



Increasing Customer Service through Call Center Partnerships

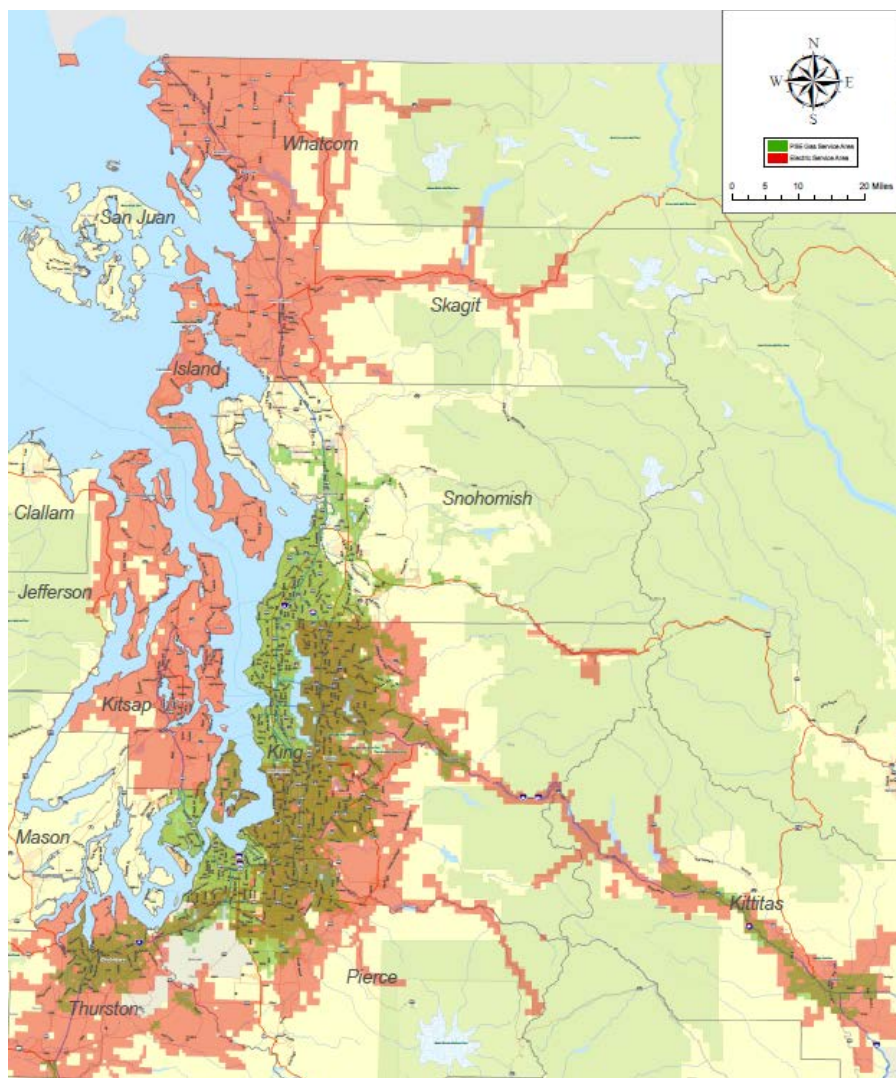


Tyler O'Farrell
Puget Sound Energy

November 17, 2011



Puget Sound Energy



- Headquarters: Bellevue, WA
- Employees: 3,000+
- Serving 11 Counties
- 1 Million Electric Customers
- 750k Natural Gas Customers



