


c. KPU Sales, Marketing and Customer Service Division Manager's Report – October 2024

TRANSMITTAL MEMORANDUM

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TO: The Honorable Mayor & City Council Initials: 
FROM: Delilah A. Walsh, General Manager File #: MGR24-718
DATE: November 14, 2024 Mtg. #: 11/21/24 MRc
RE: **KPU Sales, Marketing and Customer Service Division Manager's Report – October 2024**

Attached for City Council review is the October 2024 project status report from the KPU Sales, Marketing and Customer Service Division Manager. Should the City Council have questions regarding the division manager's report, staff can respond accordingly.

MANAGER'S REPORT
SALES, MARKETING & CUSTOMER SERVICE DIVISION
October 2024

KPU's active and vacation internet accounts for October remained higher by 1% from last year, despite the elimination of cable. As of October, 74% of KPU's customers have switched to the higher internet speeds which provides a better experience for them and allows faster streaming, better gaming, better online class experience, and better videoconferencing. Unlimited data added to KPU internet accounts increased by 9% over last year, and managed residential WiFi increased by 52% over last year. KPU lost very few customers due to the sunset of TV. Staff were able to assist customers in selecting a new streaming service and techs went on-site to provide assistance in the conversion.

KPU Business techs sold an additional hosted phone system, and have added additional WebEx mobility licenses to hosted phone customers. The app allows individuals to make and receive calls virtually from their desk number on their cell phone, iPad or computer. It also allows instant messaging, voicemail playback and delete, as well as group calls. This service uses their existing business number(s) instead of their cell phone, so they can work from anywhere.

KPUtv Kayhi Volleyball games via livestream on the KPUTV+ app, as well as via the web on Eduvision. KPU debuted the Filipino Dance documentary Magsaywan at the Kapamilya Gala and the Fil-Am festival. The same piece was featured at the Alaska Legend's honoring of Alma Parker. Tatsuda's Oral History feature was premiered, as was Chair Yoga #5. Work continued on editing Blueberry Festival, Seagriculture, and Baranof Fishing.

KPU assisted the City with social media in posting hiring posts for open positions, council meeting announcements, Public Notices on Second Ave route changes, Ketchikan Arch work, the KPU Lumpia Eating contest for the Fil-Am festival, High Wind warnings, Bypass Safety closures, Danger Tree safety warnings, Holiday closures, the City Coffee Klatch, Landslide Technology Report, Fake \$100 warning. KPU Telecommunication's social media consisted of job openings, Holiday closures, KPU's sponsorship of the Lumpia Eating contest, KPU's sponsorship of the play Something Rotten by First City Players, KPU's Trick or Treat in the mall event, Counterfeit/Fake

\$100 warning for the community, and images of the KPU staff in costume, and Halloween trick or treaters. KPU marketing assisted KPU Electric with several emergency outage notifications, job postings, and Utility Bill Help available from the State. KPUTV's social media consisted of videos showing the end of KPU cable, but also introducing the KPUtv+ app, a short Kayhi Sports video, a reel of the documentary Magsayawan Ketchikan, a reel of the Tatsuda history project, and announcements of upcoming live-streams of sports. plus compilations covering upcoming videos on TV and KPUTV+.

The Paymentus/Telecommunications payment processing has been successfully working since mid-September. The existing autopay customers data were migrated over to the new system successfully, and new customers have been registered. A postcard was mailed to all customers to let them know of the change. The new system will allow for automatic update of CVV and expiration dates on credit cards, and will allow people to use Paypal, Apple Pay, and other payment methods other than card or check. The conversion of Electric Utility billing to Paymentus is in testing and is expected to be live by mid January.