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June 30, 2014

Rosemary Chiavetta, Secretary  
Pennsylvania Public Utility Commission  
Commonwealth Keystone Building  
400 North Street  
P.O. Box 3265  
Harrisburg, PA 17105-3265

**Re: Petition of PECO Energy Company for Expedited Approval of Certain Revisions  
to its Initial Dynamic Pricing and Customer Acceptance Plan  
Docket No. P-2012-2297304**

Dear Ms. Chiavetta:

In accordance with the above-referenced Petition and the subsequent Opinion and Order approving the Petition, PECO Energy Company herein submits the Dynamic Pricing PECO Smart Time Pricing Pilot Enrollment Report for entry into the docket.

Sincerely,

A handwritten signature in black ink, appearing to read "Craig Williams", written over a white background.

W. Craig Williams  
Assistant General Counsel

Enclosures

cc: Certificate of Service

**BEFORE THE  
PENNSYLVANIA PUBLIC UTILITY COMMISSION**

**PETITION OF PECO ENERGY :  
COMPANY FOR EXPEDITED :  
APPROVAL OF ITS DYNAMIC : DOCKET NO. P-2012-2297304  
PRICING PLAN VENDOR SELECTION :  
AND DYNAMIC PRICING PLAN  
SUPPLEMENT**

**CERTIFICATE OF SERVICE**

I hereby certify and affirm that I have this day served a copy of the following *Dynamic Pricing PECO Smart Time Pricing Enrollment* in the above-captioned proceeding upon the following persons in the manner specified in accordance with the requirements of 52 Pa. Code § 1.54:

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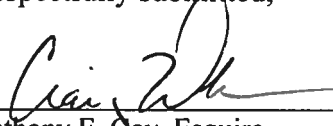
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**Dynamic Pricing**  
**PECO Smart Time Pricing Pilot Enrollment Report**  
Submitted to PECO  
Submitted by Nexant  
June 24, 2014

**Prepared by:**  
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## 1 Executive Summary

In October 2013, PECO launched a time-of-use (TOU) pricing pilot called PECO Smart Time Pricing. The offer combined a TOU rate with a bill protection feature plus a no-fee cancelation provision, all of which was supported by customer education and a call center staffed by trained agents. The TOU rate offered a reduced rate for electricity usage for most hours of the year and a higher rate during non-holiday, weekday afternoons from 2 to 6 PM. The bill protection feature provided assurance to customers who stayed on the program for a year that they would pay no more than what they would have paid on the PECO default rate. The offer was made to nearly 121,000 residential customers and more than 3,500 small & medium business (SMB) customers.

Throughout the development of PECO's Smart Time Pricing program, PECO engaged various stakeholder groups (including statutory advocates, the supplier community and PUC staff), via webinars and in-person meetings to cooperatively develop meaningful program parameters, including the establishment of the eligibility criteria for participation in the pilot. These criteria limited the pool of eligible customers who could receive a solicitation to join the pilot. The findings of this report are limited to customers meeting those criteria, which are summarized in Section 2.2.

The primary objectives of the pilot were to:

- Gauge customer interest in a TOU rate offered through a competitive supplier;
- Assess the reasons why customers chose to enroll or not enroll in PECO Smart Time Pricing; and
- Evaluate the impact of TOU prices on electricity consumption.

NRG Retail Solutions was selected by PECO through a competitive process to perform the program implementation tasks and become the electric generation supplier (EGS) for customers who enrolled in the program. Nexant was retained as the measurement and evaluation (M&E) contractor that conducts the research associated with these pilot objectives. The first two objectives are addressed in this interim report. The final objective will be addressed in the final report that will be completed in April 2015 after the pilot has ended.

### 1.1 Residential Customer Interest in PECO Smart Time Pricing

PECO solicited 120,998 residential customers to enroll in PECO Smart Time Pricing. In total, 4,882 customers accepted the offer, which produced a 4% acceptance rate. On average, there was a 29-day waiting period between acceptance and enrollment, which allowed time for customers to switch suppliers again or, in some cases, customers moved. As a result, the enrollment rate was 3.9%, which was slightly lower than the acceptance rate. Of the 4,779 customers who ultimately enrolled in PECO Smart Time Pricing, 249 customers (5.2%) had de-enrolled as of March 31, 2014.

The PECO Smart Time Pricing pilot exceeded PECO and NRG Retail expectations in recruiting default residential customers to sign up for and remain in a TOU rate offered by an EGS. Both PECO and NRG Retail attribute the success in the participation rates to the collaborative EGS-EDC approach to the program.

## 1.2 SMB Customer Interest in PECO Smart Time Pricing

PECO solicited 3,583 SMB customers to enroll in PECO Smart Time Pricing. In total, 23 customers accepted the offer, which produced a 0.64% acceptance rate. Of the 23 SMB customers who enrolled in PECO Smart Time Pricing, 3 customers (13%) had de-enrolled as of March 31, 2014. This experience showed that, among SMB customers that have never switched electricity suppliers, there was a lack of interest in PECO Smart Time Pricing.

## 1.3 Survey Findings

As of April 2014, three surveys related to PECO Smart Time Pricing had been conducted. NRG Retail conducted a welcome survey among all residential customers who enrolled between October 1, 2013 and January 31, 2014. As of March 7, NRG Retail sent 4,002 survey invitations and received 725 responses to the survey, resulting in an overall survey response rate of 18%. The 725 total responses were sufficient to measure customer characteristics and opinions with +/- 4% precision and 95% confidence (for pilot enrollees among the subset of 25% of residential customers that meet the pilot eligibility criteria). Nexant conducted a residential decliner survey among a random sample of 5,500 customers who were solicited for PECO Smart Time Pricing, but who did not enroll in the program (referred to as “decliners”). In total, the residential decliner survey produced 1,338 completed surveys, of which 715 (54%) recalled the offer to enroll in PECO Smart Time Pricing. The 1,338 total responses were sufficient to measure customer characteristics and opinions with +/- 3% precision and 95% confidence (for pilot decliners among the subset of 25% of residential customers that meet the pilot eligibility criteria). Finally, Nexant also conducted a small-scale SMB phone survey, for which 22 customers completed the survey. As a consequence of the small number of responses, the results could not be generalized to the group on the whole.

For the NRG Retail Welcome Survey for residential enrollees, the key findings were:

- More than two-thirds of respondents were satisfied with the pilot;
- Less than 10% of respondents were dissatisfied;
- The main reason respondents chose to participate in the program was to save money by taking advantage of a better rate during off-peak hours;
- PECO sponsorship of the program was an important reason in choosing to participate; and
- Over 75% of survey respondents were 55 years of age or older.

For the residential decliner survey, around half of respondents recalled receiving the offer to enroll in PECO Smart Time Pricing. Among customers who recalled receiving the offer, the key findings regarding why customers declined the offer were:

- Not wanting to switch away from their current service supplier;
- Not sure they would be better off on the new pricing plan;
- Simply not interested; and
- Thought they may experience higher costs on the program.



Finally, of the few customers who completed the small-scale SMB phone survey and recalled the offer, four out of five stated that they were just not interested, were not sure that they would be better off and that they thought it was too much hassle to sign up.

## 2 Overview of PECO Smart Time Pricing

PECO Smart Time Pricing is a one-year pilot program that offers eligible customers a time-of-use (TOU) rate combined with bill protection and no cancellation fees if customers choose to leave the program. The pilot targeted almost 121,000 residential customers and over 3,500 small commercial customers. Nearly 630,000 residential accounts and over 12,000 SMB accounts met the AMI meter requirement for participating in the pilot, but due to the five eligibility criteria listed in Section 2.2, only 25% of residential customers and 29% of SMB customers were eligible for the pilot. The TOU rate structure has peak and off-peak hours. Peak hours are from 2 PM to 6 PM weekdays only, excluding holidays. Off-peak hours are the remaining weekday hours and all day Saturday and Sunday. Customers who stay on the program for 12 months will receive bill protection relative to PECO's default service rate. There are no cancellation fees and customers may leave the program at any time.

As the result of a competitive procurement, NRG Retail Solutions is PECO's commodity supplier and implementation vendor for the pilot. Customers who participate in the program must enroll with NRG Retail Solutions to receive the TOU price. NRG Retail is also performing the billing calculations and sending in the supplier charges to be included on the customer's bill, per normal procedures. As the implementation vendor, NRG Retail is providing the marketing, cost comparisons and reporting services. NRG Retail is also providing customer support through trained agents at a dedicated call center.

The primary objectives of the pilot are to:

- Gauge customer interest<sup>1</sup> in a TOU rate offered through a competitive supplier;
- Assess the reasons why customers chose to enroll or not enroll in PECO Smart Time Pricing; and
- Evaluate the impact of TOU prices on electricity consumption.

### 2.1 Overview of the Offer

The PECO Smart Time Pricing offer included three features – the TOU rate, bill protection and the option to leave the pilot at any time without a cancellation fee. This section summarizes each of the three features.

#### 2.1.1 The TOU Rate

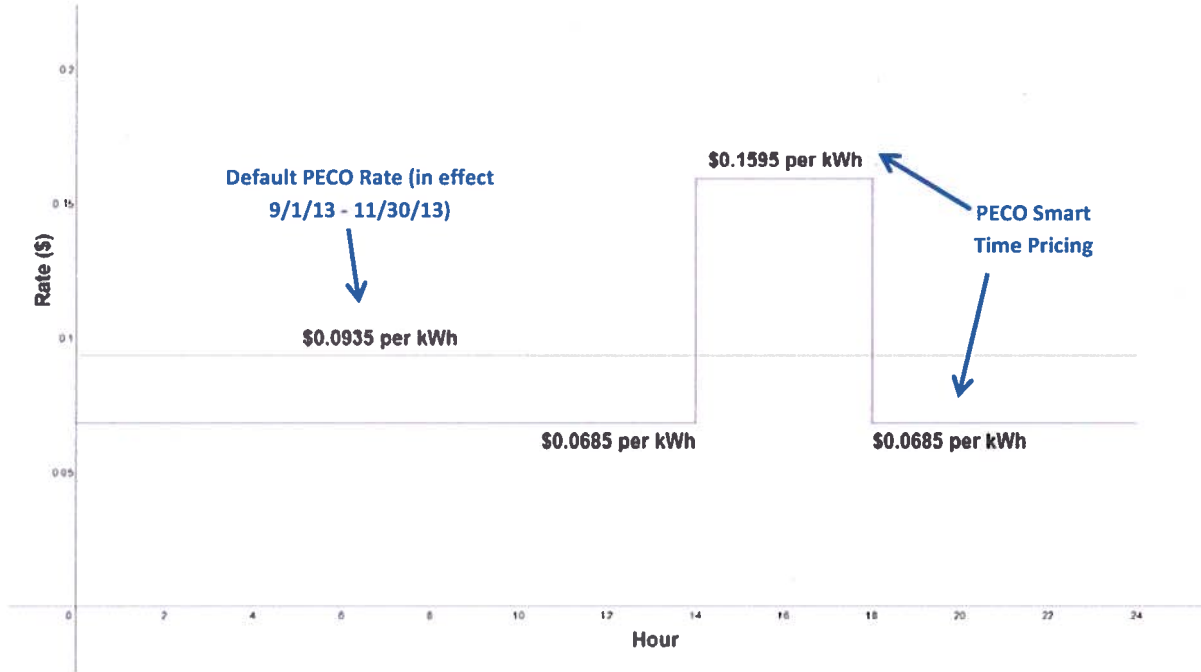
PECO Smart Time Pricing applies to the generation portion of the rate that customers pay for electricity. The delivery portion of the rate stays the same. Figure 2-1 compares the generation rate under PECO Smart Time Pricing and under the default PECO rate in effect at the time of the solicitation. PECO Smart Time Pricing has a peak generation rate of \$0.1595 per kWh on weekdays from 2 to 6 PM, excluding holidays, and an off-peak generation rate of \$0.0685 per kWh during the remaining hours of the year. The PECO Smart Time Pricing TOU rate remains the same for the entire pilot. PECO's default rate for generation changes quarterly and was \$0.0935 per kWh at the time the solicitations began (that rate was in effect from September 1, 2013 through November 30, 2013). Basically, under PECO Smart Time

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<sup>1</sup> Customer interest is measured by initial acceptance, enrollment and de-enrollment and by survey responses.

Pricing, customers pay roughly 7 cents more per kWh during around 11% of the hours of the year and save just over 2 cents per kWh during the remaining 89% of the hours.<sup>2</sup>

**Figure 2-1: Comparison on Generation Rates (\$/kWh) on Non-holiday Weekdays**



### 2.1.2 Bill Protection

PECO offered a bill protection feature that provided enrolled customers who remained with the program for 12 months the assurance that their total cost would not be greater than what they would have paid if they had remained on PECO’s default rate. If a customer’s actual bill on PECO Smart Time Pricing is higher than it would have been with PECO’s default rate, the customer will receive a check for the difference. The bill protection reconciliation will be performed on the customer’s entire twelve months of bills in aggregate.

### 2.1.3 Leave Anytime, No Cancellation Fee

Enrolled customers have the option of leaving the pilot at any time without a penalty or fee. Customers who leave the pilot prior to completing the 12-month term will not be eligible for bill protection.

## 2.2 Eligibility Criteria

In developing the eligibility criteria, PECO worked with a broad group of stakeholders, including the statutory advocates, the supplier community and the PUC staff. During this process, PECO met with the stakeholder groups on a regular basis, conducted several webinars and briefed the commission staff. The following eligibility criteria were applied to customers to be included in the solicitation for PECO

<sup>2</sup> While the TOU pricing remains the same throughout the pilot, the on-peak premium and off-peak discount will vary quarterly with changes in PECO’s default rate.

Smart Time Pricing. First of all, residential customers needed to have an AMI meter installed as of June 1, 2013. SMB customers had to have an AMI meter installed as of September 1, 2013.

From that set of customers, the key criteria were that eligible customers could not:

- Be on PECO’s CAP rate for low-income residential customers;
- Be actively shopping with an alternate supplier;
- Be actively making payments on a payment arrangement;
- Have indicated to PECO via their Release of Information selection that they do not want their personal information used for marketing purposes; or
- Be a net-metering customer.

The findings in this enrollment report are applicable to customers meeting the pilot eligibility criteria and may not be representative of PECO’s entire population. To account for how the external validity of this study is impacted by these eligibility criteria, Table 2-1 summarizes the distribution of AMI-enabled customers by study group. Basically, the pilot findings and survey results are representative of the portion of PECO’s population that meets the eligibility criteria established. For the sample of PECO customers available for PECO Smart Time Pricing, this is 25% of residential customers and 29% of SMB customers, not the entire PECO population.

**Table 2-1: Distribution of AMI-enabled Customers by Study Group**

| Group of Customers                                    | Residential        |                   | SMB                |                   |
|---|--------------------|-------------------|--------------------|-------------------|
|   | Number of Accounts | % of AMI Accounts | Number of Accounts | % of AMI Accounts |
| AMI Meter as of June 1 (Residential) or Sept. 1 (SMB) | 628,454            | 100%              | 12,204             | 100%              |
| Did Not Meet Eligibility Criteria                     | 471,756            | 75%               | 8,053              | 66%               |
| Met Eligibility Criteria                              | 156,698            | 25%               | 3,583              | 29%               |
| Assigned to Treatment Group                           | 120,998            | 19%               | 3,583              | 29%               |
| Assigned to Control Group                             | 35,700             | 6%                | 0                  | 0%                |

### 2.3 Pilot Marketing and Enrollment Process – Residential<sup>3</sup>

As of September 1, 2013, 155,169 residential customers were eligible for PECO Smart Time Pricing. Nexant selected a random sample of nearly 121,000 eligible residential customers to be included in the bill insert and direct mail solicitations. Residential customers were solicited by bill group, as indicated in Table 2-2. In total, 120,998 residential customers were included in the initial direct mail solicitation. Prior to this solicitation, an insert was also sent to customers along with their electricity bill. The timing was coordinated so that the direct mail solicitation arrived at the customer’s home a few days after the bill insert. In addition, between November 14 and November 20, PECO resent the direct mail solicitation

<sup>3</sup> Residential customers are defined within PECO Smart Time Pricing as customers receiving service on a PECO residential rate.

to all customers who had not enrolled at that point. Finally, a small group of approximately 19,000 customers was sent an email solicitation on December 10 or December 17. Customers had the option to enroll online, by phone or by using the business reply card that was included with the direct mail solicitation. Appendix A includes the direct mail solicitation, the business reply card, and the email solicitation. Appendix B provides screenshots of the online enrollment process.

