

Helping Customers Cope with High Energy Bills

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National Grid is one of the largest investor owned utilities in the world with a market capitalization of approximately \$28 billion

In the US, National Grid has a growing Footprint

- The largest distributor of Natural Gas in the northeastern U.S. approximately serving 3.4 million customers in NY, Mass., NH and RI
- Delivers electricity to approximately 3.3 million customers in Massachusetts, New Hampshire, New York and Rhode Island
- Manages the electricity network on Long Island under an agreement with the Long Island Power Authority that provides power to over 1.1 million LIPA customers



*National Grid customer numbers include LIPA customers

National Grid is focused on helping our customers manage the clear challenges of higher energy prices

**Consumer Advocacy
and
Low Income Programs**

**Consumer Outreach
and Education**

**Call Center
Preparedness and
Responsiveness**



National Grid has a dedicated team of professionals focused on effectively managing and meeting the needs of our Low Income Customers

Consumer Advocacy and Low Income Program management

- ◆ Consisting of both Social Services professionals and clerical staff, this group is responsible for Managing Low Income Programs including:
 - ◆ Federal and State Programs such as LIHEAP, Arrearage Management Program and Residential Assistance for Families in Transition – RAFT (MA)
 - ◆ Non-Profit Programs including Neighborhood Heating Fund, Project Warmth, Share and Care, Salvation Army Fuel Fund
 - ◆ Company programs including *On-Track, Discounted Low Income Rates, Case Management of High Risk Customers including low income, Elderly, Blind, Disabled*

In addition to managing these programs, National Grid has and continues to make yearly contributions to the Low Income Funds in our service territories....

We continue to evolve our **enhanced Consumer Outreach and Education** action plan to provide solutions to customers for high energy prices

◆ Regional Advertising

- ◆ **Summer 2009:** In light of the economic crisis, we recognized a need to remind customers that we have programs and services to help customers manage energy costs. We used print and radio advertising in select markets to deliver this message.
- ◆ **Late Fall 2009:** Print ads promoting LIHEAP program will appear in all National Grid gas markets.

◆ Web Tool: Understanding Your Bill

- ◆ A self contained **web (Flash) file** that educates customers on what makes up their bill and what they can do to manage and lower costs.

◆ Customer Newsletter

- ◆ Our Nov/Dec Energy In Action customer newsletter focuses on ways customers can manage energy costs and the programs and resources available to them.

◆ Outbound LIHEAP Phone Calls

- ◆ Reminder calls to prior LIHEAP customers and to potential LIHEAP recipients.

If your goal is to manage your energy costs, you have a partner.

Being smart is an essential part of being a homeowner. At National Grid, we understand that. In fact, we're here to help. As your partner, we'd like to offer a couple of options to help you get the most out of your energy bill. You can start by taking a closer look at your monthly statement. A better understanding of your bill can help you get the most out of your energy bill and see the impact that National Grid has on your energy costs.

Then head to our website for free energy-saving tips. You'll find a range of ideas to help you work on everything from light bulbs to energy-efficient water heaters. And don't forget to check out our EnergyWise program. We'll help you save money on your energy bill. A free energy audit is also available to help you understand how you can save on energy costs. For more information on how we can help you manage your energy costs, visit www.nationalgrid.com or call 1-800-495-4322.

Upstate New York
Nov/Dec
ENERGY IN ACTION
2009

Are you in? Take the 3% pledge and join us in reducing energy consumption.

3%

Understand your bill and manage costs.

Understand & Manage Your Energy Costs >>

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Our New Three Percent Less Initiative

“I promise to use 3% less energy every year for the next 10 years”

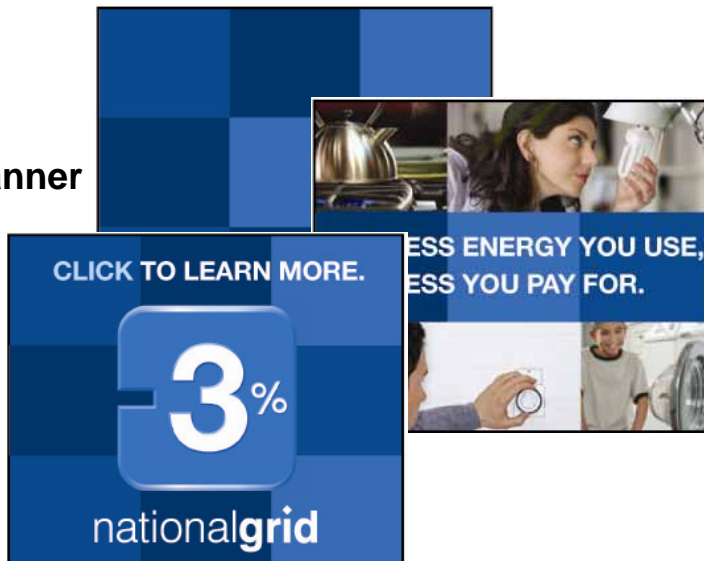
- ◆ **What is the Three Percent Less Energy Pledge?**
 - ◆ A new initiative designed to help customers reduce energy consumption
 - ◆ It is a proof point for our strategic vision
 - ◆ Supports our customer promise
- ◆ **What is the main message behind the initiative?**
 - ◆ National Grid wants to help customers reduce energy consumption
 - ◆ Customers can do this through a number of simple actions
- ◆ **What is the benefit to customers? Customers can...**
 - ◆ Reduce energy use
 - ◆ Control energy costs
 - ◆ Reduce carbon emissions



What will customers see?

