

# BECC 2013

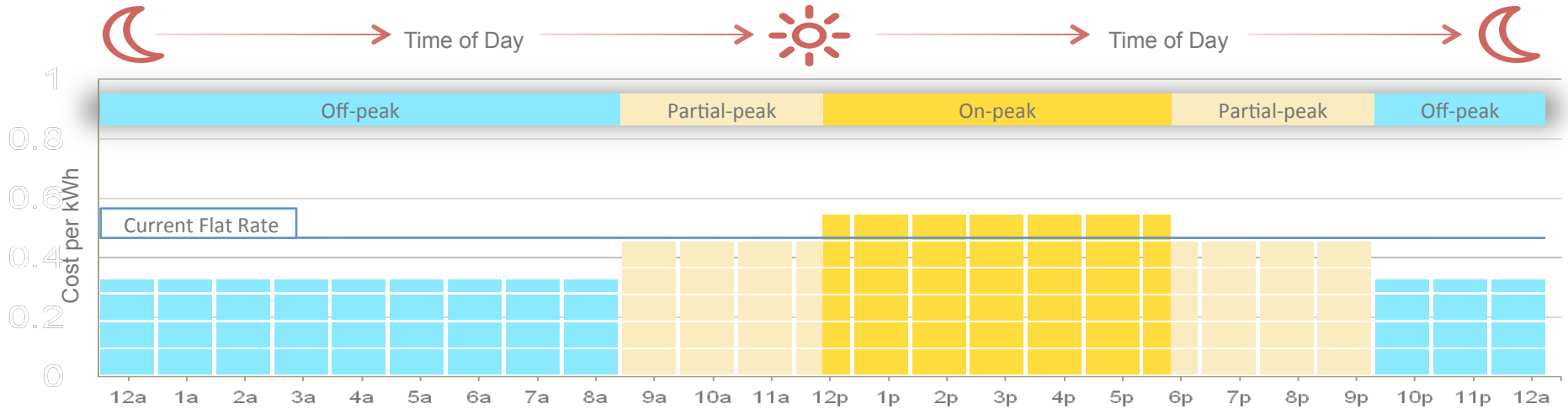
## Raising the Bar on Customer Experience Increased Engagement through Multi- Channel Marketing



Erik Olsen  
Pacific Gas and Electric Company



# Time-Varying Pricing



- Part of statewide plan in California to reduce demand peaks
- Electric rates vary by time of day
- SMB customers begin transitioning to these rates in 2012



# The Market Challenge – SMB to TVP\*



2012  
210,000 Service Agreements move to time-of-use

2013  
110,000 Service Agreements move to time-of-use

2014  
250,000 Service Agreements move to Peak Day Pricing (Critical Peak Pricing)

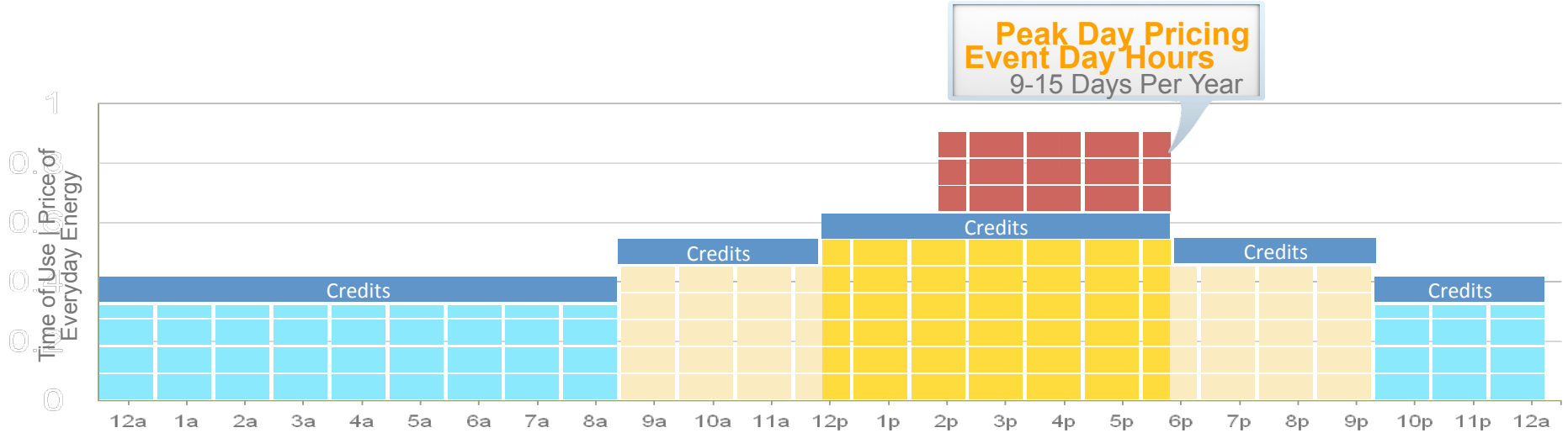
2015  
110,000 Service Agreements move to Peak Day Pricing (Critical Peak Pricing)