**Table 2-2: Initial Direct Mail Solicitation Schedule**

| Bill Group     | Direct Mail Solicitation Drop Date | Expected Arrival Date | Number of Customers |
|----------------|------------------------------------|-----------------------|---------------------|
| 1              | 4-Oct                              | 8-Oct                 | 6,272               |
| 2              | 4-Oct                              | 8-Oct                 | 5,164               |
| 3              | 7-Oct                              | 11-Oct                | 6,643               |
| 4              | 8-Oct                              | 12-Oct                | 4,603               |
| 5              | 10-Oct                             | 14-Oct                | 8,986               |
| 6              | 11-Oct                             | 15-Oct                | 9,096               |
| 7              | 14-Oct                             | 18-Oct                | 11,798              |
| 8              | 15-Oct                             | 19-Oct                | 5,792               |
| 9              | 16-Oct                             | 20-Oct                | 6,424               |
| 10             | 17-Oct                             | 21-Oct                | 6,594               |
| 11             | 18-Oct                             | 22-Oct                | 9,135               |
| 12             | 21-Oct                             | 25-Oct                | 6,129               |
| 13             | 22-Oct                             | 26-Oct                | 6,336               |
| 14             | 23-Oct                             | 27-Oct                | 9,061               |
| 15             | 24-Oct                             | 28-Oct                | 5,358               |
| 16             | 25-Oct                             | 29-Oct                | 1,477               |
| 17             | 28-Oct                             | 1-Nov                 | 1,607               |
| 18             | 29-Oct                             | 2-Nov                 | 4,559               |
| 19             | 30-Oct                             | 3-Nov                 | 2,910               |
| 20             | 31-Oct                             | 4-Nov                 | 2,907               |
| 21             | 1-Nov                              | 5-Nov                 | 147                 |
| <b>Overall</b> |                                    |                       | <b>120,998</b>      |

## 2.4 Pilot Marketing and Enrollment Process – SMB<sup>4</sup>

As of September 1, 2013, there were 3,583 SMB customers who were eligible for PECO Smart Time Pricing. PECO included all eligible SMB customers in the bill insert solicitation. To begin the SMB campaign, PECO sent bill inserts to 3,583 eligible SMB customers throughout the month of October. Then, from November 4 through November 15, 2013, NRG Retail Solutions conducted an outbound

<sup>4</sup> SMB customers are defined within PECO Smart Time Pricing as customers receiving service on a commercial rate.

telemarketing campaign to 1,005 SMB customers. Following this, PECO sent a mail solicitation to the remaining 2,578 SMB customers who had received a bill insert but had not been called during the telemarketing campaign.<sup>5</sup>

Customers had the option to enroll online, or depending on the method of solicitation, they could enroll during the telemarketing campaign, use the business reply card that was included with the direct mail solicitation or by phone. The direct mail solicitation and business reply card were similar to those provided in Appendix A for residential customers. The online enrollment process was also similar to that of residential customers (as illustrated in Appendix B). Finally, Appendix F includes the script that was used for outbound telemarketing to SMB customers.

These combined efforts produced limited enrollment and showed that, among SMB customers that have never switched electricity suppliers, there was a lack of interest in PECO Smart Time Pricing. Therefore, PECO decided to truncate the SMB campaign.

## 2.5 Customer Education and Support

Details of the offer were provided to prospective PECO Smart Time Pricing customers through the bill insert, the direct mail solicitation, a dedicated web site and, for SMB customers, the telemarketing scripting. The dedicated PECO Smart Time Pricing website provided an overview of the program and rate, had a Frequently Asked Questions section, offered energy shifting tips and explained how the customer could contact PECO to have questions answered. The customer agents at NRG Retail were thoroughly trained in the program so that they were able to answer customer questions about the pilot. Once on the rate, enrolled customers had the bill compare feature on their [peco.com/MyAccount](http://peco.com/MyAccount) web page enabled. This feature compares the total energy cost that the customer is paying on PECO Smart Time Pricing compared to the PECO default rate on a monthly and program-to-date basis.

## 2.6 Surveys Conducted

As of April 2014, three surveys related to PECO Smart Time Pricing had been conducted. NRG Retail conducted a welcome survey among all residential customers that enrolled between October 1, 2013 and January 31, 2014. Nexant conducted a residential decliner survey among a random sample of 5,500 customers who were solicited for PECO Smart Time Pricing, but who did not enroll. Finally, Nexant also conducted a small-scale SMB phone survey.

## 2.7 Report Organization

The remainder of this report proceeds as follows. Section 3 summarizes customer acceptance, enrollment and de-enrollment, as of March 31, 2014. Section 4 summarizes the results of the NRG Retail Welcome Survey for residential customers who enrolled in PECO Smart Time Pricing. Section 5 summarizes the results for residential customers who declined to enroll (referred to as “decliners”). Section 6 compares the demographic characteristics of PECO Smart Time Pricing participants and decliners, as measured by the two surveys. Section 7 summarizes the SMB decliner survey. Finally, the

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<sup>5</sup> The original plan was to perform outreach via telemarketing to the entire list of eligible SMB customers, but a majority of these customers were listed in the National Do No Call Registry. Therefore, these customers could not be solicited via telemarketing.

appendices provide background materials, including the direct mail solicitation, business reply card, email solicitation, screenshots of the online enrollment process and the three survey instruments.

### 3 Customer Acceptance, Enrollment and De-enrollment

This section summarizes the customer acceptance, enrollment and de-enrollment for PECO Smart Time Pricing. There is an important distinction between customer acceptance and customer enrollment, as follows:

- **Customer acceptance:** Customer responds to solicitation and signs up for PECO Smart Time Pricing through mail, email or phone; and
- **Customer enrollment:** Customer successfully switches to PECO Smart Time Pricing and experiences at least one day on the rate.

It is important to make this distinction because Pennsylvania has a mandated 6-day rescission period when customers switch suppliers. For customers who have accepted an offer from a competitive supplier, this rescission period provides time to confirm the details of their switch or return to their former supplier.<sup>6</sup> During this rescission period, some customers moved or chose to switch suppliers again, so while those customers may have initially accepted the offer, they did not actually enroll in PECO Smart Time Pricing.

#### 3.1 Residential Customers

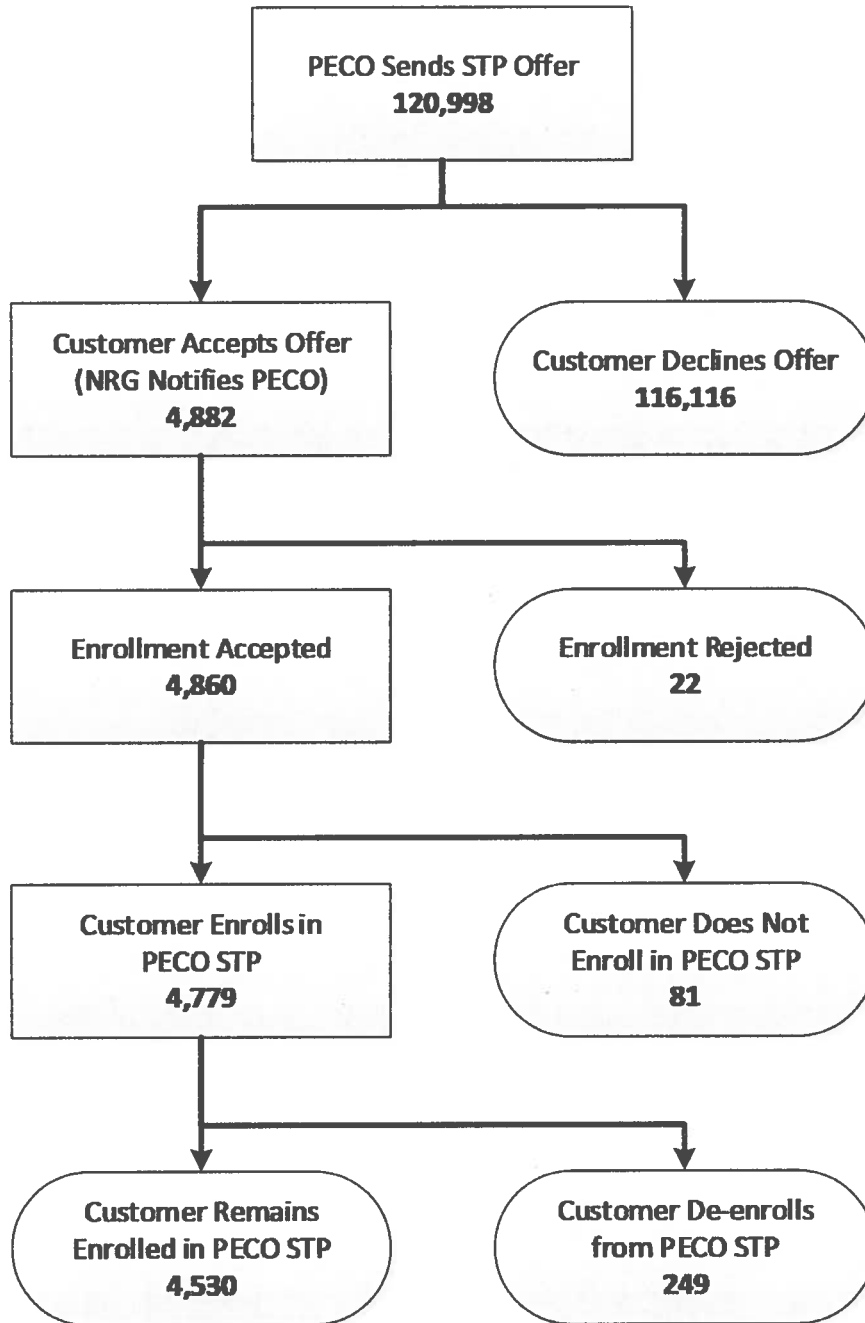
Figure 3-1 provides a summary of the enrollment/de-enrollment outcomes for PECO Smart Time Pricing, as of March 31, 2014. As described in Section 2, PECO solicited 120,998 customers to enroll in PECO Smart Time Pricing. In total, 4,882 customers accepted the offer, which produced a 4% acceptance rate. NRG Retail notified PECO about the intention of these 4,882 customers to switch suppliers and, of those requests to switch, only 22 were declined for eligibility reasons. Of the 4,860 requests to switch that were accepted by PECO, 4,779 customers ultimately enrolled in PECO Smart Time Pricing. On average, there was a 29-day waiting period between acceptance and enrollment, which allowed time for customers to switch suppliers again or, in some cases, customers moved to a new location during that time period. As a result, the enrollment rate was 3.9%, which was slightly lower than the acceptance rate. Of the customers who enrolled in PECO Smart Time Pricing, 249 customers (5.2%) had de-enrolled as of March 31, 2014.

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<sup>6</sup> All normal supplier switching rules were followed in PECO Smart Time Pricing.



**Figure 3-1: Summary of Residential Enrollment/De-enrollment Outcomes for PECO Smart Time Pricing  
(As of March 31, 2014)**



In addition to the customers summarized in Figure 3-1, there were 201 “walk-ins,” who were not solicited for PECO Smart Time Pricing, but found out about the offer through other means and requested to be enrolled. Of these 201 walk-in requests, 137 customers were eligible for the pilot and were subsequently enrolled. These customers are not included in the analysis in this section.

Figure 3-2 illustrates the distribution of PECO Smart Time Pricing enrollment by channel of enrollment. Of the 4,779 customers who enrolled, 59% used the business reply card that was included with the direct mail solicitation. The second most popular option was online enrollment, which was used by 26% of PECO Smart Time Pricing enrollees.

**Figure 3-2: PECO Smart Time Pricing Residential Enrollment by Channel**

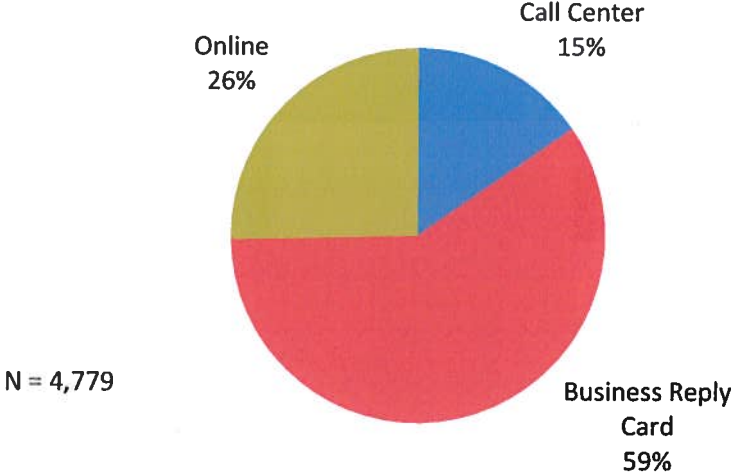
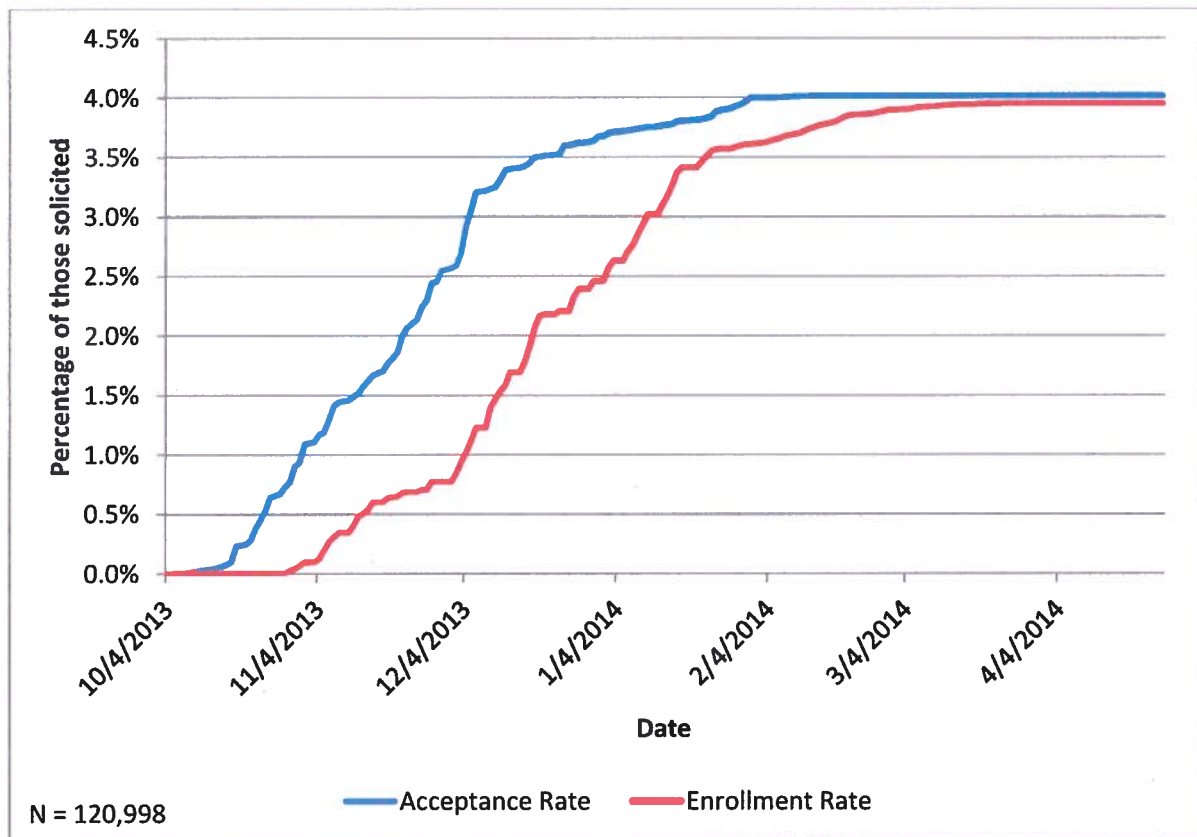


