



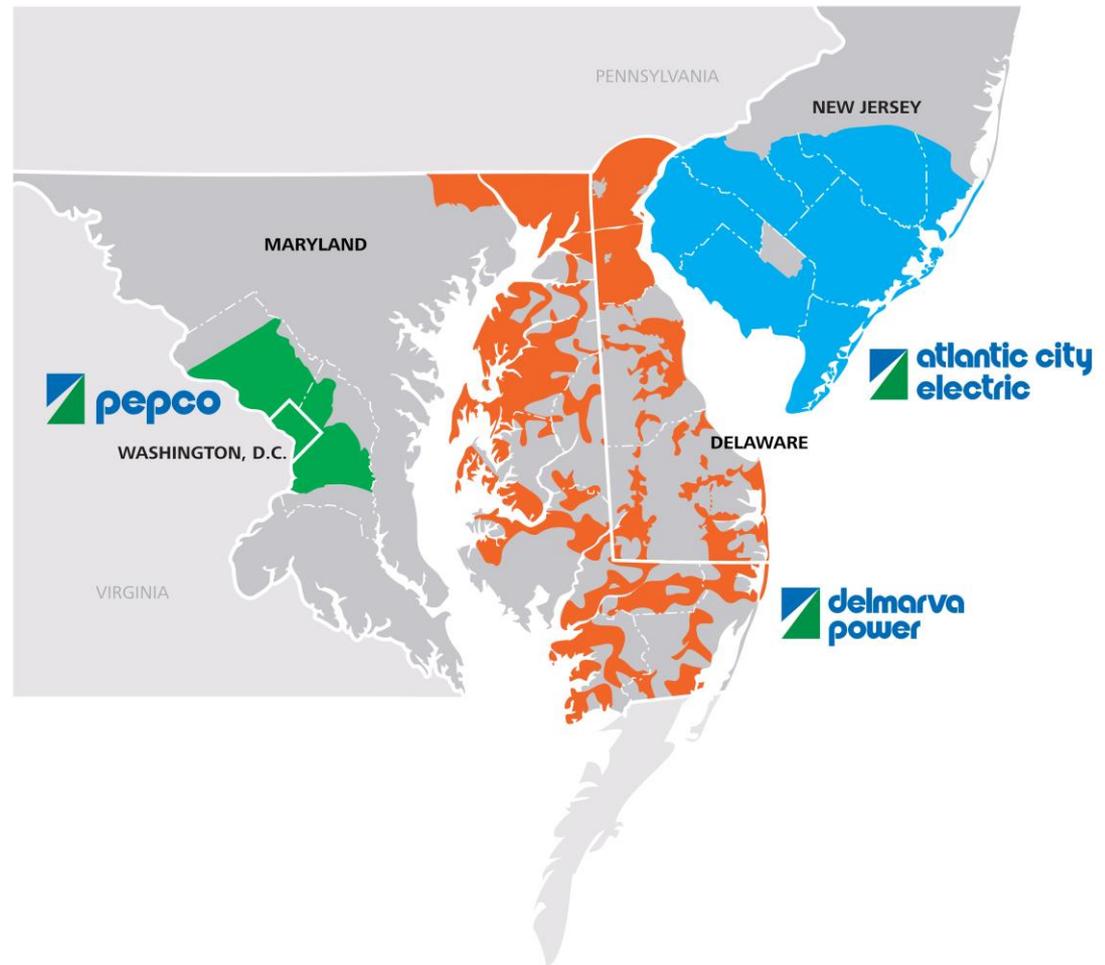
Meeting Customer Needs



Presented by: Denise Senecal, Market Research Manager
July 2015

Pepco Holdings, Inc. Quick Facts

- Incorporated in 2002
- Service territory:
8,340 square miles
- Customers served
 - Atlantic City Electric:
 - 545,000 – electric
 - Delmarva Power:
 - 503,000 – electric
 - 125,000 – natural gas
 - Pepco:
 - 793,000 – electric
- Total population served:
5.6 million



