

High Bill Complaints Excerpts from Web Research Study

Presented by:



Energy. Knowledge. Results.

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Introduction

A Look at Managing High Bill Complaints

- In preparing for a market research engagement with a Mid-Atlantic utility, we performed a brief web scan of peer utilities to compare their websites in terms of effectiveness in addressing *'High Bill Complaints'*.
- Some utilities have been particularly proactive in addressing this issue and have launched an integrated communications campaign that encompasses all customer contact channels – call centers, websites, bill inserts, print and media advertising, community outreach and social assistance agencies.
- From the research conducted thus far, it appears that a well-trained call center staff, combined with a multi-channel communications effort, yields the best result in terms of reduced complaint calls and collection actions.
- In planning the overall communications strategy, the website can be a particularly cost-effective channel, when combined with an easy-to-use bill calculator or energy saving features. Some examples are provided in the following slides.

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BGE Example

BGE Has Attempted to Educate Customers Through Various Online Media

Winter Bill Banner

Take Control of Your Winter Energy Bills

Consider the many factors that affect your winter heating bill. Weather plays a major role in energy usage. As the weather gets colder, your heating system has to work harder to maintain your thermostat setting. [Click Here to Learn More.](#)

Winter Bills | Assistance | Gas Safety | BGE Smart Energy Savers Program

Why Are My Estimated Costs Different Month to Month?
Click on the months to compare

Compare This Month: Feb 2008 | To This Month: Jan 2009

Monthly Comparison for Electric		
Feb 2008	Month	Jan 2009
36.4 F	Avg. Temp	29.1 F
\$798	Cost	\$1,137
5,380	kWh	7,685

Estimated Monthly Electricity Costs
Major Home Energy Use Areas

Monthly kWh Summary: The Jan 2009 usage was about 2,305 kWh higher than the Feb 2008 period.
Monthly Cost Summary: The Jan 2009 costs were about \$339 higher than the Feb 2008 period.
Length of Month Impact: Jan 2009 was 2 days longer than Feb 2008.
Weather Impact: The average temperature for Jan 2009 was 29.1 F. This is 7.3 F colder than Feb 2008 and 6.5 F colder than the same time last year. Based upon the way you described your home, these weather differences would increase your kWh use by 2,274 kWh and increase your cost by \$1,000.

Energy Calculator and Interactive House “Characters”

simply saving energy with Allegra Bennett

Audio and Video Tips with “Allegra Bennett”

Dominion Current Practices

Dominion's User-Friendly Web Interface, Prominent Bill Assistance Information, and Comprehensive Energy Calculators Save Customers Time and Frustration



Dominion Homepage

[Customer Service](#) · [Products](#) · [News](#) · [Investors](#) · [About Us](#) · [Contact Us](#)

Manage Your Account [→ Learn More](#)

Get what you need in a hurry!

- Make payments and get eBills
- View billing and usage history
- Start, stop or transfer service
- Report power outages or problems

Need Help Paying Your Bill?



Dominion offers programs that can help.

What's your carbon footprint?

Find out what your carbon footprint is.

Get Heating Assistance



Learn about EnergyShare.

Check It Out...

- New Dominion Ads**
View our latest.
- Virginia Wind Projects**
Potential facilities in Tazewell Co. and Wise Co., Va.
- Franklin Pipeline Project**
Proposed OH pipeline.
- VA Energy Assistance**
Check out programs offered by Dominion and the state.
- Energy Conservation Blog**
Share your energy tips.
- New Power Lines**
View current projects.
- EnergyShare Agencies**
Access agency forms, applicant accounts (VA), and app. accounts (OH).
- Gas Pipeline Services**
E-Script, EDI & postings.

Heating Analyzer

How well is your home insulated?

How much ceiling or attic insulation?

Excellent (12 inches or more)
 Very Good (9-12 inches)
 Good (6-9 inches)
 Fair (3-6 inches)
 Poor (under 3 inches)
 None



Do you have wall insulation?

A lot Some None

How many storm windows?

All Many
 A Few None



How many double-glazed (pane) windows?

