

**BEFORE THE WASHINGTON
UTILITIES & TRANSPORTATION COMMISSION**

WASHINGTON UTILITIES AND TRANSPORTATION COMMISSION,

Complainant,

v.

PUGET SOUND ENERGY

Respondent.

DOCKET NOS. UE-190529 and UG-190530 (*Consolidated*)

SUSAN M. BALDWIN ON BEHALF OF PUBLIC COUNSEL UNIT

EXHIBIT SMB-9

Puget Sound Energy Response to Public Counsel Data Request Nos. 108, Attachment A

November 22, 2019

BEFORE THE WASHINGTON UTILITIES AND TRANSPORTATION COMMISSION

**Dockets UE-190529 & UG-190530
Puget Sound Energy
2019 General Rate Case**

PUBLIC COUNSEL DATA REQUEST NO. 108:

Re: Customer Education Relating to Get to Zero.

Has the Company or any entity on behalf of the Company prepared any customer education plans relating to GTZ? If so, please provide all related customer education plans. If not, does the Company intend to prepare such a plan, and if so, when? If not, please explain with specificity why the Company does not intend to prepare such a plan.

Response:

Puget Sound Energy (“PSE”) has prepared and implemented a phased education plan to inform customers of the digital options available to them through the Get to Zero (“GTZ”) program. Attached as Attachment A to PSE’s Response to Public Counsel Data Request No. 108, is a MS PowerPoint presentation of the 2018 GTZ Marketing Plan. Attached as Attachment B to PSE’s Response to Public Counsel Data Request No. 108, is a MS PowerPoint presentation of the 2019 GTZ marketing plan.

**ATTACHMENTS A and B to PSE's
Response to
PUBLIC COUNSEL Data Request No. 108**



Get to Zero
Marketing Plan 2018



**PUGET
SOUND
ENERGY**

Sept. 26, 2018

Awareness campaign

Summary: Increase awareness of availability of digital account/self-serve tools that make it easier to do business w/ PSE

Goals: Build awareness, drive users to landing page (TBD)

Tactics: Broadcast TV + online video, mobile, paid social

Timing: November - January



Start, Stop, Move campaign

Summary: Raise awareness through broad & targeted marketing tactics to drive customers to use SSM self-service tools rather than call.

Goals:

- Increase usage/adoption of existing SSM online tools
- Reduce calls associated w/ SSM
- Increase/improve customers awareness of SSM online tools availability

Start, Stop, Move campaign


Tactics:

- SEM: incremental to current campaign, new ad groups “Moving” and “Real Estate”
- Digital display: target real estate sites + geo/demo targeting to ensure accuracy
- Paid social: reach engaged audience “New Mover”/“Likely to Move” + geo/demo targeting based on self-reported data
- Monthly email to promote SSM online tools to customers likely to move/nearing end of lease

Timing:


- Heavier focus on peak move months, May – September, running through end of 2018

Start, Stop, Move creative

 **Puget Sound Energy**
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Like Page

Stop, start or move your service online. It's quick and easy.




Moving? We got your back!
Save your energy for heavy lifting.


PSE.COM [Learn More](#)

20 562 Comments 311 Shares

Like Comment Share

Instagram

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416 likes

Pudget Sound Energy Moving? Save your energy for heavy lifting. Stop, start or move your PSE service online.

Move service without moving a muscle!

START, STOP OR MOVE YOUR SERVICE ONLINE.



[START HERE](#)  **PUGET SOUND ENERGY**



Start, Stop, Move media

Focusing on key counties:

- 50% of budget in King County
- 50% in Pierce/Snohomish/
Thurston/Kitsap/Whatcom

Heaving up in key months:

- May thru Sept

Initial results:

- Daily SEM web traffic
up over 300% since
July

County	Share of Total Customers	Share of Moved Customers	Share of Phone Trans.	Share of Online Trans.
King	47%	52%	48%	60%
Pierce	14%	12%	14%	9%
Snohomish	10%	7%	8%	5%
Thurston	8%	9%	10%	7%
Kitsap	8%	7%	8%	6%
Whatcom	6%	8%	7%	9%
Skagit	4%	3%	3%	2%
Island	2%	2%	2%	2%
Kittitas	1%	0%	1%	0%
Lewis	0%	0%	0%	0%
Grays Harbor	0%	0%	0%	0%

Mobile App campaign

Summary: Create awareness for the myPSE app, motivating current users to update and engaging non-app customers by conveying the app's range of self-service benefits.

