Customer Service Report: Quarter 4 2011

Customer Experience Improvements

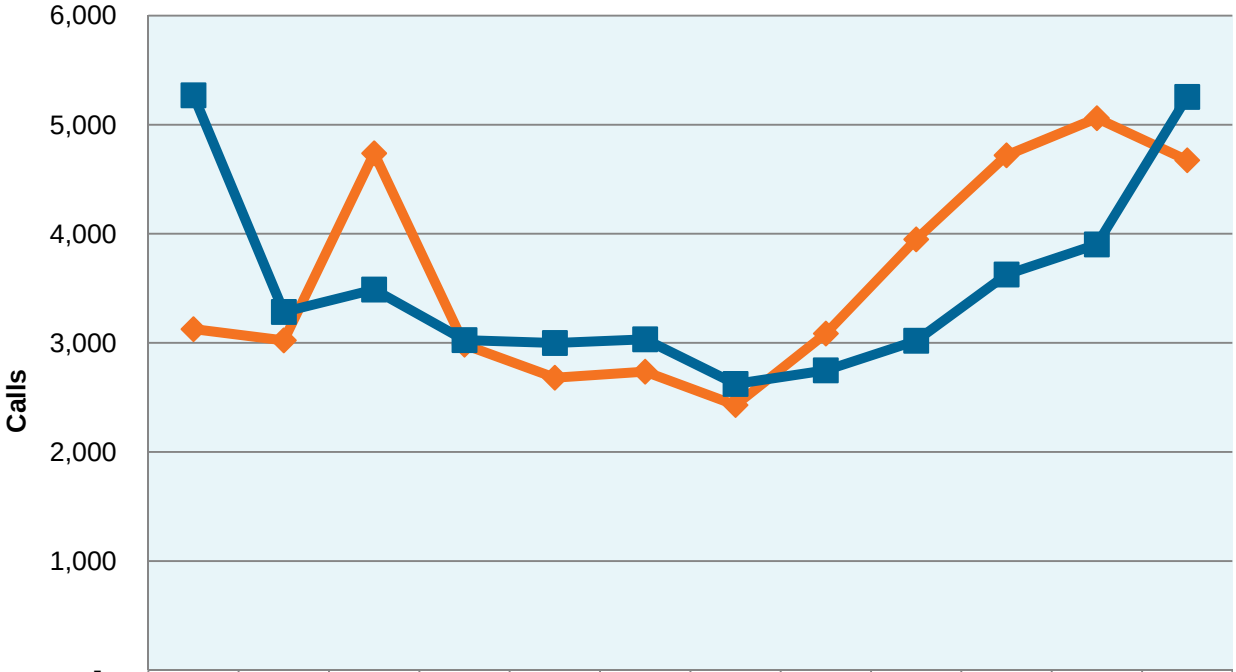
In Quarter 4 2011, the customer service group revamped the Customer Experience SharePoint site based on feedback from users. New features include:

- A more comprehensive homepage, which includes key announcements with links to more information
- A key contact list to guide representatives to key contacts throughout the organization
- A master contact list database, which includes the name, title and contact information for all Energy Trust staff and PMC staff
- Marketing collateral and ads, including those done in collaboration with utilities
- Links to procedures and resources such as case escalation and tracking, the happy customer database and an explanation of our customer experience values

Trainings were delivered to PMC staff and a presentation was made to Energy Trust staff on the site's functionality. We hope that this site will facilitate the sharing of information between programs and promote a simplified and streamlined customer experience.

Call Volume

Call volume increased in Q4 2011 compared to Q3 2011. Call volume decreased in Q4 2011 compared to Q4 2010. We received 12,784 calls in Q4 2011, compared to 14,454 in Q4 2010. Although overall call volume decreased from last year, website visits continued to increase, which may be an indicator that customers are seeking more information online.