How do you educate, engage and activate 330,000 customers?

\*Small and Medium-Sized Business Customers to Time Varying Pricing



# Peak Day Pricing



- Additional “Event Day” electricity conservation incentives
- 9-15 days/year
- Substantial credits toward electricity use on other days



# Step One: Understand Your Customers

## Their Reality

- Cash and time starved; budget focused
- Frequently confused by their utility bills or disengaged
- Unable to adjust energy usage due to lack of control (rent vs. own) or the demands of their businesses
- A difficult economy

## Their Needs

- Sense of control
- Customized offerings, pricing and service
- Simplicity, transparency and fairness
- Feeling valued as a business customer
- Solutions-oriented interactions



# Step 2: Test and Learn Messaging – and the Customer Journey

## Key message research insights

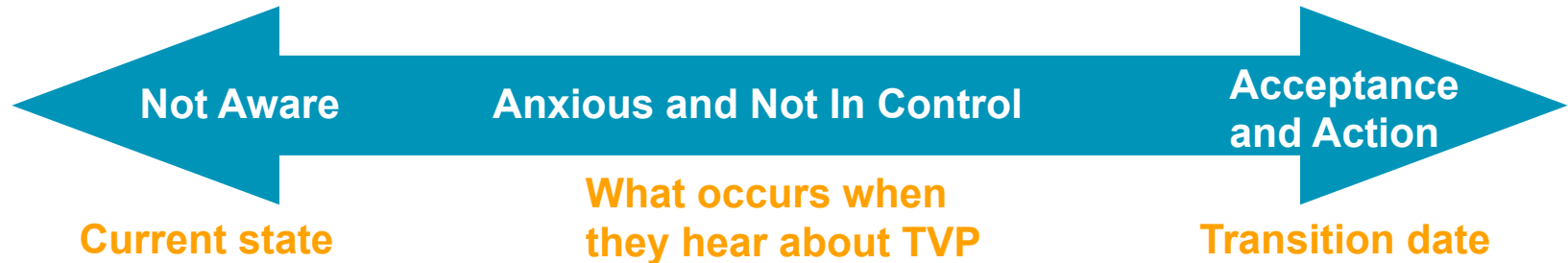
A benefit positioning is seen as “spin”, which creates suspicion and resentment

“*Mandatory*” or “*required*” is harsh and reinforces SMB’s lack of control

## Implications

Don’t “sell” them on the rate change via a benefit; tell it honestly and straight

“*All Californians will be moving*” reinforces ‘we’re all in this together’





# From Education to Engagement

Your Bill

## A rate change is coming to California businesses in fall 2012.

### Learn what it means for you.

Soon, California businesses will be moving to Time-of-Use electric rates. This change was instituted by the state of California as part of a plan for protecting our energy resources. It is being implemented by utility companies including Pacific Gas and Electric Company (PG&E), Southern California Edison, and San Diego Gas & Electric.

During weekday afternoons, when demand is highest, rates will increase; at other times they will be lower. Conserving energy during peak periods, by even a small amount, can help you lower your annual bill.



Most small and midsize businesses will transition to Time-of-Use in November 2012.

