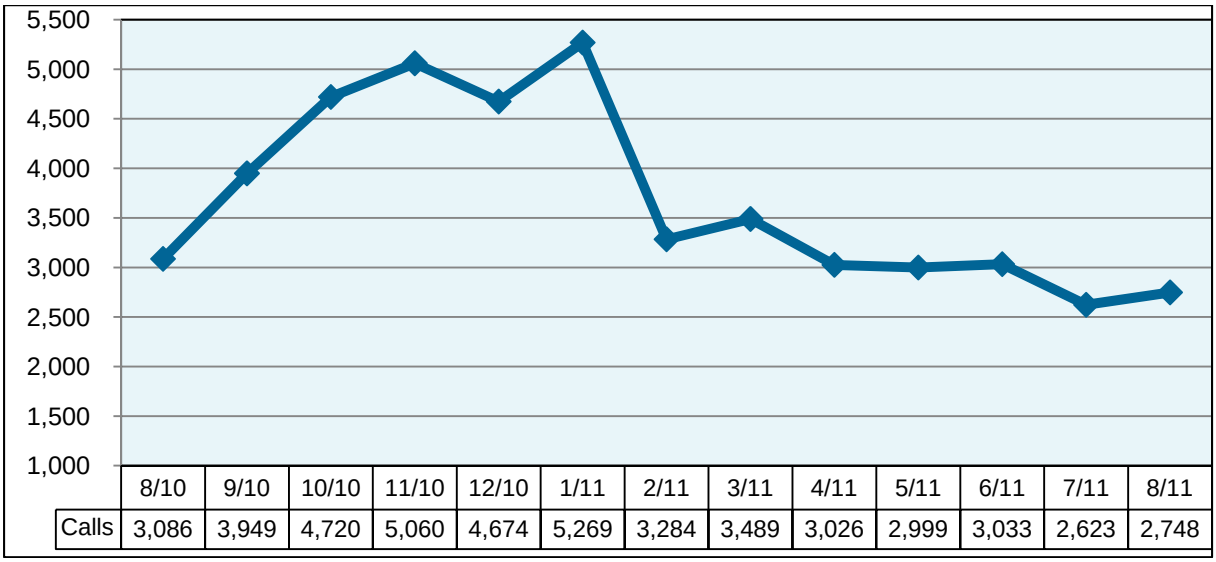
Customer Service Dashboard—August 2011

Call Volume[1]

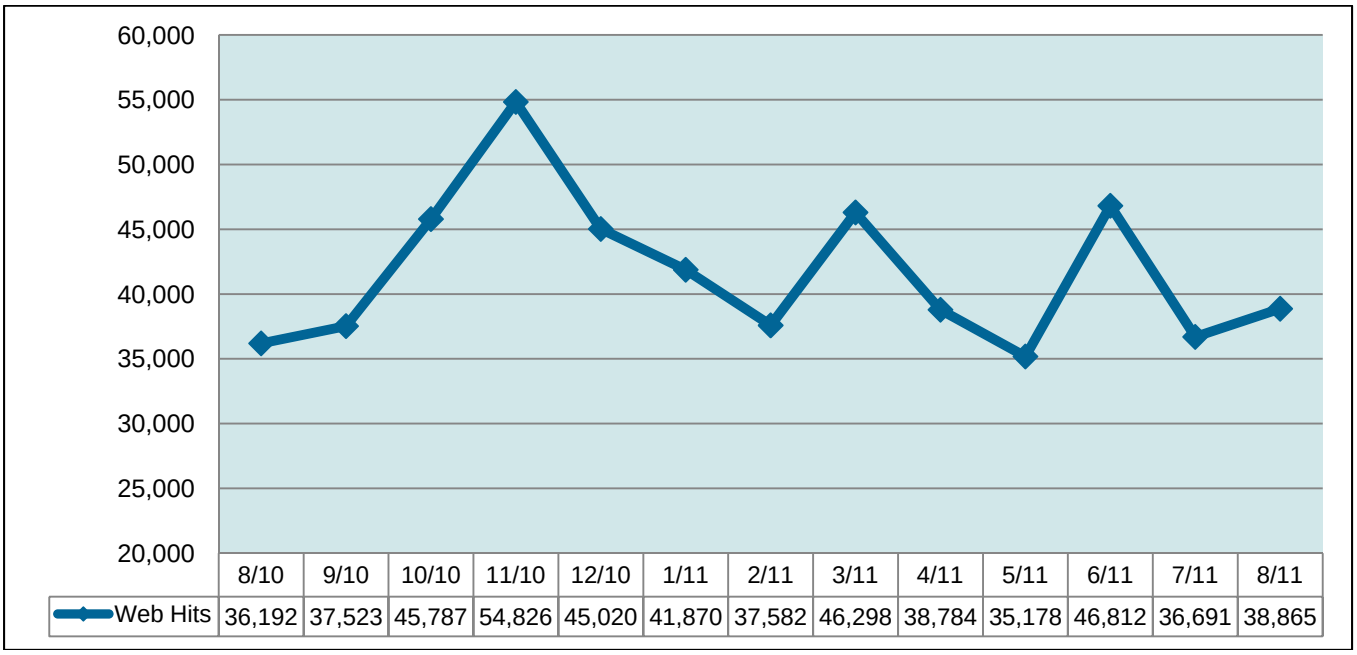
Call volume increased slightly to 2,748 in August 2011. It is typical for call volume to remain low in the warmer months. The majority of callers continue to be homeowners wanting to order a free Energy Saver Kit and inquiring about energy-saving opportunities in their home.



	8/10	9/10	10/10	11/10	12/10	1/11	2/11	3/11	4/11	5/11	6/11	7/11	8/11
Calls	3,086	3,949	4,720	5,060	4,674	5,269	3,284	3,489	3,026	2,999	3,033	2,623	2,748

Website Visits

Website volume increased to 38,865 in August 2011. On slickdeals.net, a consumer-driven deal sharing site, a customer posted about the Kill-A-Watts available in local libraries through Energy Trust. Due to this post, slickdeals.net was the third highest source of referrals to our website for August, behind search engines and direct access. Portland General Electric, Pacific Power, NW Natural and Clean Energy Works Oregon websites also referred a high number of visitors to our website in August.



	8/10	9/10	10/10	11/10	12/10	1/11	2/11	3/11	4/11	5/11	6/11	7/11	8/11
Web Hits	36,192	37,523	45,787	54,826	45,020	41,870	37,582	46,298	38,784	35,178	46,812	36,691	38,865

[1] This data does not include customers responding to requests for missing information on incentive applications or direct calls to PMC hotlines or Energy Trust staff. It only includes information on calls coming into our main hotline, 1.866.368.7878.