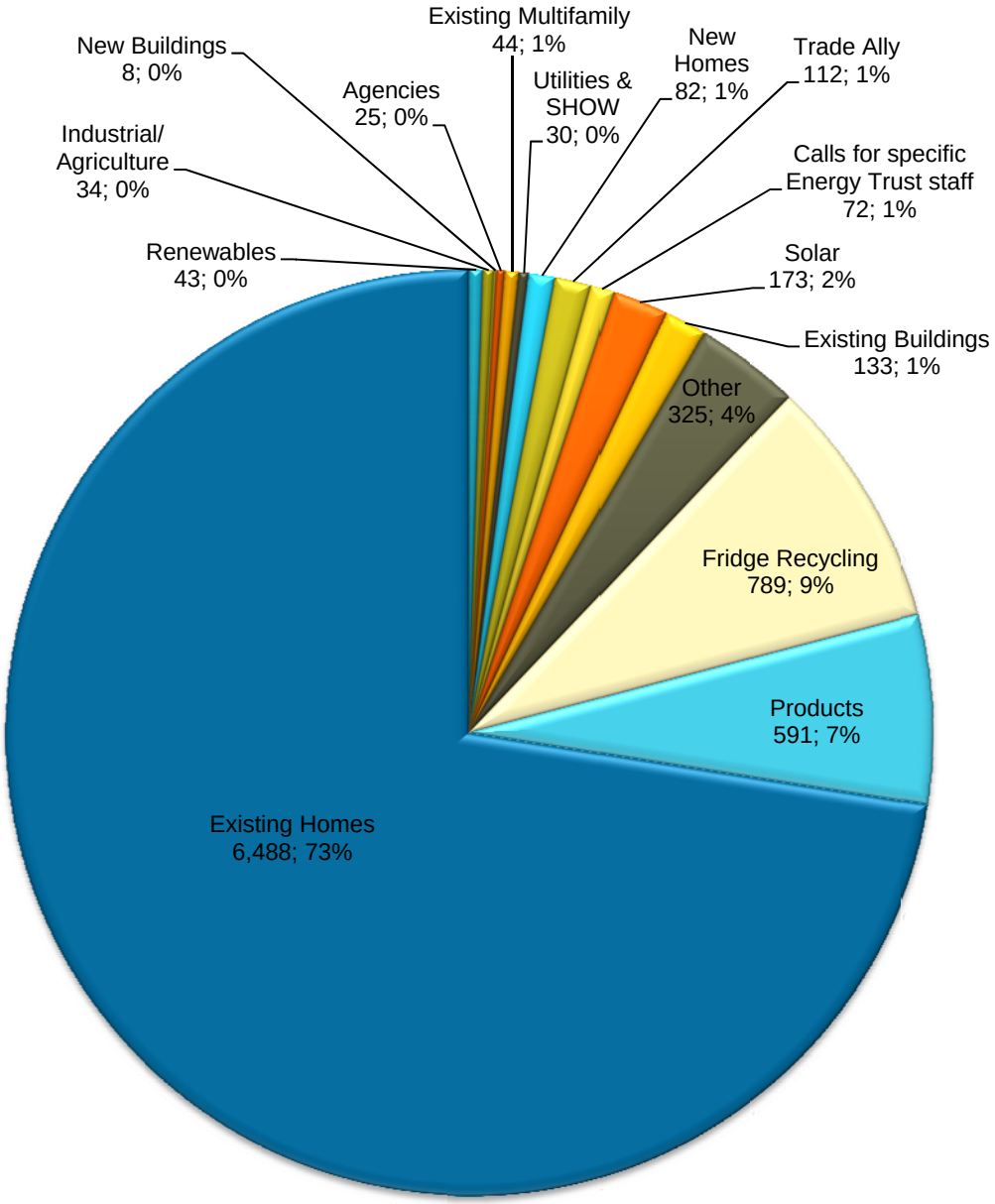
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2010	3,126	3,023	4,738	2,983	2,681	2,736	2,430	3,086	3,949	4,720	5,060	4,674
2011	5,269	3,284	3,489	3,026	2,999	3,033	2,623	2,748	3,020	3,627	3,902	5,255

Call Types

Residential calls continued to make up the majority of total calls in Q4 2011—73 percent of calls received. In addition to the call types below, a main Spanish-speaking line was launched mid June, resulting in 139 calls in Q4 2011, 45 more than Q3 2011.