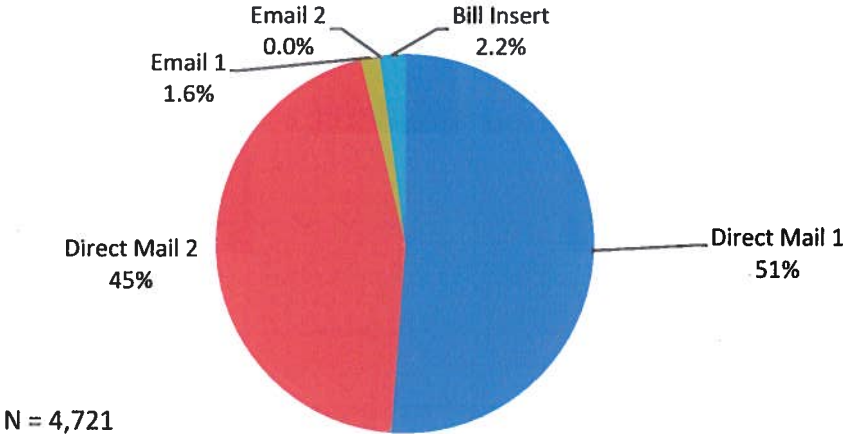
Figure 3-3 summarizes the acceptance rate and enrollment rate by date, starting on the day when the initial direct mail solicitation was sent (October 4, 2013). The customer acceptance rate increased gradually over time. Two months after the initial direct mail solicitation, customer acceptance continued to grow, which was partly due to the frequent use of business reply cards to enroll. The enrollment rate followed behind the acceptance rate. The average amount of time customers spent between acceptance and enrollment was approximately 29 days. Nearly five months after sending the initial solicitation, the pilot reached the final acceptance rate of 4% and the final enrollment rate of 3.9%.

**Figure 3-3: Residential Acceptance Rate and Enrollment Rate by Date**



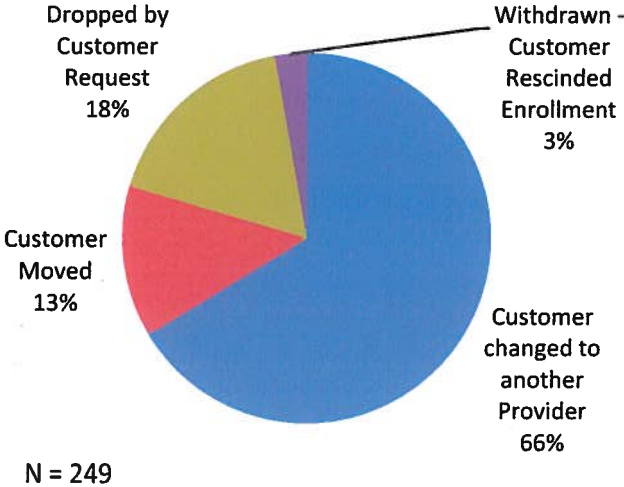
When enrolling in PECO Smart Time Pricing, customers designated a promotional code, which was unique to each piece of marketing material. The promotional code gave an indication of the marketing material to which customers most responded. Figure 3-4 illustrates the distribution of PECO Smart Time Pricing enrollment by promotional code. A majority of customers responded to the first direct mail solicitation. An additional 45% of enrollees responded to the second direct mail solicitation. Only 2.2% of customers reported that the bill insert led to their enrollment. Finally, less than 2% of enrollees indicated that one of the emails led to their enrollment.

**Figure 3-4: PECO Smart Time Pricing Residential Enrollment by Promotional Code**



For the 249 residential customers who had de-enrolled from PECO Smart Time Pricing as of March 31, 2014, Figure 3-5 summarizes the reasons for de-enrollment, based on information captured by NRG Retail. Nearly two-thirds of customers de-enrolled because they had switched to another provider.

**Figure 3-5: Reasons for Residential De-enrollment**



### **3.2 SMB Customers**

The bill inserts for the SMB customer group produced no enrollments. The telemarketing effort produced a single customer enrollment (with four accounts). Many others did not answer the phone, hung up or asked to be called back later. It is interesting to note that similar customer behavior was observed during the small-scale SMB phone survey, as described in Section 7.3. The direct mail effort resulted in 19 enrollments. In total, the bill inserts, telemarketing campaign and direct mail solicitation produced 23 SMB enrollments, which resulted in a 0.64% overall enrollment rate. These combined experiences showed that, among SMB customers that have never switched electricity suppliers, there was a lack of interest in PECO Smart Time Pricing.

## 4 NRG Retail Welcome Survey (Residential)

This section summarizes the methodology, survey instrument design, response rate and program-related results of the NRG Retail Welcome Survey, which was conducted by NRG Retail. The results in this section are based on survey responses received through March 7, 2014. The survey continued through April 11, and NRG Retail ended up receiving a few additional responses. Therefore, there were no substantive changes in the results.

### 4.1 Methodology

The NRG Retail Welcome Survey included all residential customers who enrolled in PECO Smart Time Pricing between October 1, 2013 and January 31, 2014 (representing enrollees among the subset of 25% of residential customers that met the pilot eligibility criteria). The primary objective of the survey was to measure the initial satisfaction with PECO Smart Time Pricing and with the enrollment process. NRG Retail attempted to reach every residential customer who enrolled between October 1, 2013 and January 31, 2014. For customers who provided their email address during the enrollment process, NRG Retail sent an email invitation to complete the survey online. Two to three weeks later, these customers also received a follow-up email reminder to complete the survey. For customers who did not provide their email address during the enrollment process, NRG Retail sent a letter invitation with an option to complete the survey online or by mail (a paper copy of the survey instrument was included in the mailing). Each letter or initial email invitation was sent 60 days after acceptance of the offer. In return for completing the survey, NRG Retail donated \$10 to one of six charities of the respondent's choice.

### 4.2 Survey Instrument Design

The survey instrument included four sections:

- Satisfaction with PECO Smart Time Pricing and enrollment process;
- Reasons for enrolling in PECO Smart Time Pricing;
- Experience during enrollment process; and
- Demographic questions.

### 4.3 Response Rate

Table 4-1 provides a response rate summary for the NRG Retail Welcome Survey, as of March 7, 2014. Considering that most customers enrolled through business reply card, NRG Retail did not collect email addresses for most customers. Therefore, of the 4,002 survey invitations that NRG Retail sent (as of March 7), 2,893 invitations (72%) were sent by mail. NRG Retail received 725 responses to the survey, resulting in an overall response rate of 18% (as of March 7). Nearly 80% of responses were received by mail.

**Table 4-1: NRG Retail Welcome Survey Response Rate Summary (As of March 7, 2014)**

| Delivery Method | Invitations Sent | Responses Received  | Response Rate |
|-----------------|------------------|---|---------------|
| Mail            | 2,893            | 600 total<br><ul style="list-style-type: none"> <li>• 577 mailed in</li> <li>• 23 completed online</li> </ul> | 21%           |
| Email           | 1,109            | 125   | 13%           |
| <b>Overall</b>  | <b>4,002</b>     | <b>725</b>  | <b>18%</b>    |

#### 4.4 Demographic Questions Specific to NRG Retail Welcome Survey

PECO, NRG Retail and Nexant coordinated the demographic questions so that comparisons of residential participants and decliners could be made. Between the two surveys, five demographic questions had consistent wording and response options. Section 6 summarizes and compares the results for these five questions for residential participants and decliners. This section summarizes the results for the remaining two demographic questions that were specific to the NRG Retail Welcome Survey.

Two interesting demographics regarding enrolled customers came out of the NRG Retail Welcome Survey. The first, shown in Figure 4-1 below, is the age distribution of respondents – over 75% of NRG Retail Welcome Survey respondents were 55 years of age or older. This suggests that enrollees in the subset of 25% of residential customers that meet the pilot eligibility criteria are generally older than residential customers in the greater PECO population. The second question, shown in Figure 4-2, is how NRG Retail Welcome Survey respondents best describe the area in which they live – more than two-thirds of respondents report living in suburban areas. Only 5% live in rural areas.

**Figure 4-1: “Which of the following categories includes your age?”**

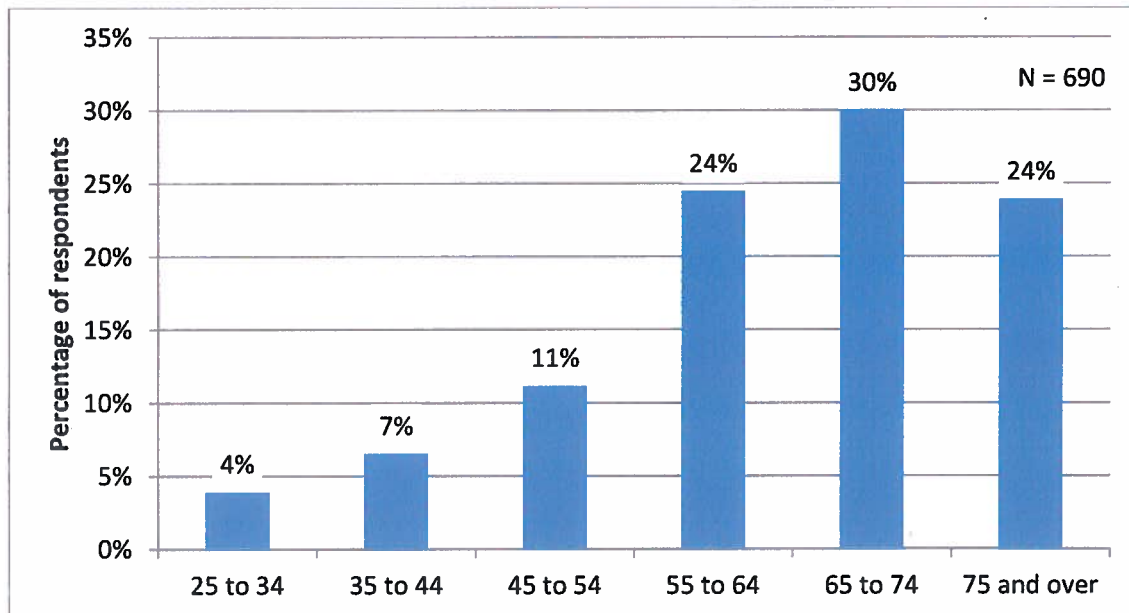
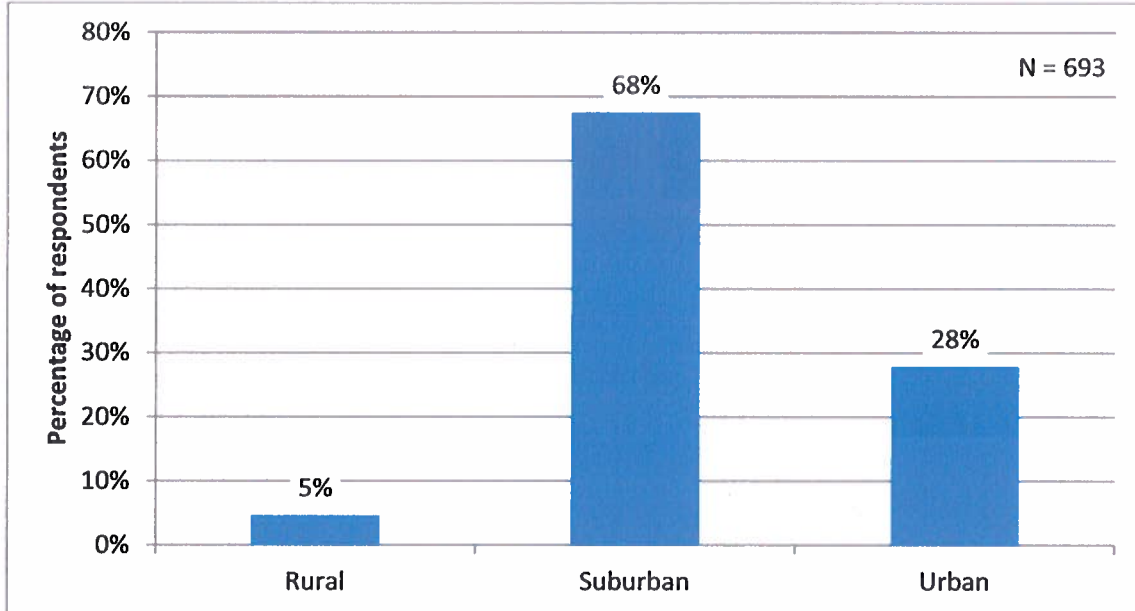


Figure 4-2: "Which of the following best describes the area in which you live?"



#### 4.5 Program-related Results

The first question of the NRG Retail Welcome Survey asked respondents to rate their overall satisfaction with PECO Smart Time Pricing. Figure 4-3 summarizes the responses to this satisfaction question. At the time of taking the NRG Retail Welcome Survey, more than two-thirds of respondents were satisfied with PECO Smart Time Pricing. Less than 10% of respondents were dissatisfied.

Figure 4-3: "Please rate your overall satisfaction with PECO Smart Time Pricing."

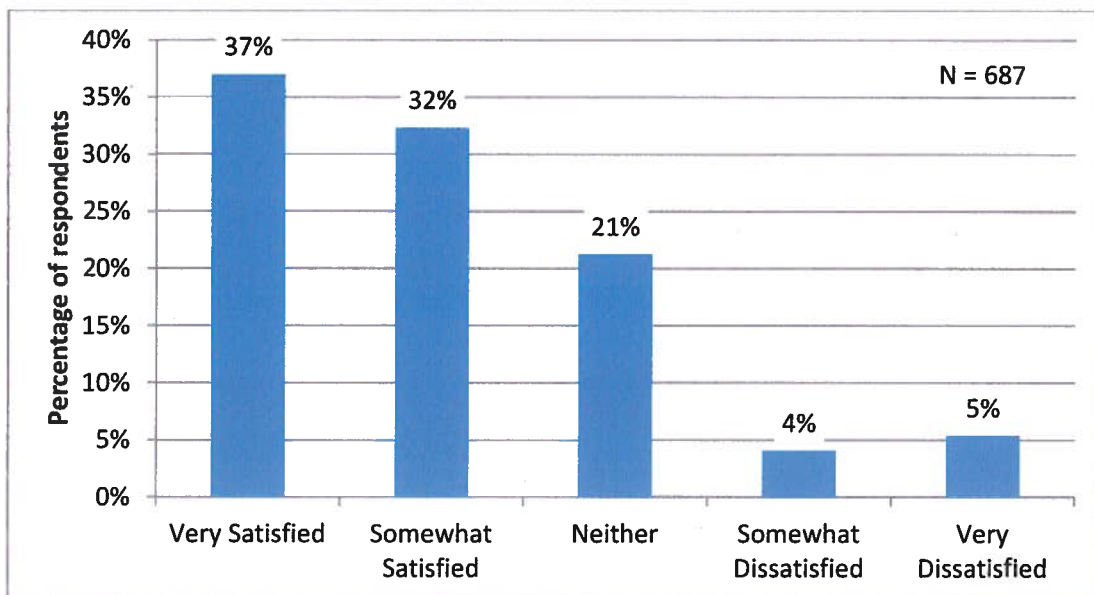




Figure 4-4 shows how satisfied respondents were with various aspects of the enrollment process of PECO Smart Time Pricing. For each of the listed aspects of the PECO Smart Time Pricing enrollment process, 67% to 75% of respondents indicated that they were very satisfied. The information received after sign-up was the aspect of the enrollment process that led to the highest rate of dissatisfaction (11%). Based on the open-ended follow-up questions, some respondents indicated that they did not receive communication after signing up, and they were not sure how long they've actually been on the plan and how much they may have saved. The remaining four aspects of the enrollment process had a lower rate of dissatisfaction (7%).