PG&E wants to help you succeed on the new rates and is ready to assist you with information, tools, and programs that can help you save electricity and money. In summer 2012, you'll receive a custom rate comparison based on your actual energy usage, which will explain how the rates could affect your business.

Get started now preparing for the change. Visit [pge.com/tou](http://pge.com/tou) or a dedicated Business Customer Service Center at 800-468-4743 ways to help your business succeed on the new rates.




## ARE YOU PREPARED TO SAVE?

### PG&E HAS TOOLS TO HELP YOUR BUSINESS

In November, many small and medium businesses are transitioning to time-of-use rates. Pacific Gas and Electric Company wants to help you prepare.

With time-of-use rates, when you use energy will be just as important as **how much** you use.

PG&E has a number of no-cost, easy-to-use tools that will make it easier than ever to manage your business' energy use.

#### BUSINESS TOOLS



##### My Energy Rate Analysis

Take a closer look at your business' energy use and rate options.



##### SmartEnergy Analyzer™

Get personalized results for your business and identify cost-saving opportunities.



##### The Money-Back Tool

Find rebates and incentives that fit your business' energy needs.

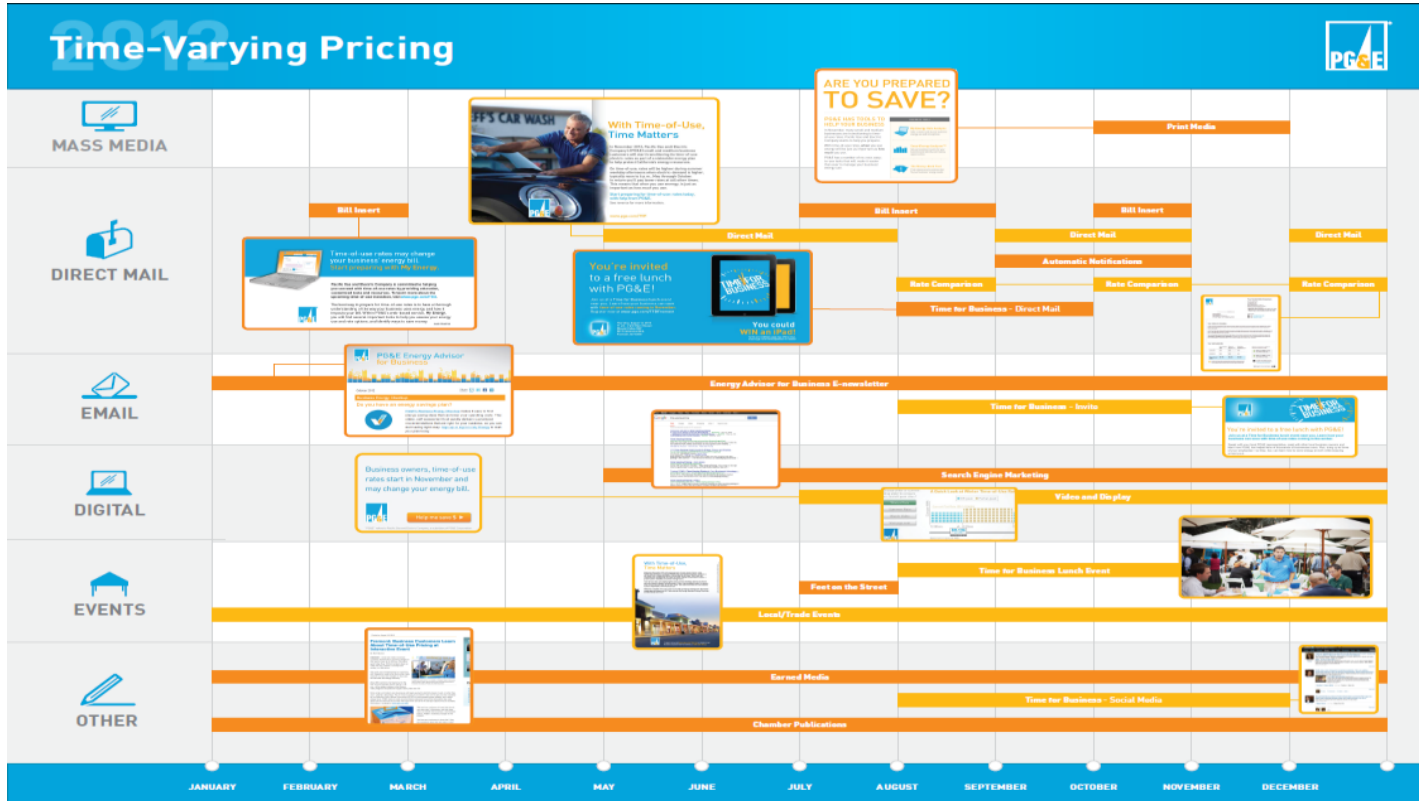
Visit [www.pge.com/TOU](http://www.pge.com/TOU) to try these tools for yourself and discover other ways to save. Or call us at 1.800.468.4743.



