

# Increasing Renewable Awareness **IS** the Next Level of Customer Service



Joanna Colby – GME  
Anne Snyder Grassmann – PGE  
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# Bridging the Gap

- Contact Center purpose is to provide customer service and operational support with accounts
- Customers have a more favorable view of utility whether they participate or not in green power
- New hire training prepares CSRs for Q&A around utility green power options
- Improve customer service with renewable refresher trainings
- Offer green power options at start of service

# New Hire Training

- Basic description of renewable energy
- Participatory training to make it fun and engaging including quick quizzes throughout
- Screenshots of customer account database for operational process training
- Summary of incentive to CSRs for enrolling customers in the green pricing program



# Start Service Bundle and Incentives

- “PGE has over 70,000 customers enrolled in our green power options. Would you like to hear about your options at this time?”

## What's In It For You?

- There is an incentive payout in the form of an Amazon.com Gift Card accrued on a per sale basis
  - Bonuses are provided for 10, 30 and 50 Green Source enrollments– pens, mugs, t-shirts with “I Talk a Green Game”
  - Top team performers receive a trophy each quarter
  - Top five performers in the center at year-end will be paid out at 125%
- Your enrollments will be tracked for you in Si-Face in the “My Scorecard Data Detail”.
- You can cash out at the end of each quarter at 10 enrollment increments.

# Knowledge Maintenance

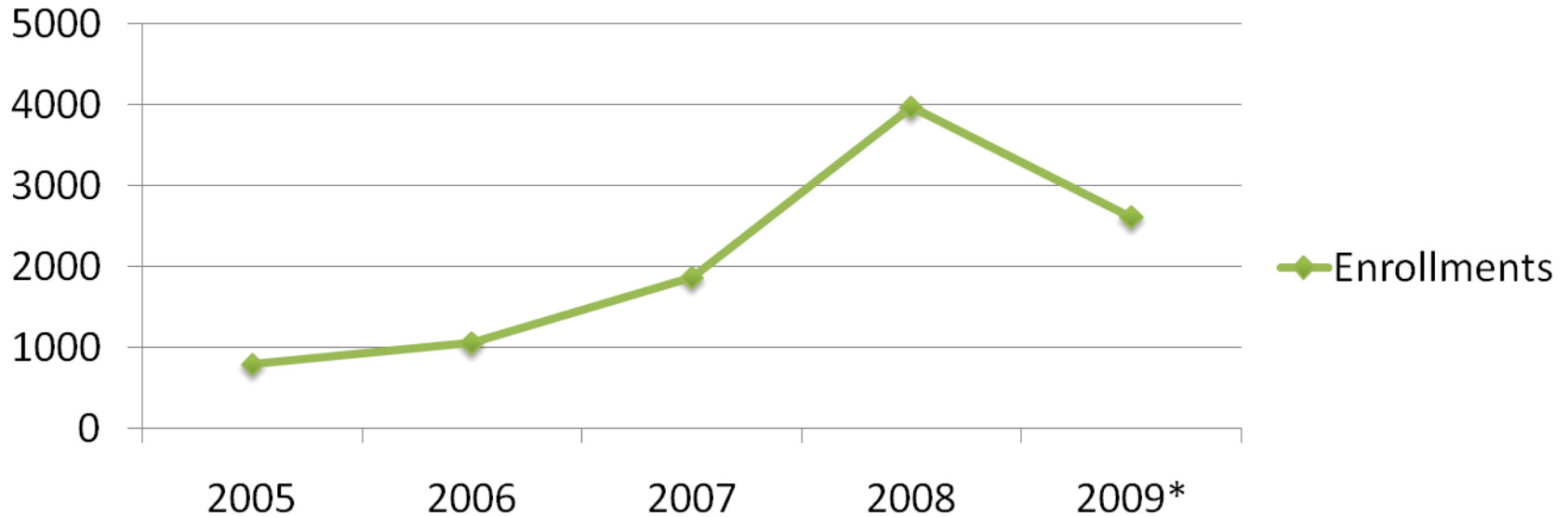
- Renewable program staff and green power marketer attend CSR team meetings
- Provide scripting examples and run participatory role-plays including top “sellers”
- Answer broad spectrum of customer questions
- Develop and maintain internal reference site for CSR quick access and ongoing learning



- Increased customer awareness means increased complexity in questions
- Limited availability of renewable subject matter expert leads to resource site
- Information is categorized under the following headers:
  - General Information
  - Collateral
  - Links
  - Procedures
  - Products
  - Projects
  - Renewables in the News
  - Industry Information
  - About Us



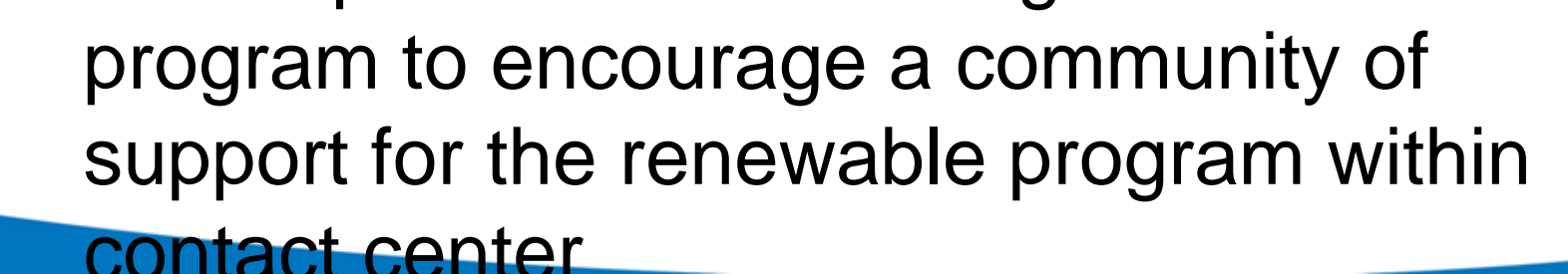
## Renewable Enrollments



\*YTD through August 2009

- Incorporated renewable marketer in New Hire Training in late 2006
- Introduced Start Service Bundle in late 2007

# Challenges and Next Steps

- Ongoing presence at CSR team meetings
  - Develop CSR Green Ambassador team
  - Develop SAVES within the contact center
  - Continuously work to improve operational management of renewable enrollment process
  - Develop or build on existing incentive program to encourage a community of support for the renewable program within contact center
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# Contact Info

Joanna Colby– Residential Market Manager

Green Mountain Energy

[joanna.colby@greenmountain.com](mailto:joanna.colby@greenmountain.com)

Anne Snyder Grassmann– Renewable Energy Specialist

Portland General Electric

[anne.snyder.grassmann@pgn.com](mailto:anne.snyder.grassmann@pgn.com)

