



**BE KIND. BE RELIABLE. BE BETTER EVERY
DAY: BUILDING A PURPOSE-DRIVEN
WORKFORCE THAT DELIVERS
AWARD-WINNING CX**

Customer Contact Operations, SRP



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MEET YOUR PRESENTERS



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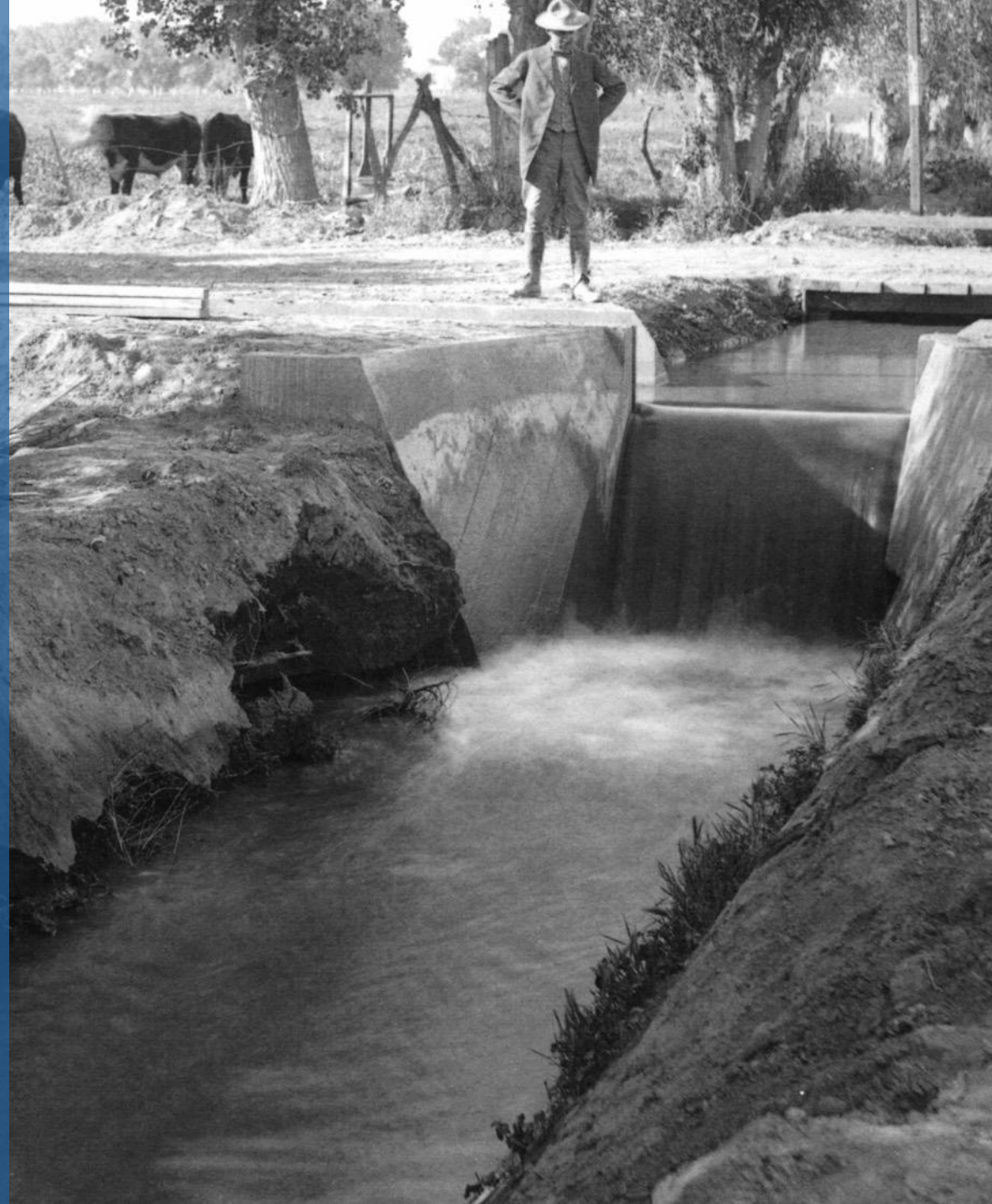
AGENDA

May 21, 2026

1. SRP History
2. Customer Experience Results
3. Mission and Vision
4. Strategic Alignment
5. Purpose Driven Engagement
6. Our Engagement Framework in Practice
7. Employee Impact

A Brief History of Salt River Project

SRP is a community-based, not-for-profit organization founded in 1903. We are a public utility with a mission to provide reliable and affordable water and power to millions of customers across central Arizona.



