



Marketing & Account Services

PRESENTED BY: ANNIE HENDERSON

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ACCOUNT SERVICES DASHBOARD

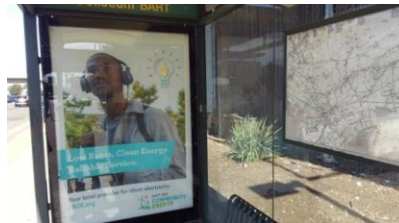
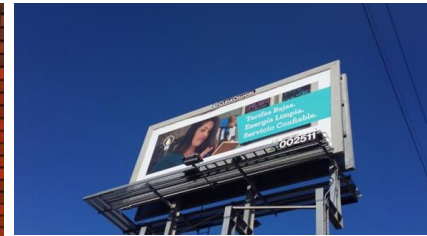
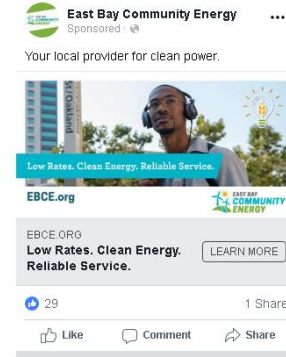
Metric	DECEMBER	NOVEMBER
Opt Out	2,307	2,182
Opt Up	448	641
Calls Received	2,100	1,500
Average Handle Time (AHT)	10 minutes	8.5 minutes
Average Speed to Answer (ASA)^	10 seconds*	
Abandonment Rate^	0.81%*	
New Customer Connects (Res)	2,735	2,126
New Customer Connects (C&I)	157	150

^ Year to Date metrics

* Service Level Agreements: ASA – 60 seconds
Abandon Rate – 3%

Phase 2 Enrollment Campaign

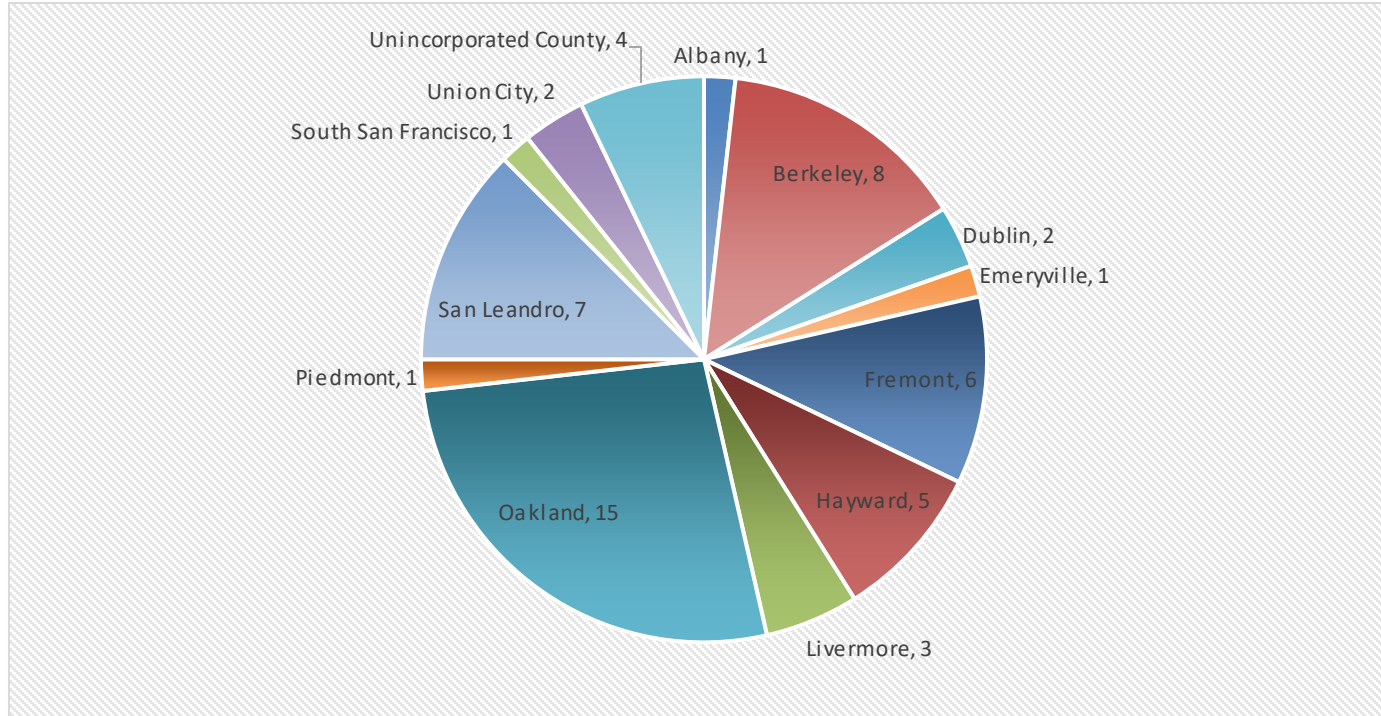
Channel	Impressions
Print & Digital	3,168,053
Social Media	3,335,521
Outdoor	28,350,481
TOTAL	34,854,055
<i>Cost per Impression</i>	<i>\$0.005</i>



Phase 2 Enrollment Outreach

Metric	July	August	September	October	November	December	TOTAL
Events Attended	4	6	10	17	12	7	56
Event Interactions	n/a	483	804	715	594	422	3,018
Cities Visited	3	3	8	8	7	3	13
EBCE Awareness	n/a	8 (1.7%)	50 (6.2%)	220 (30.7%)	73 (12.3%)	36 (8.5%)	387 (12.8%)

Phase 2 Outreach by Area



* South San Francisco was a US Green Building Council event for home improvement contractors. We partnered with other Bay Area CCAs to have a table that provided information to these professional stakeholders that are often working with customers on solar and energy efficiency projects.

JANUARY/FEBRUARY 2019

Account Services

- Phase 2 Enrollment Notification complete (~2M mailers)
- Begin NEM Phase 1 Enrollment Notification in February
- On-going New Customer notifications

Marketing

- Campaign development
 - April: Earth Day
 - May: Bike to Work Day
 - June: Alameda County Fair
 - TBD: Hyper-local sponsorships
- Transitioning off of Circlepoint for project management, social media management

Outreach

- Understanding Your Bill Tour
- In-language Spanish and Chinese workshops (to be videoed)