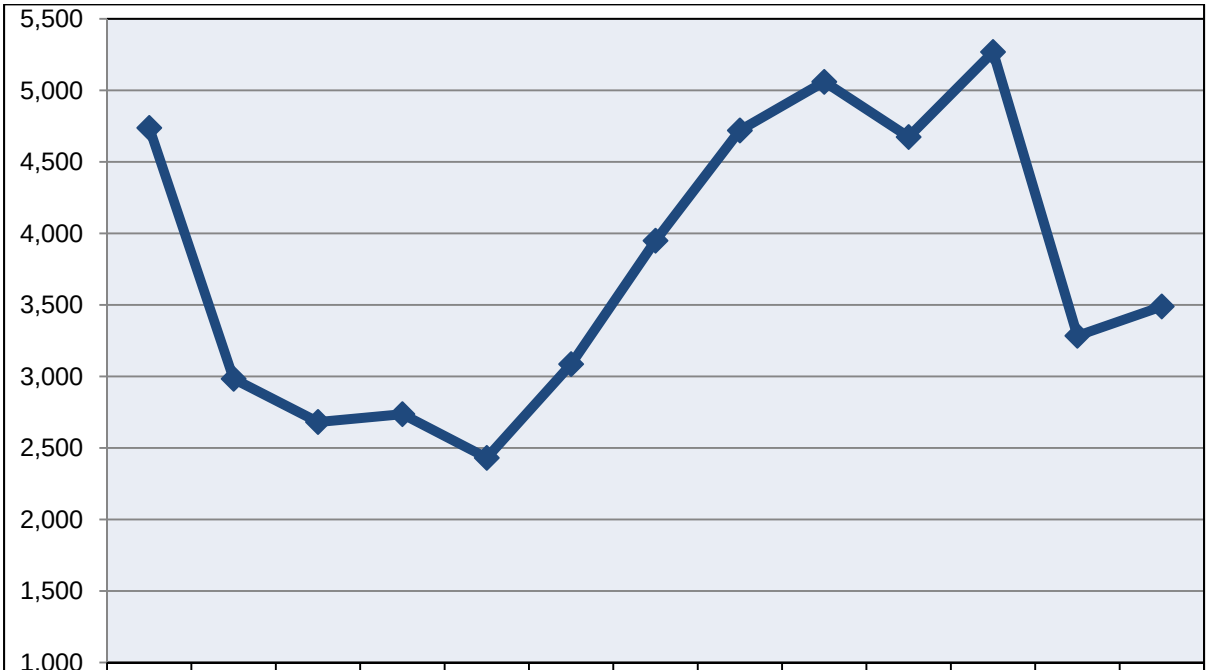
Customer Service Dashboard—March 2011

Call Volume

Call volume rose slightly to 3,489 in March 2011 when compared to February 2011; however, it was almost 1,200 lower than March 2010.

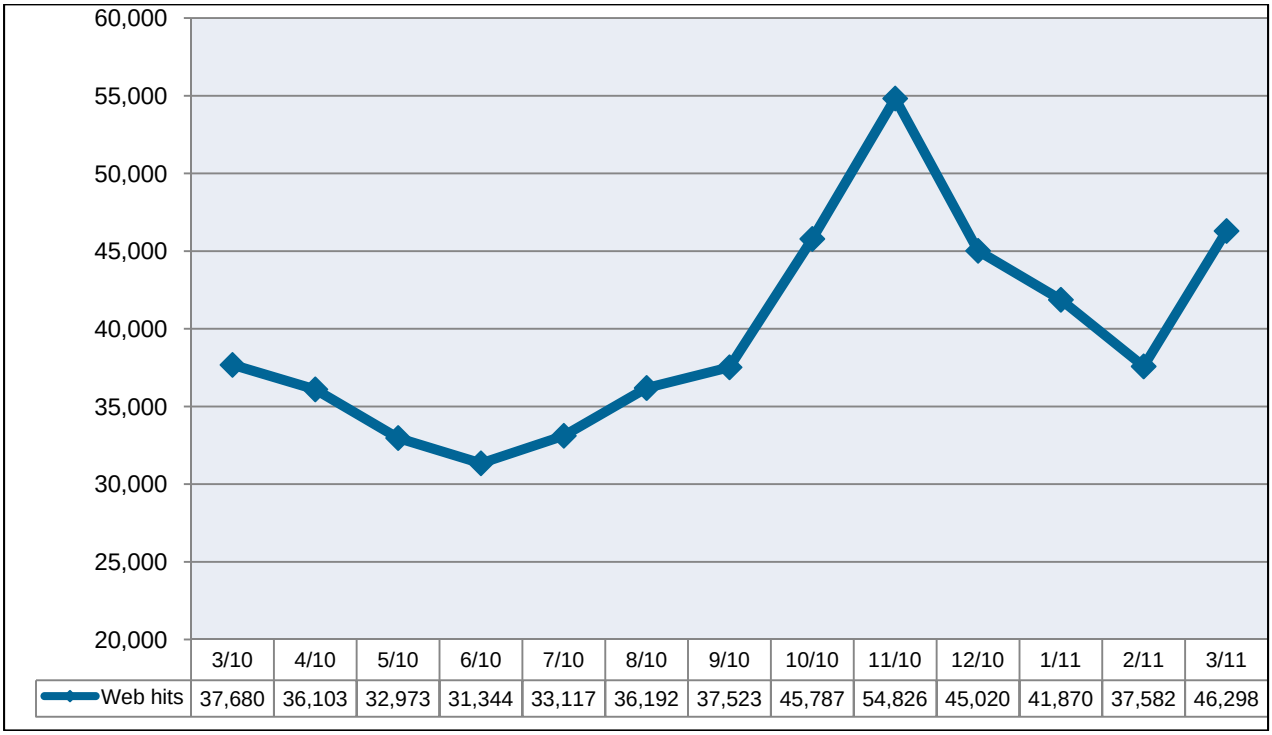


	3/10	4/10	5/10	6/10	7/10	8/10	9/10	10/10	11/10	12/10	1/11	2/11	3/11
Calls	4,738	2,983	2,681	2,736	2,430	3,086	3,949	4,720	5,060	4,674	5,269	3,284	3,489

Conversely, our web volume rose in March 2011, which indicates the drop in call volume may be due to customers taking advantage of our self-service tools, as notated on the next page.

Website Visits

Website volume rose to 46,298 in March 2011. This is an increase of more than 8,000 web hits when compared to March 2010 and February 2011. Most customers were seeking information for their home and trade ally contractors. The pages with information on our Free Your Home campaign and energy-efficient appliances were especially popular in March.



	3/10	4/10	5/10	6/10	7/10	8/10	9/10	10/10	11/10	12/10	1/11	2/11	3/11
Web hits	37,680	36,103	32,973	31,344	33,117	36,192	37,523	45,787	54,826	45,020	41,870	37,582	46,298

The heightened web volume and lower call volume suggests that customers are being satisfied by our self-service tools on the web, such as our online incentive applications and Energy Saver Kit order form.

Additionally, in March 2010, many customers called Energy Trust for information about tax credits, confusing us with the organizations that administer tax credits. In 2011, we created a web page dedicated to explaining the differences between Energy Trust cash incentives and state and federal tax credits. We promoted this link on our homepage, and it was viewed more than 1,500 times in March. This resource most likely reduced our call volume in March, allowed customers to find the information they need more quickly and easily, and reduced overall confusion around tax credits.