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# Integrated Approach







# Step 2: Multi-Channel Outreach – Test and Learn

## “Tools” Letter

**PREPARING FOR TIME-OF-USE**

The Renewable, many small and medium businesses will see that their electricity rates will be higher during summer weekday afternoons when electricity demand is higher, especially from 4 p.m. to 8 p.m. The through-the-meter time-of-use rates will be lower at all other times.

Now, when you use energy will be just as important as how much you use.

Pacific Gas and Electric Company has a suite of cool, easy-to-use tools to help businesses like yours prepare for the transition. Use the attached USB drive to access the tools (and more) directly from your computer.

**My Energy Tools App**

- Access your energy usage and rates information from your smartphone.
- Receive alerts about high energy usage and rates.
- Track your energy usage and rates.

**Time-of-use Pricing Website**

- Learn how to use energy during off-peak hours to save money.
- View the Time-of-use Pricing Website.

**Time-of-use Pricing Webinars**

- Learn how to use energy during off-peak hours to save money.
- View the Time-of-use Pricing Website.



## Custom Rate Comparison

**Your Custom Rate Comparison**

PG&E  
1000 POWER BLVD  
SAN FRANCISCO, CA 94111  
Phone: 415.763.2000  
www.pge.com

**Your rates are changing**

As part of a plan mandated by the California Public Utilities Commission to ensure greater power reliability and a better energy future, beginning November 2015, many small and medium businesses will see their electricity rates change. Electricity prices have risen in all areas since 2014, which means that when you use energy, so will your rates. Your rates will be higher during summer weekday afternoons when electricity demand is higher, typically from 4 p.m. to 8 p.m. The through-the-meter time-of-use rates will be lower at all other times. This means that when you use energy, so will your rates. Your rates will be higher during summer weekday afternoons when electricity demand is higher, typically from 4 p.m. to 8 p.m. The through-the-meter time-of-use rates will be lower at all other times.

**Your estimated bills**

	Your Current Rate	Time-of-Use Rate
Lowest bill	\$50	\$50
Highest bill	\$1,000	\$1,000
<b>Your Annual Dollar</b>	<b>\$4,000</b>	<b>\$4,000</b>

Based on your last year's usage and assuming no behavior change. Your bills could be as low as \$90 or as high as \$1,000.

Time-of-use rates are transitioning to an advanced time-of-use rate. For more information, visit [www.pge.com/timeofuse](http://www.pge.com/timeofuse).

## Welcome Kit

**Step One: Understanding Your new business bill**

**Step Two: My Energy online tools to help you save**

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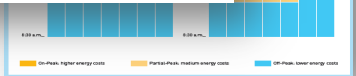
**What you and your business needs to know about the new rate.**

**WHEN YOU USE ENERGY MATTERS**

**Time-of-use frequently asked questions.**

**Quick Energy Tips**

## Time for Business mobile tour



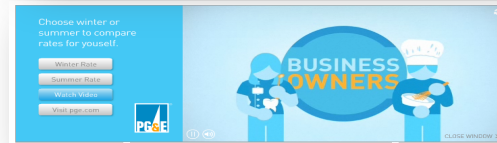
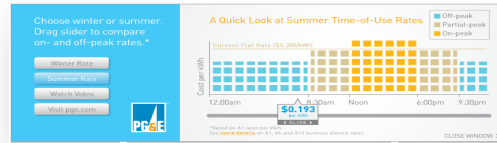
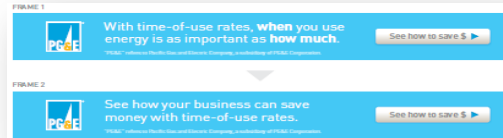