Goals:

- Increase awareness that PSE has a multi-faceted mobile tool
- To decrease calls to the call center by 2,400 annually
- Encouraging downloads by demonstrating the app's ability to provide information while on the go

Mobile App campaign

Tactics:

- SEM – to optimize searchability, for driving traffic to landing page
- Mobile Digital Ads: mobile display ads that drive to respective App Store
- Paid Social: geo targeting high propensity customers on Facebook and Instagram

Timing:

- July start with heavy emphasis starting in November through February

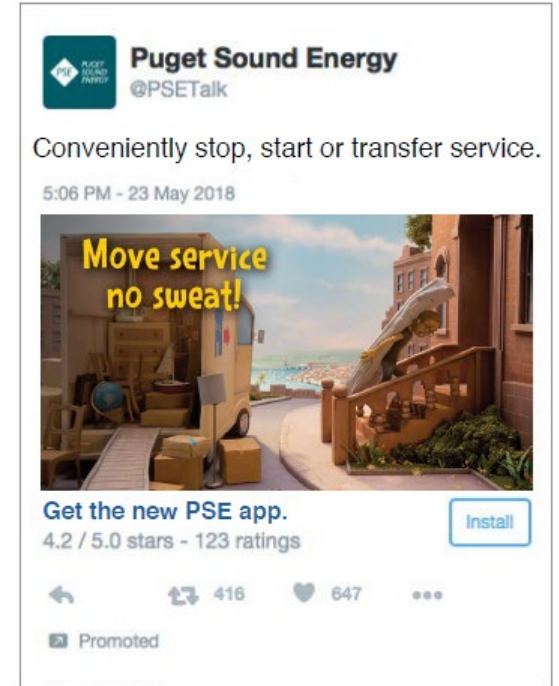
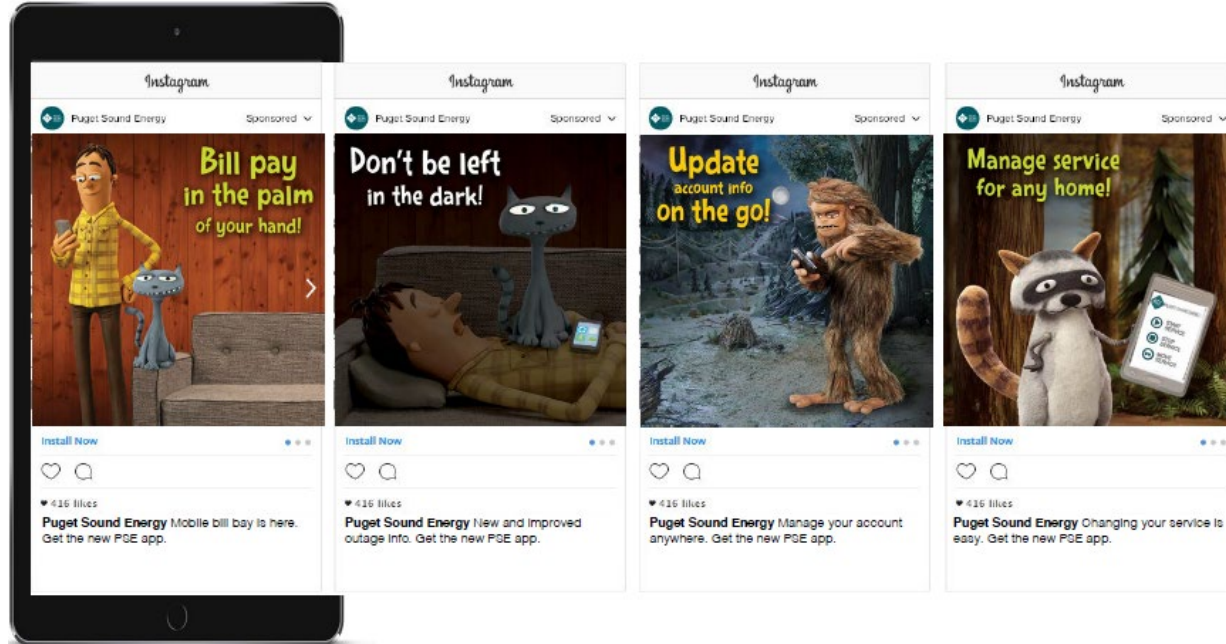
Rev 1 launch: April-October

- Search Engine Marketing to create optimal online search visibility
- Ensure messaging consistency in app store, PSE landing page
- Communications using PSE owned channels
- Engagement with current myPSE app users, through auto downloads

Rev 2 launch: November-February

- Geo-targeted digital advertising increasing awareness, targeting potential new users. Targeting those most likely to engage with new app (high propensity for online bill pay & mobile banking)
- Communications using PSE owned channels
- Earned media visibility

Mobile App creative



Paperless Billing campaign

Summary: Increase motivation for customer to switch to paperless billing, while reinforcing by raising awareness of the self-service benefits of a digital account.