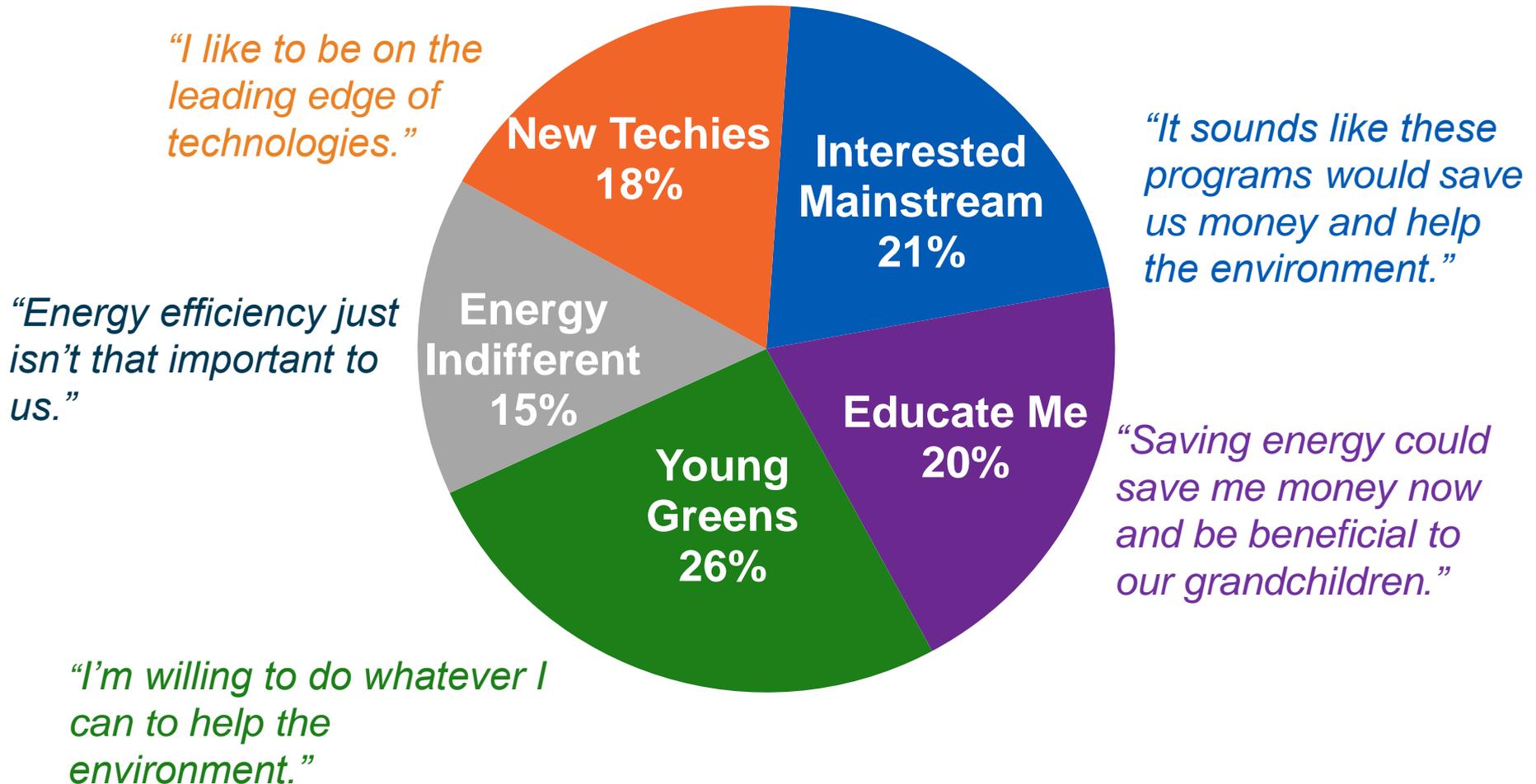
Customers Want a Variety of Channels for Communications and Transactions

- Issue is choices – customers want to have transactions and information available when they need them.
- Preferences may change based on situation
- Examples:
 - Social media: Customers look for information during storms and major outages but don't interact much for energy efficiency information
 - Communications: customers are split between email and direct mail/bill inserts, but percentages vary on a regional basis
 - High bill season: both calls to call center and visits to budget billing webpage increased dramatically