**Figure 4-4: "Please rate your satisfaction with the following aspects of the PECO Smart Time Pricing enrollment process."**

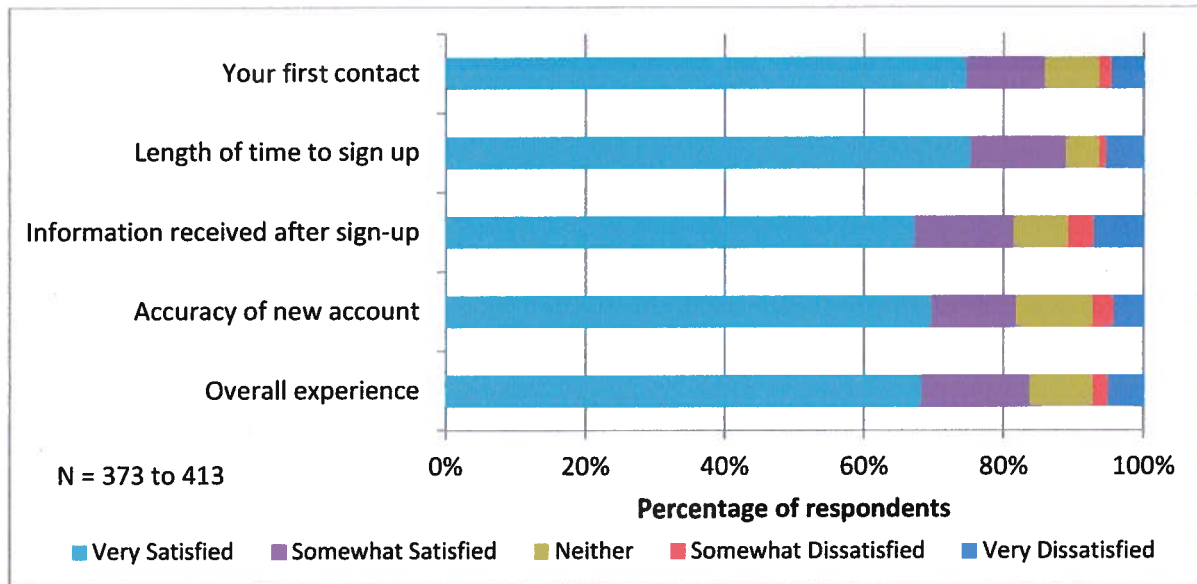


Figure 4-5 shows why respondents chose to participate in PECO Smart Time Pricing. The main reason respondents chose to participate in the program was to save money by taking advantage of a better rate during off-peak hours. In addition, PECO sponsorship of the program was an important reason for choosing to participate for 63% of respondents. Wanting to try shopping with a retail supplier was the least common reason for choosing to participate in PECO Smart Time Pricing.

**Figure 4-5: “For which of the following reasons did you choose to participate in the PECO Smart Time Pricing by enrolling with NRG Retail Solutions? (Check all that apply)”**

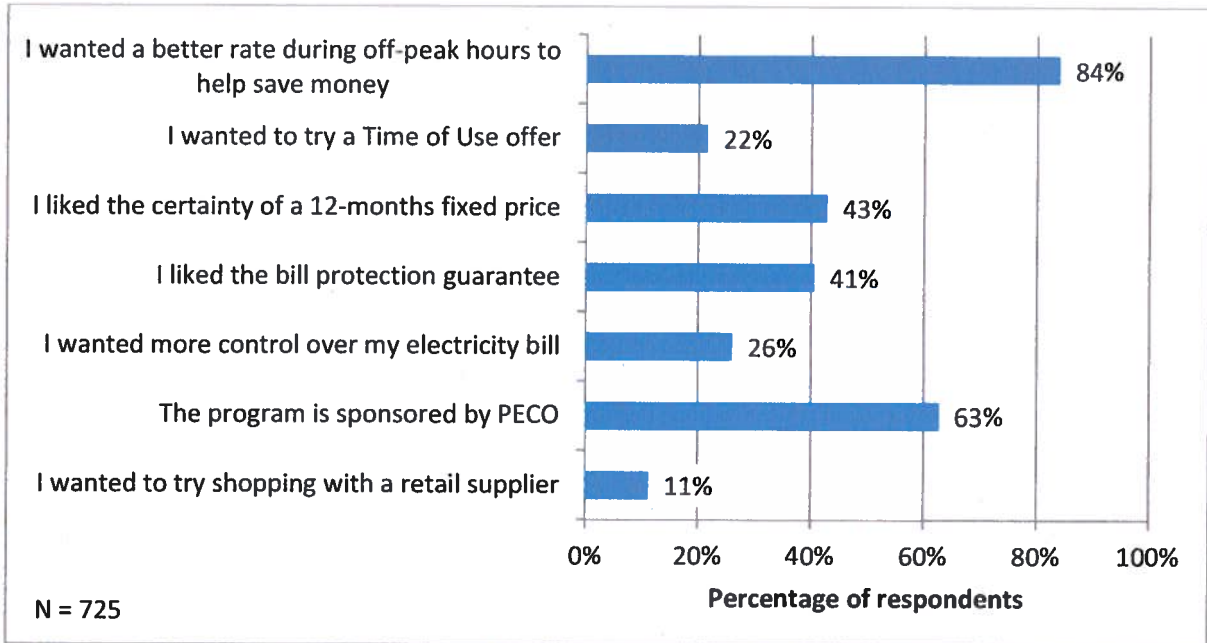


Figure 4-6 illustrates what information respondents found most important on their electricity bills. The most important part of the electricity bill was the total bill amount. The least important information for respondents was any non-cost related information about other programs or offers.

**Figure 4-6: “Thinking about your bill with PECO Smart Time Pricing supply charges, please rate how important each of the following is when receiving your electricity bill.”**

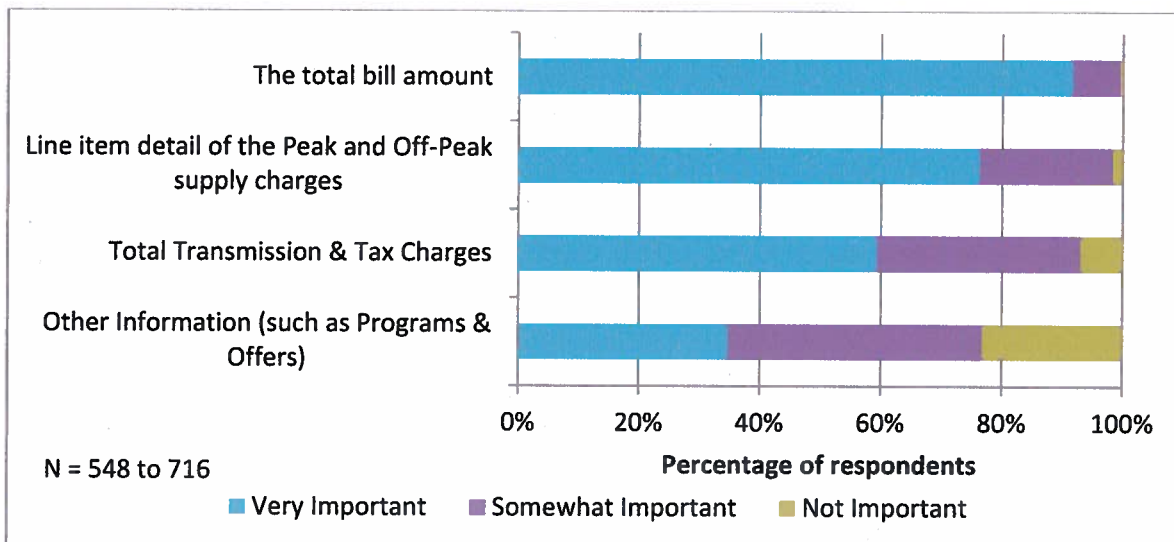


Figure 4-7 shows how likely respondents were to recommend PECO Smart Time Pricing to a friend or family member. Around 78% of the respondents would be somewhat or very likely to do so. Only 5% of respondents reported that they would be unlikely to recommend PECO Smart Time Pricing.

**Figure 4-7: “How likely are you to recommend PECO Smart Time Pricing to a friend or family member?”**

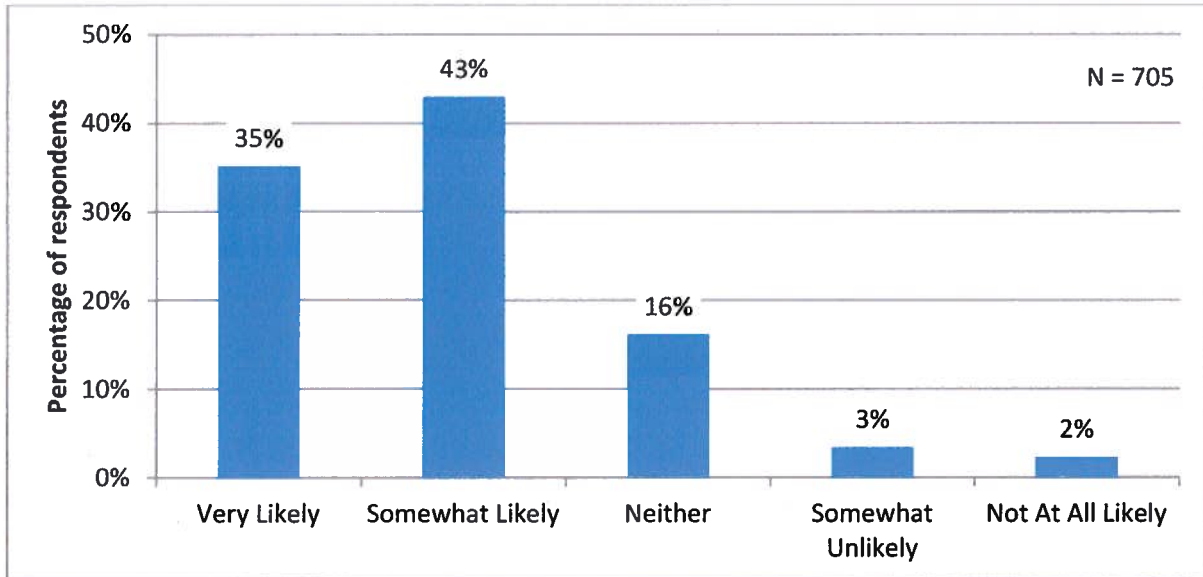
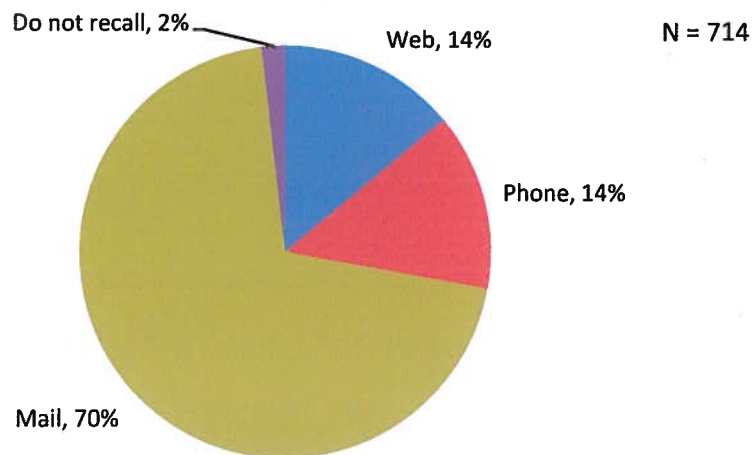


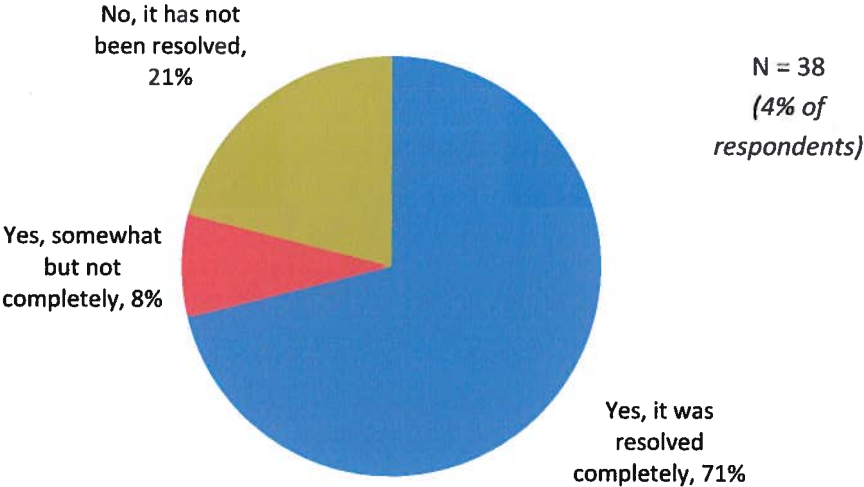
Figure 4-8 shows the channels through which respondents reported enrolling with NRG Retail Solutions. Around 70% of respondents enrolled using the business reply card that was included in the solicitation to enroll in PECO Smart Time Pricing. The remaining respondents were evenly split between web and phone enrollment.

**Figure 4-8: “How did you enroll with NRG Retail Solutions?”**



The next two questions on the NRG Retail Welcome Survey focused on problems that respondents may have encountered when signing up with NRG Retail Solutions. Overall, 4% of respondents encountered a problem when signing up. For the 38 respondents who reported an enrollment problem, Figure 4-9 shows whether the problem was resolved. Of those respondents who had a problem when signing up, 71% had their problem completely resolved.

**Figure 4-9: “If you encountered a problem, was it resolved to your satisfaction?”**



## 5 Residential Decliner Survey

This section summarizes the methodology, survey instrument design, response rate and program-related results of the residential decliner survey, which was conducted by Nexant.

### 5.1 Methodology

In total, 120,998 customers were solicited to enroll in PECO Smart Time Pricing. As of January 21, 2014, there were roughly 4,500 customers who had accepted the offer, which left nearly 116,500 customers who were considered to have declined the offer (representing decliners among the subset of 25% of residential customers that meet the pilot eligibility criteria). In many cases, these customers who were considered decliners may not have actually opened the direct mail solicitation. Therefore, the survey effort featured a relatively high target of 1,200 completed surveys, in order to ensure that Nexant gathered information for at least 400 customers that actually recalled the offer. Prior to conducting the survey, PECO and Nexant assumed a response rate of around 22%. Therefore, to meet the target of 1,200 completed surveys, Nexant included 5,500 customers in the survey. This set of customers was randomly sampled from the nearly 116,500 customers who had not accepted the offer as of January 21, 2014. The primary objective of the survey was to understand why customers were not interested in PECO Smart Time Pricing.

