

BEFORE THE WASHINGTON UTILITIES AND TRANSPORTATION COMMISSION

DOCKET NO. UE-15 \_\_\_\_\_

DOCKET NO. UG-15 \_\_\_\_\_

EXHIBIT NO. \_\_\_\_ (JMK-3)

JAMES M. KENSOK

REPRESENTING AVISTA CORPORATION

Debbie Simock/Peggy Blowers

# COMMUNICATION



# Project Compass Communication Planning

**AVISTA**

**CC&B Project Team**

**Compass Customer Touchpoint**

Darrin Belgarde, Lorri Kirstein, Amanda Ghering, Janna Leaf, Mary Inman, Mike Littrel, Teresa Damon

Written plan to deal with customer facing changes as a result of the Compass implementation. This may include recommendations for training for employees, 3<sup>rd</sup> party vendors and content for external communications.

**BEST PRACTICE**

**J.D. POWER AND ASSOCIATES®**

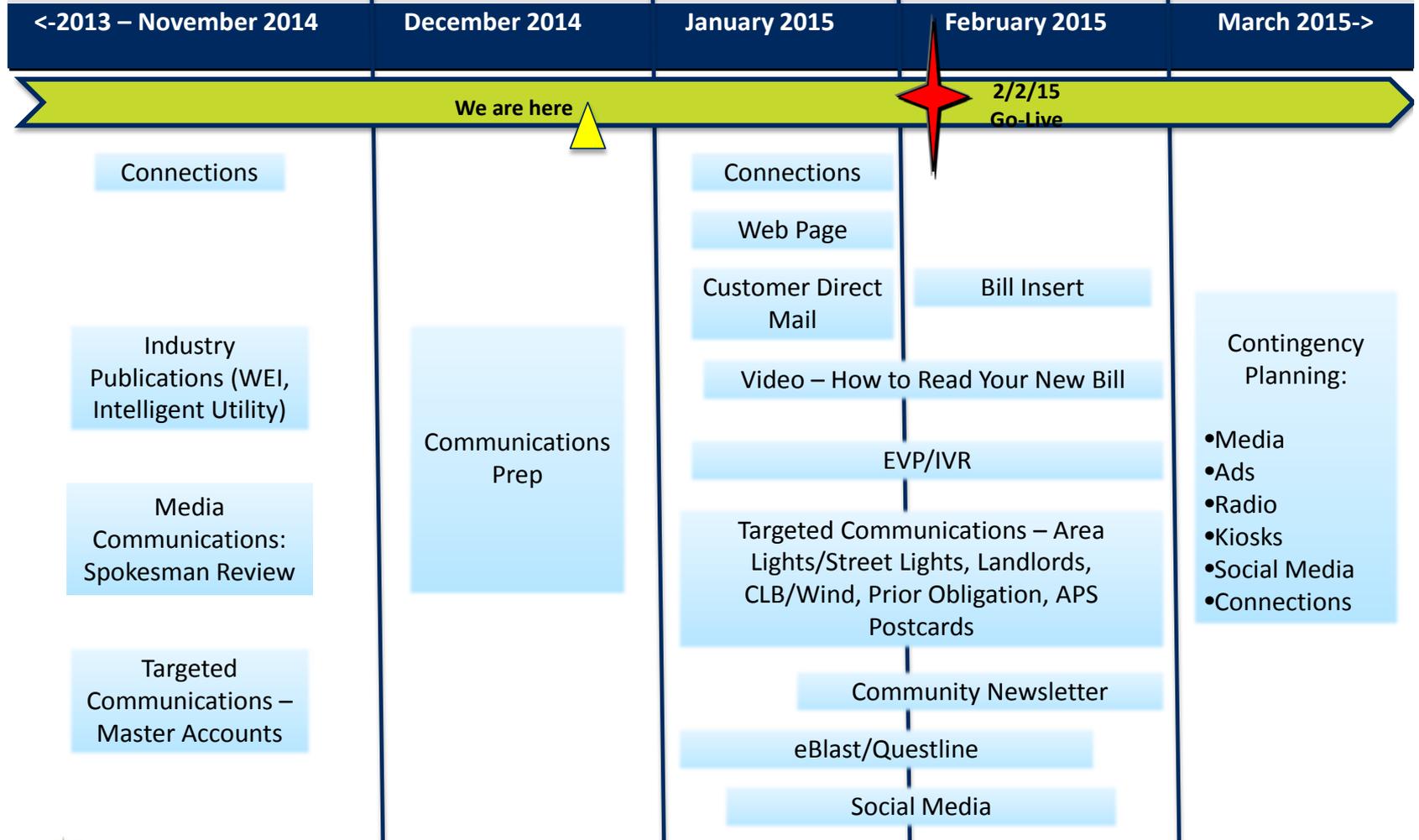


Focus Group

**External  
Communication  
Plan**



# Project Compass External Communications



# Informing our Customers



# Connections

January 2015 | Washington • Idaho

### Use energy wisely

Use our online energy advisor to learn about the energy savings available for you. Being aware of the energy you use can reduce costs and conserve our natural resources. With a variety of tools available, there are many simple, low-cost steps to take to reduce energy waste. One of the easiest and most convenient ways is by using our online energy advisor.

Utilizing the latest web technologies, our online energy advisor creates a customized energy savings plan that is specific to you. There are many features energy savers will love, such as:

- Receive a free energy analysis of your home.
- Outline top ways you can save energy.
- Access a library of how-to videos, expert advice and information about energy topics.
- Track your progress online.

To access the online energy advisor, log onto your "My Account" on [avistautilities.com](http://avistautilities.com) and start exploring ways to save today.



### Your new bill and account number changes coming in February

**Beginning in February, Avista's new customer information and billing system will be in place, providing us with increased efficiencies in serving you and with new opportunities to build on the excellent customer service that you expect.**

**Our new system will bring two important changes to you in February:**

- a new 10-digit account number
- a new and improved bill

**Steps you need to take**

Do you pay your monthly energy bill online through your bank or other third party? If so, you will need to update your account number with your bank or payment service as soon as possible after receiving your February bill. Your new account number will be on your February bill.

If you pay your bill by check or money order, just make sure to write your new account number in the memo field and use your new account number if you make a one-time electronic payment in February. We'll take care of the rest for you.

**Important dates to renumber**

Conversion to the new customer information and billing system is planned for January 29 to February 2. During this time, access to your My Account information and self-service options at [avistautilities.com](http://avistautilities.com) and on our automated phone system will not be available. However, our customer service team will be happy to help you — just give us a call at (800) 227-9187.