All Many
 A Few None



RICH consulting

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National Grid Example

National Grid Aids Offers Customers Interactive Bill Descriptions and Links to Massachusetts-specific Energy Assistance Programs

Bill Demo
Page One

To navigate through this guide, place your mouse over the pop-up will display an explanation of what the lettered callouts refer to.

nationalgrid

JOHN SMITH
1010 ANY STREET
ANYTOWN MA 01907

Mar 16, 2007 to Apr 17, 2007
ACCOUNT NUMBER 01103-55010
PLEASE PAY BY May 13, 2007
AMOUNT DUE \$ 189.93

A

THIS SPACE WILL NOTE IMPORTANT INFORMATION SPECIFIC TO YOUR ACCOUNT

B

ACCOUNT BALANCE

Previous Balance	112.36
Payment Received on APR 10 (Check)	THANK YOU - 112.36
Current Charges	+189.93
Amount Due Now	\$ 189.93

C

DETAIL OF CURRENT CHARGES

Delivery Services

Service Period	No. of Days	Current Reading	Previous Reading	Total Usage
Mar 16 - Apr 17	32	33912 Actual	32772 Actual	1140 kWh

METER NUMBER 039867747 NEXT SCHEDULED READ DATE May 12
Rate Residential Regular R-1

Customer Charge	6.10
Distribution Charge	.02526 x 1140 kWh = 28.79
Transition Charge	.00390 x 1140 kWh = 4.45
Transmission Charge	.01238 x 1140 kWh = 14.11
Demand Side Management	.00250 x 1140 kWh = 2.85
Renewable Energy Charge	.00050 x 1140 kWh = .57
Total Delivery Services	\$ 56.87

(continued on next page)

E

ELECTRIC USAGE HISTORY (kWh)

Daily Averages: Apr 06 33.3 kWh, Apr 07 35.6 kWh
Cost: \$ 2.05, \$ 3.34

G

nationalgrid

PO Box 1005
Woburn, MA 01907

JOHN SMITH
1010 ANY STREET
ANYTOWN MA 01907

NATIONAL GRID
PO BOX 1005
WOBSURN MA 01907-1005

H

Succinct Bill Description

MA Energy Assistance

Home Energy Services

MassSAVE

We provide incentives to help you increase the energy efficiency for your home. If you live in a one-, two-, three- or four-unit building, which is not part of a larger facility or condominium, this program is for you! (For multi-family and condominium facilities, see the EnergyWise program below).

We will pay 50% of the cost up to \$1500 for additional insulation, air sealing and other measures, and offer low-interest financing. Incentives are also available to replace inefficient lighting, refrigerators, and heating systems.

For more information, visit the [MassSAVE*](#) website or call 1-800-632-8300.

EnergyWise

Our EnergyWise service is available for customers living in one of the following structures:

- a multi-family facility
- a condominium
- a facility consisting of five or greater dwelling units.

We will provide services to the entire complex in coordination with the owner, property manager, or condominium association. Through this program, your facility may qualify for a free energy analysis, lighting system upgrades or other electric efficiency measures. If the facility is electrically heated, your facility may qualify for insulation and air sealing.

Installation of some energy efficiency measures requires a customer co-payment. For more information about the program, call 1-800-889-0096.

PECO Example

PECO Walks Customers Through Energy Usage with a Wide Array of Energy Calculators and “Next Step” Links

How Much Can I Save Using a Programmable Thermostat?

Weekday Settings

8:00 AM 10:00 PM

12:00 AM 6:00 AM Noon 6:00 PM

Morning Temperature: 72
Daytime Temperature: 65
Evening Temperature: 72

Weekend Settings

10:00 AM 4:00 PM

12:00 AM 7:00 AM Noon 10:00 PM

Morning Temperature: 72
Daytime Temperature: 65
Evening Temperature: 72

Current Heating Type

Heat Pump Natural Gas Oil

Efficiency of Heat Pump

Older Unit: 10 SEER
New High Eff. Unit: 10 SEER

Annual Savings \$323

Calculations are based on estimates.

How Much Can I Save Using a Programmable Thermostat?

Programmable or Setback Thermostats can help you save as much as 10% a year on your heating and cooling bills by adjusting temperature settings while you are away from home or sleeping.

Weekday Settings

8:00 AM 10:00 PM

12:00 AM 6:00 AM Noon 6:00 PM

Morning Temperature: 75
Daytime Temperature: 82
Evening Temperature: 75
Overnight Temperature: 76

Weekend Settings

10:00 AM 4:00 PM

12:00 AM 7:00 AM Noon 10:00 PM

Morning Temperature: 75
Daytime Temperature: 75
Evening Temperature: 75
Overnight Temperature: 76

Efficiency of Air Conditioning

Older Unit: 8
New High Efficiency Unit: 10 SEER

Step 3. Slide the bar above to match your air conditioning efficiency number.

Annual Savings \$185

Calculations are based on estimates.