Use Of Segmentation to Understand Customer Needs

- Segments developed based on surveys related to energy use, interest in saving energy, attitudes towards saving energy, technology use and interest, and media preferences
- Some segments have a higher concentration of older customers
- Two examples in our service territory:
 - In MD, we have a segment of older customers who are less concerned about the environment and more focused on potential cost savings. They have higher income and currently are not focused on energy efficiency, and need to be convinced they can be both comfortable and save energy.
 - In DC, we have a segment of older customers who are interested in saving energy for cost savings, but want more information on the cost/benefits of different steps they can take.

Washington DC Customer Segments



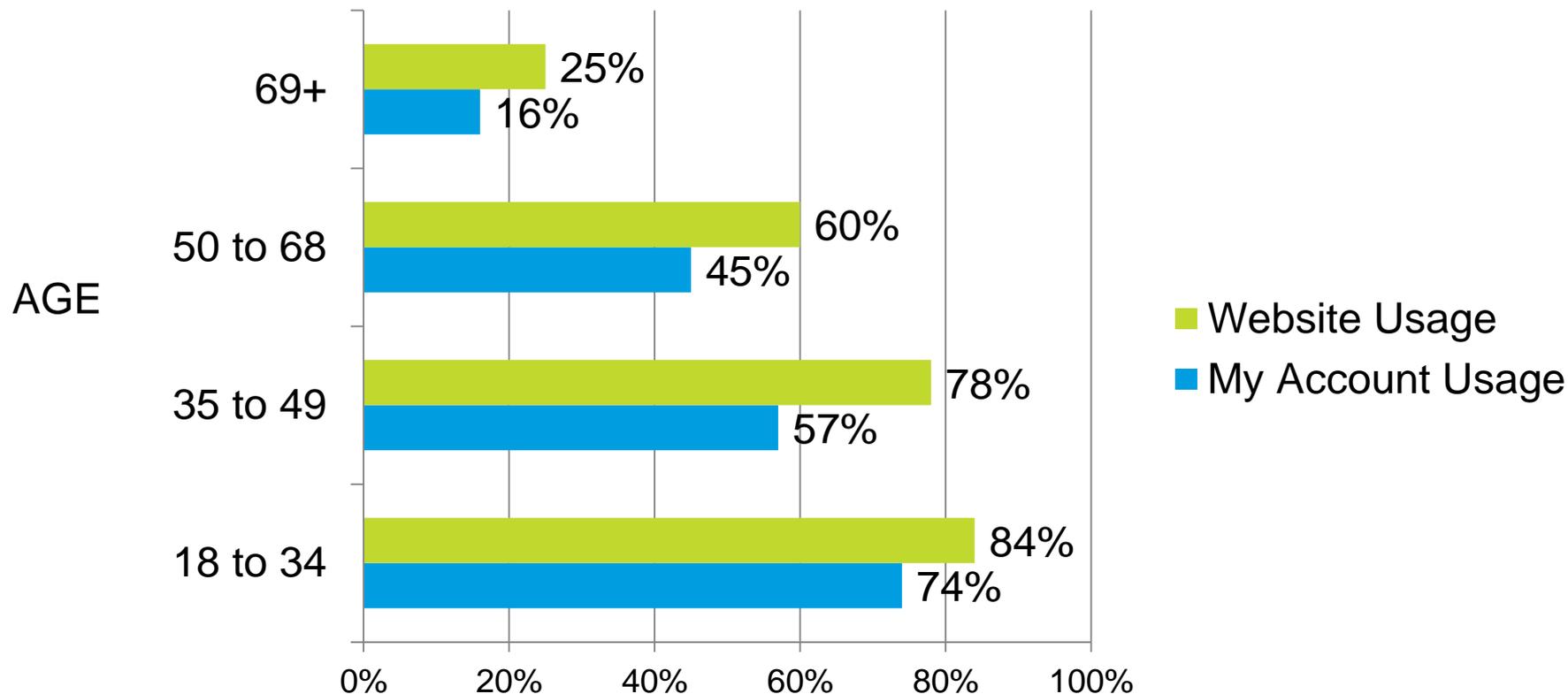
Information Can Provide Customers with Greater Control

Regardless of segment, more information gives consumers a better understanding of their energy usage, but they can decide what to do with it.