SRP: A LEGACY OF SERVICE

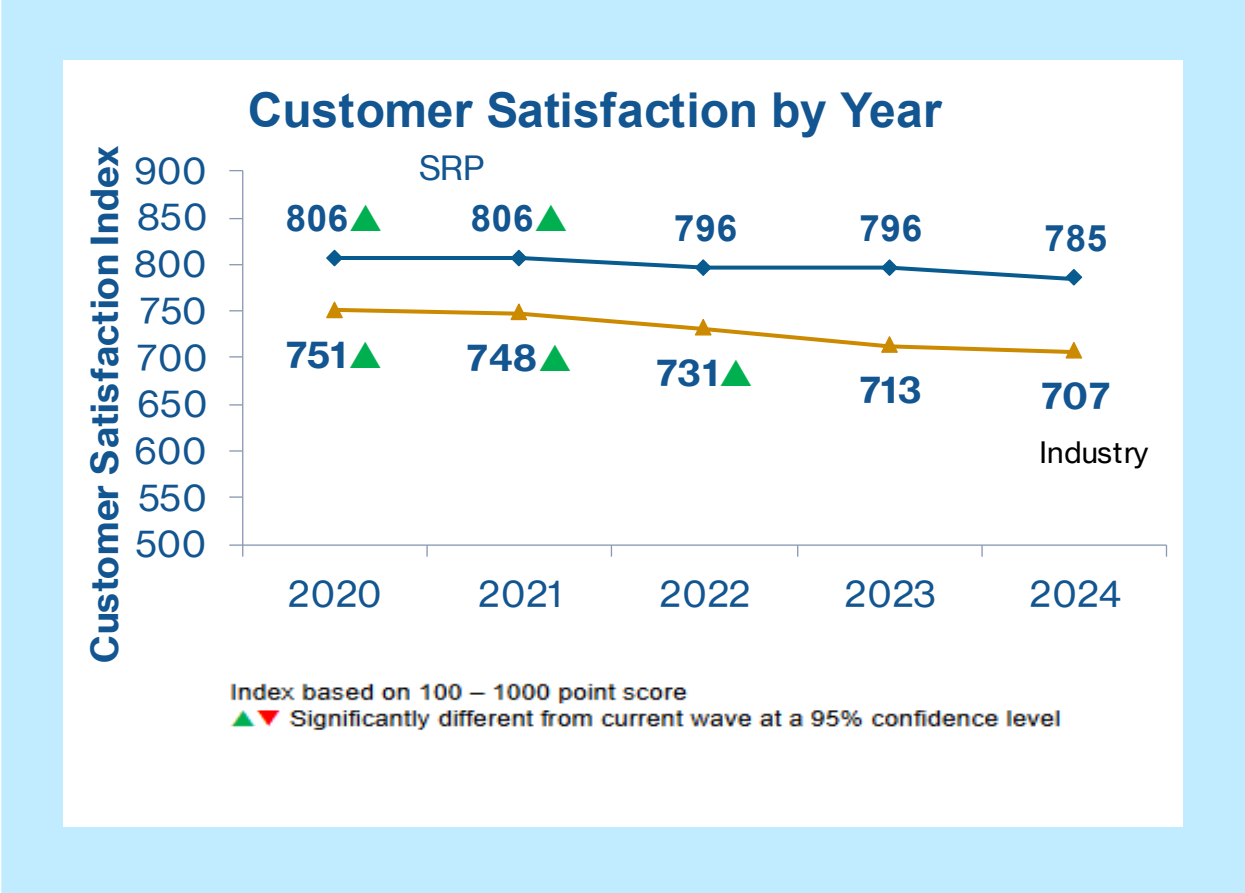
Customer satisfaction is an outcome, not the strategy.



SRP's contact center has won the JD Power award for the last 24 consecutive years.

J.D. POWER CUSTOMER SATISFACTION

- SRP's Customer Satisfaction Index achieved highest in West Large and in Nation for 2024.



