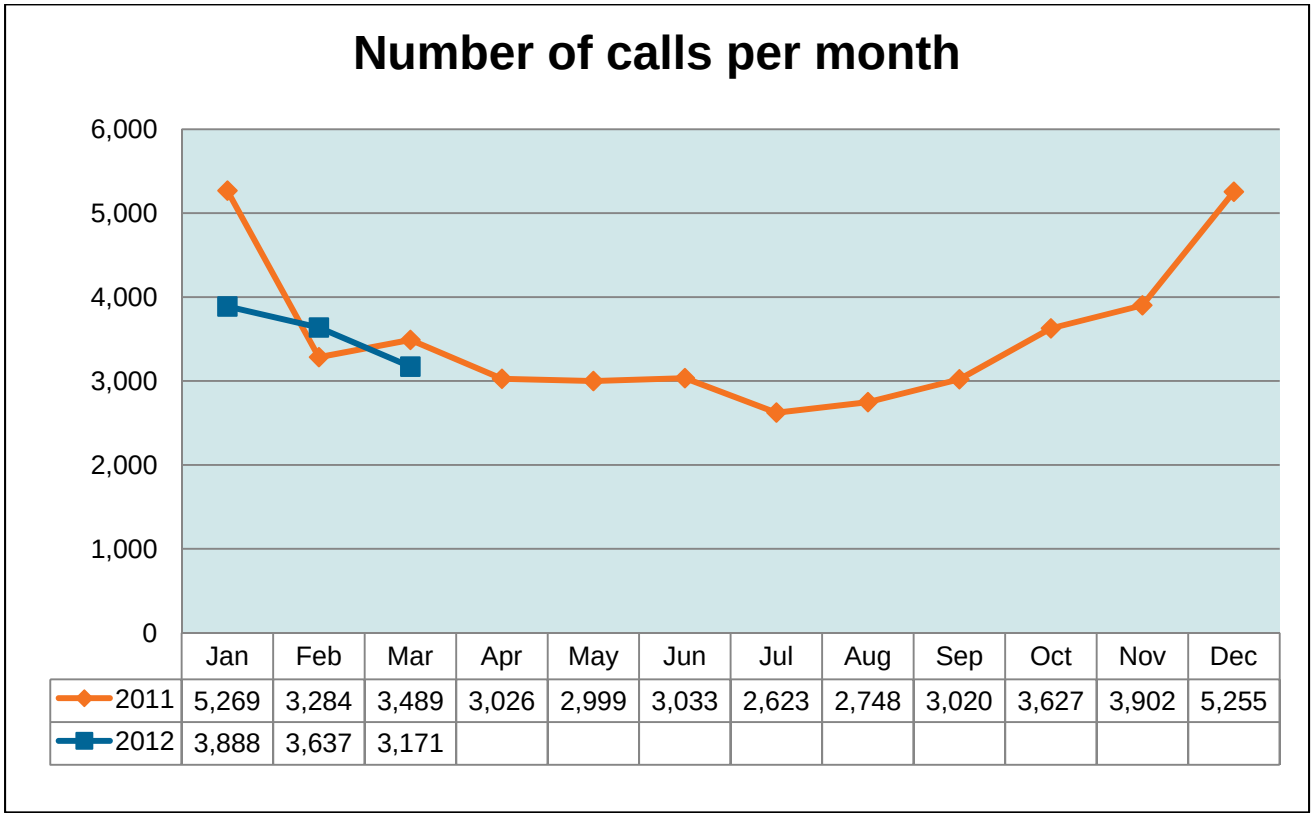
Customer Service Report: Quarter 1 2012

Customer Experience Highlight

In March 2012, Existing Homes launched its new customer engagement strategy, designed to build a stronger relationship between customers and their Energy Advisor following their Home Energy Review (by phone or in-home). As part of this strategy, Existing Homes implemented a new intake process to gather more data on customer needs and customize follow-up services based on those needs. As part of this effort, in March 2012, 399 customers received customized follow-up after their Home Energy Reviews. Email correspondence sent as part of the follow-up averaged a 43 percent open rate.

