

# Customer Engagement:

Six million lessons learned by PG&E



Jim Meadows  
Director  
SmartMeter™ Program



# Pacific Gas and Electric Company

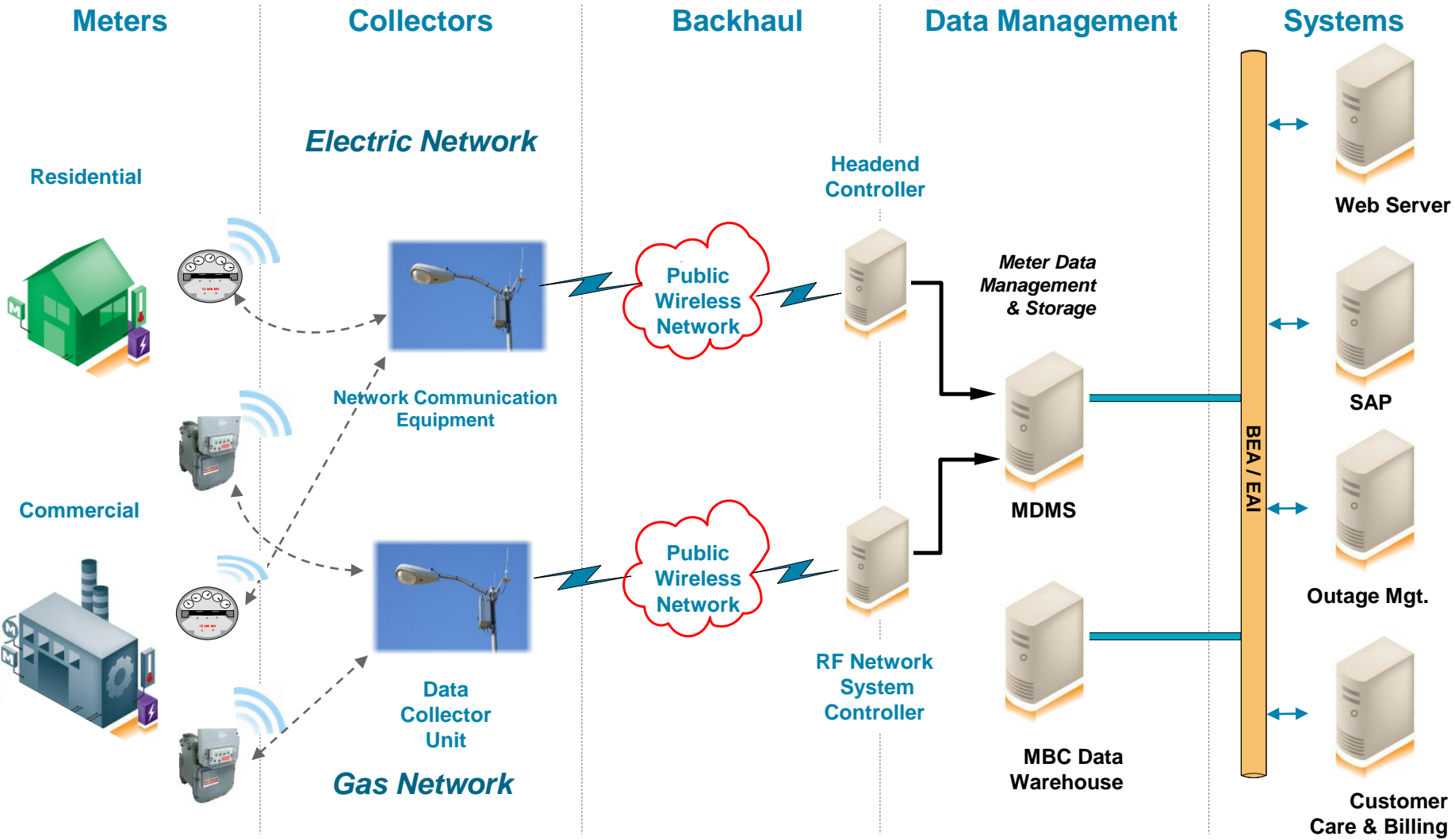
Ranked the greenest utility in the United States in 2009 and 2010



- 6 million customer accounts serving 15 million people
- 181,000 sq km with diverse topography and climate zones
  - 30,000 km of transmission lines
  - 227,000 km of distribution lines
  - 70,000 solar customers
  - 27% of all solar customers in the United States



# SmartMeter™ Technologies



All meters see 2 or more devices

Meters hold 45 days of intervals

Rely on Carrier redundancy

Disaster Recovery systems located in separate data center facilities



# Customer Engagement: Key Lessons

**Ensure that all customer centric features enabled when meter installed – *or it becomes about the new meter***

## **Examples of Customer Facing Features**

- **Presentation of interval energy consumption – either via In-Home Display or secure internet access**
- **New customer-empowered tariffs that can be advantageous with customer energy use knowledge**
- **Other Apps for alerts, energy saving tips, or self-customer service efforts**
- **If they don't want it: allow customers to Opt Out!**