We appreciate your patience and know that this change may be initially a little inconvenient. However, we're confident our new customer information and billing system will help us continue providing excellent service when you contact Avista. Watch for a special mailing in January for more information on our new system. You can also visit [avistautilities.com](http://avistautilities.com) or call us at (800) 227-9187.



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# Informing our Customers



avistautilities.com

- Home page banner
- Web ad
- New landing page – *Changes to serve you better*



**My Account**

- Pay Now
- View My Bill
- Go Paperless
- ▶ Bill Assistance
- ▶ My Bill
- ▶ My Payments
- ▶ Moving?
- ▶ Update My Account
- ▶ Billing Options
- ▶ Payment Options
- Manage Properties
- Bill Inserts
- Housewarming Gift Certificate
- Avista's Mobile Website

**Services For Your Business** GO



**Project Compass page title**

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More info

More info

More info

**New Account Number**

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[Learn more.](#)

**New and improved monthly statement**

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[Learn more](#) about your new monthly statement. [Watch video.](#)

**Self serve options**

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[Learn more.](#)

**Frequently asked questions**

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[Learn more.](#)

Welcome Mair, Catherine ▾

**Self-Service Options**

Select Option GO

- Moving?
- Payment Options
- Billing Options
- Builder Services
- Power Outages

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**Is Your Meter All Clear?**

**Is your meter all clear?**

[Learn natural gas safety](#)





# Customer Direct Mail – January 2015



**AVISTA**

Important information about changes coming to your Avista account and bill

## We're making changes to serve you better.

Avista is launching our new customer information and billing system in February. We are excited about the new system and the increased efficiencies it provides, along with new opportunities to build on the excellent customer service that you expect. This system is the core of our day-to-day operations and touches each of our over 650,000 electric and natural gas customers – residential, commercial and industrial – in Washington, Idaho and Oregon.

We're working hard to make the transition as seamless as possible for you. To make sure you know what to expect and what you may need to do, please take a few minutes to read the following information. More information will be available in your first new bill and online at [avistautilities.com](http://avistautilities.com).

We are here to make the transition to our new customer information and billing system as easy as possible for you. If you have questions, visit our website at [avistautilities.com](http://avistautilities.com) or call our customer service center at (800) 227-9187. We're available 7 a.m. to 7 p.m. Monday through Friday and Saturday 9 a.m. to 5 p.m.