Table 5-1 summarizes the implementation timeline for the residential decliner survey. The survey began on January 22 with an initial recruitment letter that included a \$2 bill, which was an unconditional incentive that was sent to all 5,500 customers before they decided to complete the survey or not.<sup>7</sup> This initial recruitment letter was followed 5 days later by an initial email, which was sent to the 654 customers for whom an email address was available. The final three communications were sent to customers who had not completed the survey at the time of sending those communications. For the last communication, the original plan was to send a reminder postcard on February 7, but due to weather issues that delayed mail deliveries throughout the Northeast, Nexant and PECO decided to send a second paper version of the survey instrument in order to ensure that respondents had the chance to respond by mail. Data collection ended on March 14.

**Table 5-1: Residential Decliner Survey Implementation Timeline**

| Date              | Communication Sent  |
|-------------------|---|
| January 22, 2014  | Initial recruitment letter with \$2 bill (unconditional incentive)  |
| January 27, 2014  | Initial recruitment email   |
| January 31, 2014  | 1 <sup>st</sup> cover letter and paper version of survey instrument |
| February 4, 2014  | Email reminder  |
| February 20, 2014 | 2 <sup>nd</sup> cover letter and paper version of survey instrument |

<sup>7</sup> This type of incentive has proven to be a highly cost-effective method for producing high response rates, as discussed in detail in: Dillman, Don A., Jolene D. Smyth and Leah Melani Christian. *Internet, Mail, and Mixed-Mode Surveys: The Tailored Design Method*. Wiley: 3<sup>rd</sup> edition (October 12, 2008).

## 5.2 Survey Instrument Design

The survey instrument included five sections:

- Satisfaction with PECO and electricity pricing plan (standard questions regarding electricity pricing plans);
- Recall of NRG Retail offer and reasons for not signing up for PECO Smart Time Pricing;
- Experience during call to inquire about PECO Smart Time Pricing (if applicable);
- General questions about switching electricity suppliers (standard questions regarding why customers do not switch rates); and
- Demographic questions.

These questions were adapted from a survey for another pricing pilot that was conducted by the Sacramento Municipal Utilities District (SMUD). The SMUD survey instrument was designed in conjunction with the Department of Energy and the Lawrence Berkeley National Laboratory. The questions had to be adapted to the Smart Time Pricing pilot in order to account for Pennsylvania’s competitive electricity supplier market.

## 5.3 Response Rate

Table 5-2 summarizes the response rate for the residential decliner survey. Nexant received 1,338 responses to the survey, resulting in an overall response rate of 24%. Of the 1,338 customers who responded, 715 recalled the offer to sign up for PECO Smart Time Pricing, which was well above the target of 400 customers who recalled the offer.

**Table 5-2: Residential Decliner Survey Response Rate Summary**

| Sampled Customers | Completed Surveys   | Response Rate |
|-------------------|---|---------------|
| 5,500             | 1,338 total <ul style="list-style-type: none"><li>• 715 recalled offer (54%)</li><li>• 623 did not recall offer (46%)</li></ul> | 24%           |

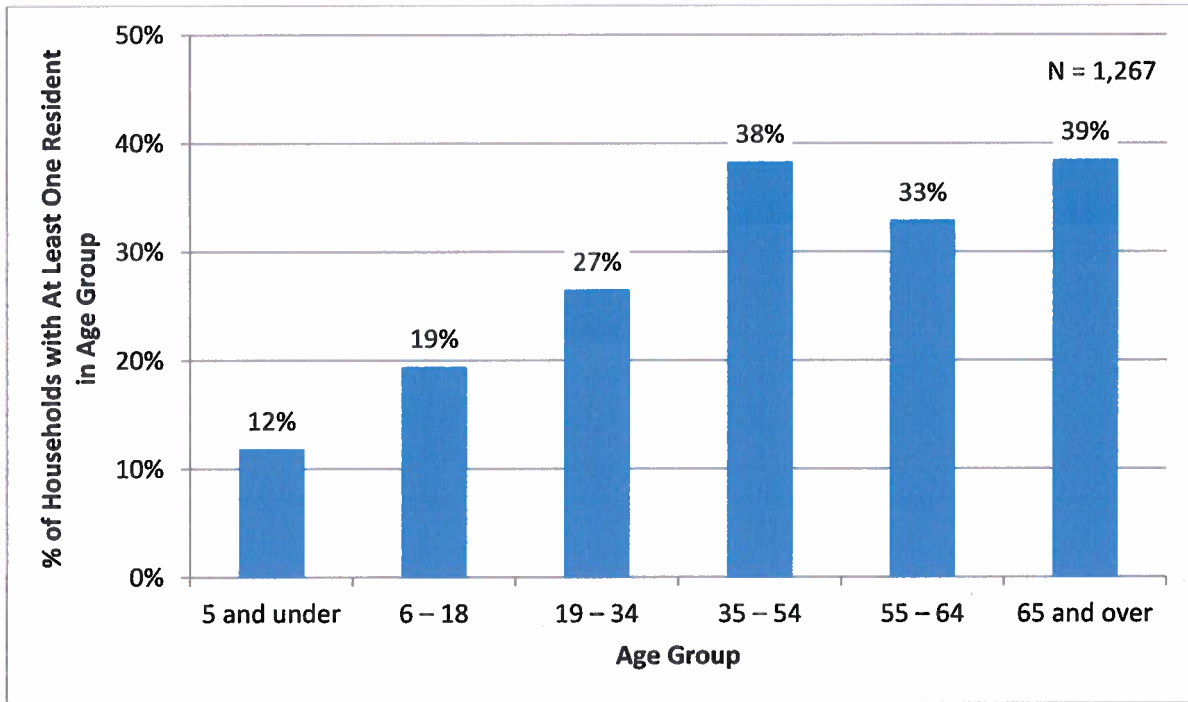
## 5.4 Demographic Question Specific to Residential Decliner Survey

PECO, NRG Retail and Nexant coordinated the demographic questions so that comparisons of residential participants and decliners could be made. Between the two surveys, five demographic questions had consistent wording and response options. Section 6 summarizes and compares the results for these five questions for residential participants and decliners. This section summarizes the results for the remaining demographic question that was specific to the residential decliner survey.

Figure 5-1 shows the percent of households with at least one resident in each age group. Around 72% of residential decliner survey respondents reside in households that include at least one resident who is 55

years of age or older. This suggests that decliners in the subset of 25% of residential customers that meet the pilot eligibility criteria are generally older than residential customers in the greater PECO population.

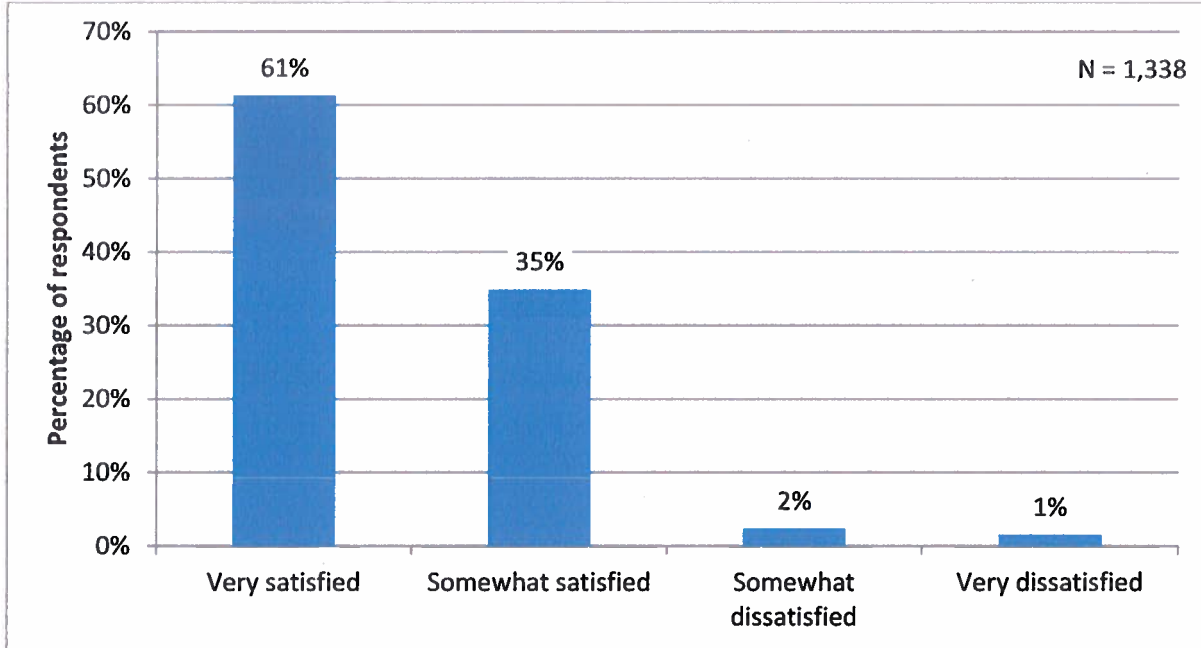
**Figure 5-1: “For each of the following age groups, how many people, including you, live in this home for more than half of the year?”**  
(Graph Shows Percent of Households with At Least One Resident in Each Age Group)



### 5.5 Program-related Results

The first question of the Residential Decliner Survey asked respondents to rate their satisfaction with the services they receive from PECO. Overall, customers who declined to enroll in PECO Smart Time Pricing were highly satisfied with the services they receive from PECO. As shown in Figure 5-2, more than 95% of decliner survey respondents were somewhat or very satisfied with the services they receive from PECO. The largest number of respondents were in the “Very satisfied” category.

Figure 5-2: "Thinking of all of the services you receive from PECO, how satisfied are you?"



The next section of the decliner survey focused on the opinions that respondents had about pricing plans offered by PECO, starting with a question that gauged the level of understanding of their current pricing plan (the PECO default rate). Figure 5-3 shows how customers responded when asked to choose from three options that best describe their current pricing plan. Considering that all of these customers are on the default PECO rate, 59% of respondents correctly identified that they pay the same pricing for electricity at all times. Nonetheless, 41% of respondents either did not know if their electricity price varied or incorrectly indicated that they pay a different price for electricity throughout the day.

Figure 5-3: "Which of the following best describes the price you pay for the electricity you use?"

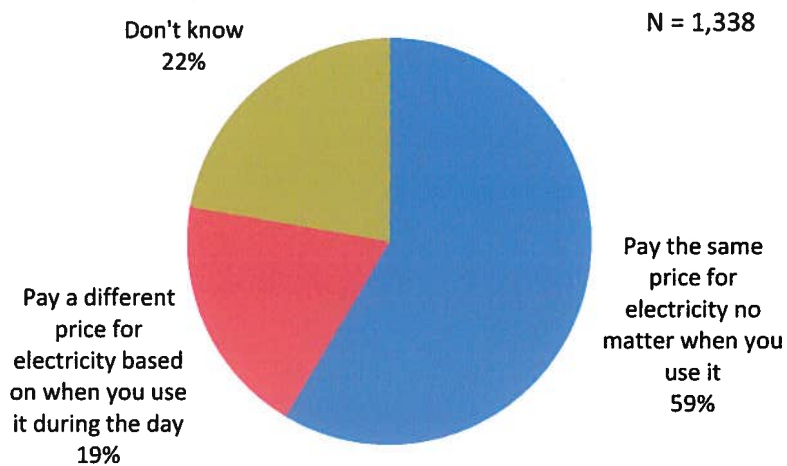




Figure 5-4 shows how satisfied respondents were with their current electricity pricing plan (the PECO default rate). More than 75% of respondents were satisfied with their current electricity pricing plan. Most respondents fell into the “somewhat satisfied” category. Around 16% of respondents were somewhat dissatisfied with their current electricity pricing plan.

**Figure 5-4: “How satisfied are you with your current electricity pricing plan?”**

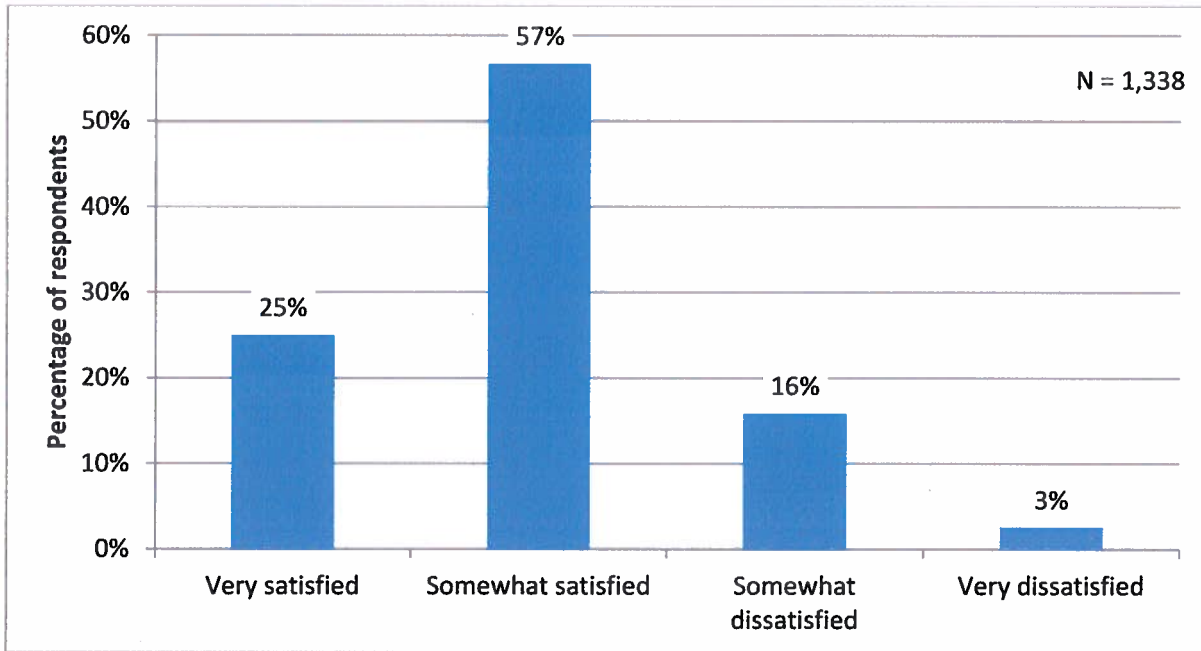


Figure 5-5 reflects respondents’ views on a number of statements regarding their current pricing plan and electricity use habits. Most respondents agree that their current pricing plan (the PECO default rate) is:

- Easy to understand (74% agree);
- Fair (57% agree);
- Convenient (60% agree); and
- Appropriate for their lifestyle (54% agree).

Respondents were least likely to agree with the statement that their current pricing plan provides them with opportunities to save money.

Figure 5-5: "Please indicate how much you agree or disagree with the following statements."

