

Industry Innovation Webinar

Improving the Digital Customer Experience



Teleconference: 844.621.3956

Session number: 289 116 347

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Industry Innovation Webinar

Improving the Digital Customer Experience



Broadridge®



Moderator
Scott Johnson
Vice President
Chartwell, Inc.



Host
Belinda Roberts
Senior Conference Producer

Industry Innovation Webinar

Improving the Digital Customer Experience



Speaker
Noah Solomon
Senior Research Analyst
Chartwell



Speaker
Matt Swain
Managing Director
Broadridge

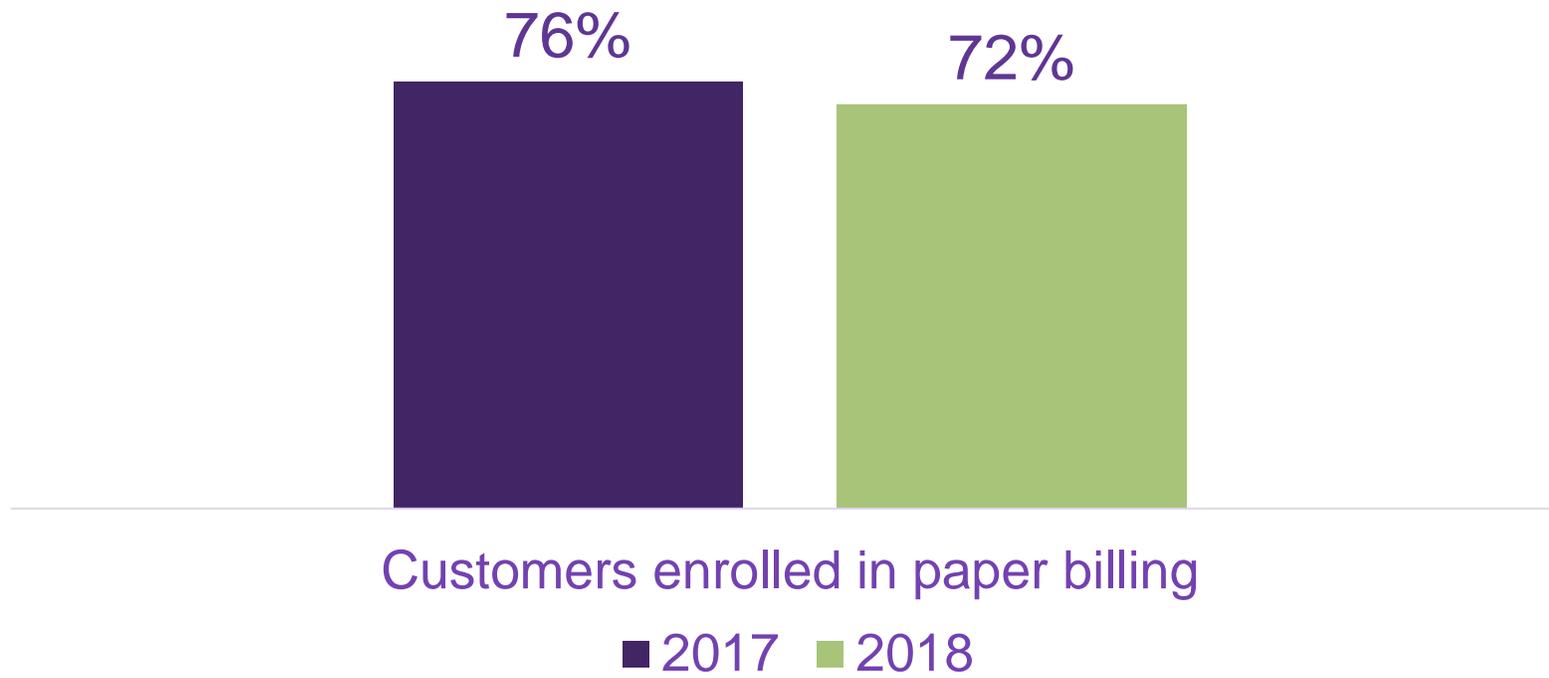


Improving the Digital Customer Experience

December 6, 2018

The percentage of customers on paper has dropped since 2017

Percentage of customers enrolled in paper and paperless billing



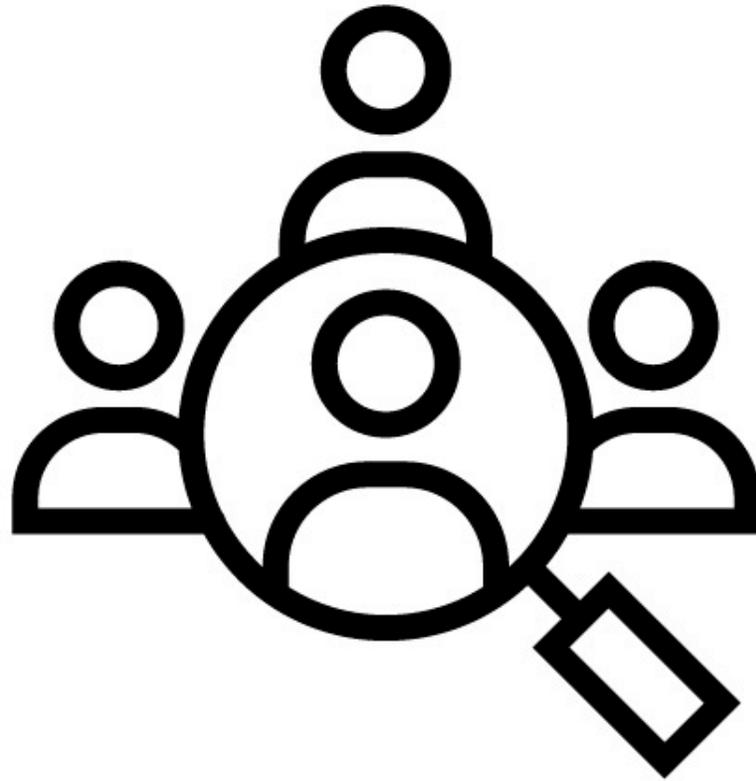
Source: 2017 Chartwell Billing Survey, n=55 and 2018 Chartwell Billing Survey, n=50

The savings from moving a customer to eBill continue to increase



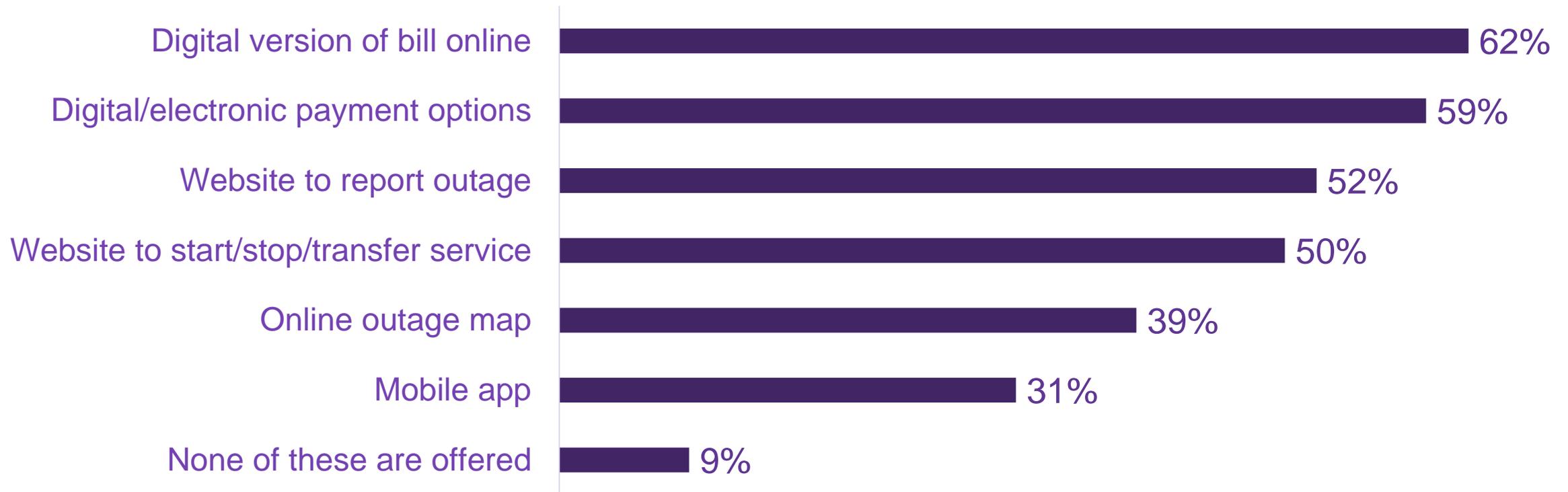
Source: 2018 Chartwell Billing Survey, n=50

Customers enrolled and interested in eBill – How are they different?