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**Quick Facts you need to know:**

- Your account number will change. All customers will receive a new 10-digit account number. Watch your February bill for your new account number.
- You may need to take action. Your new account number will be on your first redesigned energy bill. You will need to use your new account number on any correspondence with Avista, including writing your new account number on your payment. If you pay your monthly Avista bill through your bank, you will need to update your account number with your financial institution.
- Your new monthly bill will be new and improved. The updated monthly bill will be easier to read and easier to find your bill amount and payment due date, and it will have more information to help you manage your energy use.
- Some areas of our [avistautilities.com](http://avistautilities.com) website will be down during conversion. Conversion to the new customer information and billing system is planned for Thursday, January 29, at 8:00 p.m., until Monday, February 2, at 7:00 a.m. During this time, access to your My Account information and self-service options at [avistautilities.com](http://avistautilities.com) and on our automated phone system will not be available. However, our customer service team will be available to help you.

## Key messages:

- Account Number Change
- New bill
- Website availability during cutover
- FAQs
- In specially-marked envelope

### Frequently Asked Questions

We're making upgrades to serve you better – what you need to know

**Why is my account number changing?** The updated system requires a 10-digit account number rather than a nine-digit account number which is currently used. Changing account numbers can be a little inconvenient initially, but we're sure our updated customer information and billing system will provide new opportunities to build on the excellent customer service that you expect when you contact Avista.

**How do I find my new account number?** Your new account number will be in the top center of your first bill following the conversion, which should be your February bill. You'll be reminded about your new account number with a message on the bill and on the outer envelope of your bill.

**Do I need to use my new account number to pay my bill?** Yes. To make sure your payment is correctly applied to your account, please start using your new account number as soon as possible after receiving it on your first new bill and make sure to write it on your check or money order.

**What if I pay my bill with...**

- Check or money order by mail – Simply write your new account number in the memo field of your check or on a money order and place it, along with the payment stub, in the return envelope included with your bill.
- Online Payment by Bank – If you have an online payment account set up, you need to provide your new 10-digit Avista account number to your bank as soon as possible after receiving your first updated bill which will include your new account number.
- Payment Service – Automatic withdrawals from your checking or savings account each month will continue, however you will need to provide your new 10-digit Avista account number to your bank as soon as possible after receiving your first new bill. Your new account number will be on your new bill.
- One-Time Electronic Payment – You can continue to make a one-time payment with a credit or debit card or from your checking or savings account. Just make sure to enter your new 10-digit account number.

**Why is the bill changing?** The updated bill will be easier to read, easier to find information on your bill amount and payment due date, and will have an expanded message center with helpful information. Your first bill after the conversion will include an insert with more information on how to read the updated bill. You can also visit our website at [avistautilities.com](http://avistautilities.com) for a video to help you become familiar with the new bill.

**How will I know when the change to the new system has taken place?** Watch for a special Avista envelope that will include your first updated bill following the change to our new system. It is planned for Thursday, January 29, at 8:00 p.m. until Monday, February 2, at 5:00 a.m.

**What if I still have questions?** We are here to help make the transition to our new customer information system and new bill as easy as possible for you. If you have questions, visit our website at [avistautilities.com](http://avistautilities.com) or call our customer service center at (800) 227-9187. Call volumes may be higher in the early days after conversion, so we appreciate your patience and understanding.



**AVISTA**

**AVISTA**  
P.O. Box 3727  
Spokane, Washington 99220-3727

Presorted  
First Class  
US Postage  
PAID  
Spokane, WA  
Permit #1

### Important changes to your account are inside.

Please do not discard.

**Important Information Enclosed**  
Open for changes to your account.



# February Bill Insert

**Quick Facts you need to know:**

- You have a new 10-digit account number.** You can find your new account number in the top center of your updated bill which is enclosed. If you are a master account customer with multiple accounts, you now have one account number for multiple locations, making it easier to manage your accounts.
- You may need to take action.** If your payment is made through an online payment account set, please update your account number with your bank or other third party as soon as possible. Your new account number is on your bill. If making a one-time electronic payment with a credit or debit card or from your checking or savings account, make sure to enter your new 10-digit account number.

If you pay your bill by check, money order, Avista automatic payment withdrawals from your checking or savings account, or Avista My Account you do not need to take any action to update your account number.

