



Imagine a world where the energy that powers our lives and propels us forward is provided by the Earth's clean resources.

Best Solar Branding & Awareness  
Jessica Lim  
Principal Manager



# A Clean Energy Future. Together with our Customers.



- Every 10 minutes, a new solar customer is connected
- Over 272k customers
- SCE's solar branding and education goal is to make the customer experience a positive one

# Simplifying the Solar Experience

ESPAÑOL | 한국어 | 中文 | TIẾNG VIỆT

 SOUTHERN CALIFORNIA  
**EDISON**  
Energy for What's Ahead®

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Solar & You

Home > Your Home > Generating Your Own Power > Solar Power > **Solar & You**

 Basics & Benefits

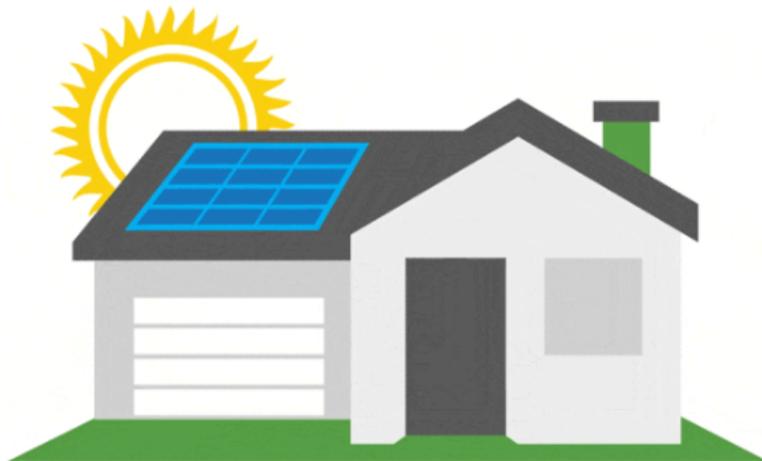
 Energy Efficient First

 Find a Contractor

 Maintenance

 Net Energy Metering

 Understanding Your NEM Bill



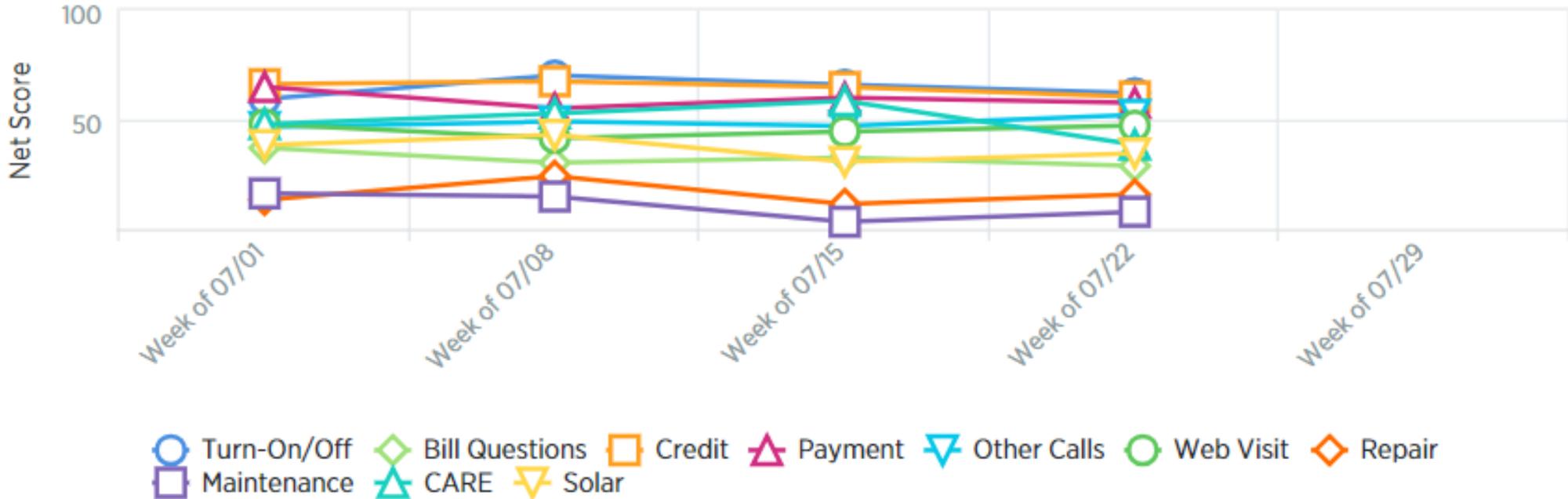
## Solar & You

Thinking about going solar?  
We can help.