Thermostats:
Red = Heating
Blue = Cooling

Calculators PECO

THERMOSTATS | LIGHTING | APPLIANCES | **HEATING** | TELEVISIONS | HEAT PUMPS | GAS EFFICIENCY

Comparison of Heating Options

Step 1. Describe Your Home

Select Your Home Type: Single Story

Slide the bars below to match your home

Home Size (Sq Ft): 2000

How air tight is it? Good OK Poor

Average Heat Setting: 70 Degrees

Step 2. Current Heating Type (Highlighted on Graph)

Heat Pump
 Natural Gas
 Oil
 Propane

Step 3. Description of Various Heaters

Slide the bars below to match your existing and proposed equipment (or use these defaults)

Oil heater age (years)? 8 Price/Gallon: \$2.35

Gas Heat Efficiency: 80% Price/CCF: \$1.38

Efficiency of Heat Pump: 10 Price/kWh: 0.145

Propane Efficiency: 80% Price/Gallon: \$2.18

Annual Heating Cost Comparison

Take the Next Step!

[Convert to Natural Gas](#) [More Ways to Save](#) [Heat Pump Rebate Information](#)

Take the Next Step!

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PPL Example

PPL's Combination of Simple Web Interface and Suite of Energy Calculators Educates the Customer Regarding Energy Usage


Dedicated Web Page



Straightforward Navigation


Thermo Calc

Find out how much you can save by simply adjusting your thermostat. Begin by answering the following about your home.



Fridge Calc

FridgeCalc estimates what you will save by replacing your old refrigerator with a new, energy-efficient model. Please enter your ZIP code and choose an option for each of the refrigerator features listed. Then click "Calculate" to continue.



PSE&G Example

PSE&G Collaborates with the Multi-Utility New Jersey 'Clean Energy' Program, Offering a Suite of Energy Calculators and Conservation Tips

NJ Utility Assistance & Energy Programs

Colorful Home Analysis Suite

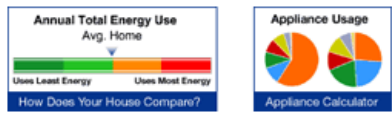
Analyze your home's energy use and find out:

- Which appliances use the most energy.
- Where your home energy usage stands versus other homes in New Jersey.

Learn how to make your home more energy efficient and comfortable:

- Take advantage of rebate programs and special incentives to help make purchasing equipment, appliances and lighting more affordable.

Sample Charts from the Home Energy Analysis



Save on energy bills with:

- Specific recommendations based on the age of your home, the types of appliances you have, and other criteria.
- **Much more**, like affordable solar-energy options, weatherization tips, even ideas for your pool or spa!

Would you prefer a paper version of the Home Energy Analysis? Call us at 1-866-IJSMART (1-866-657-6278).

[Click to begin >](#)

Si usted desea tomar la inspección de energía de su casa en español, [clic aquí](#).

Analysis Tools & Features

Find out how much you can save by comparing your appliances and equipment with new energy-efficient models.

- Heating System Calculator
- Thermo Calculator
- Water Heater Calculator
- Room A/C Calculator
- Cooling System Calculator
- Fridge Calculator
- Washer Calculator
- Dryer Calculator

[Library & FAQs](#)
Look up. Find out. And more >

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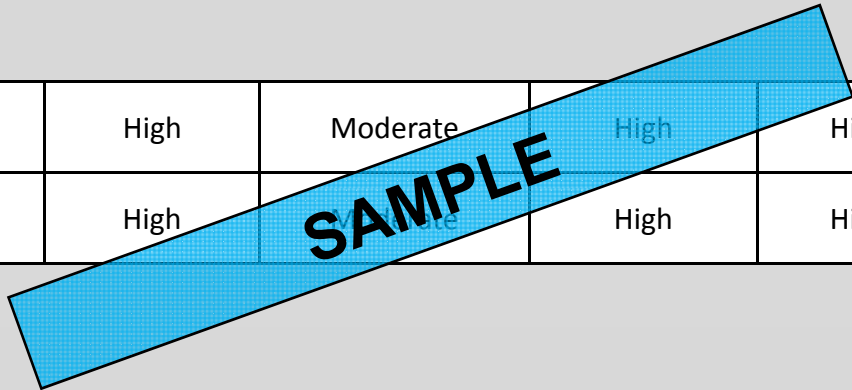
- Summary Matrix

Utility Practices Summary Matrix

A Compilation of Data Gathered in Preliminary Market Research

- Best practices from each utility summarized and utilities ranked:

Utility Name:						
Customer Service						
Ease-of-Use	Low	High	Moderate	High	High	Moderate
Prominent Contact Information	High	High	Moderate	High	High	High
Educational Resources						
Conservation Tips	High	High	Moderate	High	High	High
Energy Usage Calculators	Low	High	Moderate	High	High	High





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