bill, but they always remember how a utility made them feel during moments that mattered most.

A Shared Responsibility

Customer experience isn't owned by one department - it is created by everyone. Every conversation, field visit, email, phone call, and decision contributes to the trust customers place in their utility. By supporting one another and continually improving the employee experience, we create better outcomes for our customers, our communities, and each other.

Thank You

Global CX Day is a great opportunity to recognize the people behind every customer interaction and thank employees across the organization for the important role they play in delivering safe, reliable, and customer-focused service every day.