- Customers want easy access to information during outages:
 - Can report outage via mobile app, online at website, through IVR or via call center and get updated restoration time when available
 - Information received through any of these channels is consistent
- Customer service:
 - New website with updated information
 - Self-service channels can help improve satisfaction – outages and billing
- Customers want programs to help them save energy:
 - Strong desire for more information but many don't want to sacrifice comfort
 - Confusion over highest impact changes

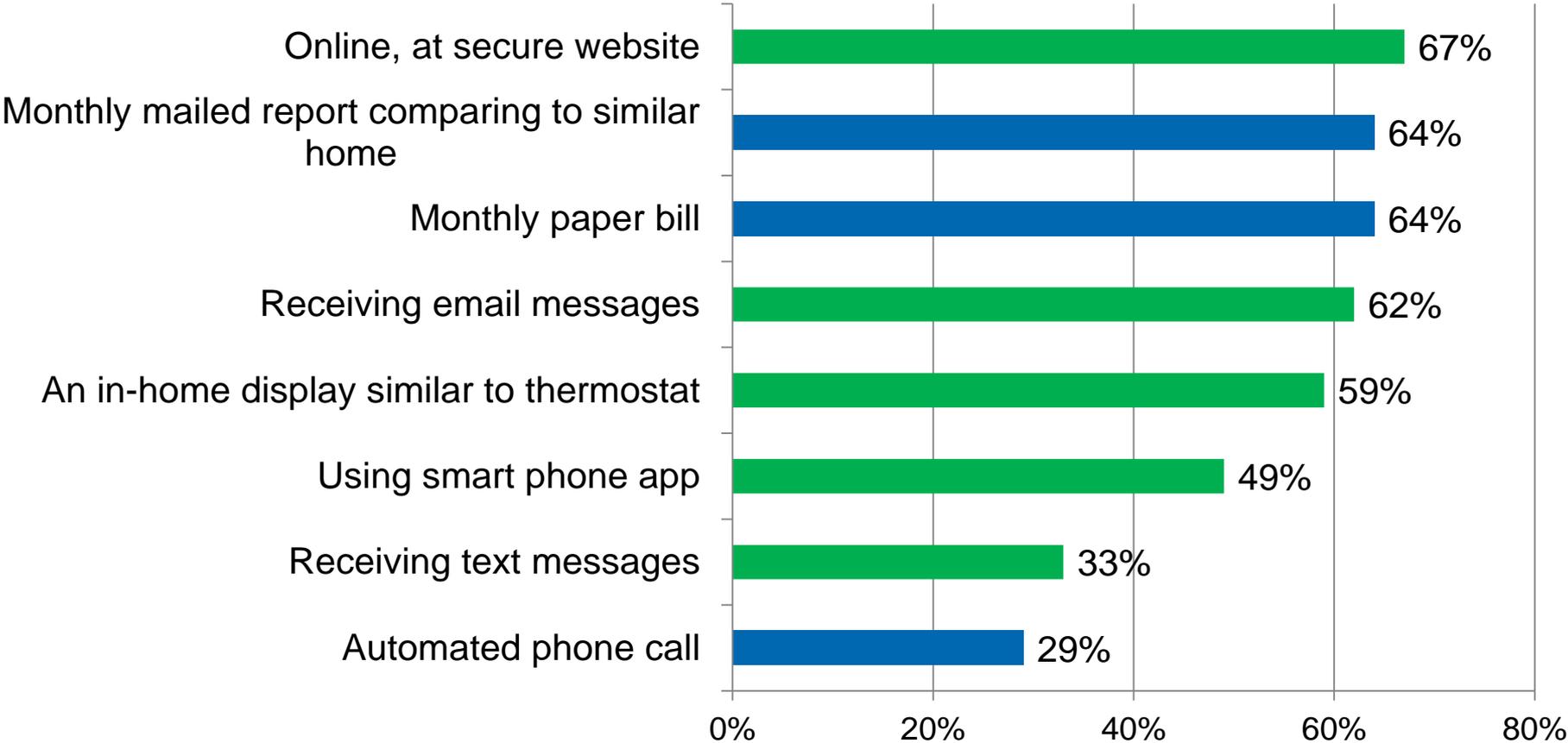
Customers are going online for transactions and information, but preferences vary

