

# Service Guarantees

## NEW 24-HOUR RESTORATION NON-STORM SERVICE GUARANTEE

### WAYS TO RAISE AWARENESS

#### Advertising

- Advertise based on what's most effective as mediums and strategies evolve. Examples include paid search, digital ads, newspaper, radio, etc. as appropriate.

#### Outreach

- Incorporate awareness about the new guarantee into regular community-outreach programs

#### Traditional Media

- Include reference to 24-hour-restoration guarantee during media-engagement opportunities

#### Social Media

- Include reference to 24-hour restoration guarantee on PSE-managed social media channels

#### **PSE bill package** *(1.1 million paper/month and 400,000 electronic/month)*

Current service guarantee awareness included in most of listed promotions

- Articles in monthly "Voice" customer newsletter bill insert and posting *(four of 12 issues/year)*
- Paper billing envelope, also available as a link to monthly electronically-delivered bill *(four of 12/year)*
- Bill-print, page 1 blue-bubble bill message [includes natural gas-only customers] *(two of 12/year)*
- Ebill message accompanying email delivery of electronic bill [includes natural gas-only customers] *(twice/yr)*

#### **Your customer rights and responsibilities**

Brochure is available online; delivered by mail to every new or moved customer

- Add description about Service Guarantees, including 24-hour-restoration guarantee to brochure