**Your monthly statement is new and improved.** When it comes to energy use, the more information you have the better choices you can make. That's why your updated monthly Avista energy bill has been improved. Whether you are a residential, commercial or industrial customer, a landlord, or have a master account bill summary, the redesigned monthly bill:
 

- is easier to read,
- is easier to find information at a glance, and
- has more helpful information, including a larger message area and a 13-month graph showing your historical energy use.

 More information on how to read your bill is on the reverse. You can also visit our website at [avistautilities.com](http://avistautilities.com) for a video to help you become familiar with the new bill.

**We're here to help.** We're here to make the transition to our new customer information billing system as easy as possible for you. If you have questions, visit our website at [avistautilities.com](http://avistautilities.com) or call our customer service center at (800) 227-9187. We're available 7 a.m. to 7 p.m., Monday through Friday and Saturday 9 a.m. to 5 p.m.

**Avista's new customer information and billing system is now live and providing us with increased efficiencies in serving you and with new opportunities to build on the excellent customer service that you expect.**

We know that this change may initially be a little inconvenient and that call volumes may be higher in the early days following the transition. However, we're confident our new system will help us continue providing a great experience when you contact Avista. We appreciate your patience and understanding.

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**How to read your bill: Front**  
New bill with explanation of fields.

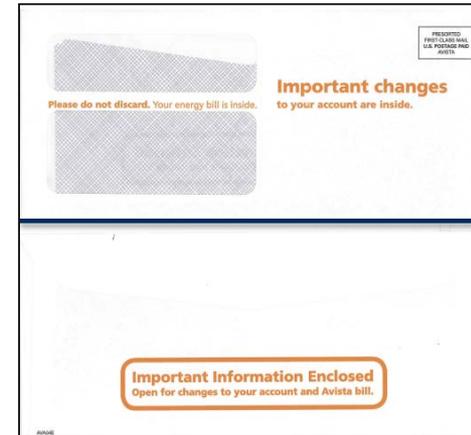
- Amount Due and Due Date** – You can find the amount you owe and the day payment is due in various places. At the top of the bill, in the Bill at a Glance section, and on your payment stub.
- Account Number** – Use your new number when requesting information about your account or when paying your bill. This section also tells the date your bill was mailed and your Payment code, if you pay at one of our Payment locations.
- Bill at a Glance** – This section is a summary of the charges on your bill. It shows previous balance and any new charges or credits. Detailed charges are found on page 2 of the bill.
- Contact Us** – It's easy to reach us by phone, online, postal mail or email—however you choose.
- Your Message Center** – The message center gives you helpful information about your bill or other happenings at Avista.
- Remittance Coupon** – Detach and return this coupon when paying by check or money order and sending payment to us through the mail. Be sure to use the return envelope enclosed with

**How to read your bill: Back**

- New Charges Detailed** – This area shows a break-out of the detailed charges for your monthly energy use, including the number of days in the billing cycle, which can vary by month, meter read information, and how much energy was used in the billing cycle.
- 13-Month Usage Graph** – If you have 13-months of usage history with Avista Utilities, this graph will show you how much energy has been used over time, breaking out the months. We also show you how much you used during the current month as opposed to how much was used during that same month in the prior year.
- Automatic Payment Service Enrollment Form** – If you are interested in having your payment withdrawn from your bank account automatically, fill out this form and send it back with your payment. Be sure to enter a mark in the box on the front side of this form.

You can also visit our website at [avistautilities.com](http://avistautilities.com) for a video to help you become familiar with the new bill.

Specially-marked bill envelopes in February and March



## Key Messages

- Account number change
- New bill
- We're here to help
- How to read your bill
- Promotes video



# Customer Segmentation



In Process:

- Automatic Payment Service
- Landlords



Avista  
P.O. Box 3727  
Spokane, WA 99220-3727

Preparations for the changeover to our new customer information and billing system in early 2015 are underway. To help make the conversion go as smoothly as possible for your account, we want to make you aware of a change that impacts your Automatic Payment Service.

**Beginning with your next bill, your new due date will be on the \_\_\_\_ of each month.** That is the date your Avista payment will be drawn from your bank account each month. If your due date falls on a weekend or holiday, your payment will be drawn on the next business day.

You do not need to take any action at this time. If you have questions, please call us at (800) 227-9187 or email us at [AskAvista@avistacorp.com](mailto:AskAvista@avistacorp.com). One of our customer service representatives will be happy to assist you.

Sincerely,  
Your Avista Customer Service Team

**Draft**



# Project Compass Internal Employee Communications