Call Volume

Call volume decreased by more than 2,000 calls in Q1 2012 compared to Q4 2011. Call volume was also lower in Q1 2012 compared to Q1 2011. We received 10,696 calls in Q1 2012, compared to 12,042 in Q1 2011. Although overall call volume decreased, website visits continue to be higher than the previous year, which may be an indicator that customers are seeking more information online.

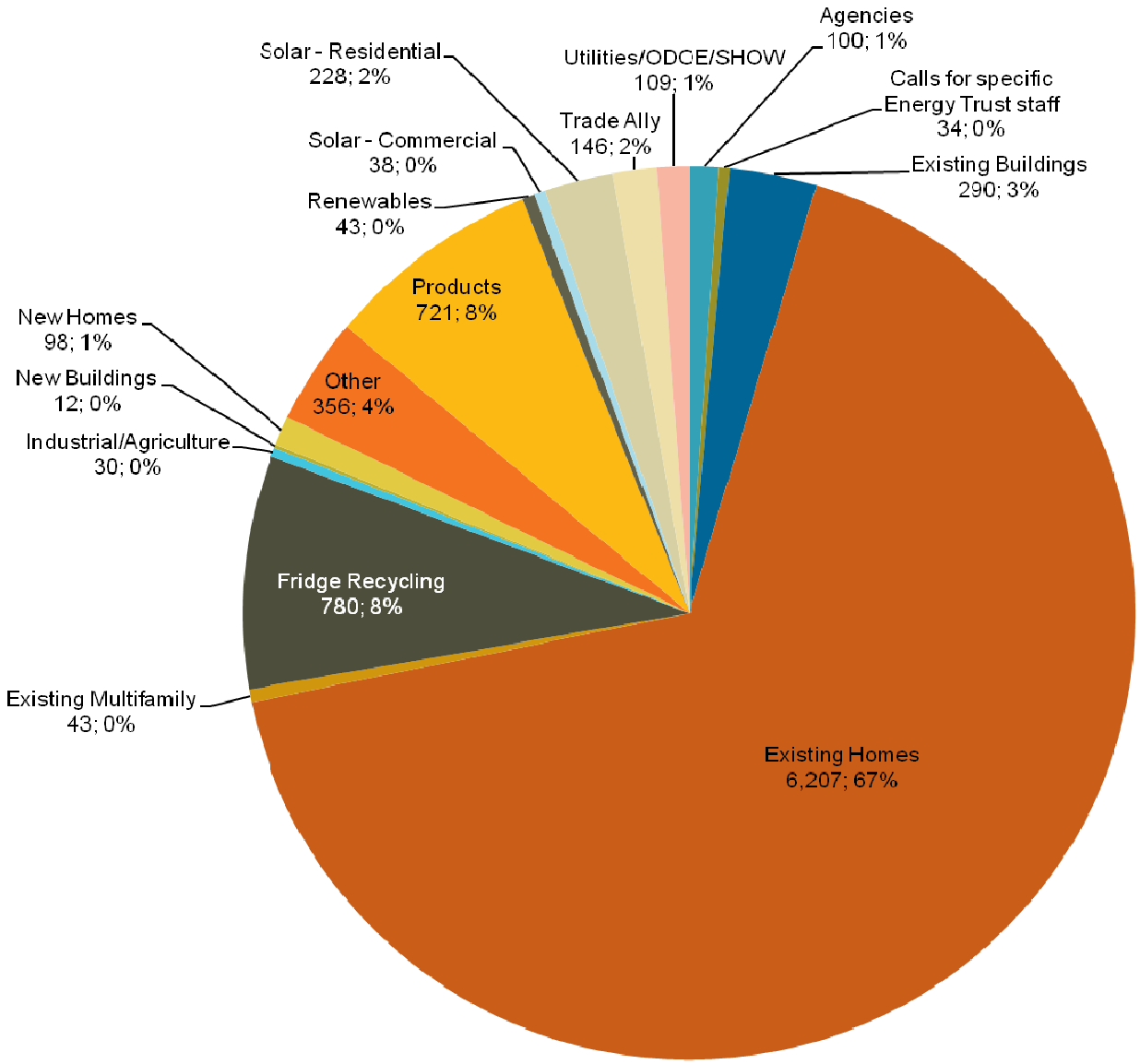


	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2011	5,269	3,284	3,489	3,026	2,999	3,033	2,623	2,748	3,020	3,627	3,902	5,255
2012	3,888	3,637	3,171									