PSE's Green Power Program

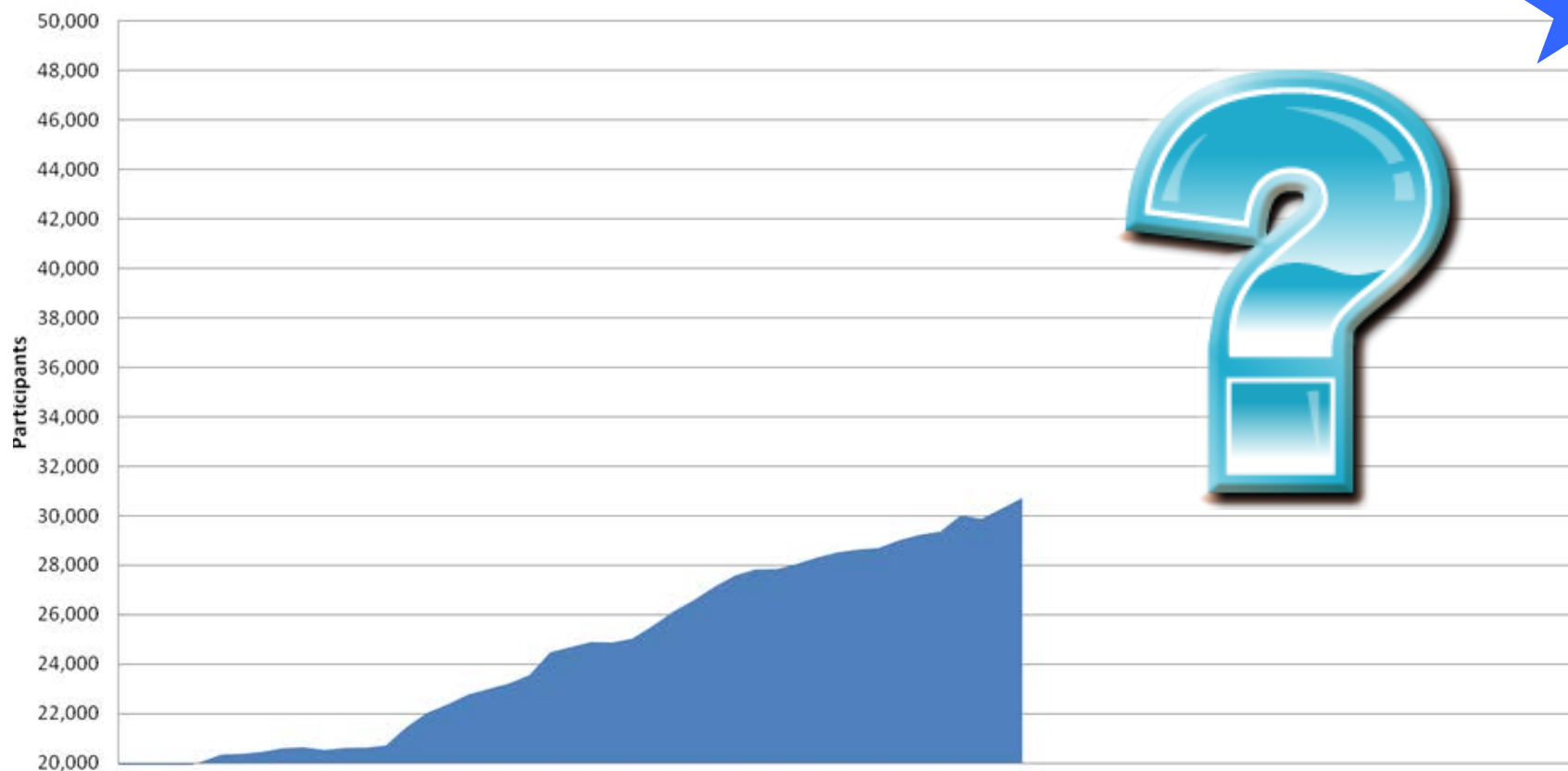
- Customers: 31,209
 - Residential: 30,000+
 - Commercial: 1,000+
- 314,892,506 kWh of renewable energy supported in 2010
- 2009 Green Power Program of the Year





Enrollment Goal

- Currently: 3% Participation
- Customer Participation by February, 2014: 5%





PSE Customer Access Center

- 200+ Customer Service Reps
- 7,000-12,000 Calls Per Day
- Mostly regarding:
 - Start/Stop Service
 - Payment Arrangements
 - High Bill Inquiries
- 50%+ customers unaware of our Green Power Program.





Barriers to Launch: 2009

- Service Quality Index
 - 75% of calls answered within 30 seconds.
- Dedicated Energy-Efficiency Staff



How could we both benefit?

Increase Enrollments in Program



Added Customer Service



Barriers to Launch: August, 2010

- Timing
- Union Issues
 - Enrollment Process
 - Employee Fairness

I AM GREEN POWER-FUL! ACCESS CENTER GREEN POWER CHALLENGE

Enrollment type:
 100 percent, or
 Block: ___\$4/mo ___\$6/mo ___\$8/mo ___Other: \$___/mo

Account Number

Customer Name

Service Address

City State ZIP

Email Address

Your Name Your Employee ID#

Complete this form for each Green Power Program enrollment and drop it in the Green Power Challenge enrollment collection box.