- ◆ Television and radio advertising is the centerpiece of the 3% Less campaign
- ◆ Four TV and radio commercials with different calls to action
- ◆ New web site, powerofaction.com
- ◆ Digital (online) advertising

Digital Banner



Web Site



Decal



What can customers do?

- ◆ **Take The Pledge!**

- ◆ Visit the web site powerofaction.com and take the pledge
- ◆ Take the free energy audit
- ◆ Start taking simple steps to reduce their energy consumption
- ◆ Display the badge and spread the word

- ◆ **Take action to reduce energy consumption.**

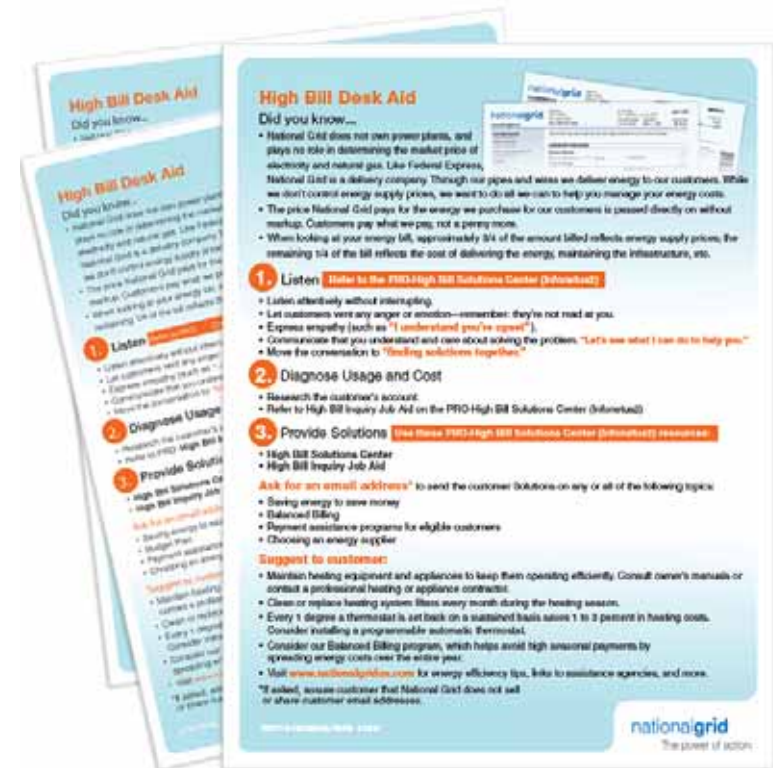
- ◆ The 3% Less campaign is designed to be inclusive of all customers by providing numerous ways for them to participate including:
 - Our award-winning energy efficiency programs
 - Converting from oil-to-gas heat
 - Simple energy conservation methods



As a *front line* of customer contact and assistance National Grid's Call Center Operations have heightened both their preparedness and responsiveness to this critical issue...

Enhance training material

- ◆ Plain Language and Concise
- ◆ Accessible through On- Line Help Resources
- ◆ Distribute Job Aids
- ◆ Weekly "In the Know"
- ◆ Early Awareness non payment "Gentle Reminders"



As a *front line* of customer contact and assistance National Grid's Call Center Operations have heightened both their preparedness and responsiveness to this critical issue

- ◆ **Customer Contact Centers** have launched a comprehensive High Bills Solution Strategy to ensure customer service representatives have all the necessary tools and resources to respond to customer high bill inquiries in a knowledgeable, empathetic and solution-oriented manner.

Developed E-Learning modules

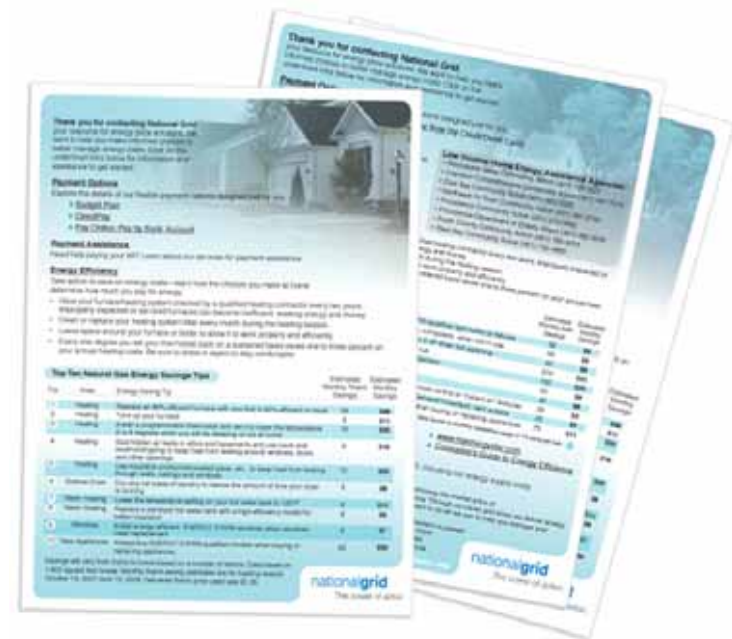
- ◆ Budget Billing
- ◆ Energy Efficiency
- ◆ Understanding the Bill
- ◆ High Bill
- ◆ Sensitivity Training
- ◆ Soft Skills Training



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Reinforce Key Customer issues

- ◆ Posters with key issues/resolutions throughout the Call Center
- ◆ Consistent aisle meetings/team huddle to review strategy, resources, tools
- ◆ Customer Communication Link – Daily Updates



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