Call Types

Residential calls continued to make up the majority of total calls in Q1 2012. In addition to the call types below, a main Spanish-speaking line launched June 2011 resulted in 164 calls in Q1 2012, 25 more than Q4 2011.

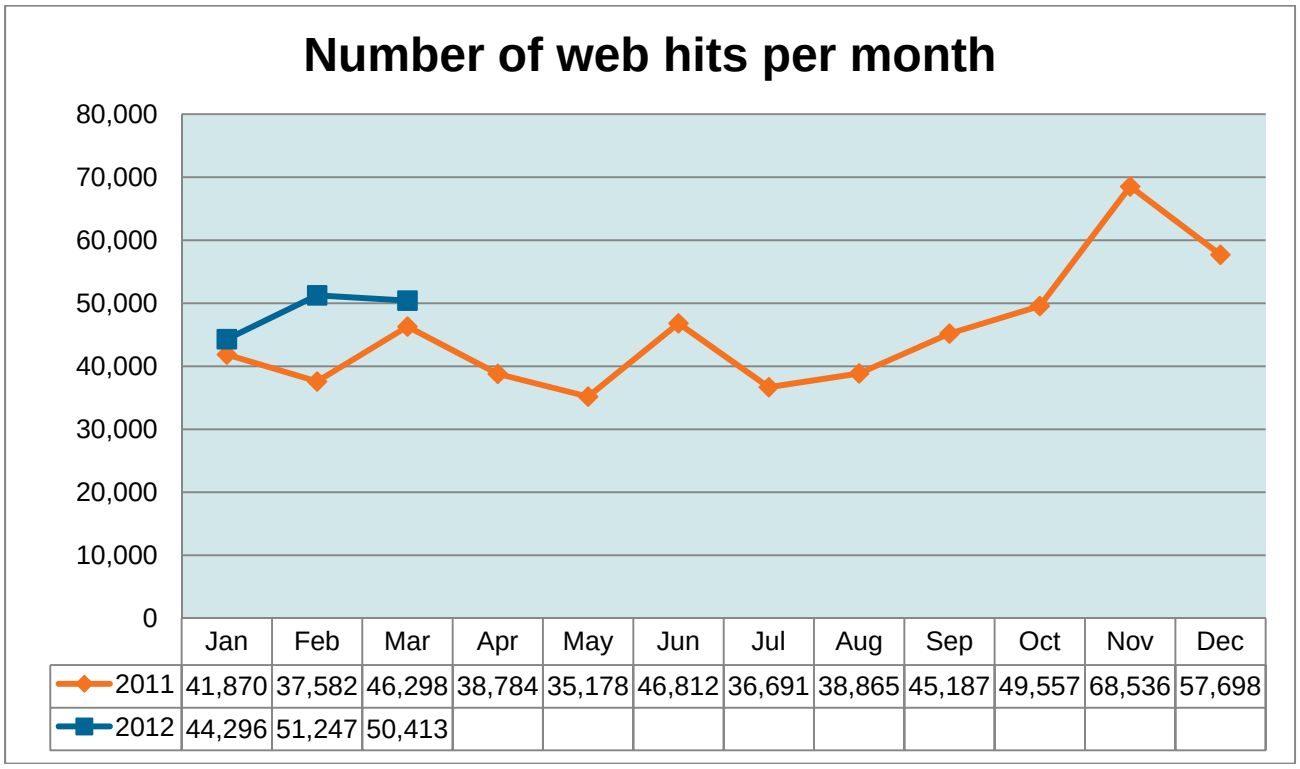
This data does not include customers responding to requests for missing information on incentive applications or direct calls to PMC hotlines or Energy Trust staff. It only includes information on calls coming into our main hotline, 1.866.368.7878.