Barriers to Launch: February, 2011

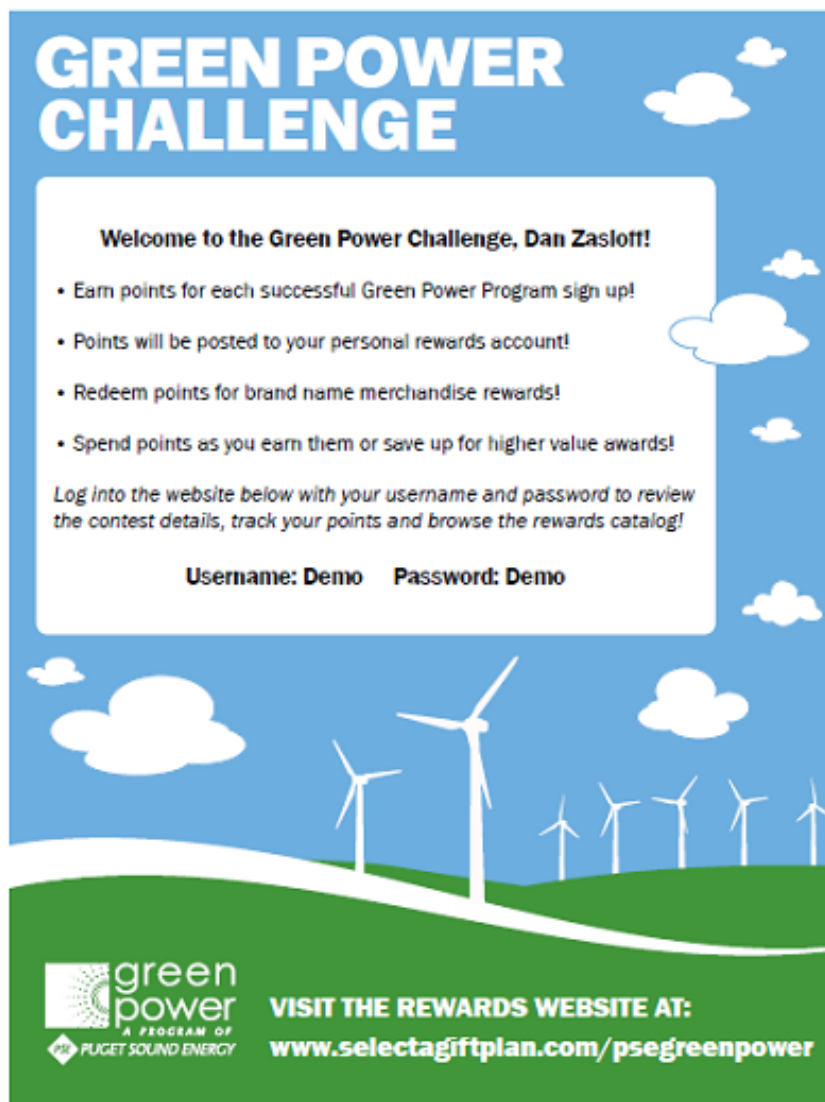
- Training
- Legal
- Taxes
- Prizes





Awards Network

- Prize Fulfillment
- Points Management
- Web Customization
- Union Acceptance




GREEN POWER CHALLENGE

Welcome to the Green Power Challenge, Dan Zasloff!

- Earn points for each successful Green Power Program sign up!
- Points will be posted to your personal rewards account!
- Redeem points for brand name merchandise rewards!
- Spend points as you earn them or save up for higher value awards!

Log into the website below with your username and password to review the contest details, track your points and browse the rewards catalog!

Username: Demo Password: Demo

 **VISIT THE REWARDS WEBSITE AT:**
www.selectgiftplan.com/psegreenpower

GREEN POWER CHALLENGE

LOG OUT

HOME | CHALLENGE DETAILS | CONTACT INFO | POINTS | ORDERS | REWARD CATALOG | CART

REWARD CATALOG

Welcome, Mimi Smith! You Have: 0 Points to spend!