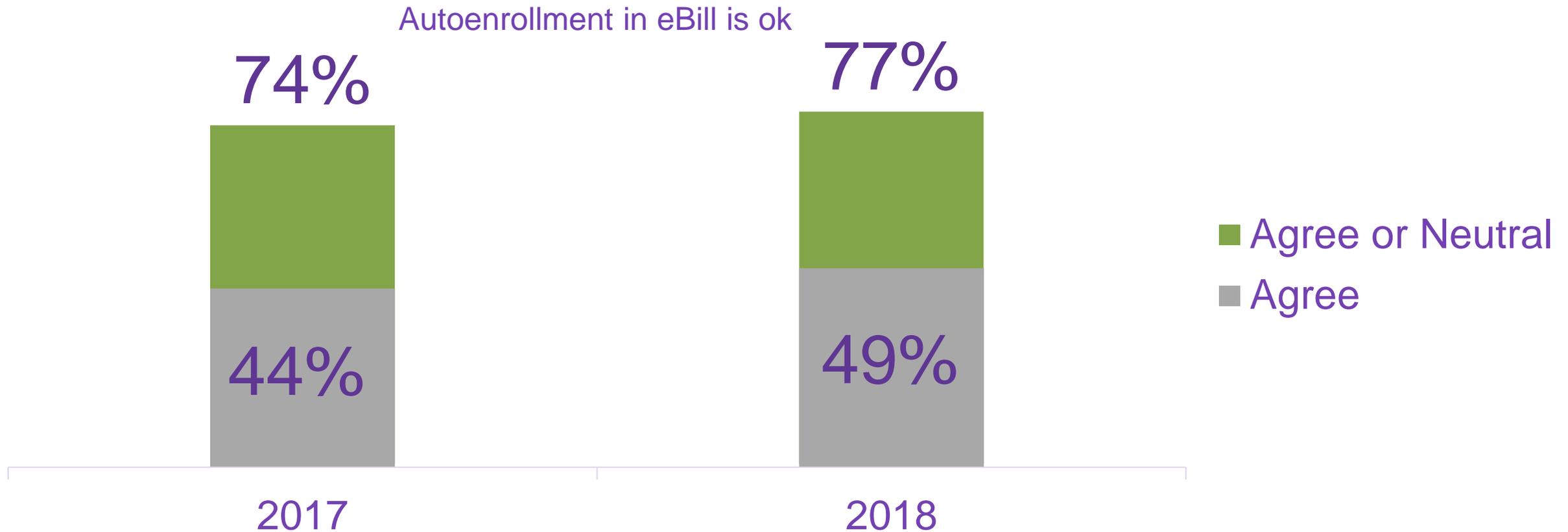
eBill is the utility offering with the most awareness among consumers

Awareness of different power company offerings



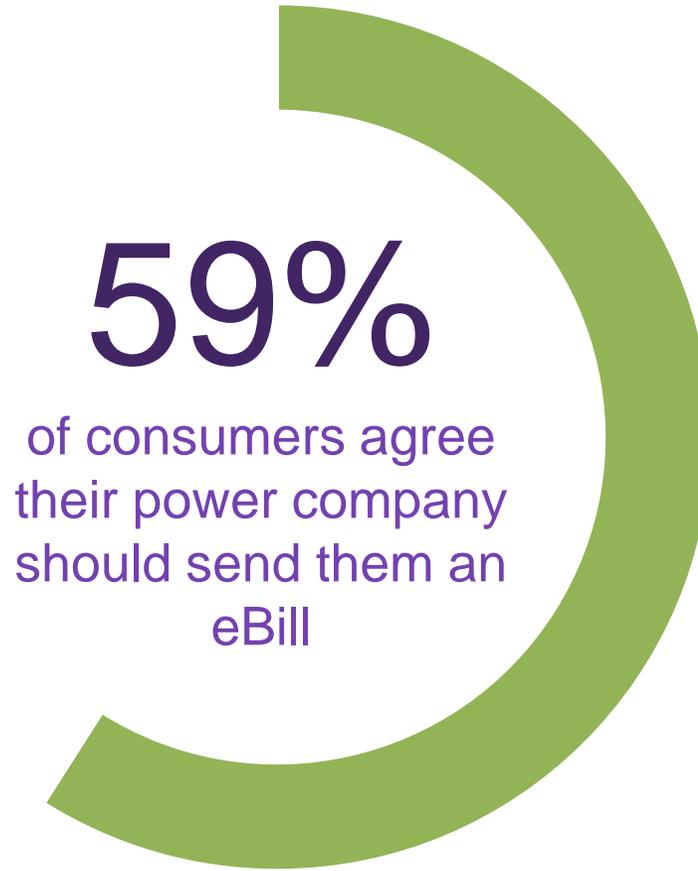
Source: 2018 Chartwell Residential Consumer Survey, n=1,517

A large majority of customers are at least ok with eBill autoenrollment



Source: 2017 Chartwell Residential Consumer Survey, n=1,522 and 2018 Chartwell Residential Consumer Survey, n=1,517

The majority of customers want a copy of their bill emailed to them



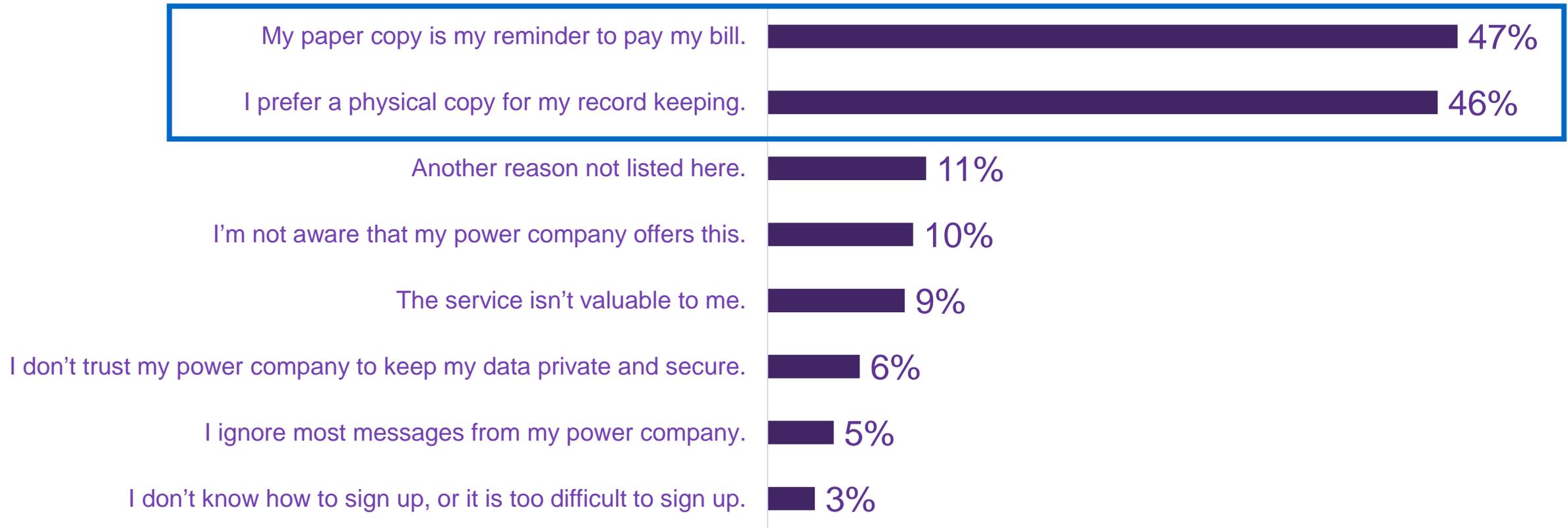
Source: 2018 Chartwell Residential Consumer Survey, n=1,517

So why don't more customers use eBill?



Customers who do not use eBill cite wanting paper copies for reminders and record-keeping

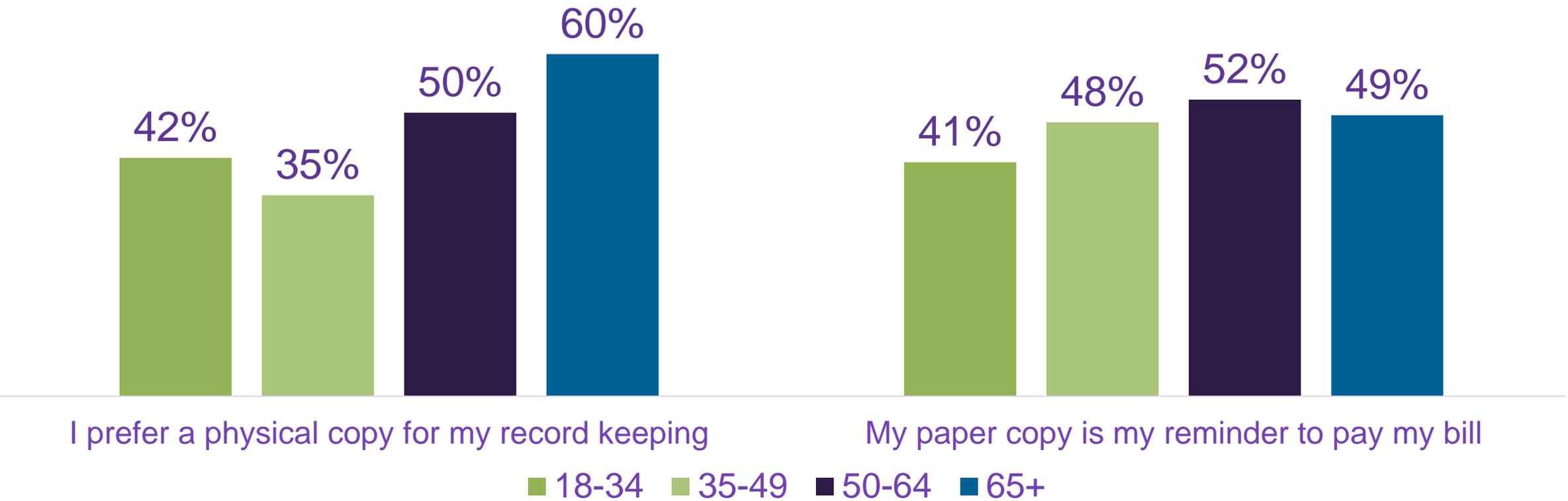
Reasons to not use eBill



Source: 2018 Chartwell Residential Consumer Survey, n=1,517

Older customers most prefer a paper bill for record keeping

Reasons consumers are not enrolled in eBill



December 6, 2018

Improving the Digital Customer Experience



Hi, I'm Matt!