Website Results: Quarter 1 2012

Visits

Q1 2012 brought 145,956 web visits, a decrease over 175,791 visits in Q4 2011 but an increase over 125,740 visits in Q1 2011. The heightened web 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.



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
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
2012	44,296	51,247	50,413									

Most Viewed Web Pages

In Q1 2012, most customers were seeking information for their home and information on trade ally contractors. The most sought after incentive information in Q1 via the website was the Energy Saver Kit order form and information on refrigerator recycling and new appliances. In addition, more customers are visiting the website to check the status of their incentives—this is the first quarter that the check status page appears in this list.

Rank	Page	Page Views	Avg. Time on Page (Min:Sec)
1	/default.aspx	51,973	00:49
2	/residential/default.aspx	34,047	00:31
3	/library/find-a-contractor/default.aspx	20,829	01:03
4	/esaverkits/form.aspx	14,886	01:36
5	/residential/incentives/appliances/refrigeratorandfreezerrecycling	14,885	02:17
6	/residential/incentives/appliances/default.aspx	14,830	00:38
7	/esaverkits/default.aspx	14,454	00:44
8	/wizard/default.aspx (Home Energy Profile)	13,978	00:58
9	/residential/incentives/default.aspx	13,586	00:31

10	/residential/evaluate-your-home/default.aspx?campaign=evaluate-your-home	12,415	02:16
11	/residential/920c/default.aspx (Residential Appliance Incentive Application)	10,831	04:32
12	/residential/find-a-contractor/general-homes/default.aspx	9,018	00:47
13	/business/default.aspx	8,056	00:38
14	/residential/incentives/weatherization/default.aspx	7,881	00:28
15	/about/contact-us/default.aspx	7,368	01:42
16	/residential/incentives/appliances/energystarregclotheswashers1	6,237	00:50
17	/residential/incentives/appliances/newrefrigeratorsandfreezers	6,202	00:55
18	/esaverkits/thank-you.aspx	6,000	01:16
19	/residential/homeowners/default.aspx	5,649	00:19
20	/residential/free-your-home/default.aspx	5,546	01:05
21	/about/default.aspx	5,533	00:30
22	/residential/check-status/default.aspx	5,331	02:31
23	/about/job-opportunities/default.aspx	5,319	00:56
24	/esaverkits/default.aspx?campaign=pgenewsletteresaverkits	5,050	00:38
25	/residential/incentives/appliances	4,768	00:25