20,001 - 30,000 Points

↑ Previous Page

<< 1 2 3 4 5 6 7 8 >>

↓ Next Page

27,000 Points



#70711
Apollo Tools 155 Piece Household Tool Kit

27,000 Points



#70726
Fat Cat All-in-One Dart Center

27,400 Points



#70648
Tignanello Studded Black Pebble Shopper

27,400 Points



#70649
Tignanello Studded Honey Pebble Shopper

27,600 Points



#70651
Polo Ralph Lauren Signature Satchel

27,800 Points



#70653
Brother Free Arm Sewing Machine with 25 Built-In Stitches

27,800 Points



#70750
Swarovski Pendant and Earring Set

28,000 Points



#70587
Craftsman 7 Piece Standard Locking Flex Ratcheting Combo Wrench Set

28,000 Points



#70605
Coby 600 Watt Home Theater System with Remote

28,000 Points



#70610
Waterford Mesa Sunrise 8" Vase

Point Value

Item Type

Brand Name

Advanced Search

Show All Items





Green Power Access Center Challenge

- August 1st – October 31st
- Earn points for enrollments.
- Points can be exchanged for prizes.

GREEN POWER CHALLENGE

prize image
HELMER
COBY
DYNEX
DOONEY & BUCKER
WILSON

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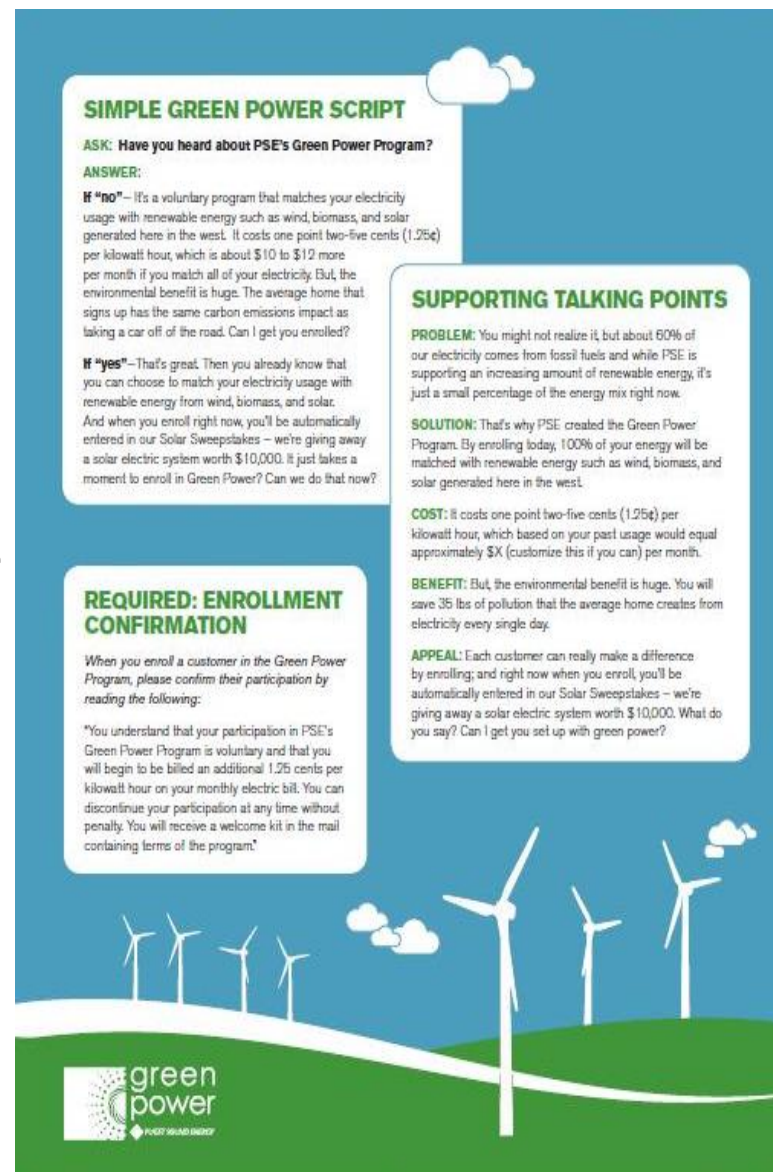
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green power
A PROGRAM OF
PUGET SOUND ENERGY

VISIT THE REWARDS WEBSITE AT:
www.selectgiftplan.com/psegreenpower

Training

- 200+ Agents over 20 sessions
- 1 Hour Each
- Overview of Green Power
- Overview of Challenge
- **It's not sales; it's customer service**
- Practice, practice, practice



SIMPLE GREEN POWER SCRIPT

ASK: Have you heard about PSE's Green Power Program?