- While Millennials are more likely to use online access, significant proportions of Gen Y and Baby Boomers are using My Account
- Devices used may be different



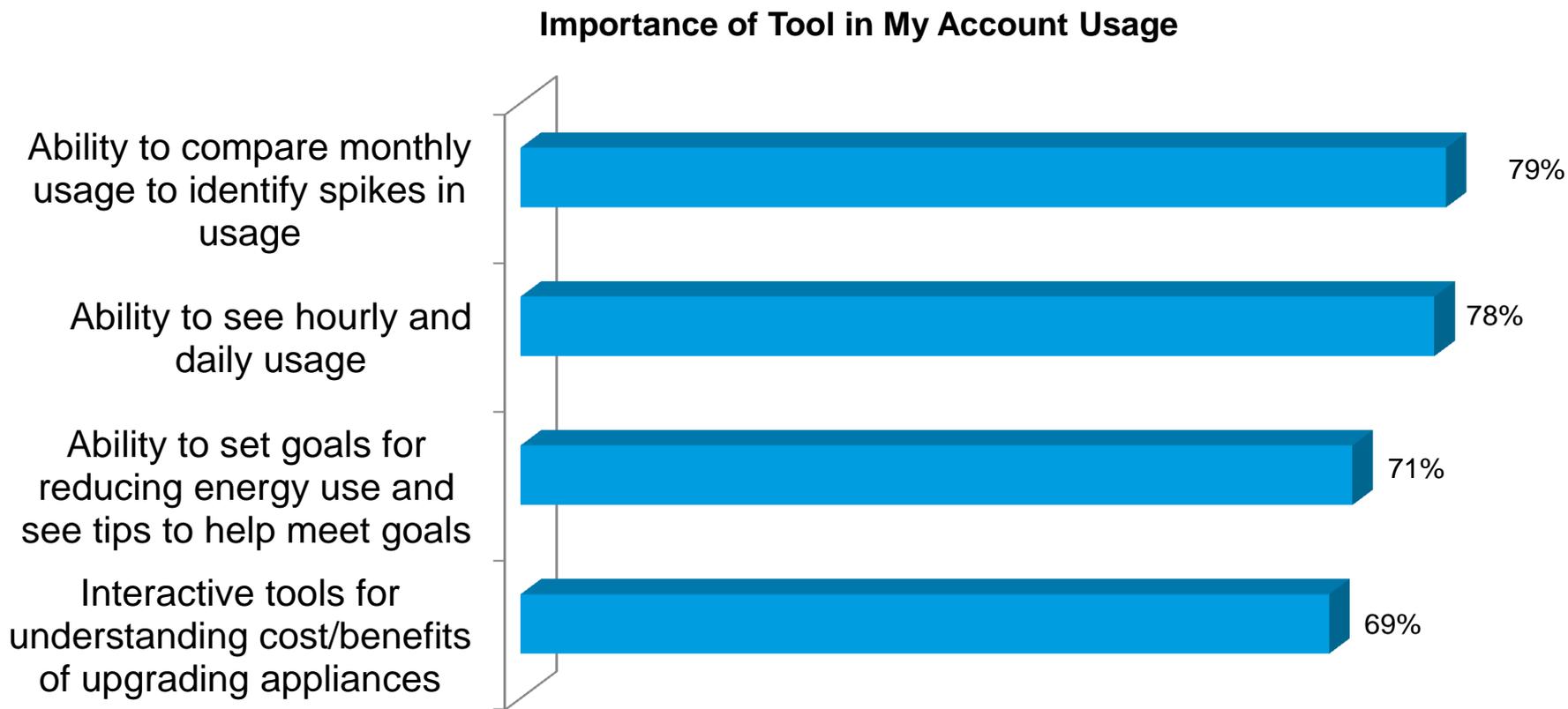
Preferences for Obtaining Energy Use Information

Customers are interested in viewing their energy use data (from the smart meter) in a wide variety of ways.



