

Michelle Mattson

**Director Customer Experience, Customer Programs and
Digital Services
WEC Business Services**



Currently, Michelle has responsibility for all of WEC Energy Group customer research, customer self-service channels, and most customer programs (exception is Illinois energy efficiency programs). Under her guidance almost 2.5 million customers are enrolled in our customer web portals with over 1.7 million opting for paper-free. Over 23 million customer payments are processed via web self-service annually, totaling over \$5 billion. The interactive voice response (IVR) handles over 2.5 million customer calls annually with average call containment rates ranging from 35% – 46%. In addition, the customer programs team manages a \$24.5 million portfolio of efficiency programs for Minnesota Energy Resources, Michigan Gas Utilities, We Energies, and Wisconsin Public Service, with an emphasis on supporting our key accounts.

Michelle works across utilities and with all levels of leadership to drive customer satisfaction, our customer digital strategy, and our customers' engagement in key customer programs. She also has responsibility for key customer processes like Outage Management customer communications and customer service We Care call processes.

Michelle began her career at the company over 31 years ago in generation as an Associate Engineer and has since performed various roles in gas operations (Senior Engineer and Industrial Billing System Team Lead), information technology (Senior IT Consultant), and Customer Service (CS IT Operations Manager, Continuous Improvement and Process Manager and now Director).

Michelle graduated from Michigan Technological University with a Bachelor of Science, Electrical Engineering degree with an emphasis in power (generation, transmission, and distribution). She completed numerous management information systems courses at the University Wisconsin-Milwaukee as part of an MBA curriculum. She is a member of Customer Experience Professional Association.

While Michelle has led her current team, the team's work has been recognized by the mobile industry and search industry for their efforts in search engine management to improve operations. We Energies was also recognized by the American Council for an Energy Efficient Economy (ACEEE) 2017 Utility Energy Efficiency Scorecard in the "Energy Efficiency Programs" category. We Energies ranked fifth overall and first out of all large Midwestern electric utilities.

Michelle strongly believes that she has a responsibility to get involved with, and give back to, the community in which she lives. Since moving here from the Upper Peninsula of Michigan, she has been involved with numerous non-profits as a volunteer. She is a Future Milwaukee graduate and after graduating, immediately sought non-profit board involvement and has been on at least one board since 2008. She is currently a director on the Marcus Center for Performing Arts and Girl Scouts Wisconsin Southeastern Chapter boards.

Michelle currently lives in Wauwatosa, WI with her husband, Matt Sirinek, and 16 year old daughter, Skylyn. She loves working downtown and loves this city. She and her family can often be seen eating out at one of the many great Milwaukee area restaurants, attending various art venues/events/shows or various sporting events, shopping at farmers markets as well as favorite Milwaukee stores, floating down the river on their deck boat or just relaxing at the Milwaukee Yacht Club.