# Voice of the Customer Platform

- Real-time customer surveys
- Review trends in customer comments

Satisfaction by Event >



Source: VOC Phone, VOC Web



# Customer Education on the Annual Bill



Go paperless at [www.sce.com/ebilling](http://www.sce.com/ebilling). It's fast, easy and secure.

**Your electricity bill**

VALUED CUSTOMER / Page 1 of 4

For billing and service inquiries call  
1-800-XXX-XXXX  
[www.sce.com](http://www.sce.com)

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**Customer account**  
2-00-000-0000

**Service account**  
3-000-0000-00  
00 ANY DR  
ANY CITY, CA 90000

**Rotating outage**  
Group A043

**Date bill prepared**  
09/29/16

**Amount due \$16.28**  
**Due by 10/18/16**

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**Year-to-date charges through month 9: \$282.38**  
*Due by month 12*

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### Your account summary

Previous Balance	\$16.79	
Payment Received 09/20/16	-\$16.79	
Balance forward	\$0.00	
Your new charges	\$16.28	
<b>Total amount you owe by 10/18/16</b>	<b>\$16.28</b>	

**Understand Net Energy Metering (NEM) billing**

*You are billed annually for your energy charges because they can be offset by energy credits over your 12-month billing period. Any charges not offset by credits will become due at the end of your 12-month billing period.*

*You also receive a monthly bill. It reflects the minimum amount due each month, which supports the cost of maintenance and operation for providing electricity.*

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### Stay informed about your annual bill

<p><b>Your new charges</b> <i>Due monthly</i></p>	<p><b>Year-to-date charges: \$282.38</b> <i>Settled at end of 12-month billing period (on or about 01/25/17)</i></p>
<p><i>If you pay only this month's new charges, you may owe a large amount at the end of your 12-month billing period.</i></p>	<p><i>You may make additional payments anytime. Payments will not show up in your year-to-date charges. They will create a credit on your account. Any remaining balance forward will be settled against any charges in your 12-month settlement bill.</i></p> <p><b>You are in billing month 9 of 12.</b></p>



Search

Saved Items

Nancy Smith

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Billing & Payments | My Account | Profile | Device Management | Data Sharing

**MySCE**

Billing & Payments

Billing & Payments

Manage Payments

My Account

Profile

Device Management

Data Sharing

**Billing & Payments**

Home > MySCE > Billing & Payments

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**Smith, Nancy** 2-12-345-6789

**Amount Due: \$44.95** **Date Due: Nov 25, 2017**

[View Bill](#) [See Bill Inserts >](#) [More Ways To Pay >](#) [Pay Now >](#)

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**You are in month 9 of 12**

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Year to Date Charges: \$160.36 ⓘ Due: Jan 2018

Your next bill will be available on or about **Dec 6, 2017**

# Proactive Customer Notifications

Your year-to-date SCE energy charges. | [View online.](#)

The screenshot shows the SCE website interface. At the top left is the SCE logo with the text 'SOUTHERN CALIFORNIA EDISON' and 'An EDISON INTERNATIONAL Company'. Below the logo, there is a grey box with the text 'Have you generated more energy than you've used?' and 'Watch our NEM video to learn what to expect from your bill.' with a green 'Watch Now' button. To the right is a yellow box titled 'Annual True-up Bill' featuring a play button icon, 'Net Surplus Compensation +\$29', and a bar chart comparing 'Generated Energy' (green) and 'Consumption' (red). At the bottom of the screenshot, it says 'Information about your account ending in 3604'.

Dear Poloi,

You will be billed for your year-to-date energy charges in about 9 months when your current Net Energy Metering (NEM) 12-month billing period ends, which to date are approximately \$294.08. Charges are determined based on the balance of the energy you produced and the energy you consumed over the last 12 months.

You may pay for energy charges any time during your 12-month billing period. To find out how much you owe on your energy charges, please see "**Stay informed about your annual bill**" which is on the first page of your bill. **Make a payment.**

- Emails sent to new solar customers with > \$150 in year-to-date energy charges.
- Customers can sign up for a monthly billing option
- ~ 8k emails sent monthly

# Customer Satisfaction Increasing

- We are well above target in all 3 areas that we measure through the Net Promoter Score (100 to -100) compared to our baseline.
  - Annual Bill (35 versus 18)
  - Activation (58 versus 52)
  - Other Calls (49 versus 41)



Thank You! Visit us at [edison.com/ourperspective](https://www.edison.com/ourperspective)