ANSWER:

If "no" - It's a voluntary program that matches your electricity usage with renewable energy such as wind, biomass, and solar generated here in the west. It costs one point two-five cents (1.25¢) per kilowatt hour, which is about \$10 to \$12 more per month if you match all of your electricity. But, the environmental benefit is huge. The average home that signs up has the same carbon emissions impact as taking a car off of the road. Can I get you enrolled?

If "yes" - That's great. Then you already know that you can choose to match your electricity usage with renewable energy from wind, biomass, and solar. And when you enroll right now, you'll be automatically entered in our Solar Sweepstakes - we're giving away a solar electric system worth \$10,000. It just takes a moment to enroll in Green Power? Can we do that now?

REQUIRED: ENROLLMENT CONFIRMATION

When you enroll a customer in the Green Power Program, please confirm their participation by reading the following:

"You understand that your participation in PSE's Green Power Program is voluntary and that you will begin to be billed an additional 1.25 cents per kilowatt hour on your monthly electric bill. You can discontinue your participation at any time without penalty. You will receive a welcome kit in the mail containing terms of the program."

SUPPORTING TALKING POINTS

PROBLEM: You might not realize it, but about 60% of our electricity comes from fossil fuels and while PSE is supporting an increasing amount of renewable energy, it's just a small percentage of the energy mix right now.

SOLUTION: That's why PSE created the Green Power Program. By enrolling today, 100% of your energy will be matched with renewable energy such as wind, biomass, and solar generated here in the west.

COST: It costs one point two-five cents (1.25¢) per kilowatt hour, which based on your past usage would equal approximately \$X (customize this if you can) per month.

BENEFIT: But, the environmental benefit is huge. You will save 35 lbs of pollution that the average home creates from electricity every single day.

APPEAL: Each customer can really make a difference by enrolling; and right now when you enroll, you'll be automatically entered in our Solar Sweepstakes - we're giving away a solar electric system worth \$10,000. What do you say? Can I get you set up with green power?