The Energy Trust contact center was pivotal in promoting the fall bonus incentive to commercial customers. They created interest and excitement, and were able to directly refer lead to the commercial and lighting teams to begin the process of beginning their project.

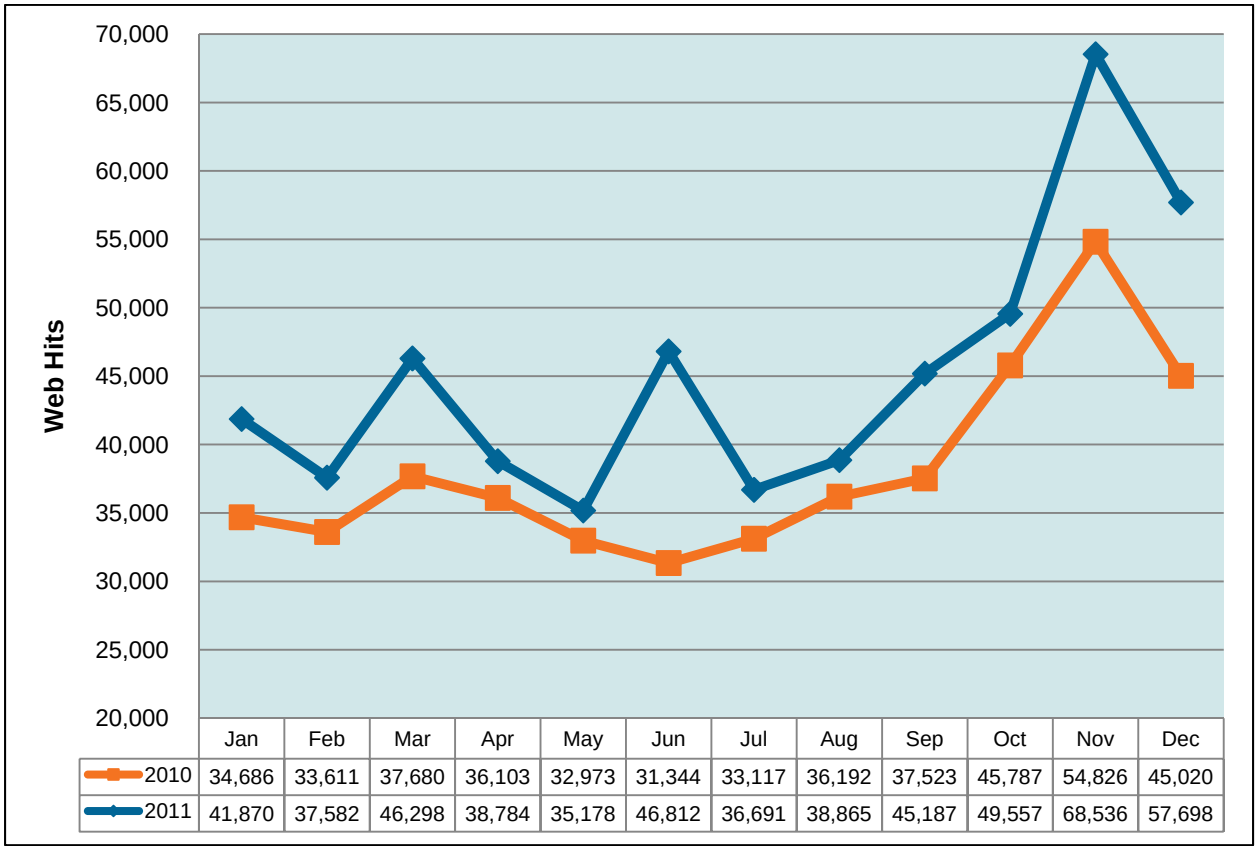
This data does not include customers responding to requests for missing information on incentive applications or direct calls to PMC hotlines or Energy Trust staff. It only includes information on calls coming into our main hotline, 1.866.368.7878.