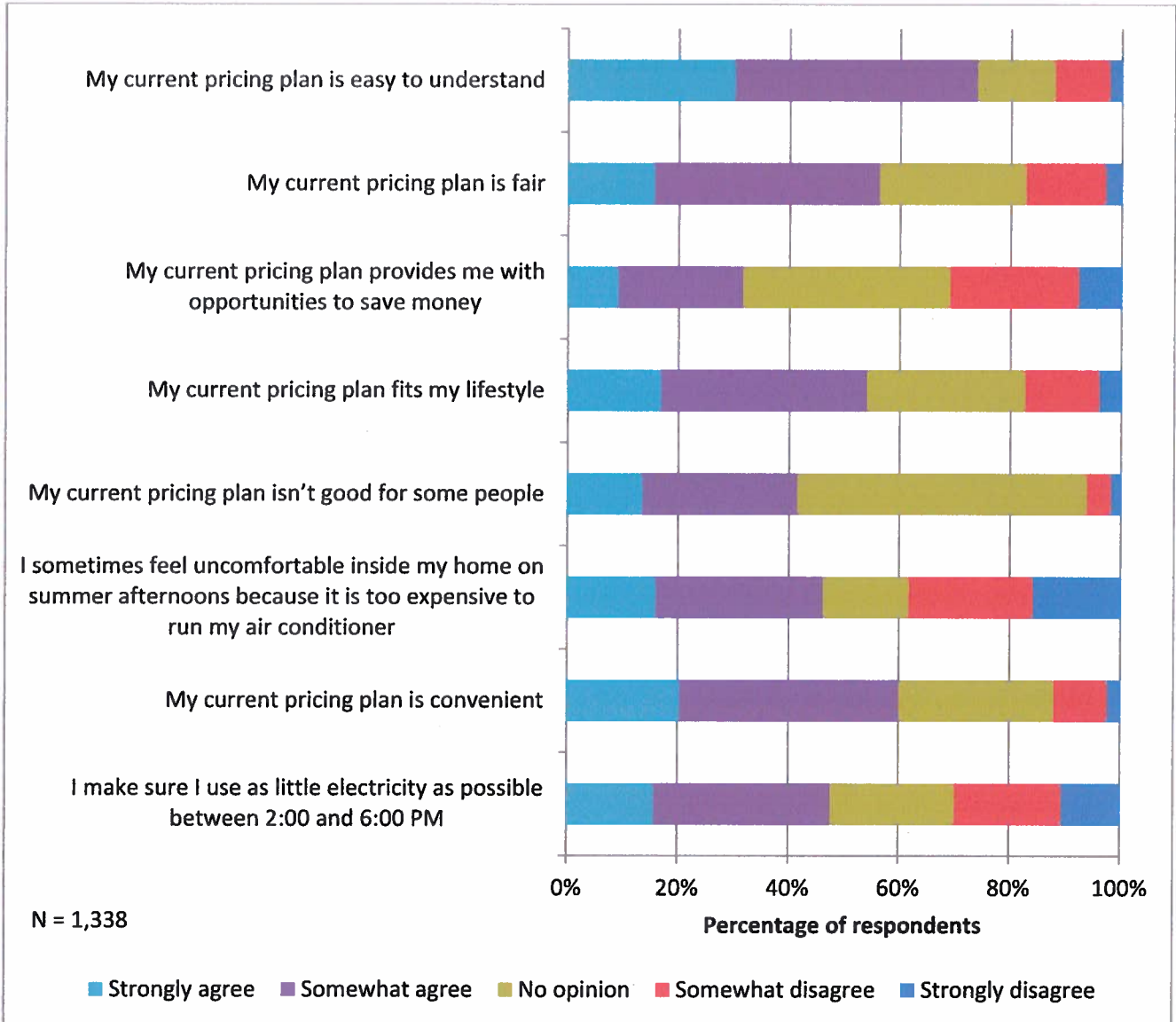
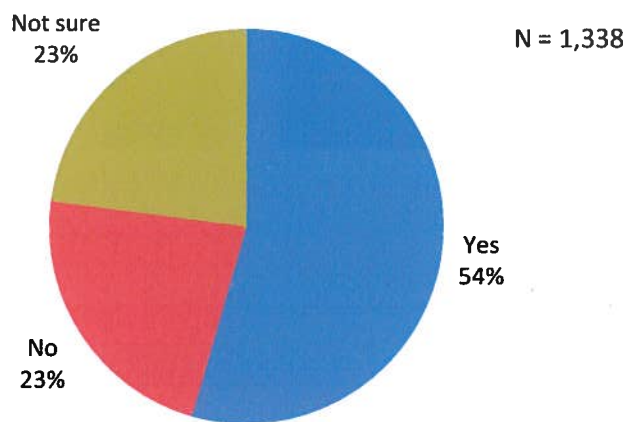


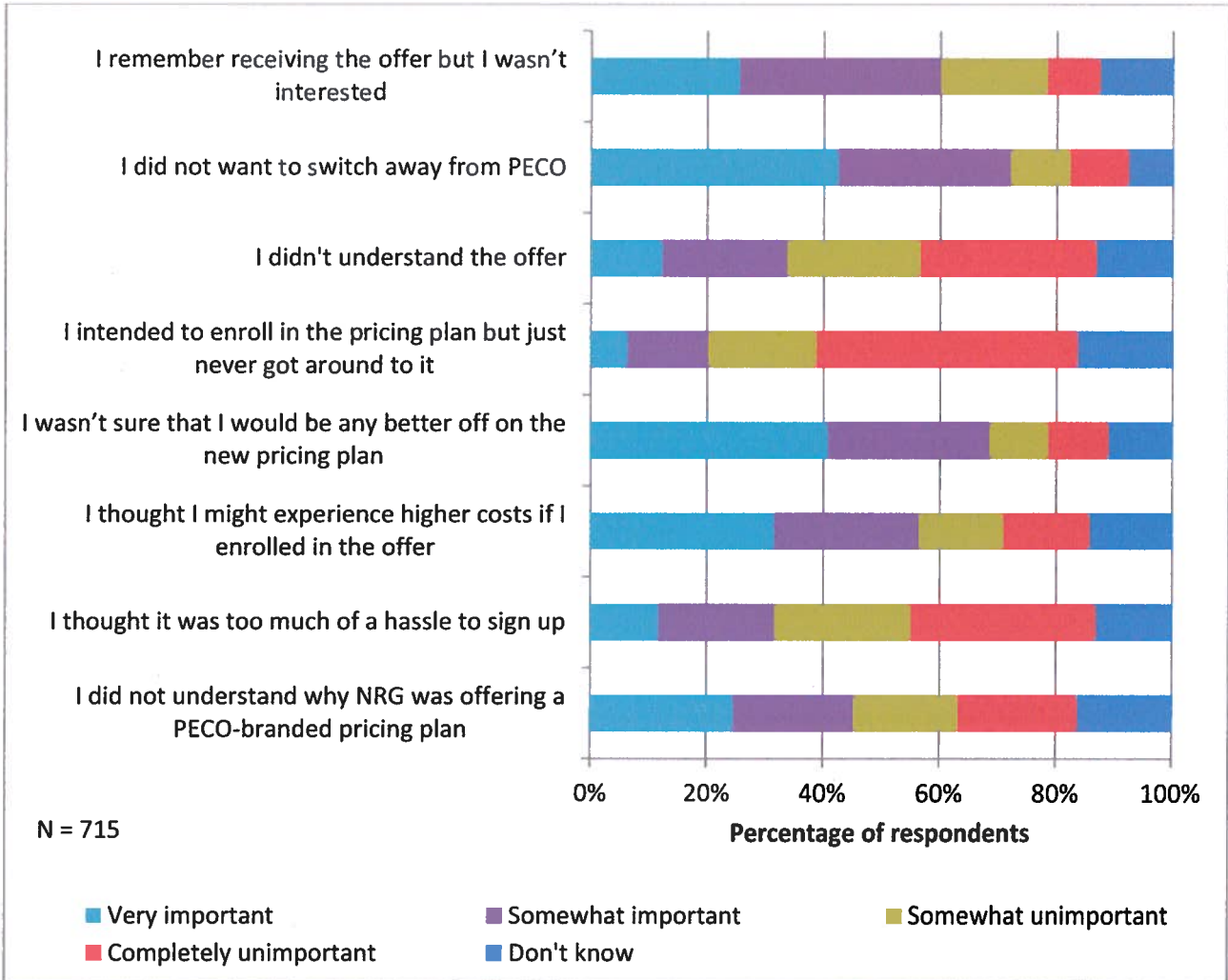
Figure 5-6 shows the percentage of respondents that recalled receiving the offer to join PECO Smart Time Pricing. More than half of respondents recalled receiving the offer to enroll in PECO Smart Time Pricing, and the remaining portion was split evenly between respondents that either did not recall receiving the offer or were not sure. For respondents that recalled the offer, the next question asked whether they signed up for the offer. Around 95% of those customers did not recall signing up for PECO Smart Time Pricing, which shows that this decliner survey was appropriately targeted. Customers could still sign up while the survey was still in the field, which is why a few customers received the decliner survey, yet ultimately signed up.

**Figure 5-6: “A few weeks ago, we mailed you an offer to join a new pricing plan called PECO Smart Time Pricing. [. . .] Do you recall receiving this offer?”**



The next section of the survey only included respondents that recalled receiving the offer to sign up for PECO Smart Time Pricing, but chose not to enroll. There were 715 respondents that fell into this category. For this set of customers, Figure 5-7 reflects respondents’ views on why they declined the offer. The most common reason for not enrolling was not wanting to switch away from their current service supplier, which was an important reason for 73% of respondents that recalled the offer. Other than that, three other common reasons for not enrolling were that respondents were not sure that they would be any better off (important for 69%), that they simply weren’t interested (important for 60%) and that respondents thought that they might experience higher costs (important for 57%). Finally, 45% of respondents said that “[intending] to enroll in the pricing plan but just never [getting] around to it” was completely unimportant in their decision.

Figure 5-7: “Below are some reasons why you may have declined the offer. Please indicate how important each of these reasons was to you.”



The next three questions on the survey asked respondents who recalled receiving the offer to provide feedback on any experience they may have had if they called to inquire about PECO Smart Time Pricing. Of the 715 respondents that recalled the offer, only 17 customers (2.4%) called NRG Retail to inquire about the offer. For those 17 customers, Figure 5-8 shows how they described their experience on the call. Of the few respondents who called, most simply called to inquire, but were not interested after learning about PECO Smart Time Pricing on the call. For the four customers who responded “Other,” comments reflect that they didn’t think that they would save money or that the pricing plan would not be convenient. Only two respondents reported that the sign up process was too long or that they were on hold for too long.

**Figure 5-8: “Which of the following best describes your experience on this call?”**

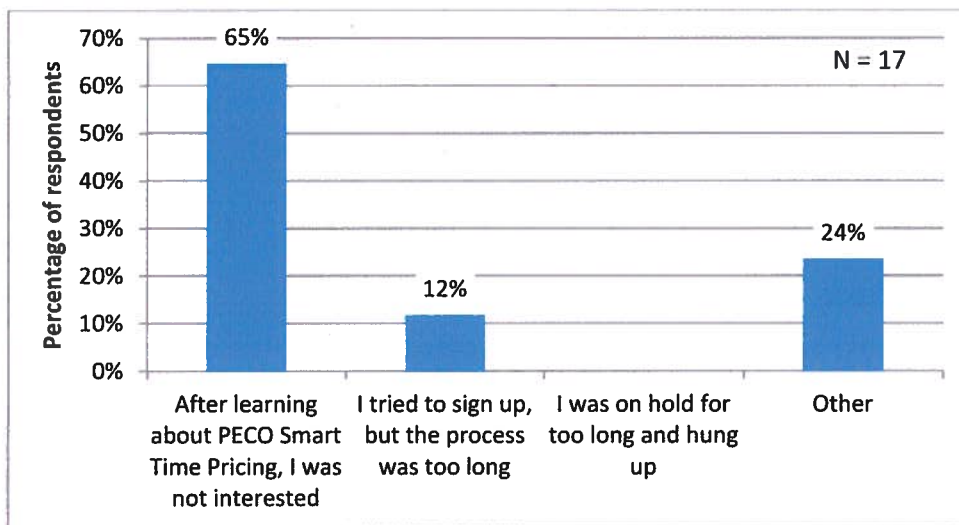
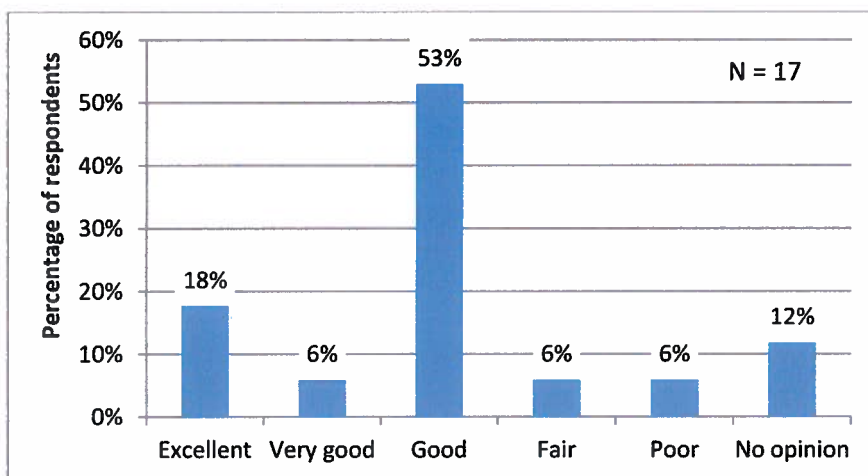


Figure 5-9 shows how those 17 respondents rated their experience on the call to inquire about PECO Smart Time Pricing. Most respondents had a good experience on the call. Only one customer reported that their experience was poor, further explaining that they were not able to sign up during the call.

**Figure 5-9: “How would you rate your experience on this call?”**



The final three program-related questions on the survey included all respondents, including those who did not recall the offer to enroll in PECO Smart Time Pricing. Figure 5-10 shows how often respondents reported receiving marketing material from electricity suppliers other than PECO. Nearly half of respondents reported receiving marketing material from electricity suppliers other than PECO once every two to three weeks or more often. Nearly a fifth of respondents were not sure how often they receive such material.

**Figure 5-10: “How often do you typically receive marketing material from electricity suppliers other than PECO, such as NRG Retail, FirstEnergy, Direct Energy or others?”**

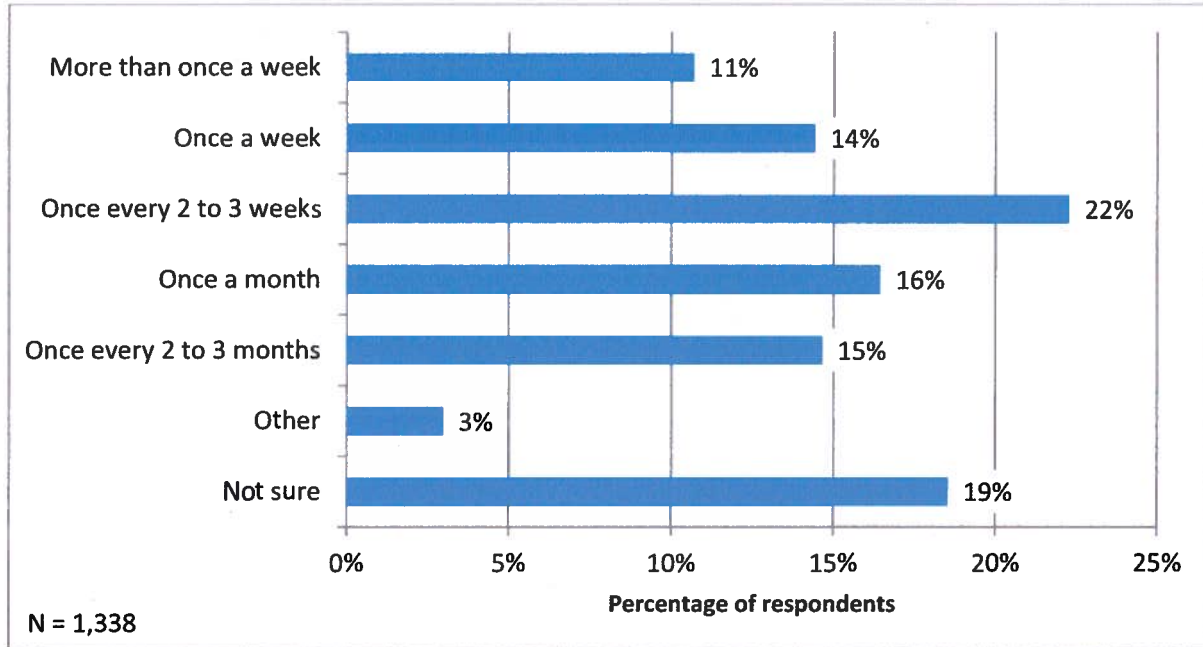


Figure 5-11 shows whether respondents have considered switching electricity suppliers. Of customers who did not enroll in PECO Smart Time Pricing, 65% of respondents have never considered switching electricity suppliers.