Top Referring Sites

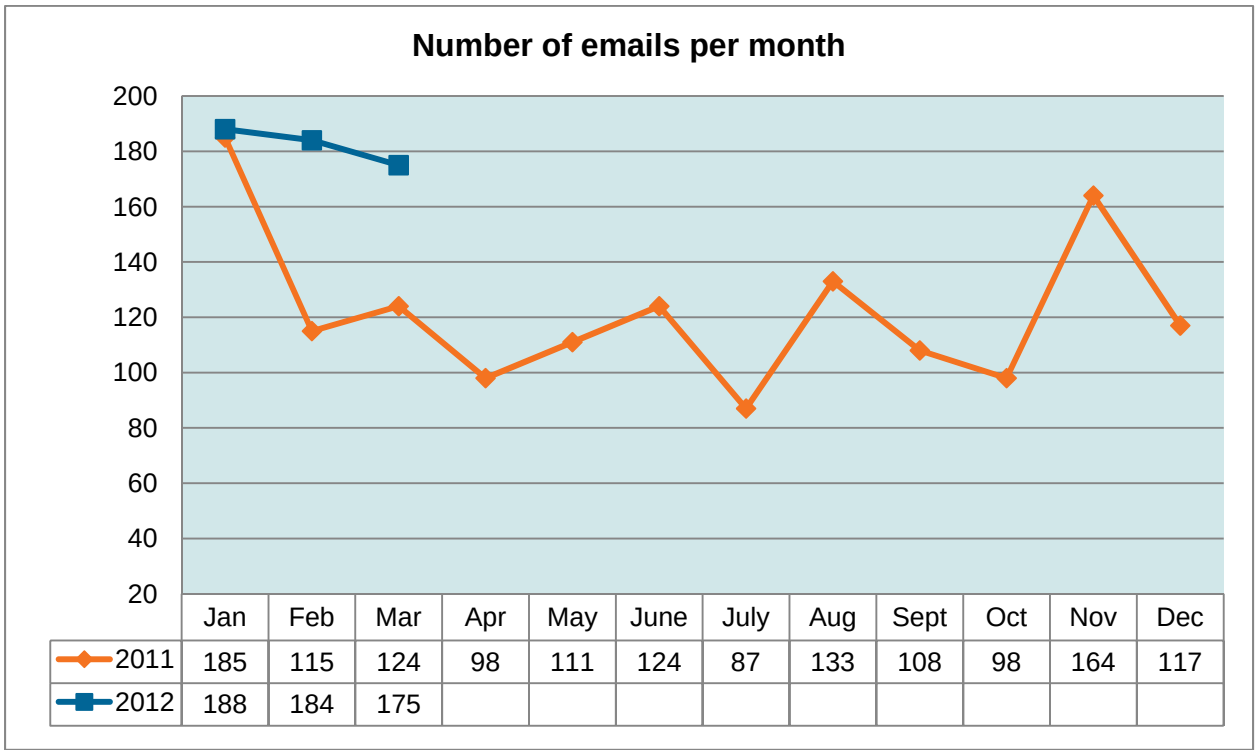
In Q1 2012, search engines and direct access (typing www.energytrust.org into the URL bar) were the top methods visitors used to reach our website. Another top referral included online advertising placed through our Evaluate Your Home and Free Your Home campaigns. Other referrals through Pacific Power's website, Portland General Electric's newsletter, the Database of State Incentives for Renewables and Efficiency, Clean Energy Works Oregon and NW Natural's newsletter appeared to be valuable, as these referred visitors explored our website for a longer time than other referrals. The referrals from Prichard Communications were mostly related to our job postings.