- Managing Director & Practice Lead for Broadridge Communications Consulting
- Focused on benchmarking, communications strategy engagements, optimizing print, increasing digital adoption, and omni-channel communications execution
- More than a decade of experience as an analyst in the Customer Communications Market
- Formerly Group Director of Business Development & Customer Communications advisory services at Keypoint Intelligence – InfoTrends

Podcast Series



Social



[in/swainfotrends/](https://www.linkedin.com/company/swainfotrends/)



[@swainfotrends](https://twitter.com/swainfotrends)

Broadridge [NYSE:BR] at a Glance

Broadridge, a global fintech leader with over \$14 billion in market capitalization, provides communications, technology, data and analytics.

We help drive business transformation for our clients with solutions for enriching client engagement, navigating risk, optimizing efficiency and generating revenue growth.

Broadridge Customer Communications

North America's premier customer communications technology platform.

 \$4+

billion revenue in FY17

 5+

billion customer communications processed annually

 80%

households in North America receiving content from Broadridge

 \$1+

billion invested over last decade

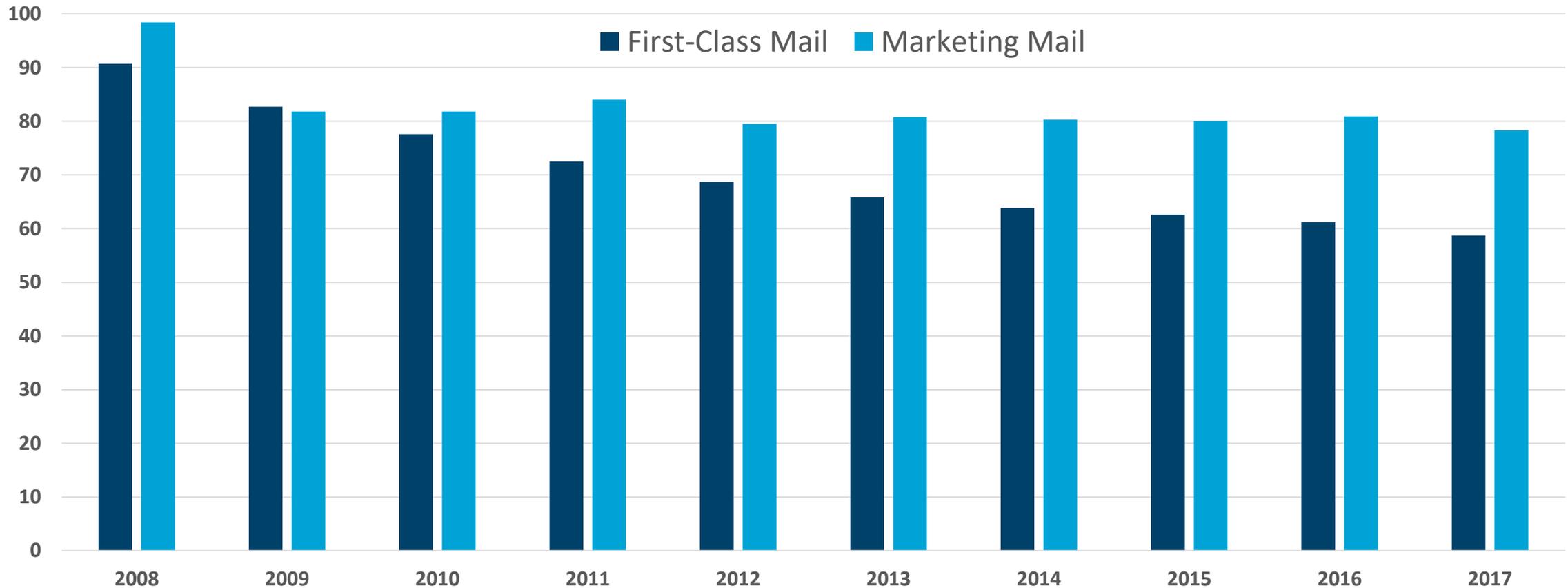
 40+

patents to-date

The Print-to-Digital Journey

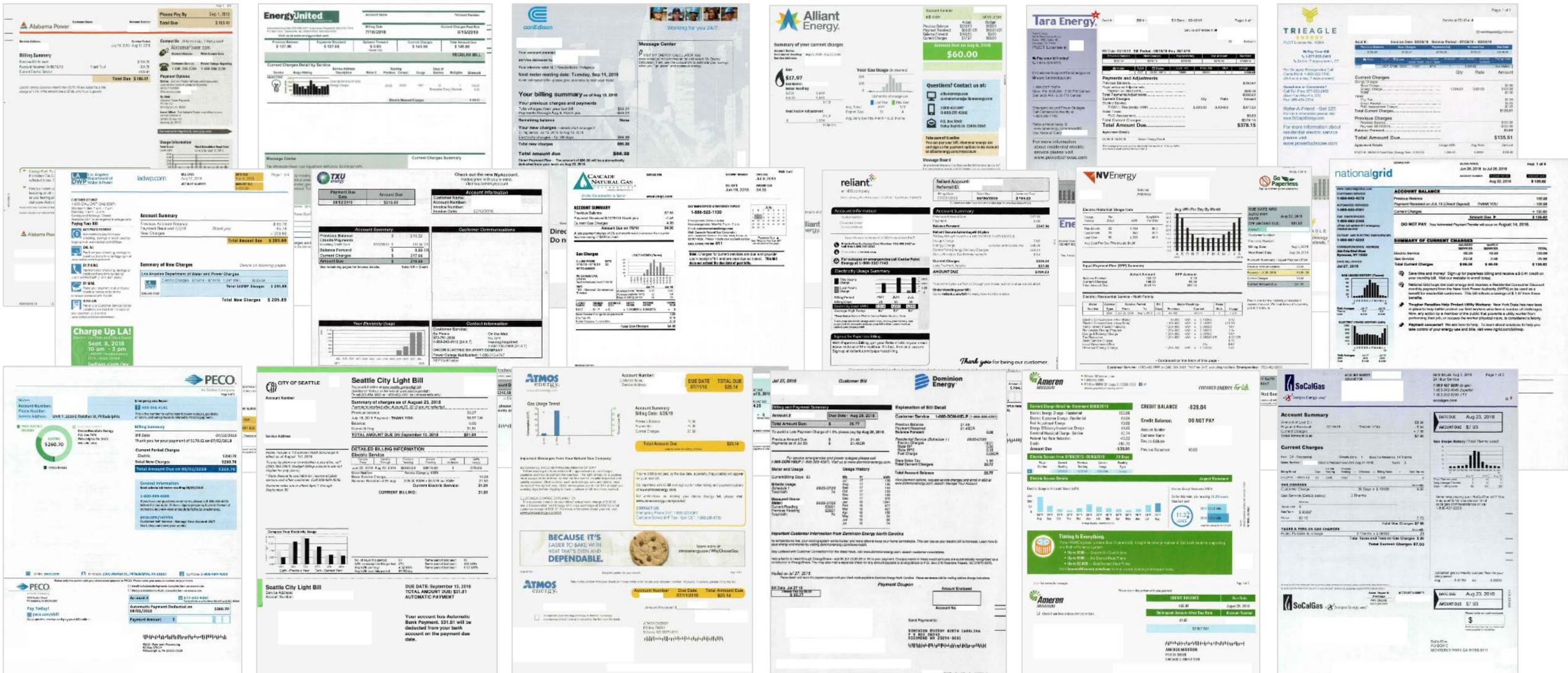


Last Decade of USPS Mail Volumes



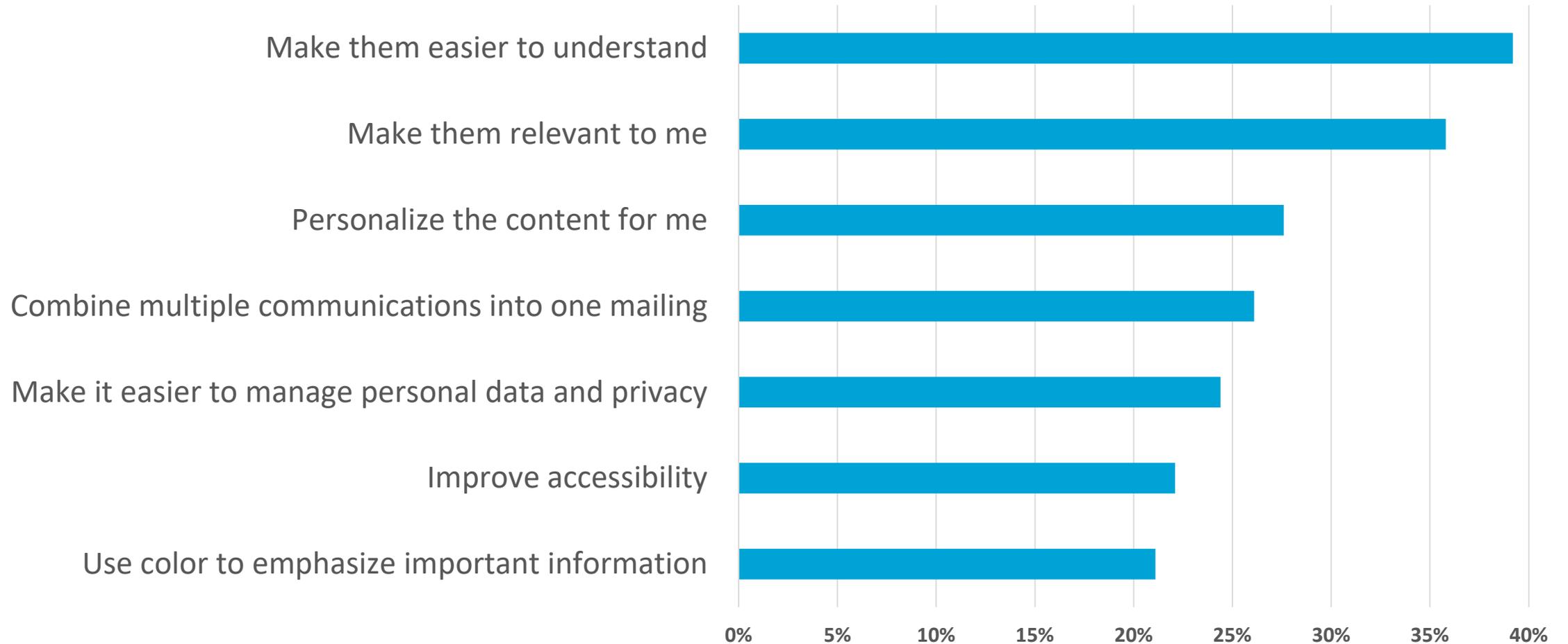
A Decade of Facts and Figures, U.S. Postal Service website, Sept 2018

Utility Bills in Print Abound—As Do Their Designs!