# Test and Learn... Continued

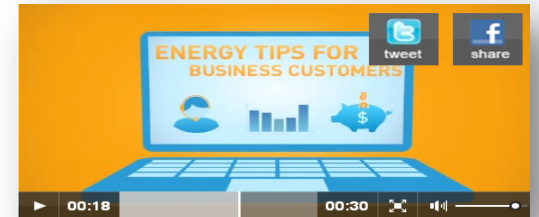
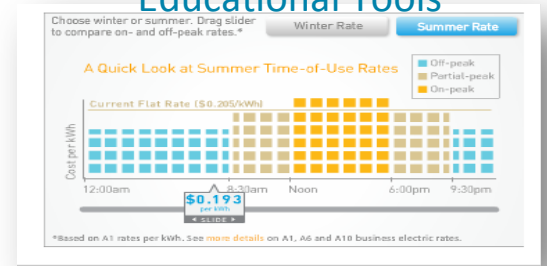
## Video-In-Banner and Pre-Roll



## Display/Banner Ads



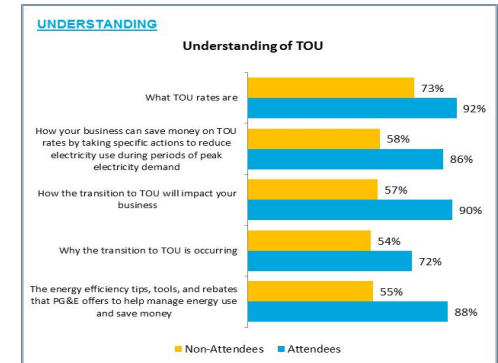
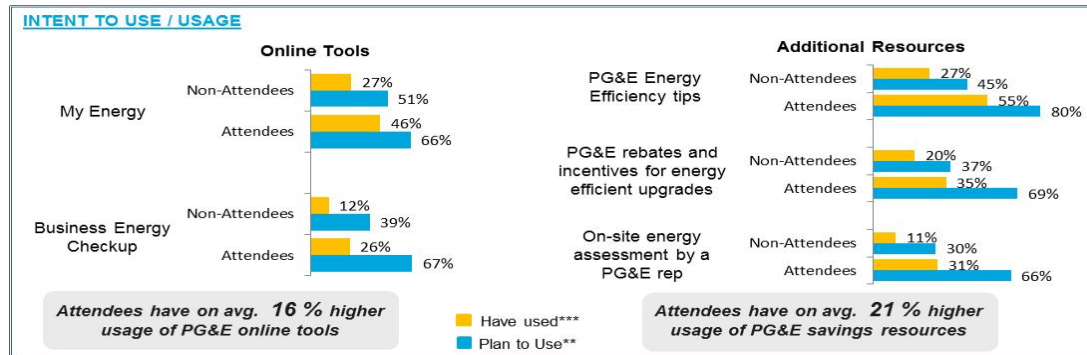
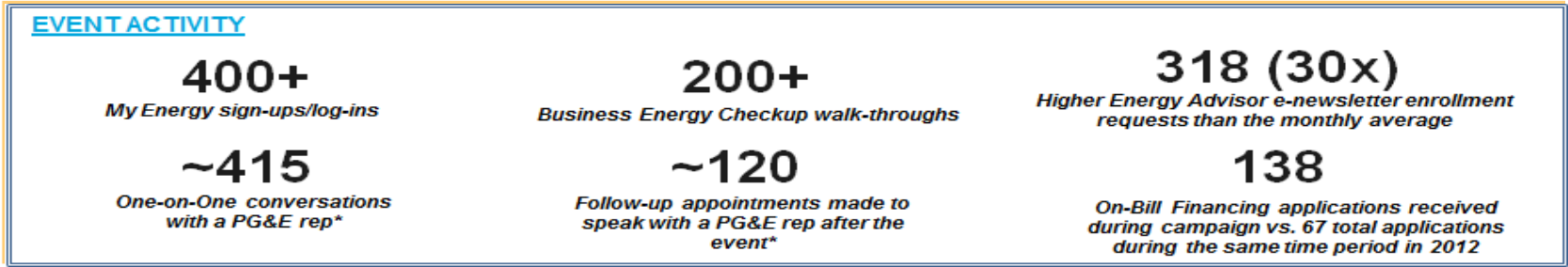
## Videos and Web-Based Educational Tools