Website Results: Q4 2011

Visits

The number of visits to our website continued to be higher in 2011, rising to 175,751 in Q4 2011, compared to 145,633 in Q4 2010. 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. Volume in November 2011 was especially high, due in part to an Energy Saver Kit promotion sent by Portland General Electric on November 28, "Cyber Monday," to approximately 135,000 customers. From November 28 through December 1, we recorded almost 42,000 page views of the Energy Saver Kit order form, a 13,000 percent increase in traffic over a normal week.



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2010	34,686	33,611	37,680	36,103	32,973	31,344	33,117	36,192	37,523	45,787	54,826	45,020
2011	41,870	37,582	46,298	38,784	35,178	46,812	36,691	38,865	45,187	49,557	68,536	57,698

Most Viewed Web Pages

In Q4 2011, most customers were seeking information for their home and information on trade ally contractors. The Energy Saver Kit order form and information on refrigerator recycling and new appliances was the most sought after incentive information in Q4.

Rank	Page	Page Views	Avg. Time on Page (Min:Sec)
1	/esaverkits/form.aspx	77,212	01:23
2	/esaverkits/default.aspx	66,771	00:56
3	/default.aspx	50,607	00:53
4	/residential/default.aspx	34,569	00:34

5	/esaverkits/thank-you.aspx	32,409	01:08
6	/residential/incentives/appliances/refrigeratorandfreezerrecycling	21,649	02:22
7	/residential/incentives/appliances/default.aspx	19,692	01:02
8	/library/find-a-contractor/default.aspx	14,985	01:03
9	/residential/incentives/default.aspx	12,485	00:34
10	/wizard/default.aspx (Home Energy Profile)	12,330	00:56
11	/residential/free-your-home/default.aspx?campaign=free	11,276	00:56
12	/residential/find-a-contractor/general-homes/default.aspx	10,103	00:57
13	/residential/incentives/appliances/newrefrigeratorsandfreezers	8,860	02:40
14	/residential/incentives/weatherization/default.aspx	7,682	00:34
15	/residential/incentives/appliances/energystarregclotheswashers1	7,348	03:18
16	/business/default.aspx	7,305	00:43
17	/about/contact-us/default.aspx	6,904	01:39
18	/residential/incentives/heating-and-cooling/default.aspx	6,547	00:27
19	/residential/evaluate-your-home/default.aspx?campaign=evaluate-your-home	4,514	01:43
20	/about/default.aspx	4,511	00:29
21	/residential/free-your-home/default.aspx	4,253	00:48
22	/residential/incentives/weatherization/windows1	4,176	02:21
23	/residential/incentives/info/fridge-recycling-terms.aspx	4,063	01:47
24	/library/forms/hes_doc_incentive_grid.pdf	4,012	03:37
25	/residential/incentives/heating-and-cooling/directventgasfireplaces	3,951	01:36