Consumers Seeking Clarity and Relevance in Print

How can your providers improve the transactional communications they send you by mail?



Base: 2,000 Consumers in the US and Canada; Top 7 shown
Source: Annual State of Transactional Communications: Consumer Survey, Keypoint Intelligence – InfoTrends 2018

Increasing Awareness for Bill Redesign

Thank you for going paperless!
To ensure that you receive future emails from SCE, add to your address book.



Your new SCE bill is ready to view



Your Bill Redesigned
Your new statement contains all your billing information in a simplified, easy-to-read view. Find out more at sce.com/UnderstandYourBill.

Dear,

Your current bill for SCE customer account number is available now for viewing with SCE's Online Billing at [My Account](#). [View Your Bill Online](#)

Account Number	Statement Date	Amount Due	Due Date*
	09/29/2018	\$ 171.44	10/18/2018

*Your current charges are now due and considered to be past due if not paid by 10/18/2018.

PLEASE NOTE - Your monthly bill may include one or more bill inserts providing notice of actions that may affect your electric rates. Please visit sce.com/notices to check for these important notices.

You have payment options. You get your bill online, and you can pay it there, too. [Pay now through My Account](#), it's free! We also accept payment with [most debit and credit cards](#).

[Privacy Policy](#) | [Terms and Conditions](#) | [Contact Us](#)

You are receiving this email because you enrolled in SCE's Online Billing service. You will receive this email notification every time a bill is generated. You may discontinue SCE's Online Billing service by visiting [My Account](#).
This message is for informational purposes only. Please do not respond to it.
©2018 Southern California Edison. All rights reserved.



Energy for What's Ahead™

- Quick Services ▲
- Your Home ▲
- Your Business ▲
- Customer Support —
- Overview - Customer Support
- Move Center
- Billing & Payment —
- Overview - Billing & Payment
- Pay Your Bill
- Understand Your Bill**
- Help Paying Your Bill
- Business Summary Billing
- About My Account ▲
- About Rates ▲
- Claims & Support Forms ▲
- Frequently Asked Questions ▲
- Contact Us

Search Log In / Register

Understand Your Bill

Home > Customer Support > Billing & Payment > **Understand Your Bill**

Understand Your Bill

Energy terms and ideas can be challenging. Here's a quick guide to what your bill is telling you.



Bills are even easier online.

[Sign up for Paperless Billing Today >](#)

Typical Bill Breakdown

Your SCE bill features details and information about usage, charges, and account information. Even though your bill might look different than the one below, here are some of the key sections you'll find on most bills:

Your account information ▲



You'll find your Customer Account number in this section, which you may need if you contact Customer Service or other SCE representatives. You'll also find your Rotating Outage Group number here.

- Your account summary ▼
- Compare the electricity you are using ▼
- Payment stub ▼
- Details of your new charges ▼

Back of the Envelope Strategy: Digital Engagement

There's an easier way to view and pay your bill.



Go paperless and access your bill anywhere, anytime.
Visit ngrid.com/enroll to get started.

RECYCLABLE

www.seattle.gov/paylightbill
It's easy and secure.

Printed on recycled paper.

Seattle City Light



Go Paperless.

Receive your statement through email or text.
Less paper, same great information. Switch today at AmerenMissouri.com/gopaperless.



Everything about your energy, under one roof — **your phone.**
Track your energy use, receive outage notices and billing summaries.
Download the **FREE MyAccount** mobile app today!

10-4300-097014 (2/10)

Pull your account right out of your pocket.
Download the TXU Energy mobile app today.

MOVING? Take us with you!
txu.com/move
1-877-TXU-MOVE



Take care of it all online, with My Account.

Sign up for Paperless Billing, Automatic Payment, Account Alerts and pay your bill at alliantenergy.com.

811 Know what's below. Call before you dig.
Please call two working days before you dig.

"IT'S THE LAW" STATEWIDE - CALL 811

PAY ONLINE FOR FREE

- Register for Online Account Services
- Sign up for eBill and Go Paperless
- Select our Automatic Payment Plan
- Access Your Account 24/7

www.cngc.com Free - Convenient - Secure

Manage your account online
It's fast, easy and secure

- View, print or pay bills
- Start, stop, transfer or reconnect service
- Analyze energy use
- 18 months of bill, payment and usage history
- Enroll in eBill, Bank Draft and Budget Billing
- Request payment arrangements

Register today at DominionEnergy.com

Enrollment in the bank draft option is quick, easy, and best of all ... **there is never a fee!**

Let EnergyUnited do all the work ... enroll in our bank draft today!

https://www.energyunited.com/payment_options.asp



Easy Enrollment
By enrolling in our bank draft option, you can pay monthly electric bills through automated drafts from your checking or savings account.



Automatically Drafted
Your bank account will be drafted approximately 10 days after the billing date shown on the monthly statement. Enrolling in this option you will continue to receive electric bills each month reflecting the amount that will be drafted from your account.



No Worries
Never worry about paying your electric bill on time again!

Back of the Envelope Strategy: Informational/Upsell

 Alabama Power

 **Enjoy up to \$700 in annual savings.**

Switch to an energy efficient electric heat pump and save up to \$700* each year on cooling and heating costs. Receive 100% financing with approved credit and put the payments on your power bill. To learn more, call 1-800-990-APCO or visit AlabamaPower.com



*Savings may vary.



Save Energy, Save Money
Visit peco.com/smartideas

30827-E-0021

Is your business your home
away from home?

Find out how we can help at
duke-energy.com/ForBusiness

05DUK095886

Don't climb utility poles or trees near power lines.
Always assume equipment and power lines are energized.
Stay Away. Stay Alive.


10% total recycled fiber
PC067E
05EXE11284

811
Know what's below.
Call before you dig.

DON'T GET SCAMMED!

LADWP employees will never ask for personal payment information over the telephone or demand that you purchase a pre-paid cash card to pay your utility bill.



FOR YOUR SAFETY, call 811 before digging or excavation begins to have buried utility-owned electrical, telephone, cable and natural gas lines located and marked. It's free, and it's the law. Call 811 before you dig.



Educating Customers via Informative Energy Reports

Consumers Energy
Count on Us®

Fall 2018
Home Energy Report

Name: _____
Account Number: _____
Address: _____

This personalized report contains:

- Charts about your home's energy use
- Energy-saving tips that could help you save over \$100 this year

Questions?
Email ConsumersReports@ctf.com
or call 855-861-0152

Take control of your electricity use this fall.

1. My household efficiency comparison:

EFFICIENT ENERGY USERS
MY ENERGY USE
AVERAGE ENERGY USERS

SEPTEMBER 2017 – NOVEMBER 2017

Your electricity use is: **OUTSTANDING**

Average energy users live nearby, in homes of approximately the same size, style and age as your home (based on available public data), and have average energy use. Efficient energy users are among the lowest 20 percent of energy users.

2. How has my efficiency changed?

LESS EFFICIENT | SAME | MORE EFFICIENT

FALL 2017 VS. FALL 2016

3. My home energy report summary:

KEEP ON SAVING
You used less electricity than similar homes last fall, and your efficiency was the same as the previous fall.

Turn over →

DID YOU KNOW? More than 5,000 Consumers Energy customers added a combined 6,308,725 square feet of attic insulation since the start of 2017. Learn how you can save on insulation upgrades at ConsumersEnergy.com/insulate

Continue your savings journey at ConsumersEnergy.com/homereport
To learn more about how we created this report or change your report preferences, contact us at ConsumersReports@ctf.com or 855-861-0152.

DUKE ENERGY Home Energy Report
July 2018

Nice work. This month, you spent only \$27 more than your most efficient neighbors. Just a few small changes could help increase your savings.

How am I doing?

My Home Comparison

Electric

914 kWh (Your Home)

651 kWh (Efficient Home)

Forecasted electricity use for August.

Areas you can focus on to save

Cooling	47%
Kitchen	13%
Lighting	11%
Hot Water	10%
Electronics	9%
Laundry	5%
Other	5%

Who am I being compared to?

- Group size: 874 Homes
- Square footage: 706-1,300
- Year built: 1989-1999
- Heating: Electric heating

Make your report more accurate. Update your profile online! duke-energy.com/MyHomeEnergy

How can I save more?

Save up to \$95 per year.
Consider spray foam insulation

Whether you are finishing your basement, or simply adding insulation to your existing home, consider using spray foam insulation instead of traditional fiberglass insulation. Spray foam insulates and seals when it is installed, and can perform as much as 50% better than fiberglass insulation. Visit duke-energy.com to learn about our rebates for insulation projects.

Every little bit helps!
Efficient tablet and cell phone use

The less you need to charge your mobile devices, the more energy you'll save and the less frustrated you'll become. Try extending battery life by turning off services you don't need all the time (like Wi-Fi, GPS), removing fully charged devices from their charger, reducing screen brightness, and activating lock screens after 1 to 2 minutes of inactivity.