**Figure 5-11: “Have you ever considered switching electricity suppliers?”**

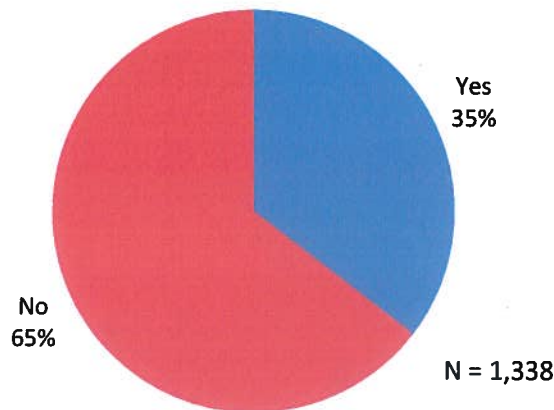
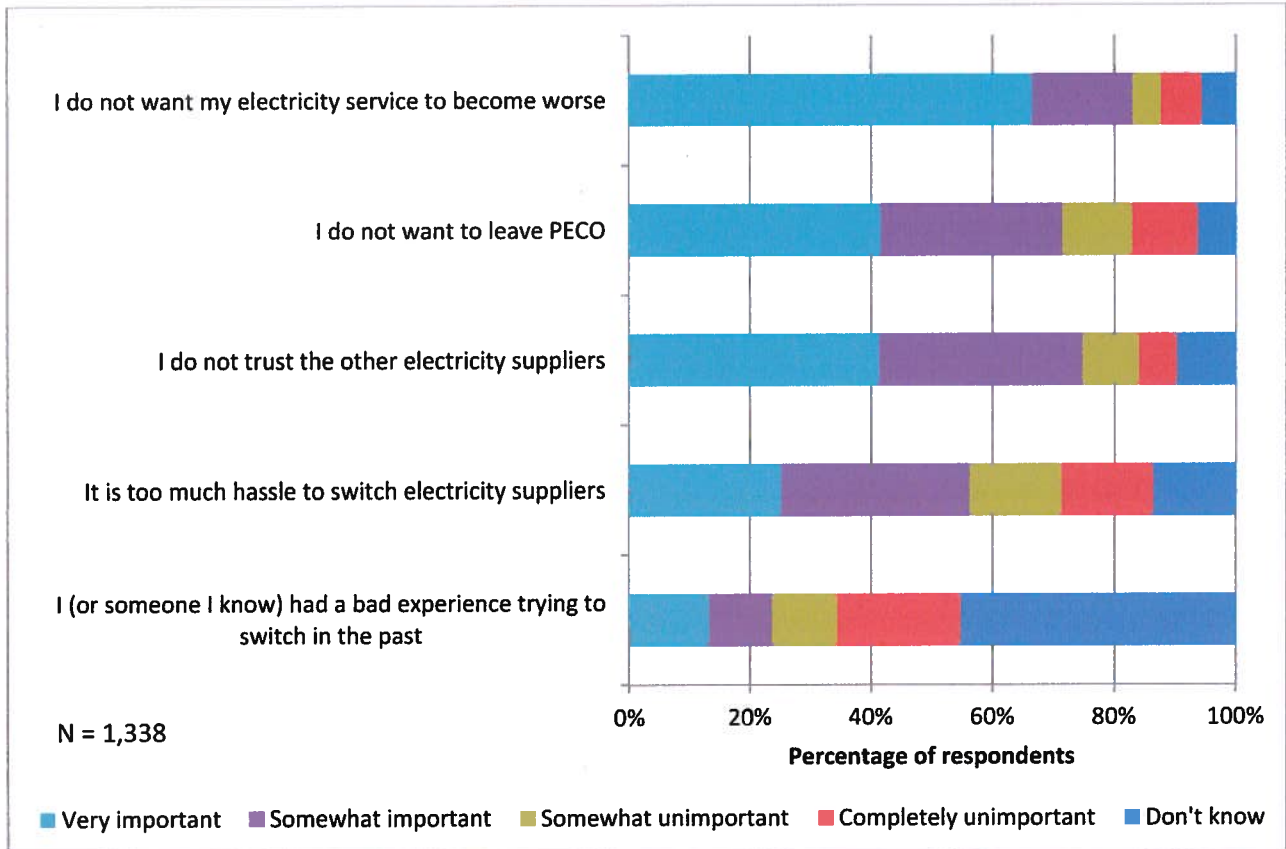


Figure 5-12 reflects respondents' views on why they have not switched electricity suppliers in the past. The most common reason for not switching was a perceived reduction in service quality, which was an important reason for 84% of respondents. Interestingly, over 70% of respondents thought that it was important to stay with their current supplier and did not trust other electricity suppliers, but only 23% thought it was important that they (or someone they knew) had a bad experience trying to switch in the past.

**Figure 5-12: "Below is a list of reasons why you may not have switched electricity suppliers. Please indicate how important each of these reasons was to you."**



## 6 Comparison of Residential Participants and Decliners

The final sections of the NRG Retail Welcome Survey and the Residential Decliner Survey included demographic questions. PECO, NRG Retail and Nexant coordinated these questions so that comparisons of residential participants and decliners could be made. Between the two surveys, five demographic questions had consistent wording and response options. This section summarizes the results for these five questions for residential participants and decliners.

Figure 6-1 shows the highest level of education in the household of participants and decliners. Participants in PECO Smart Time Pricing were significantly more likely to have someone in the household with a graduate degree or higher. Other than that category, the distribution of education levels was similar between participants and decliners.

**Figure 6-1: “What is the highest level of schooling anyone in your household has completed?”**

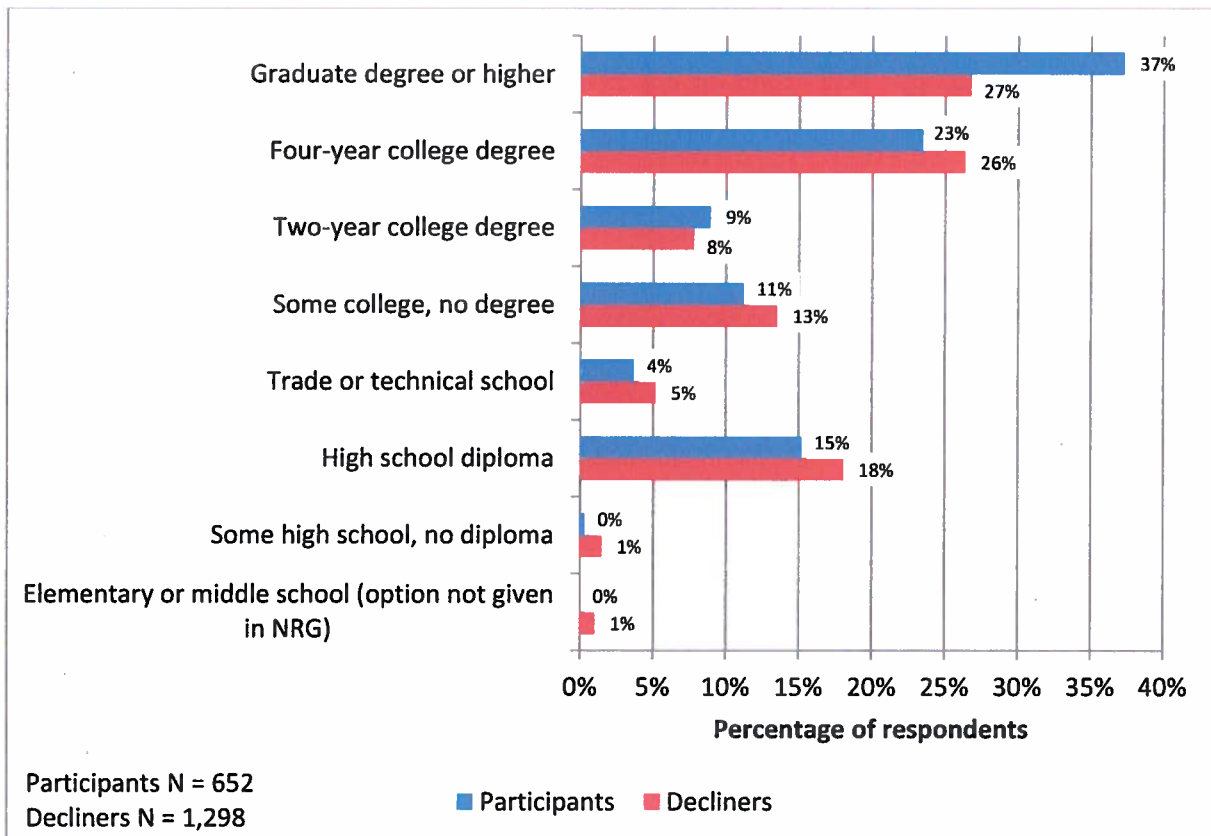
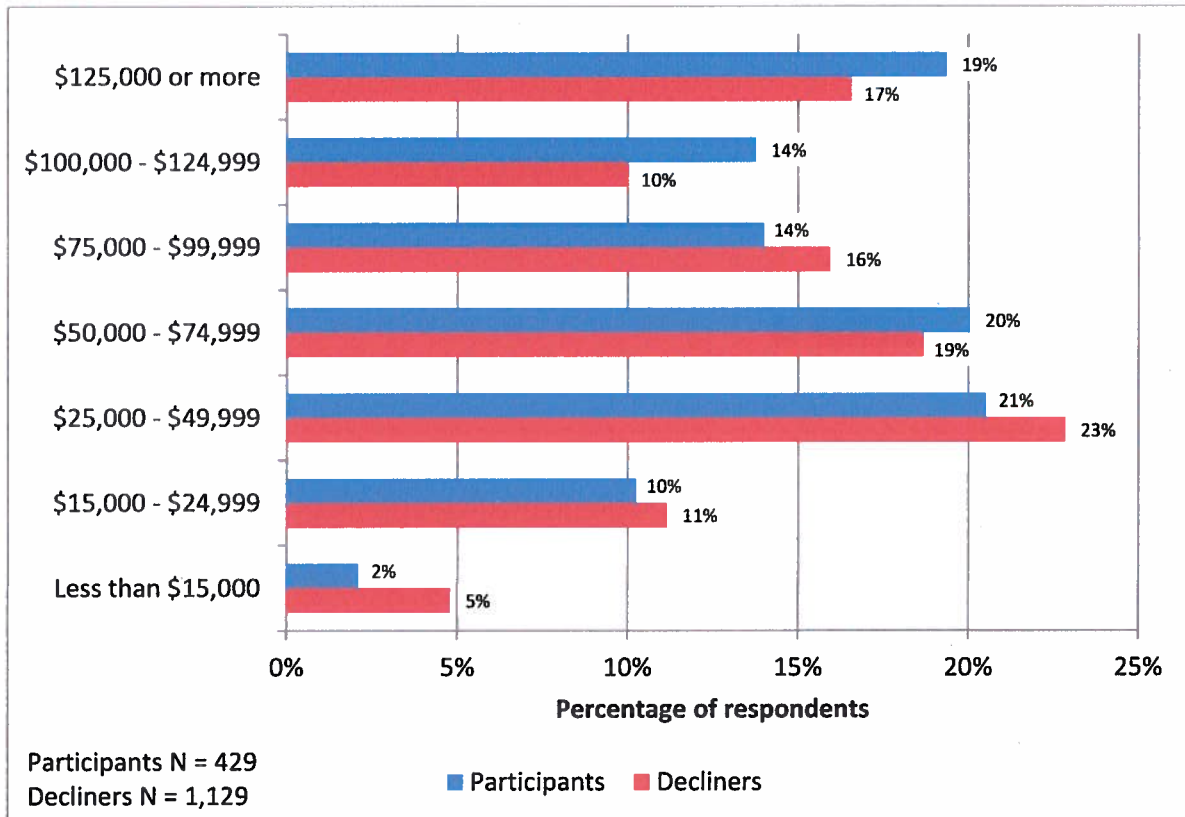




Figure 6-2 shows the distribution of reported household incomes for participants and decliners. In general, participants tended to have higher household income. Around 33% of participants reported a total household income of \$100,000 or more, relative to 27% of decliners.

**Figure 6-2: “Which of the following best describes your total household income from all sources in 2013, before taxes?”**



The final demographic question asked respondents to indicate if there were any members of their household that were eligible for accommodations under the Americans with Disabilities Act (examples include sight impairment, mobility impairment, etc.). Figure 6-3 summarizes the responses to this question for participants and decliners. Both participants and decliners were unlikely to have a member of the household that was disabled.

**Figure 6-3: "Are any members of your household eligible for accommodations under the Americans with Disabilities Act?"**

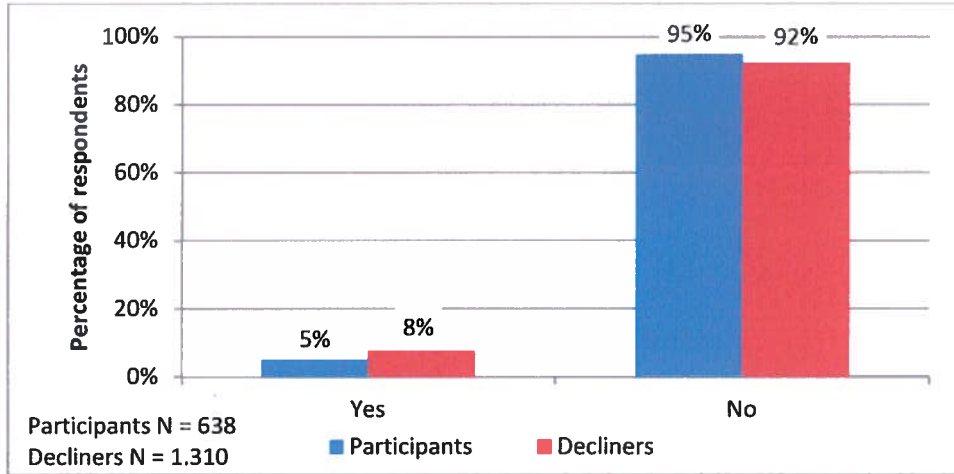


Figure 6-4 compares participants and decliners based on how many adults work outside of the home on most days. Participants are more likely to have a household in which adults do not work outside the home on most days.