New Tools Add Value but Need to Increase Awareness

Customers do not necessarily want to view their energy use frequently, but for it to be available when they need it.



Scale of 0 to 10 where 0 means not at all important and 10 means extremely important.

Energy Information Channels

Energy Information Class in partnership with DC Library



TAKE CONTROL OF YOUR ENERGY USE.

Introduction to Energy Management.

The DC Public Library and Pepco are working together this summer to present a new class to help you save money on your energy bill. In this class you'll:

- Get tips to help you save money and energy
- Design a custom energy management plan for your home
- Learn how to use tools on Pepco's My Account
- Receive a complimentary, reusable gift bag with tools to help you save



Website

My Account | My Bill | My Energy | My Usage | Calculate Improvements | Learn About Energy

Bill Center
Welcome Back

Account Summary

Account status as of 7/7/2015
 Last Payment: \$65.53
 Received 6/29/2015 - Thank you!
 Account balance: \$0.00
[View & Pay Bill](#)

Bill Summary ending 6/8/2015

Previous balance	\$0.00
Total current charges	\$65.53
Amount Due 6/29/2015	\$65.53

Miscellaneous transactions not displayed here, such as budget billing, credits, refunds etc, may cause the Total Amount Due to not match the sum of the Previous Balance and Total Current Charges.

Bill Highlights

- The weather increased your bill by \$27 - \$46.
- Your energy charges were \$28.59 higher for this bill.
- Your electric usage increased for this bill.

When does my home use energy?

Daily Energy Use and Average

Bar chart showing kWh usage from 6/30 to 7/06. Legend: Average (blue), Weekday (purple).

Bill to Date

- As of 7/6/2015, your bill is approximately \$99
- You are 32 days into your current billing period
- Your average daily cost is \$3.10
- As of 7/6/2015, you have used 627 kWh
- This billing period is scheduled to end on 7/8/2015
- Projected Bill: \$95 - \$117 -- assuming you use energy at your current pace

Energy Use Analysis
View graphs of my daily or hourly energy use. Loading your energy charts may take several seconds.

How does my home compare?

Electricity Costs 5/8/2015 to 6/5/2015

Bar chart comparing electricity costs: Jun 2014 (388 kWh, \$140) vs Jun 2015 (521 kWh).

Paper Reports

pepco
Energy for a changing world™

Home Energy Report
Report number: 2015-0615
Report period: 6/1/2015-6/15/2015

Last Month Household Comparison

YOUR HOME: 521 kWh (521 kWh)
 10000 kWh

What Issues Are Compared?

An Average Day Last Month

Line graph showing average daily energy usage over a 7-day period.

Telephone: CSRs or Energy Advisors can go through daily/hourly usage with customers on the phone

Smartphone App

AT&T 3G 10:15 AM 100% battery

My Account | pepco

Account Name: [redacted] \$0.00 Paid
 Address: [redacted]
 Account Number: [redacted]

How Does My Usage Compare?

Bar chart showing usage: Jun 2014 (388 kWh) vs Jun 2015 (521 kWh).