Top Referring Sites

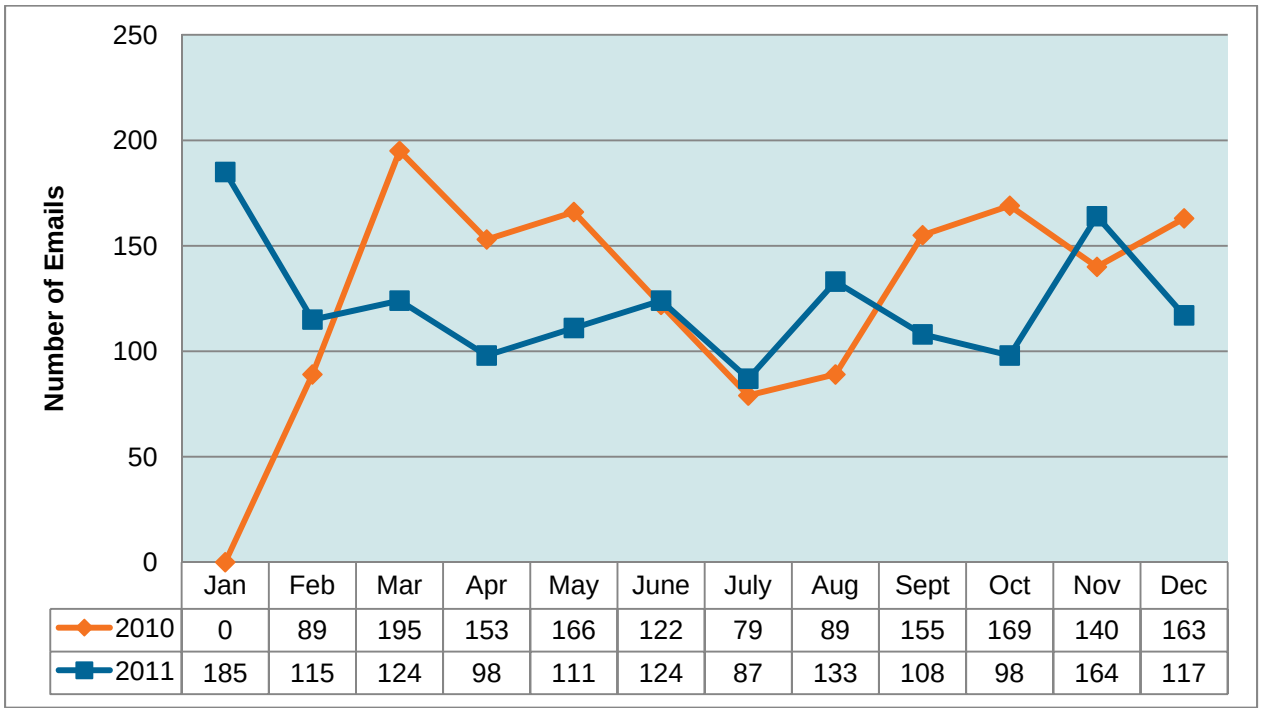
In Q4 2011, search engines and direct access (typing www.energytrust.org into the URL bar) were the top methods visitors used to reach our website. Other top referring sites included NW Natural (and its offers/retail site), PGE (and its online newsletter and email blast) and Pacific Power (and its online newsletter). Referrals through PGE's newsletter, ENERGY STAR® and the Database of State Incentives for Renewables and Efficiency appeared to be valuable, as these referred visitors explored our website for a longer time than other referrals.

Rank	Source/Medium	Referrals in Q4 2011	Avg. Time on Site (Min: Sec)
1	google / organic	52,589	03:41
2	(direct) / (none)	47,841	03:56
3	multiple / radioprint	7,938	02:14
4	nwnatural.com / referral	6,085	03:36
5	bing / organic	5,644	04:35
6	multiple-sources / multiple-mediums	3,761	00:35
7	portlandgeneral.com / referral	3,567	04:54
8	yahoo / organic	3,269	04:31
9	multiple / radioPrint	2,707	03:45
10	ESK email promo by PGE	2,986	03:36