# Step 3: Measure Results – Time for Business Tour

Timeframe: April-June 2013

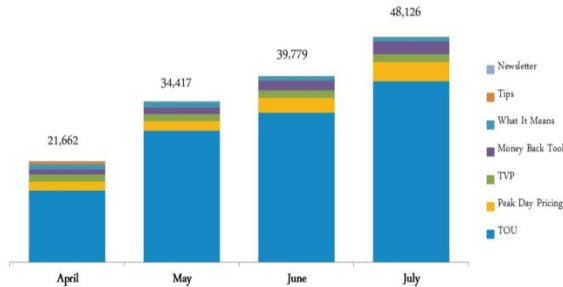




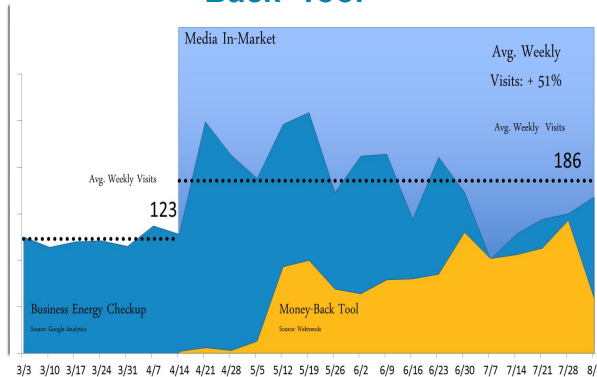
# Measure Results: Digital Media

- Campaign page traffic grew in each month into the summer, with lower bounce rates
- Money-Back Tool visits started slow but ramped up through digital media optimizations
- eNewsletter open rates range between 16-24%
- Customers who have proactively signed up through PG&E's sweepstakes, experiential tour or TOU webpages generally show higher engagement

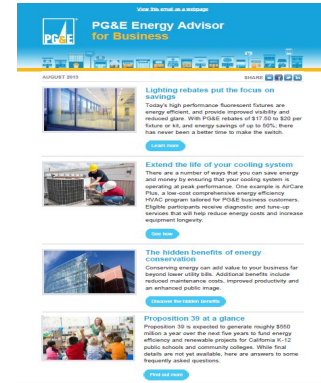
## Campaign Page Visits



## Key Performance Indicators – Business Energy Checkup and Money Back Tool



## eNewsletter





# Steps to Engagement

Step 1: Understand your customers

Step 2: Test and learn

Step 3: Measure results

Step 4: Repeat



# Thank you



**Erik Olsen**

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# Current Communication Architecture

## Educate

### 1 Time Matters

Lay the foundation for future time-varying pricing outreach by announcing the upcoming rate changes to customers, explaining the features of their new rate and what it means for them.

### 2 Getting Ready

Educate customers on the initial actions they can take to plan for an upcoming rate transition like signing up for My Energy and learning about energy use patterns. Introduces energy management solutions and tools like energy assessments, to help customers manage their energy use and reduce annual bills.

WHEN YOU USE  
ENERGY IS AS IMPORTANT AS  
HOW MUCH  
ENERGY YOU USE.



## Activate

### 3 Customized Support

Encourage engagement with a customer's personal usage information

### 4 Summer/Event Season Prep

Ensure customers' awareness of peak summer rates, drive engagement with online analysis tools, encourage energy efficiency upgrades, and adoption of energy-saving behavior and/or technologies in their business.

### 5 How Did I Do?

Prompt customers to revisit their summer bills and stay engaged with their energy use.