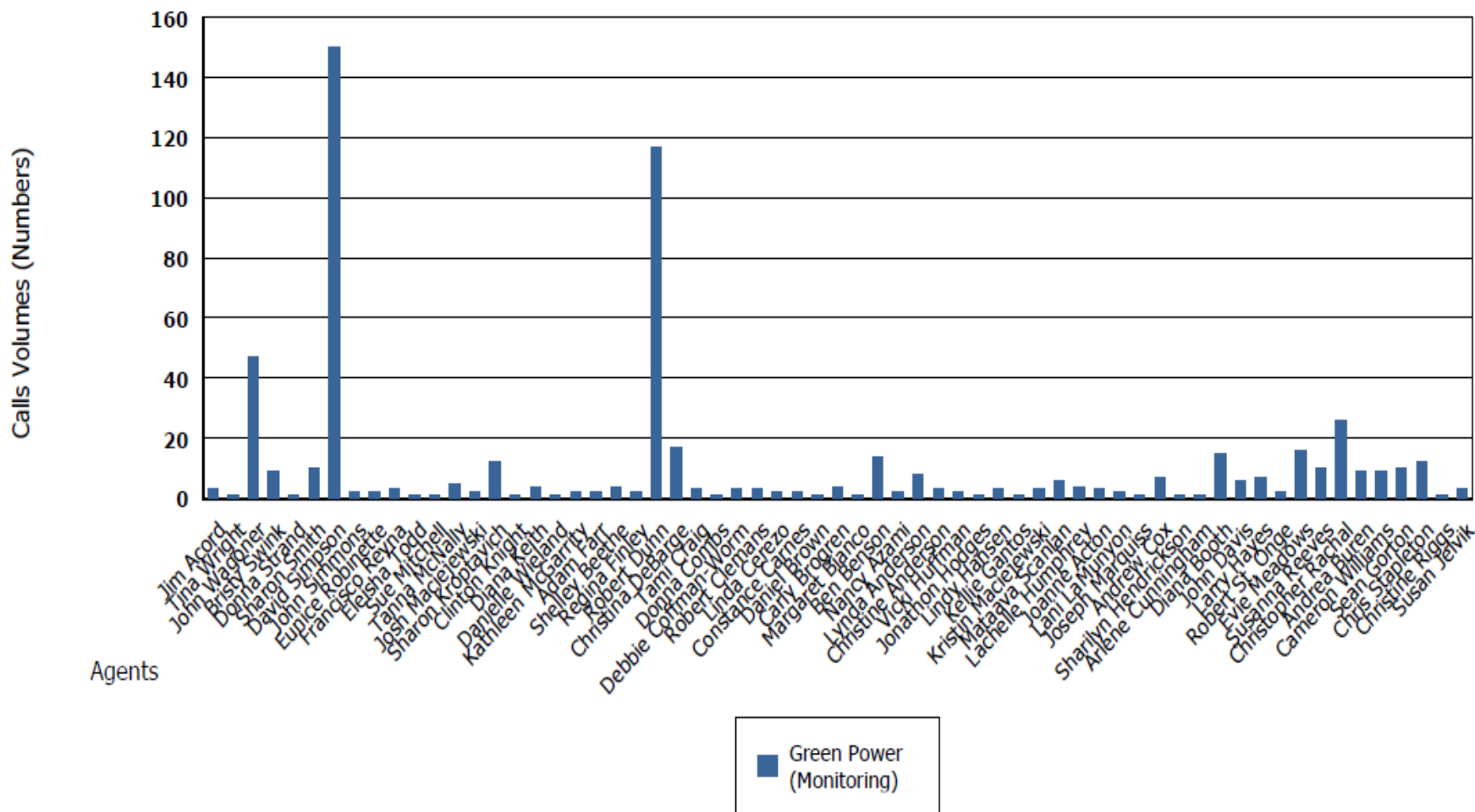
green power
PUGET SOUND ENERGY



Voice Analytics

Calls Volumes per Category per Agent

Customer Access Center



Competition...

GREEN POWER CHALLENGE

LOG OUT


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LEADER BOARD

Welcome, Mimi Smith! You Have: 0 Points to spend!

| Team Standings | |
|--------------------------|---------------------|
| Team | Total Points Earned |
| Team Corina Stretch | 570,150 |
| Team Rick Bozanich | 168,850 |
| Team Suzette Gradilla | 159,200 |
| Team Kristine Pringle | 154,550 |
| Team Tracey Koch | 115,300 |
| Team Jennifer Ashlock | 67,800 |
| Team Kim Johnson | 15,500 |
| Team Nancy Mequita | 13,650 |
| Team Lauri Lehman | 12,900 |
| Team Kristina McClenahan | 9,300 |

| Top 20 Performers | |
|--------------------|--------------|
| Agent's Name | Total Points |
| Robert Dunn | 250,050 |
| Brandon Leyritz | 239,650 |
| Christina DeBarge | 131,300 |
| Lani LaMunyon | 56,450 |
| Andrew Cox | 45,050 |
| Cameron Williams | 36,300 |
| Chris Stapleton | 33,300 |
| Larry Hayes | 31,900 |
| Rosemary Ekeroma | 31,500 |
| Ben Benson | 28,650 |
| Sharon Kroptavich | 28,500 |
| Christopher Rachal | 28,250 |
| Robert Clemans | 22,900 |
| Andrea Buren | 21,550 |
| Diana Booth | 19,350 |
| Carly Brogren | 16,500 |
| Vicki Huffman | 15,550 |
| John Wagoner | 15,500 |
| Susanna Reeves | 15,050 |
| John Simmons | 15,000 |





Results

- Increase Enrollments in Program
 - Total Enrollments: 549
 - Enrollment Rate: 11.0%
 - 100% Option Enrollment Rate: 80%
 - Majority: Move in/Transfer Customers (324)
 - Top Enroller: 123 Enrollments
 - Agents that mentioned the program at least once: 123
 - Number of customers called to request Green Power: 2

Results

- Added Customer Service
 - Appreciative of the option, but don't want to pay more.
 - Customers that enroll think it's great.
 - Small percentage had a negative attitude towards the program.
 - Saw *minimal* increase in call handle time.



Randi

Just signed up for green power. Please spread the word! I did not know this was an option until I spoke with a PSE representative to change my service address! She was wonderful and informative. Thank you!

Unlike · Comment · June 17 at 11:56am · 🌐

 You like this.



PSE's Green Power Program Randi, thanks for signing up! We are glad your PSE experience was informative and helpful. Please keep spreading the word about Green Power!

June 17 at 12:05pm · Like

Write a comment...



Results

- **Improve Employee Satisfaction**
 - Employee development with training on the program.
 - Offering prizes for enrollments.
 - Offering group incentives for hitting milestones.
 - Recognition from management to top performers.
 - Offer continual availability and visibility.



Thank You

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