Goals:

- Increase customers enrolled in paperless billing from 33% to 36%.
- Increase activation/update of existing inactive accounts by 40,000
- Increase new digital accounts

Timing:

- June start with heavy emphasis in early November through Feb. 2019

Paperless Billing campaign

Residential Audience:

- **Active Digital Account users: 440,000**
 - Our most engaged customers, comprises segments with high preference of level of comfort with web & mobile interfaces.
- **Inactive Digital Account users*: 405,000**
 - Highest percentage of autopay customers, but also have the highest potential for increasing their engagement with PSE.
- **Have no digital account: 455,000**
 - Largely untapped customers, but hard to reach. Experian email append will provide PSE with an additional 70-90,000 email addresses for reaching this group

* - 6+ months since last accessed account

Paperless Billing campaign

Promotion:

- *Energy Credit incentive* – drive interest for switching to paperless billing, with ten \$1,500 winners selected

Tactics:

- Digital Ads: geo targeting customer segments with targeted messages
- Email: Targeted using propensity profiles and segmentation resources
- Paid Social Media: geo targeting high propensity customers on Facebook
- The Voice/billing envelopes: for reaching those not enrolled in paperless-billing
- SEM: to increasing traffic by optimizing searchability of digital account tools
- Radio: generate awareness, with live “reads” for authentic message delivery
- Community Outreach: in-person account sign-ups, account updates & selecting the paperless bill option

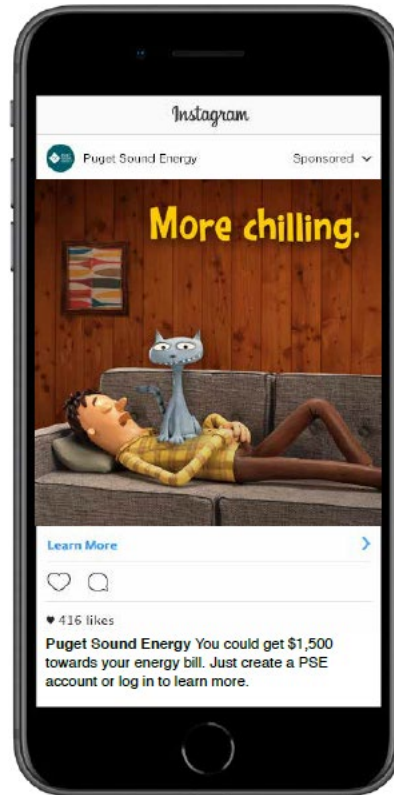
Paperless Billing creative



**More chilling.
Less billing.**

LOGIN OR CREATE AN ACCOUNT AT
PSE.COM FOR A CHANCE TO GET \$1,500
TOWARDS YOUR ENERGY BILL.

PSE PUGET SOUND ENERGY



Instagram

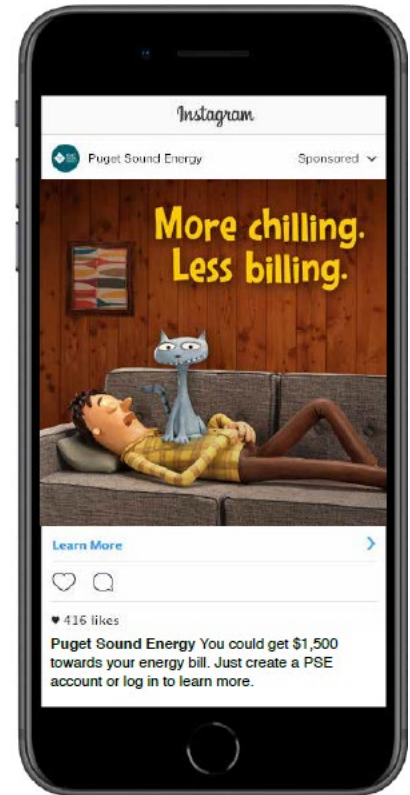
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Less billing.**

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