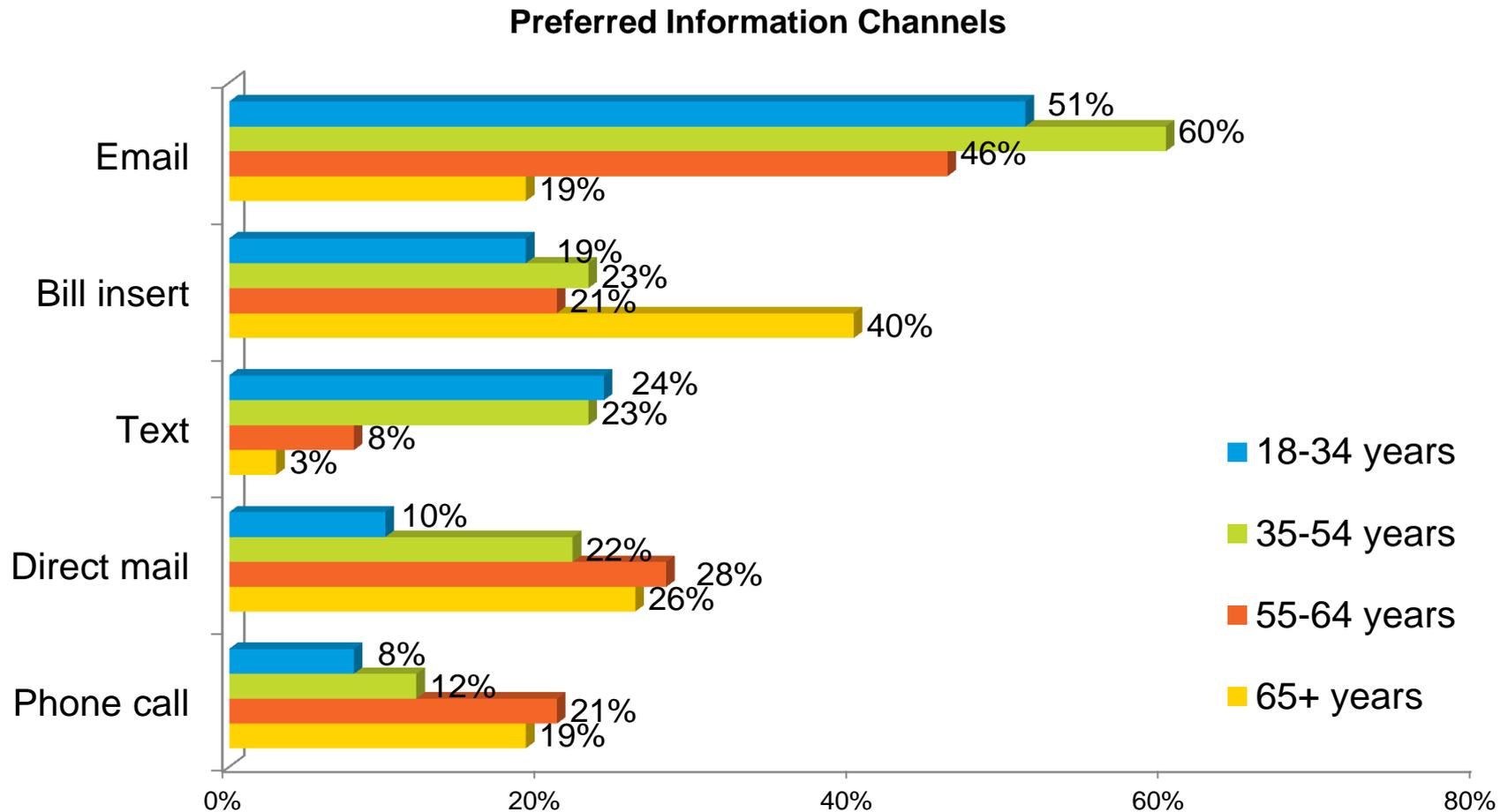
Pay Bill | **View Bill** | **Energy Use**

Energy Savings | **Report Outage** | **Outage Status**

Home | My Account | Outages | News | Contact Us

Preferred information channels also vary based on customer age and regionally.

- Customers who are 18-54 years of age prefer an email.
- Older customers prefer bill inserts or direct mail.



Uncovering What Customers Really Want

Based on our research:

- ✓ Both qualitative and quantitative research can be critical to understanding consumer tradeoffs and decision-making
 - Consumers sometimes see the equation as comfort vs. cost
 - Education continues to be important

- ✓ Customer interests and needs varies regionally
 - Terminology
 - Images
 - Channels

- ✓ All segments don't want to interact with you in the same way
 - For certain types of transactions, customers prefer the phone

- ✓ Expectations are changing, but need to focus on the goal - processes may be behind service expectations
 - Customer expectations for instant service with online applications may not be always be met, unless full process changes

Questions?

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