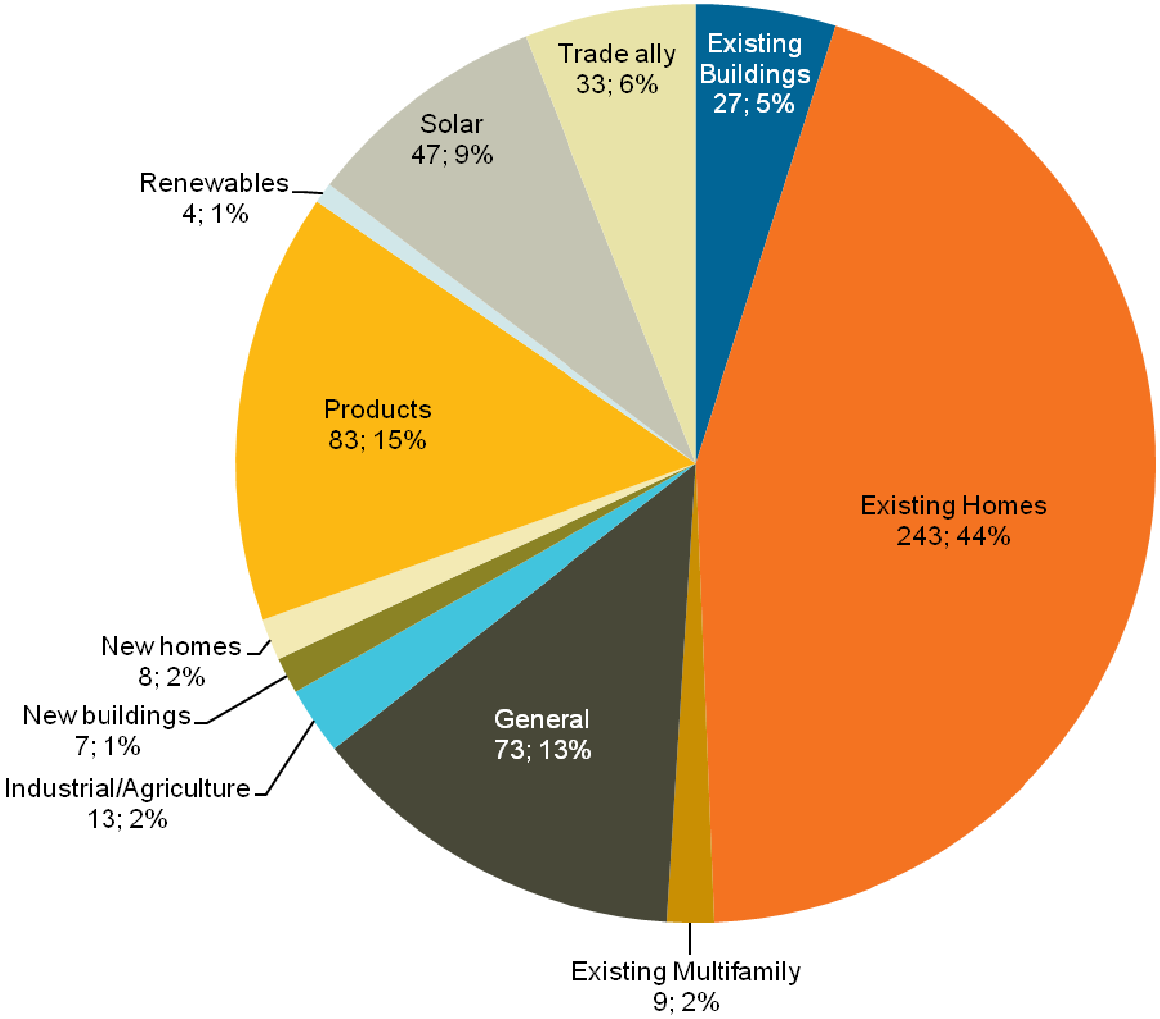
Rank	Source/Medium	Referrals in Q1 2012	Avg. Time on Site (Min: Sec)
1	google / organic	51,837	03:43
2	(direct) / (none)	34,379	03:40
3	multiple-sources / multiple-mediums (Evaluate Your Home Campaign)	11,224	01:01
4	bing / organic	6,267	04:32
5	portlandgeneral.com / referral	4,774	03:44
6	yahoo / organic	2,937	04:10
7	pacificpower.net / referral	2,077	05:27
8	Utility_Newsletter / PGE_Newsletter	1,688	05:56
9	PGE ESK Email / referral	1,146	02:03
10	facebook.com / referral	1,096	03:20
11	dsireusa.org / referral	1,063	05:36
12	oregon.gov / referral	980	05:28

Rank	Source/Medium	Referrals in Q1 2012	Avg. Time on Site (Min: Sec)
13	multiple / radioPrint (Free Your Home Campaign)	942	04:01
14	energystar.gov / referral	759	05:24
15	pandora / mobile	706	00:20
16	nwnaturaloffers.com / referral	675	04:30
17	aol / organic	547	04:22
18	prichardcommunications.com / referral	471	06:50
19	comcast / organic	443	05:09
20	search / organic	440	04:53
21	ask / organic	432	03:52
22	cleanenergyworksoregon.org / referral	379	05:28
23	nwnatural.com / referral	330	03:41
24	NW-Natural / Newsletter	320	08:19
25	sears.com / referral	225	06:06

Email

Emails sent to info@energytrust.org in Q1 2012 rose to 547 from 379 in Q4 2011. Email volume was also higher when compared to Q1 2011, which resulted in 424 emails received.



	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
2011	185	115	124	98	111	124	87	133	108	98	164	117
2012	188	184	175									

Customers were primarily asking about information on energy audits and cash incentives by email. Customers also requested incentive processing status and Energy Saver Kit order updates.