MISSION

SRP serves our customers and communities by providing reliable, affordable and sustainable water and energy.



2050 VISION

A secure water and clean energy future empowers Arizona to thrive for generations to come.

STRATEGY HIERARCHY



Mission

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2050 Vision

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CUSTOMERS

Understand value from our customers' perspective and continually improve their experience with us to meet their evolving expectations.



CX2035 NORTH STAR

We anticipate and personalize an effortless customer experience and serve as a trusted community partner in delivering high value solutions through superior execution – simply put do the right thing for our customers, the community, and SRP.

STRATEGIC OUTCOMES

Anticipate and personalize effortless customer experiences

We will build on our legacy of excellent service to continually make it easier to do business with us

Offer a suite of solutions to meet diverse and evolving customer needs

We will continue to evolve past one-size-fits-all to meet evolving customer needs

Expand the depth of relationships to further build trust & enhance the customer and community experience

We will collaborate with business partners, communities, and municipalities to grow valuable reputational equity

Enable the organization to deliver

We will plan for and continually advance our systems, tools and processes

Foster a culture that engages and empowers employees

We will attract, retain, and develop talent

Strategic Priorities

Metrics and KPI's

CONTACT CENTER PURPOSE



We help the people in our community by providing each customer with a personal experience delivered by caring, knowledgeable, and creative people.

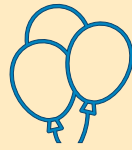


With every single interaction, you are SRP.
Be kind, be reliable, and be better everyday.

CONTACT CENTER ENGAGEMENT PLAN



Activities & Events



Bringing Energy & Connection to the Workplace

Engaging employees beyond their daily tasks fosters connection, breaks up monotony, and strengthens team culture.

Key Efforts

- Spirit, Positivity, Activities, Recognition and Kindness (SPARK) team
- Snack Cart
- Customer Service Week
- Holiday Celebrations

Why it Matters

- Builds relationships & community
- Shows appreciation
- Creates a fun, welcoming workplace

Community Stewardship



Making a Difference Together

Employees feel a greater sense of purpose when they can make a difference in their community.

Key Efforts

- Team Volunteer Events
- CCO Serves
- Holiday Giving Campaigns

Why it Matters

- Fosters pride and deeper connection to SRP's values
- Strengthens teamwork and employee bonds
- Reinforces our culture of care—inside and outside the workplace



Employee Recognition & Rewards



Celebrate Impact, Acknowledge Contributions

Recognition fuels engagement by reinforcing that every employee's work matters.

Key Efforts

- J.D. Power & Customer Perspectives Celebrations
- Peer to Peer Recognition
- Wall of Gratitude
- Wall of Excellence

Why it Matters

- Helps employees feel valued
- Boosts morale and motivation
- Highlights positive behaviors and performance

Health & Wellbeing



Supporting Team Members

Promoting physical and mental wellness is critical in a fast-paced contact center.

Key Efforts

- Schedule Flexibility
- Mindfulness Moments
- Mobility Workstations

Why it Matters

- Supports mental, emotional, and physical well-being
- Promotes work life balance
- Reduces stress and burnout risk & improves employee experience

Development & Continued Learning



Expanding Skills and Career Growth

Continuous learning opportunities empower employees to grow their skills, advance their careers, and adapt to changing customer needs.

Key Efforts

- Career Day
- Contact Center University
- Shadowing and EOI
- “Better Every Day” Conversations

Why it Matters

- Empowers employees to grow and advance
- Builds a skilled workforce that supports the entire organization
- Employees feel invested in

Communication & Engagement



Stay Connected, Stay Empowered

Transparent, two-way communication builds trust and engagement.

Key Efforts

- Content Review Segments
- Employee Listening and Solutioning Sessions
- Weekly Tailboards
- Skip Level Meetings

Why it Matters

- Fosters an environment where everyone feels listened to, cared for and understood
- Employee engagement is higher when they are aware and can contribute
- Open communication = trust, transparency, and stronger teams

RESULTS

The culture in the Contact Center makes my job enjoyable and satisfying



I understand the purpose of the Contact Center and the impact I have on the success of SRP



My direct leader genuinely cares about my well-being



I receive timely, constructive feedback on how well I am performing



I am encouraged to develop skills that support my career growth



PURPOSE STATEMENT VIDEO



QUESTIONS?



THANK YOU