More Savings Tips at duke-energy.com/SavingTips

Contact us Call 888.873.3853 Monday - Friday, 7 a.m. to 7 p.m. ET and Saturday, 8 a.m. to 1 p.m. ET
Email HomeReport@duke-energy.com
382/020415
146/01-08-0014561-0001-0014636

Report created for residence at: _____

THIS IS NOT A BILL

Printed on 100% recycled stock.

PotomacEdison
A Chesapeake Energy Company
Residential Energy Efficiency Programs
c/o Potomac Edison
79 South Main Street
Aerov, OH 44308

Home Energy Report
July 11, 2018
Account number: _____

This report gives you context on your energy use to help you make smart energy-saving decisions. For a full list of services for purchase and energy efficiency programs, including rebates from Potomac Edison, visit energysaveMD.com

Here's how you compare to neighbors

Efficient Neighbors: 1,167 kWh

You: 1,527 kWh

Average Neighbors: 1,850 kWh

😊 Good
Using more than average

37% more electricity than efficient neighbors

An easy way to save

Don't miss out on discounted LEDs
If you're lighting your house with incandescent lights, chances are you're spending more than you need to on energy. Now, you can save more over the long term and right away with discounted ENERGY STAR® LED light bulbs. LED light bulbs save you money and energy and come in a variety of styles for every room and every mood.

Find where you can buy discounted light bulbs at energysaveMD-home.com/lighting

Tips from efficient neighbors

- Save a minute off shower time. Save up to \$15 per year.
- Use power strips to easily turn off electronics. Save up to \$65 per year.

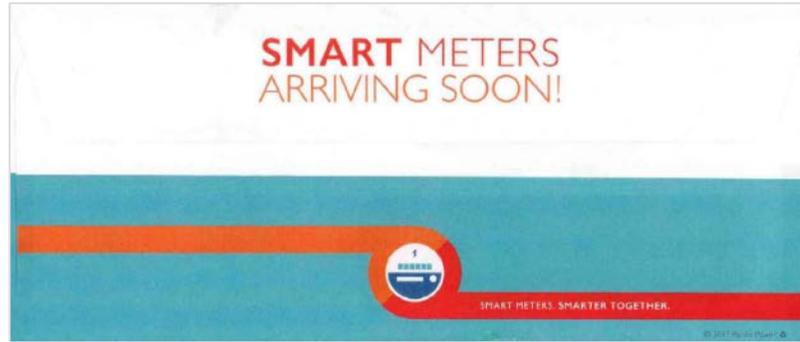
Turn over →

How do I stop receiving reports?
Call 1-800-826-8547.

PotomacEdison
A Chesapeake Energy Company

Printed on 100% recycled paper using water-based inks.

Awareness Campaigns for Smart Meters



MEET THE SMART METER

SMART METERS ARE COMING SOON.

Pacific Power customers are getting an upgrade. In 2018-2019, we're replacing electric meters at homes and businesses with new smart meters.

CUSTOMER BENEFITS INCLUDE:

- Faster response times during outages
- Greater insights into your energy usage
- Monthly billing forecasts
- Better use of clean, renewable energy

HERE'S HOW IT WORKS

Your smart meter will allow us to track your overall electrical usage information. No other data is shared or collected, and no personal information is ever transmitted.

When an outage occurs, smart meters alert us so we can get repair crews out faster. Once the system is built out, we can let you know when you're at risk of an outage and update you when power will be restored.

You can even set up monthly bill forecasts and we'll send you an alert if you start to go over.

Your meter sends you a lot of information to your utility regular intervals.

Once a meter is installed, you can log in to your account. Please allow us to access your smart meter to help us save you time and money.

Use the insights from your smart meter to help you make informed choices.

WHAT TO EXPECT

- We will make a reminder call. Prior to installation, we will call you at (214) 864-7822. If this is not your current phone number, please log in and update your profile/alternate account or call 1-866-869-8320 so we can update our records.
- We will knock on your door to let you know we are on-site. Our authorized installer, Actans, will arrive between 7 a.m. and 7 p.m. Installers will drive vehicles and carry badges that identify them as an authorized contractor of Pacific Power. Unless your electric meter is inside, they will not need to enter your home.
- We will perform the installation. This process will cause a less than five-minute power outage. We will remove the old meter, install the new meter, restore service and verify the new meter is functioning properly.
- We will leave a door hanger. The door hanger will let you know we were on your property and successfully installed the new smart meter. If for some reason we are unable to install the new meter, we will leave a different door hanger notifying you of our attempt and providing information on next steps.
- Once installed, we will manually read your meter for one month to make sure everything is in order.

HOW YOU CAN HELP

- Tell others in your household. Let them know we will be on-site next month to change the meter.
- Make sure we can access the meter. You do not need to be home during installation, but please help our installers by removing any barriers to the meter, such as locked gates, pens or debris.
- Create an online account. Once installation is complete in your area, you'll be able to sign in to your account to view your energy usage, set up alerts and more at pacifiower.net.

To learn more about this project and the benefits to you, visit pacifiower.net/smartmeter or call toll-free at 1-866-869-8320.

Sincerely,
Barbara A. Coughlin
Barbara A. Coughlin, Vice President, Customer Service

Please note: If you do not wish to upgrade to a smart meter, there is an opt-out option available for a one-time fee plus a monthly fee that covers the cost of manually reading the meter. Please contact us toll-free at 1-866-869-8320 to discuss this option. If possible, talk to an representative que habla español, llame al 1-888-225-2611.

GETTING THE MOST OUT OF YOUR SMART METER

Once we've finished installation in your area, you can log in to your online account to view your smart meter usage, set up alerts and more at pacifiower.net.

LOOKING TO LEARN MORE!

Visit pacifiower.net/smartmeter or call toll-free at 1-866-869-8320. If you need help, call an representative que habla español, llame al 1-888-225-2611.

YOUR EVOLVING GRID

THE ELECTRIC GRID OF THE PAST

The original grid was designed for a simple flow, where energy flowed in a single direction from large power plants to individual customers.

THE SMART GRID OF THE FUTURE

As our grids are changing, they can become the energy to not just generate it, but also supply for smart grids to support a new mix of clean, renewable energy from both traditional and modern.

AN INCREASINGLY DYNAMIC MIX OF ENERGY SOURCES

MULTI-DIRECTIONAL ENERGY TRANSMISSION

TWO-WAY COMMUNICATION

OUR VISION FOR POWERING THE WEST

What's the best way to get reliable power from something as variable as the weather? Expand your reach.

That's why we've created a system that lets California sun power your home on a sunny Oregon day and lets wind from the Columbia Gorge light up distant towns. We call it the **Western Energy Imbalance Market**, and it's another step toward an efficient, reliable, clean energy future.

To get more information about the smart grid, visit pacifiower.net/smartgrid.

Dear Valued Customer,

At Nicor Gas, we are making investments in modernizing and improving our natural gas infrastructure to ensure every customer's energy needs are met safely and reliably now and well into the future.

In the near future, a small, two-way communication device will be installed on the existing natural gas meter at your home or business. The device will collect natural gas usage information and securely send it to Nicor Gas.

There will be no interruption during this upgrade.

- If we can safely access your meter, we will be present for the installation.
- If you have an indoor meter, we will be present for the installation.

We are committed to keeping you informed. You will receive more information in the next few weeks.

For additional details and visit nicorgas.com/meter 888.Nicor4U (642.6748)

Nicor Gas

1844 Ferry Road
Naperville, IL 60563

REPLY TO US POSTAGE PAID #184442Z, IL PERMIT NO. 34241

Nicor Gas

Meter Modernization

Timely and accurate billing. Greater insight into energy usage.

Embracing New Approaches to Communications



The screenshot shows a text messaging interface for PPL Electric Utilities. At the top, the PPL logo and "PPL Electric Utilities" are displayed. Below the logo are three menu items: "My Account", "Outages", and "Ways to Save". The main header area shows a back arrow, the text "txtppi", and an information icon. A text message from "txtppi" is shown with the content "Text Message Today 2:01 PM" and a green "Pay" button. Below the message is a text input field with a camera icon, a microphone icon, and a "Text Message" label. A virtual keyboard is visible at the bottom.

Do business by text. It's fast and easy!

Paying your bill or reporting an outage is now as simple as texting us. It makes doing business with PPL faster and easier than ever!



The video thumbnail features the AEP OHIO logo in the top left corner, with the tagline "An AEP Company" below it. In the top right corner, it says "@Home" and "September 2018". The main image shows a utility worker in a white hard hat and a high-visibility yellow vest standing in front of a building with a red and white striped awning. A large white play button icon is centered over the image. Below the image, the text reads "VIDEO: How We Keep the Power Flowing" followed by "We're committed to providing you with reliable electric service to power your life." At the bottom, there is a blue button with the text "See what we're doing" and a right-pointing arrow.

VIDEO: How We Keep the Power Flowing

We're committed to providing you with reliable electric service to power your life.

[See what we're doing >](#)



The advertisement features a dark blue background. On the right, a hand is shown holding a smartphone displaying the MyGexa website interface. In the top right corner, there is an orange circular badge that says "Visit our NEW redesigned website". The main text reads "The NEW MyGexa makes everything easier". Below this, there is a list of features: "Simplify payments", "Check usage", "Get rewarded", and "Access anywhere". At the bottom, there is a green button that says "LOG IN NOW".

The NEW MyGexa makes everything easier

- Simplify payments
- Check usage
- Get rewarded
- Access anywhere

Great news! Gexa Energy is launching an exciting new website, making it easy to manage your electricity plan – anytime, any place and on any device.