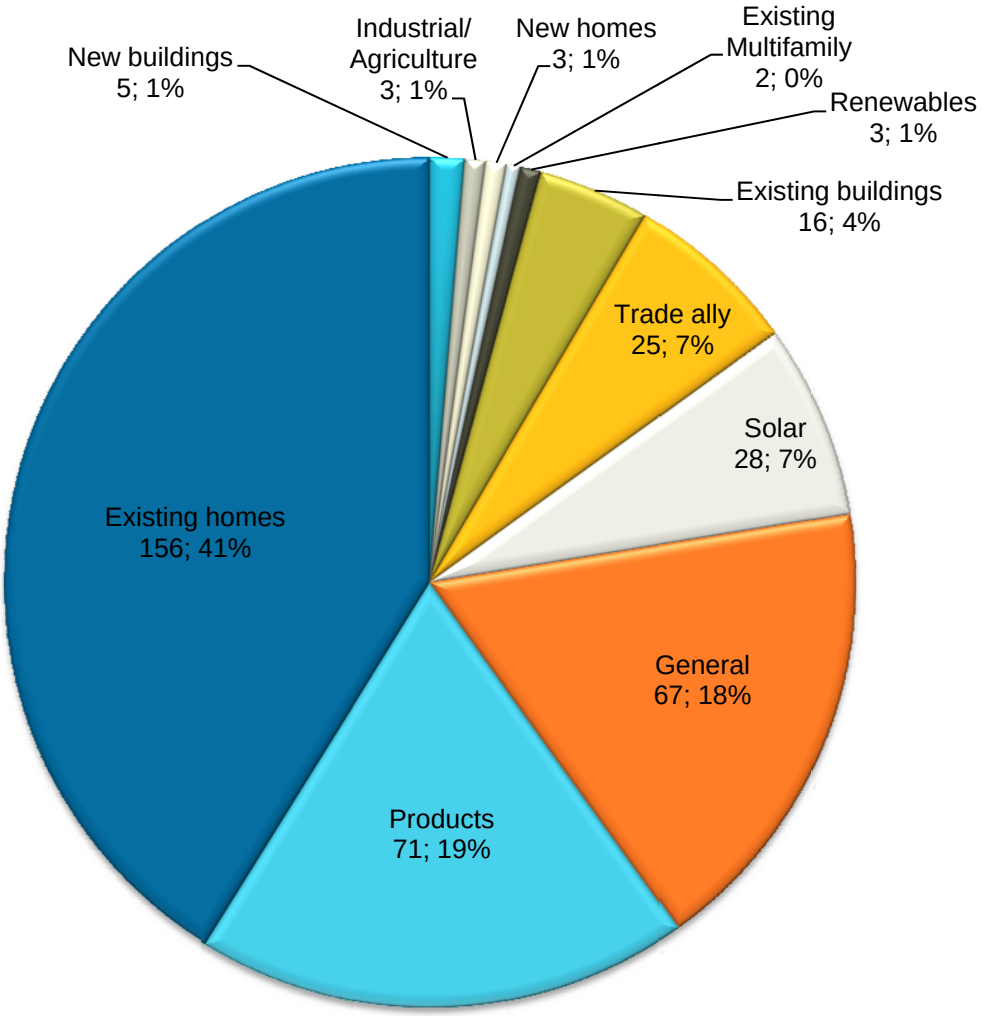
Rank	Source/Medium	Referrals in Q4 2011	Avg. Time on Site (Min: Sec)
11	pacificpower.net / referral	1,848	05:13
12	facebook.com / referral	1,801	02:18
13	search / organic	1,393	04:52
14	dsireusa.org / referral	1,023	06:39
15	nwnaturaloffers.com / referral	980	04:28
16	PP / Newsletter	843	04:27
17	energystar.gov / referral	832	05:22
18	oregon.gov / referral	761	05:06
19	multiple / print-radio	703	01:11
20	view.em.portlandgeneral.com / referral	617	05:09
21	mail.google.com / referral	594	04:46
22	aol / organic	585	04:19
23	mail.aol.com / referral	582	03:51
24	m.facebook.com / referral	570	01:53
25	ask / organic	475	02:45

Email

Emails sent to info@energytrust.org in Q4 2011 rose to 379, slightly more than Q3 2011. Email volume was lower when compared to Q4 2010, which resulted in 472 emails received.



	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
2010	0	89	195	153	166	122	79	89	155	169	140	163
2011	185	115	124	98	111	124	87	133	108	98	164	117

**Data not captured for January 2010*

Customers were primarily asking about information on energy audits and cash incentives by email. Customers also requested incentive processing status updates. There was a slight increase in customers asking about potential tax credits and Energy Trust cash incentives expiring at the end of the year.