# Customer Portal

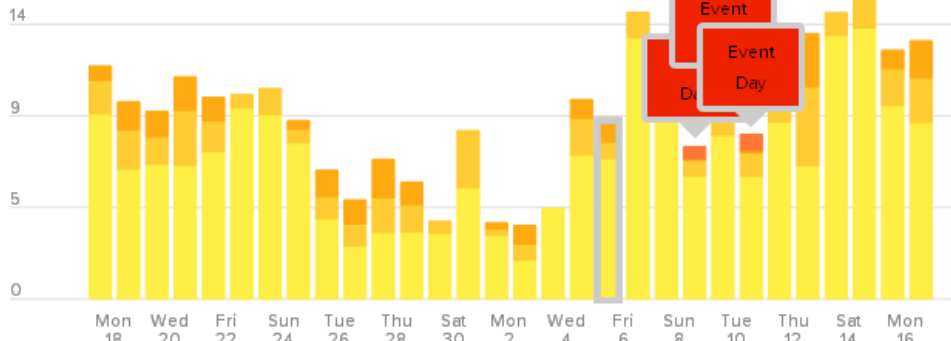
- Similar home comparison
- Energy use by hour
- Temperature overlay

## 2.3 million My Energy accounts

Show my electricity by bill

Jun 18, 2012 – Jul 17, 2012  
My usage

18 kWh



How your rate works:

**Time-of-Use + SmartRate™ (E6-Smart)**

Prices change by time of day, plus prices are higher up to 15 days during the summer months.

If you are a Solar or NEM customer, please visit [www.pge.com/solarupgrade](http://www.pge.com/solarupgrade) for more information about what's available in My Energy.

Find tips to reduce your use:

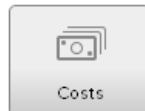
- [Free steps to take](#)
- [Smart purchases](#)
- [Great investments](#)



Similar homes



Usage

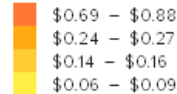


Costs



Weather

Colors show hourly prices per kWh



244,000 visits per month;

129,000 new visitors a month

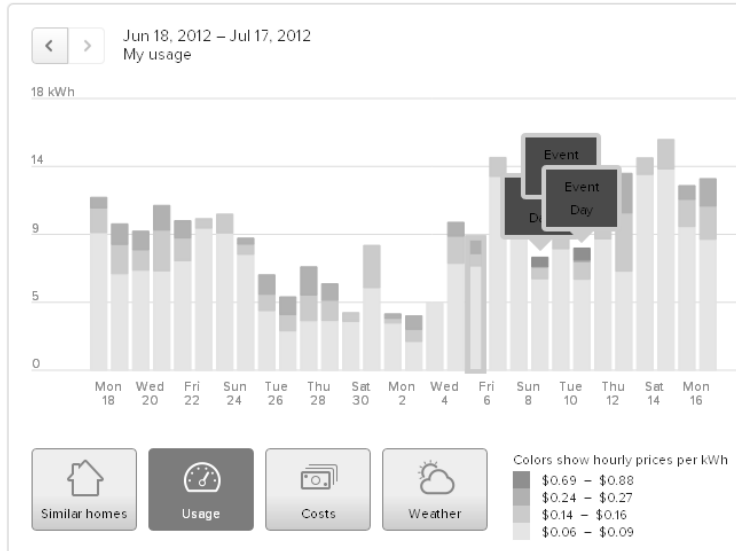


# Customer Engagement

## My Energy

### My Energy Use

Show my electricity by bill



## Energy Alerts



- Early warning of high usage

*Over 77,000 of PG&E's customers signed up for Energy Alerts*

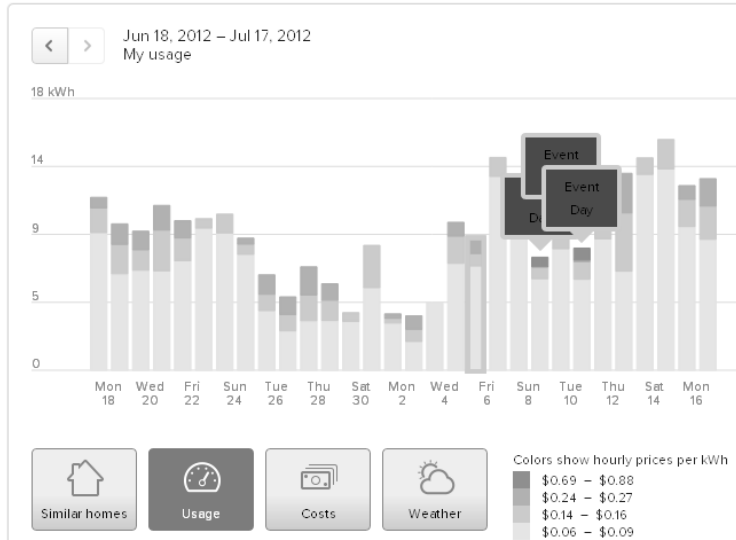


# Customer Engagement

## My Energy

### My Energy Use

Show my electricity by bill



## Energy Alerts



**Green Button  
Download  
My Data**®

- Download up to 13 months of data
- Send personalized energy to third parties
- Open source format

*Year to date over 82,000 customers have used the Green Button*



# Questions?