[LOG IN NOW](#)

September 2018

Bill Hubbard 23 Vine Street Philadelphia, PA 19106 Account # 555555

Total Amount Due:

\$81.62

Tax \$5.44
Supply \$49.59

Bill period: 9/17/2018 - 10/16/2018

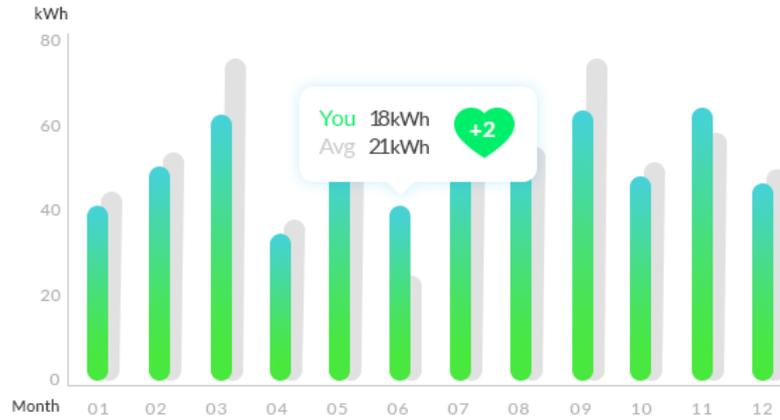
Watt Usage: 80 kWh Due Date: 11/10/2018

PAY NOW



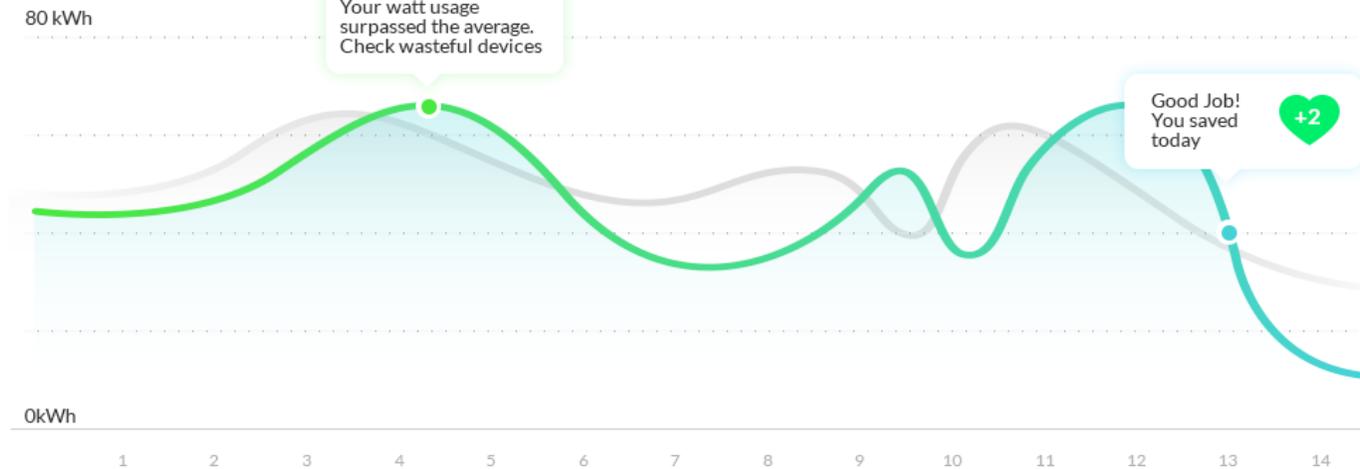
Monthly use

Compare with: State City



Daily use

Compare with: State City



Coupons



Get an E-efficient Kettle for **\$24.99**
11.6.2018

Rewards

- 8%** Save 8% of your monthly bill by Lowering your power use etween the hours 18:00-20:00 and get 5% off
11.6.2018
- +2** Get 5 points for saving 20% last month
11.6.2018

Notifications

- 4** Your bill is due in 4 DAYS
11.6.2018

Tips



Watch a video and learn how to save money by using electricity right!
11.6.2018

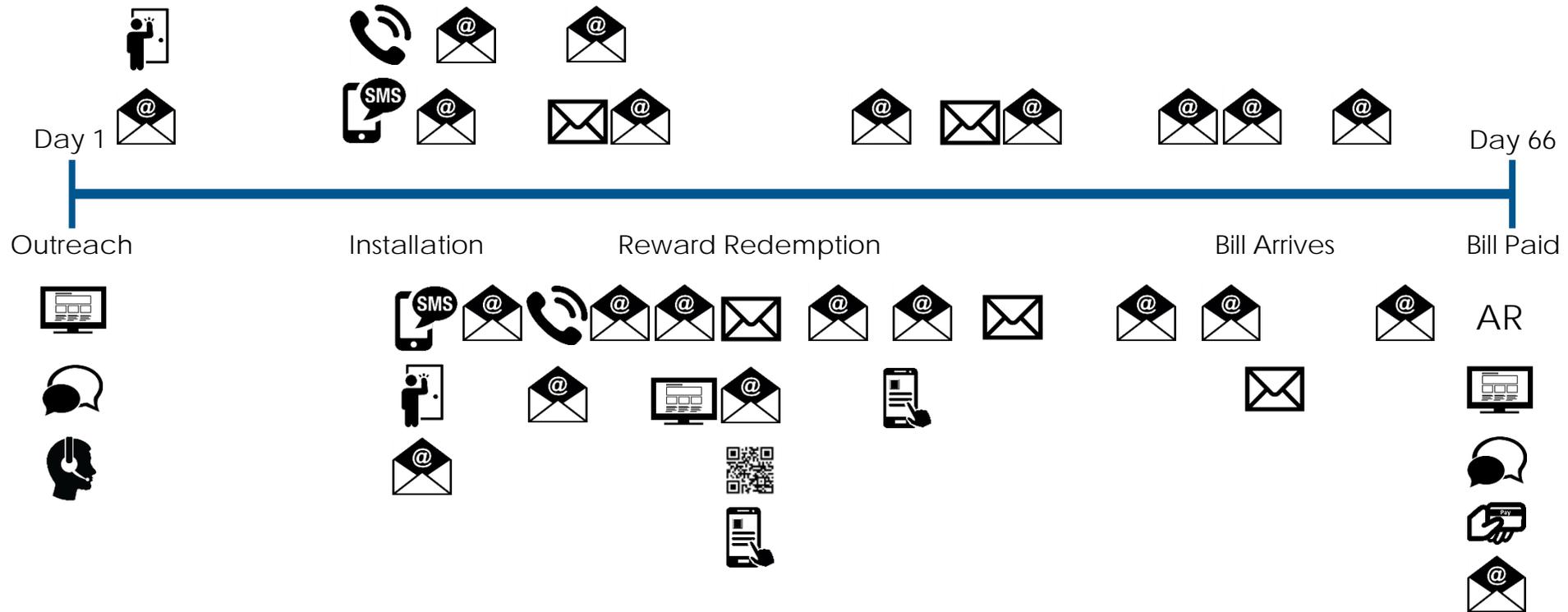
Your fridge is always on, making it one of your most expensive appliances. Make sure the door seal is tight and free from gaps
11.6.2018

AT&T: Tracking My Customer Journey

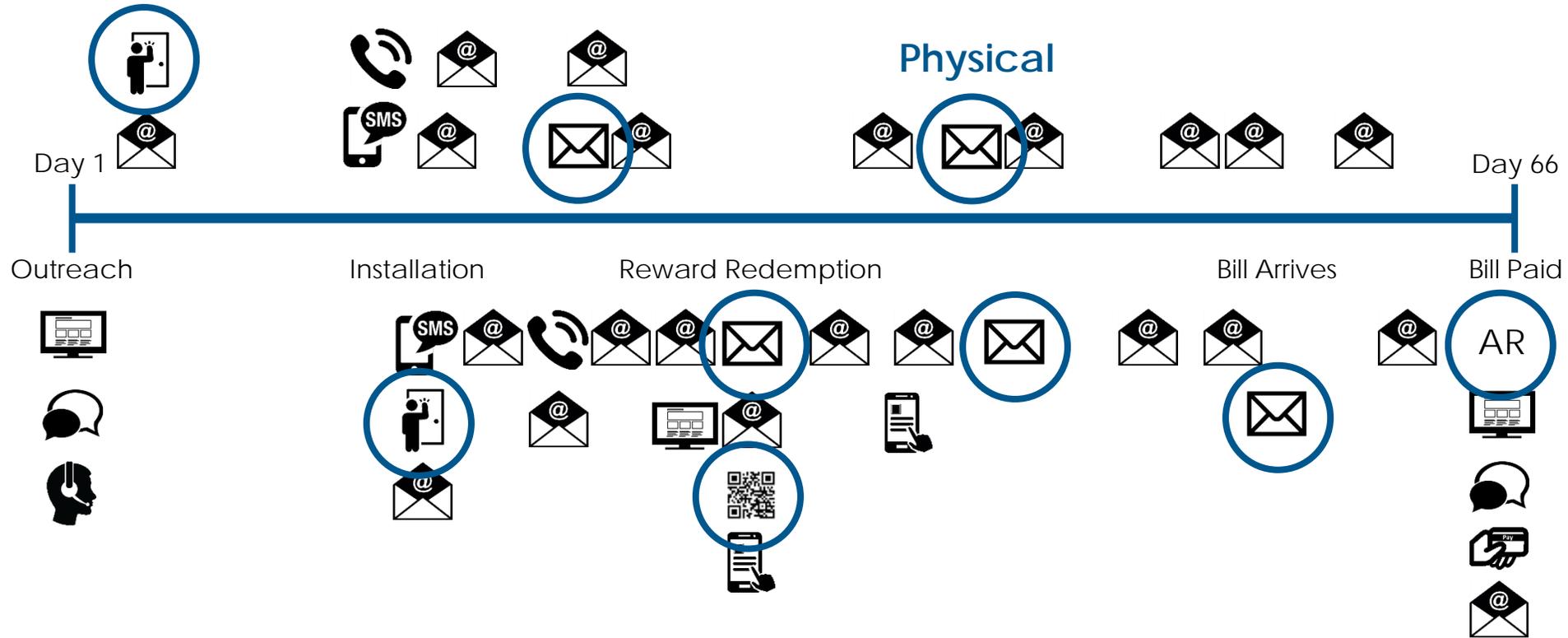
The image displays a collage of overlapping screenshots from the myAT&T mobile application. The screenshots show various user interface elements and messages:

- AT&T online account:** A message to Matt Swain, #36764, congratulating him on account registration. It includes a "Log in" button and a "Help Center" link.
- An important message (Customer Privacy Notice):** A notification regarding CPNI (Customer Privacy Notice) information, explaining its use and providing options to opt out or restrict usage.
- Your bill is ready at myAT&T:** A notification stating that a bill is ready for review. It includes details for a DirectTV account, such as the account ending, user ID, bill amount, and payment date. A "Log in" button is present.
- AT&T payment confirmation:** A confirmation message for a payment of \$100.00. It includes account details and a "Log in" button.
- Additional Support:** A section providing contact information for TTY and relay services, and a warning to protect oneself from fraudulent emails.
- Moving Soon?:** A notification for users moving, providing a link to visit the AT&T website for more information.
- Paperless Billing, Automatic Payments, Special Offers:** A section promoting digital services and offers, including a "Log in" button.
- Help Center:** A section with a "Help Center" link and a "Log in" button.

