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

Speaker
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Chartwell

Speaker
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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

76%  
72%

Customers enrolled in paper billing
■ 2017  ■ 2018

The savings from moving a customer to eBill continue to increase

2016

Paper bill: $0.60
eBill: $0.45
Per 50,000 customers a year: $270,000

2018

Paper bill: $0.73
eBill: $0.60
Per 50,000 customers a year: $360,000

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

<table>
<thead>
<tr>
<th>Feature</th>
<th>Awareness (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital version of bill online</td>
<td>62%</td>
</tr>
<tr>
<td>Digital/electronic payment options</td>
<td>59%</td>
</tr>
<tr>
<td>Website to report outage</td>
<td>52%</td>
</tr>
<tr>
<td>Website to start/stop/transfer service</td>
<td>50%</td>
</tr>
<tr>
<td>Online outage map</td>
<td>39%</td>
</tr>
<tr>
<td>Mobile app</td>
<td>31%</td>
</tr>
<tr>
<td>None of these are offered</td>
<td>9%</td>
</tr>
</tbody>
</table>

Source: 2018 Chartwell Residential Consumer Survey, n=1,517
A large majority of customers are at least ok with eBill autoenrollment

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agree or Neutral</td>
<td>44%</td>
<td>49%</td>
</tr>
<tr>
<td>Agree</td>
<td>74%</td>
<td>77%</td>
</tr>
</tbody>
</table>

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

59% of consumers agree their power company should send them an eBill

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

- My paper copy is my reminder to pay my bill. 47%
- I prefer a physical copy for my record keeping. 46%
- Another reason not listed here. 11%
- I’m not aware that my power company offers this. 10%
- The service isn’t valuable to me. 9%
- I don’t trust my power company to keep my data private and secure. 6%
- I ignore most messages from my power company. 5%
- I don’t know how to sign up, or it is too difficult to sign up. 3%

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:

- I prefer a physical copy for my record keeping:
  - 18-34: 42%
  - 35-49: 35%
  - 50-64: 50%
  - 65+: 60%

- My paper copy is my reminder to pay my bill:
  - 18-34: 41%
  - 35-49: 48%
  - 50-64: 52%
  - 65+: 49%
Improving the Digital Customer Experience

December 6, 2018

Chartwell
Insight for Tomorrow’s Utility

Broadridge
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
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?

- Make them easier to understand
- Make them relevant to me
- Personalize the content for me
- Combine multiple communications into one mailing
- Make it easier to manage personal data and privacy
- Improve accessibility
- Use color to emphasize important information

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

Your new SCE bill is ready to view

Dear,

Your current bill for SCE customer account number is available now for viewing with SCE’s Online Billing at My Account.

Account Number Statement Date Amount Due Due Date*
09292018 $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 insets providing notice of actions that may affect your electric rates. Please visit sce.com/notifications 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.

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

© 2018 | 20

Competiscan, July-September 2018
Back of the Envelope Strategy: Digital Engagement
Back of the Envelope Strategy: Informational/Upsell

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 AlabamaP

*Savings may vary.

Save Energy, Save Money
Visit peco.com/smartideas

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

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.
Educating Customers via Informative Energy Reports
Awareness Campaigns for Smart Meters

Dear Valued Customer,

As Nicor Gas, we are making investments in modernizing and improving our natural gas delivery system to enable new, customer-driven energy options and deliver safety and reliability enhancements.

In the near future, a new two-way communication device will be installed in the existing natural gas meter at your home or business. The device will enable two-way gas usage information and security alerts in your Nicor account.

There will be minimal disruptions during this upgrade.

If you require your service to be present for this installation, you can make an appointment.

We are committed to keeping you well-informed during the test trial.

For additional details or to contact us, please call (800) 452-0012.

Thank you for choosing Nicor Gas.

Sincerely,

Nicor Gas

Meter Modernization
Timely and accurate billing. Greater insight into energy usage.

The Electric Grid of the Past

The Grid of the Future

Competiscan, July 2018
Embracing New Approaches to Communications

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!

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 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.

Visit our NEW redesigned website

LOG IN NOW
AT&T: Tracking My Customer Journey
AT&T Interaction Summary: Initial Outreach → Bill Pay

Day 1

Outreach

Installation

Reward Redemption

Bill Arrives

Bill Paid

Day 66
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
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
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?

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?

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!

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✉️ matt.swain@broadridge.com

Social

LinkedIn: in/swainfotrends/
Twitter: @swainfotrends

Podcast Series

https://www.broadridge.com/podcast-communications
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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Log onto www.chartwellinc.com

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