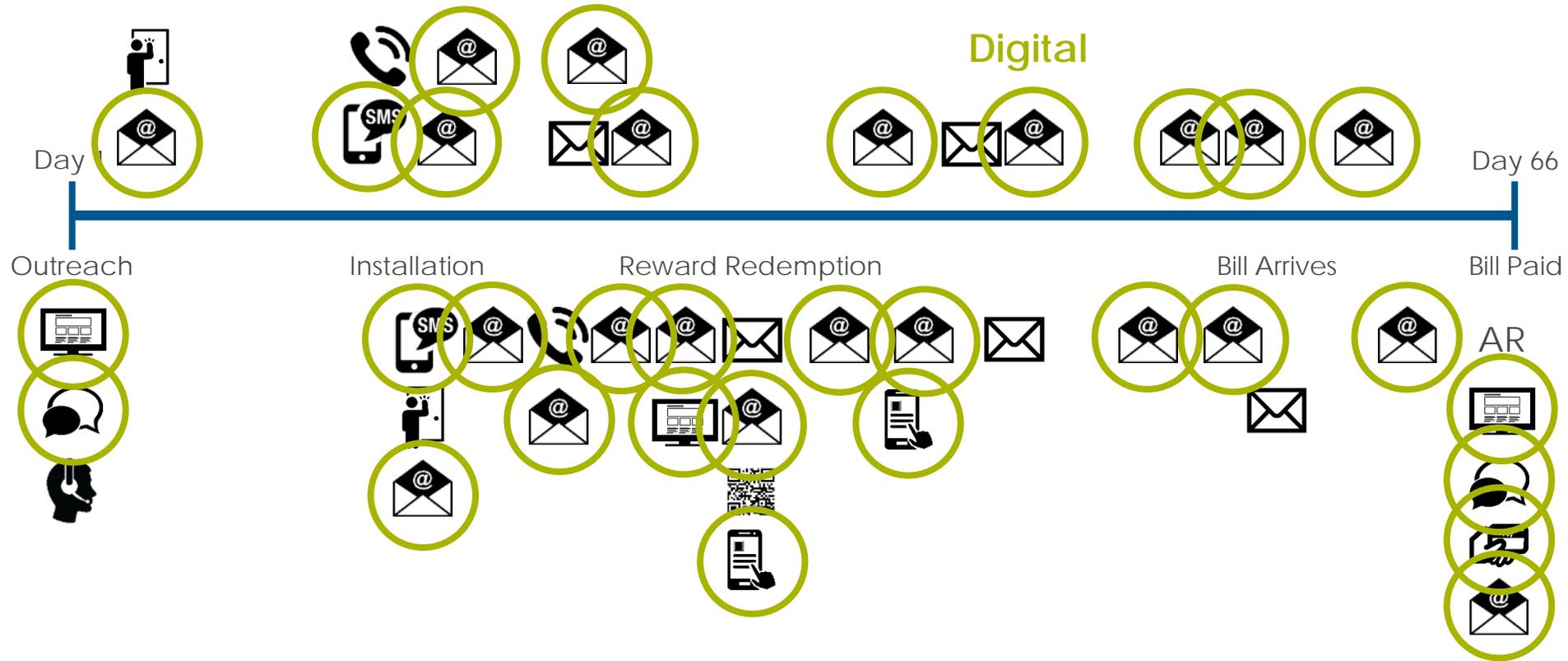
AT&T Interaction Summary: Initial Outreach → Bill Pay



AT&T Interaction Summary: Initial Outreach → Bill Pay



AT&T Interaction Summary: Initial Outreach → Bill Pay



Negative Consent: Forcing Consumers to Opt *In* for Paper



Swing into spring with **paperless** billing and **more free time.**

[Set up automatically](#)

Just click once to set up. You will receive a confirmation email for Paperless Billing enrollment at your address ending in ...att@gmail.com.

Or you can [log in](#) to set up online.



Hello MATT,

We're constantly looking for ways to **better your experience** with us. **Just reply "YES"**

One of those ways is to simplify how you receive your bill. Now, start receiving your bill via **email**. Save time, and enjoy more convenience, security & control.

We're making electronic billing easier than ever to set up. Simply **reply to this email** with the word "YES" to switch to paperless billing. And to keep things simple for you, we'll update all accounts associated with your name & billing address to receive a **paperless bill**.

If you don't reply, you'll continue receiving your paper bill.

And as always, personalize your preferences any time by visiting [att.com](#)

Thanks for choosing us,
AT&T



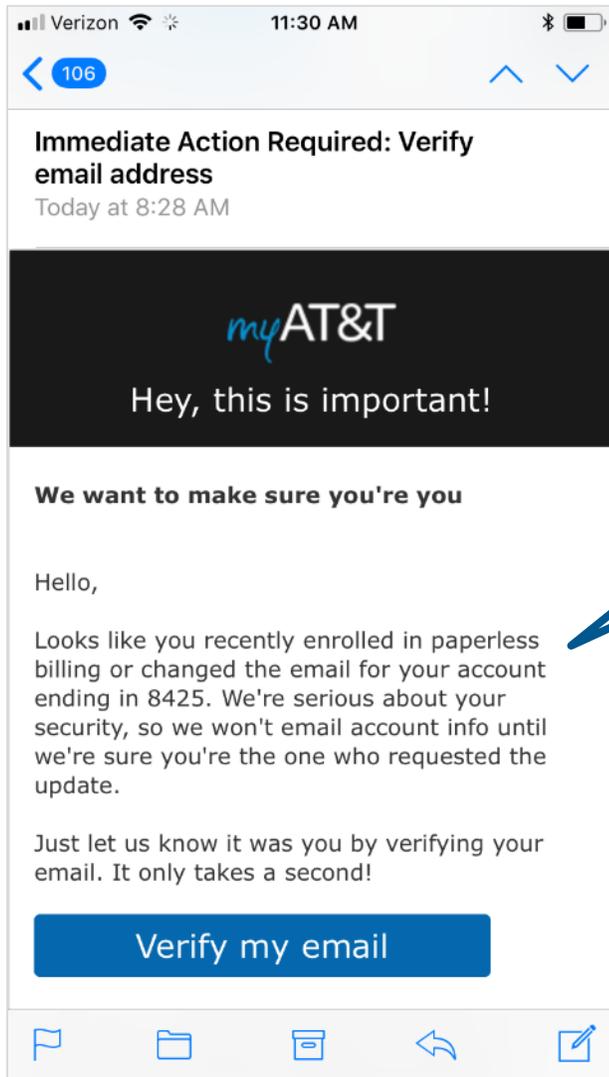
Convenience is Paperless Billing!

[Set up automatically](#)

Just click once to set up. You will receive a confirmation email for Paperless Billing enrollment at your address ending in ...att@gmail.com.

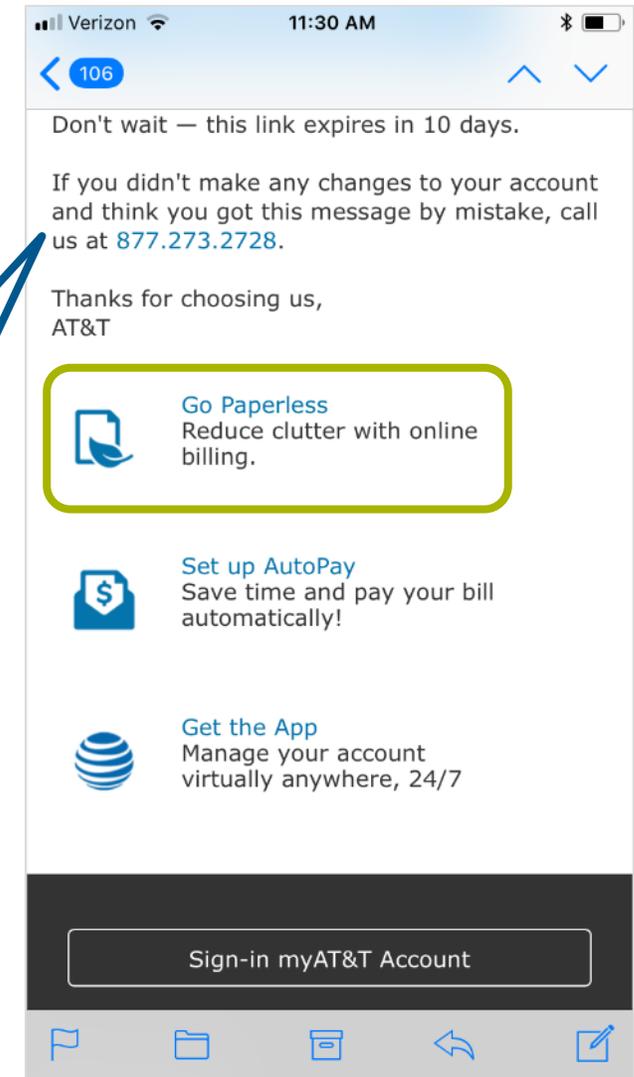
Or you can [log in](#) to set up online.

Confusing Communications Drive Up Call Center Volume



Looks like you recently enrolled in paperless billing or changed your email account...

If you didn't make any changes to your account and think you got this message by mistake, call us at 877-273-2728



The Continuous Feedback Loop



Gathering Live Customer Feedback As They Review Their Bills

A screenshot of a Duke Energy customer bill. The bill shows a total due of \$199.31 and current charges past due after Oct 29. A feedback overlay is present in the bottom right corner with a 'Next' button.

A screenshot of a National Grid electric bill. The bill shows a billing period from Aug 22, 2018 to Sep 24, 2018, and an account balance of \$275.22. A feedback overlay is present in the top left corner with a 'Next' button.

A screenshot of the Georgia Power customer portal. The page shows an overview of the account with a total due of \$275.90 due in 2 days (10/08/18). A feedback overlay is present in the top right corner with a 'Next' button.

A screenshot of a PG&E energy statement. The statement shows a total amount due by 10/02/2018 of \$250.26. A feedback overlay is present in the top right corner with a 'Next' button.

Questions for Residential Utility Customers

- What information could be **better emphasized** to **make it easier** for you **to review** your bill?
- What **other information** would be **nice to see** on your bill?
- Talk about what makes your paper bill **easy or hard** to **understand**. What would **make it easier** to understand?
- How can your utility provider **improve** the communications they send you?

“The amount due could be in bold font.”

“It'd be nice to see the due date and billing period dates displayed a little more noticeably.”

“I think I would prefer they emphasize the usage a little more or at least [use] different colors beyond gray and black to make it stand out.”

What Would Make it Easier to Understand Your Bill?

The screenshot shows a web browser window with the URL <https://ebill-prod.duke-energy.com/DukeEnergyCDP/Secure/ViewBill.aspx>. The browser tabs include 'UserTesting | User Experience', 'My Account', and 'PRO Document'. A recording toolbar at the top right shows 'Recording', a pause icon, a timer at '07:26', and a 'Next' button.

The bill content includes:

- Service From: SEP 06 to OCT 04 (28 Days)
- Bill Date: Current Charges Past Due
- Your next scheduled meter reading will occur between

PREVIOUS BILL AMOUNT	PAYMENTS (-)	NEW CHARGES (+)	ADJUSTMENTS (+ OR -)	
\$129.35	\$129.35	\$84.85	\$0.00	\$84.85

METER NUMBER	METER READINGS: PREVIOUS	METER READINGS: PRESENT	MULTI-PLIER	TOTAL USAGE	RATE SCHEDULE DESCRIPTION	AMOUNT
211875	3926	4512.029	1	708 KWH	RE - Residential Srv.All Electric	78.02
615094	0	121.794	1		Estimated Usage Days - 9	
					Renewable Energy Rider	.07
					Late Payment Charge	1.29
					Sales Tax	5.47
Amount Due						84.85

Electricity Usage	This Month	Last Year
Total KWH	708	N/A
Days	28	N/A
AVG KWH per Day	25	N/A
AVG Cost per Day	\$2.79	N/A

Our records indicate your telephone number is ???-???-???? . If this is incorrect, please follow the instructions on the back of the bill.

A late payment charge of 1.0 % will be added to any past due utility balance not paid within 25 days of the bill date.

A free home energy assessment can reveal hidden energy wasters and help you lower your bill. Eligible homeowners can get a free in-home analysis plus a free energy savings kit with LEDs and more. Sign up at duke-energy.com/HouseCall.

For Correspondence: PO BOX 1090 CHARLOTTE NC 28201-1090
DUKE PHONE: 800-777-9898 www.duke-energy.com

RETURN THIS PORTION WITH YOUR PAYMENT TO THE ADDRESS BELOW. THANK YOU FOR YOUR BUSINESS. CREDIT CODE 3

018698

Talk about what makes your paper bill easy or hard to understand. What would make it easier to understand your paper bill?

Keep Open

Respondent: 29 year old female from North Carolina with a Duke Energy account
Source: Broadridge Communications Consulting User Testing, October 2018

How Can Your Utility Provider Improve?

Recording 10:44 Next

How can your utility provider improve the communications they send you?

DUKE ENERGY My Account

Account Summary

Payment due on Nov 02, 2018

\$84.85

IMPORTANT MESSAGE

PAY NOW

VIEW BILL

Payment Options

- Paperless Billing: Unclutter your mailbox. Enrolled. [MANAGE](#)
- Auto Pay: Never miss a payment. Not Enrolled. [ENROLL](#)
- Equal Payment Plan: Avoid billing surprises. Not Enrolled. [ENROLL](#)

VIEW ALL

Featured Offer

Free LEDs >

Introducing the Free LED Program from Duke Energy

FEEDBACK

Respondent: 29 year old female from North Carolina with a Duke Energy account
Source: Broadridge Communications Consulting User Testing, October 2018

Three Things to Consider!

- **Consider the print-to-digital journey**

- Our clients often express a desire to make a quick switch from print to digital, which can work in some cases, but consider how print and digital can work together.
- It's about creating a convenient omni-channel experience that meets customers' needs.

- **Use advances in technology to your advantage with communications**

- Consumers are seeking simplicity in their digital interactions with providers.
- If you are able to communicate with your customers through their preferred channels, on their preferred devices, in an intuitive way, they will reward you with more on-time payments, reduced call center volume, and increased paperless adoption.

- **Don't forget to consult with your customers!**

- Often utility stakeholders are too close to the business to “know best.”
- Focus on a continuous customer feedback loop introduced across departments and functions.
- Bills and statements are your monthly opportunity to connect with customers about the services and products they receive from you, as well as pique their interest about new services and products.

Let's Connect!

Contact Info



+1 631.257.4200



matt.swain@broadridge.com

Podcast Series



<https://www.broadridge.com/podcast-communications>

Social



[in/swainfotrends/](https://www.linkedin.com/company/swainfotrends/)

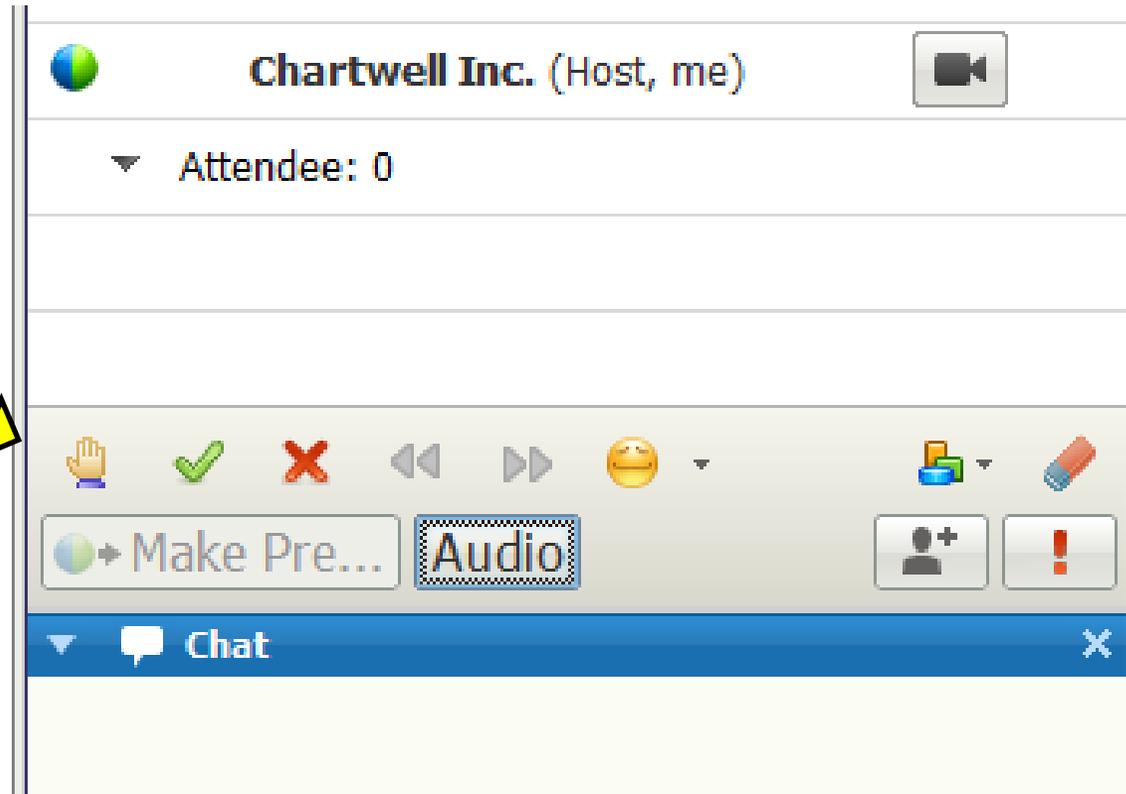


[@swainfotrends](https://twitter.com/swainfotrends)

Q&A Session Instructions

Press the hand icon to ask your question.

Questions will be addressed in the order in which they are received.



Coming Up: Webinars

Increasing Customer Engagement after a Hurricane

- December 12, 2:00 p.m. ET
- FPUC

Industry Benchmarks and Best Practices: Chartwell's Quarterly Review

- December 13, 2:00 p.m. ET
- Chartwell

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