**Figure 6-4: "How many adults in your household work outside the home on most days?"**

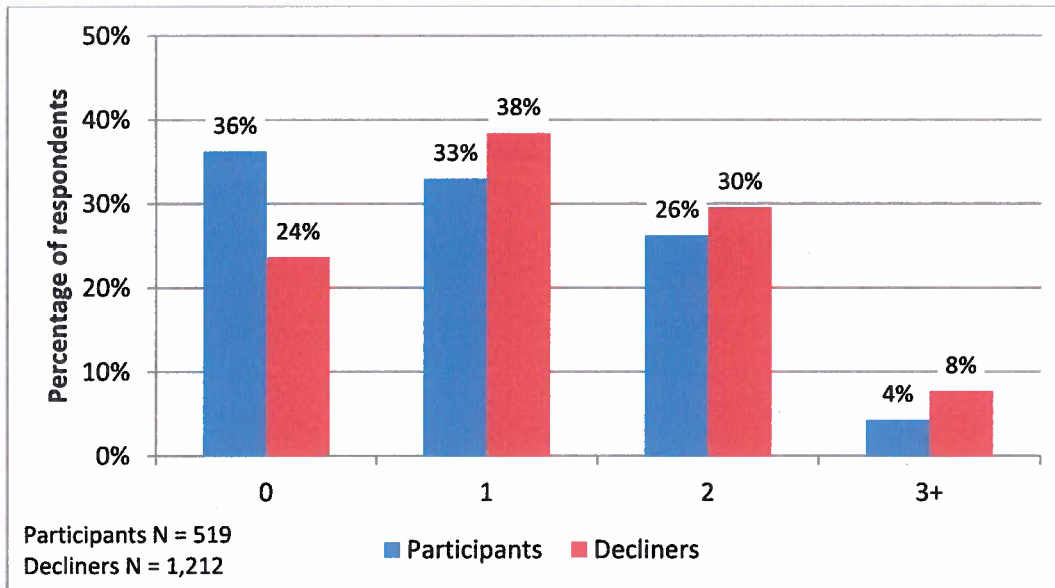
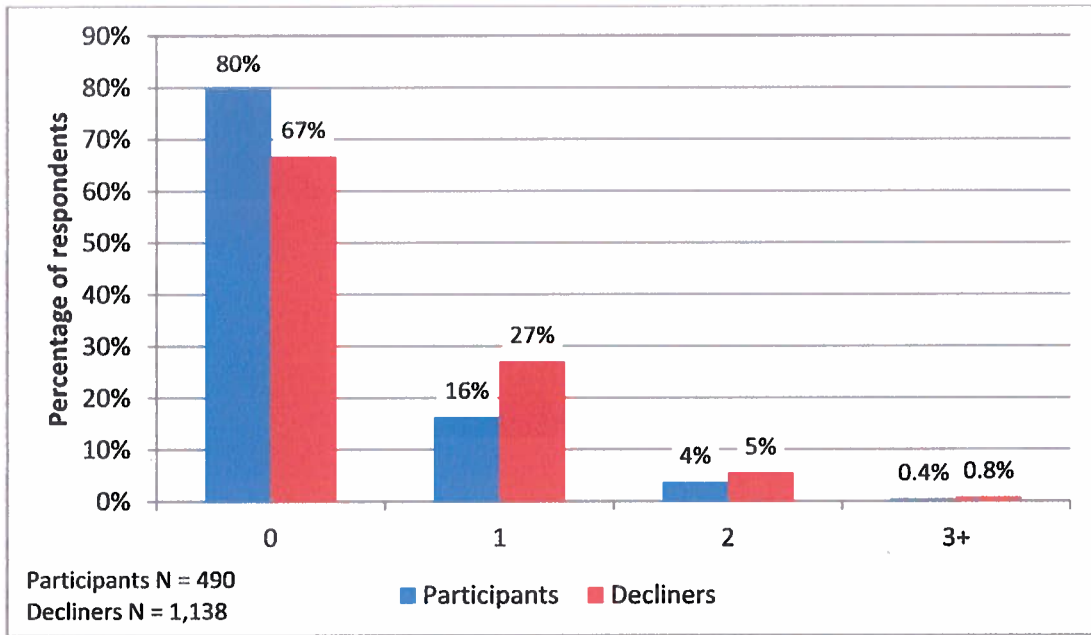


Figure 6-5 compares participants and decliners based on how many adults work exclusively at home on most days. Decliners are more likely to have a household in which an adult works at home.

Figure 6-5: "How many adults in your household work exclusively at home on most days?"



## 7 SMB Decliner Survey

This section summarizes the methodology, survey instrument design, response rate and program-related results of the SMB decliner survey, which was conducted by Nexant. From November 4 through November 15, 2013, NRG Retail Solutions telemarketed PECO Smart Time Pricing to 1,005 SMB customers. At the end of that week, only one SMB customer (with four accounts) elected to enroll. Many others did not answer the phone, hung up or asked to be called back later. This experience showed that, among the subset of 36% of SMB customers that meet the pilot eligibility criteria, there was a lack of interest in PECO Smart Time Pricing. Therefore, Nexant conducted this small-scale decliner phone survey to provide insight on why there was a lack of interest in the offer. This section summarizes the methodology and results of this small-scale SMB phone survey. Due to the small number of responses to the survey (22), the results in this section cannot be generalized to any subset of the population as a whole.

### 7.1 Methodology

Prior to conducting the SMB decliner survey, Nexant reviewed NRG Retail's outbound telemarketing disposition report and identified three categories of interest for the survey:

- General refused/Not interested – Listened to NRG Retail offer, but declined (2% of NRG Retail calls)
- Hung up – Picked up NRG Retail phone call, but hung up before listening to offer (10% of NRG Retail calls)
- Scheduled call back – Scheduled an NRG Retail call back, but ultimately did not enroll (19% of NRG Retail calls)

Nexant randomly sampled 50 customers within each of the above categories, totaling 150 customers for the decliner survey. Of the remaining NRG Retail calls, 93% went to voice mail, were not answered or were a disconnected number. Therefore, Nexant did not include these customers in the SMB telephone survey.

### 7.2 Survey Instrument Design

The survey instrument included five sections:

- Satisfaction with PECO and electricity pricing plan;
- Recall of NRG Retail offer and reasons for not signing up for PECO Smart Time Pricing;
- General questions about switching electricity suppliers;
- Firmographic questions; and
- Open-ended comments.

### 7.3 Response Rate

From December 3 through December 6, 2013, Nexant conducted the SMB decliner survey over the phone. Overall, 22 out of 150 businesses completed the survey (15% overall response rate). For each

category from NRG Retail’s outbound telemarketing disposition report, the response rates were as follows:

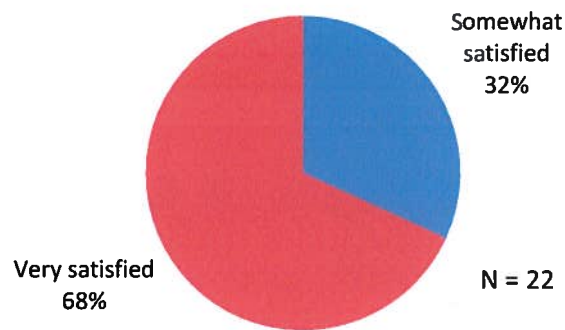
- General refused/Not interested: 18 completes out of 50 (36% response rate);
- Hung up: 1 complete out of 50 (2% response rate); and
- Scheduled call back: 3 completes out of 50 (6% response rate).

As expected, the customers that were more willing to talk to NRG Retail were also more willing to talk to Nexant and complete the survey. Appendix G summarizes the final disposition of the phone survey.

## 7.4 Results

Figure 7-1 summarizes the overall satisfaction level with PECO and Figure 7-2 summarizes satisfaction with their business pricing plan. Most respondents were very satisfied with PECO and with the current electricity pricing plan for their business.

**Figure 7-1: “Thinking of all of the services your business receives from PECO, how satisfied are you?”**



**Figure 7-2: “How satisfied are you with the current electricity pricing plan under which your business receives service?”**

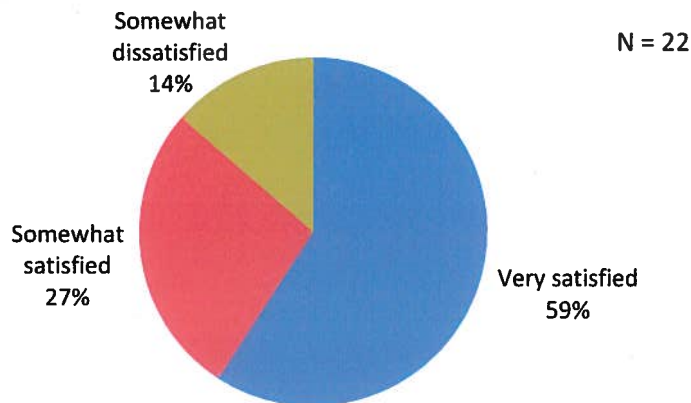
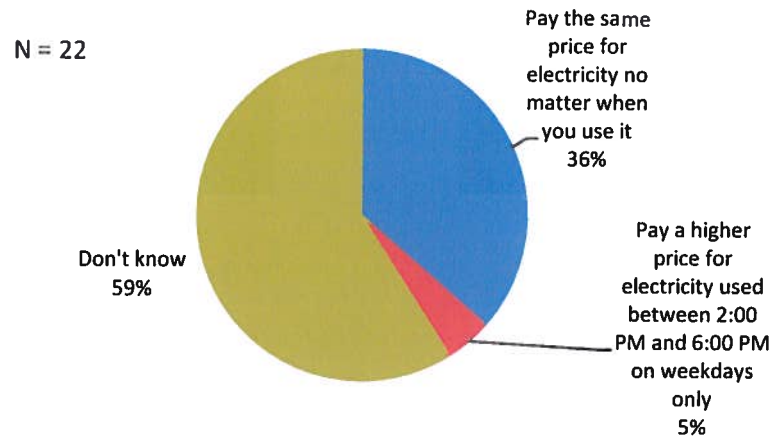


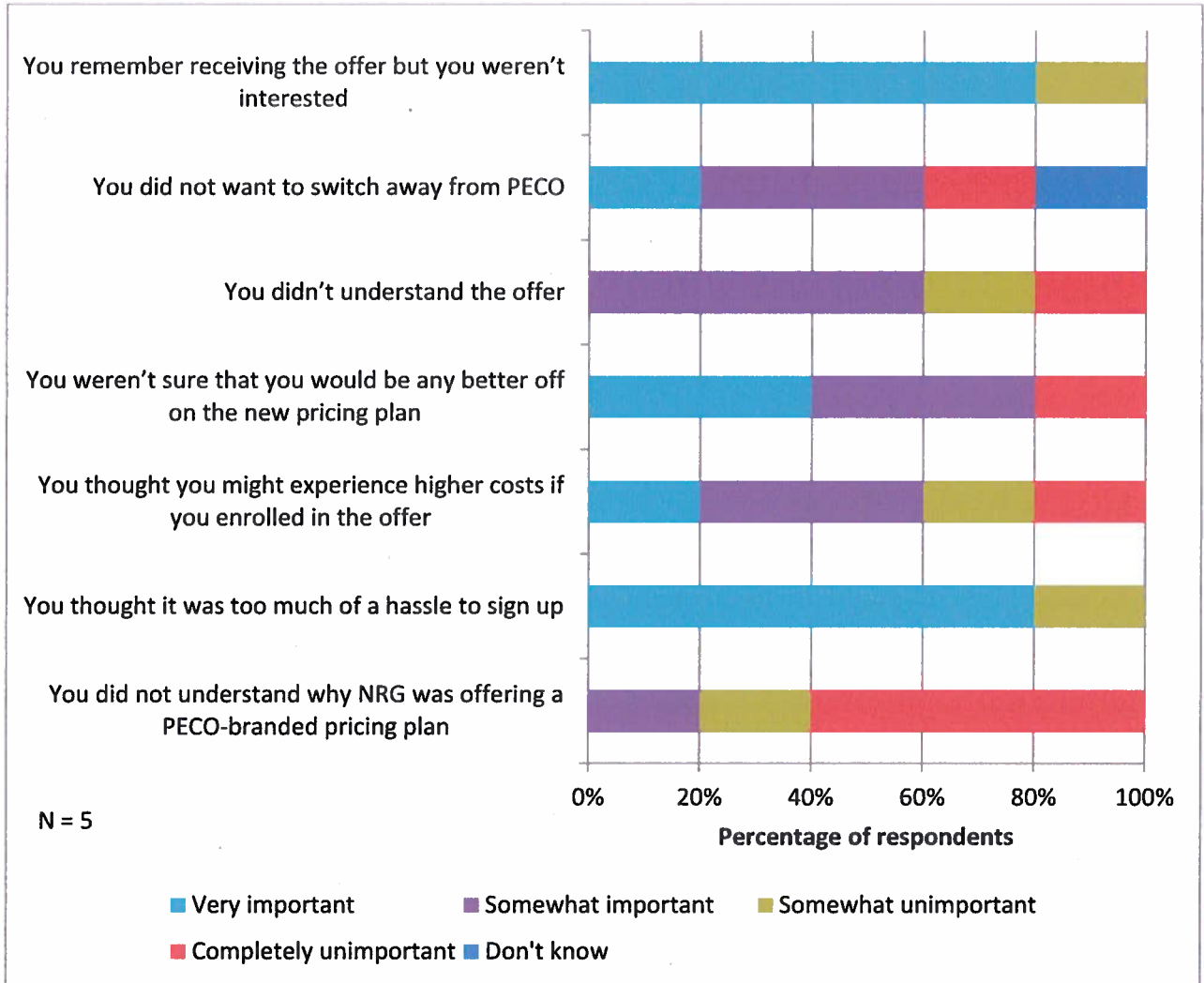
Figure 7-3 shows how customers responded when asked to choose from three options that best describe their current pricing plan. Considering that all of these customers are on the default PECO rate, 36% of respondents correctly identified that they pay the same price for electricity at all times. Nonetheless, 64% of respondents either did not know if their electricity price varied or incorrectly indicated that they pay a different price for electricity throughout the day.

**Figure 7-3: “Which of the following best describes your business electricity pricing plan?”**



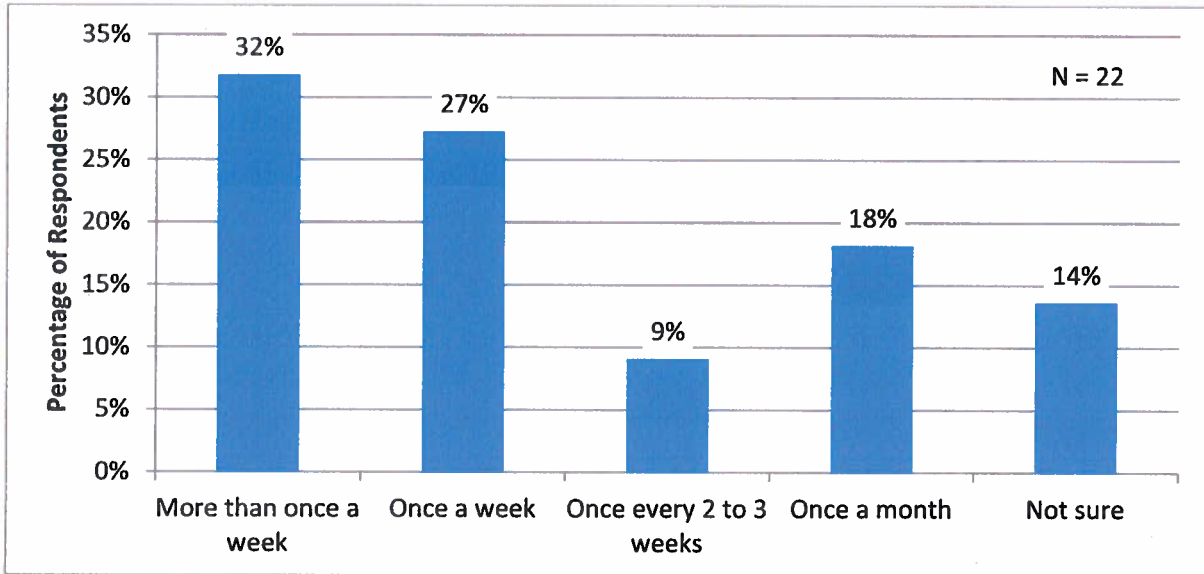
Only 5 out of 22 respondents recalled receiving the offer from NRG Retail regarding PECO Smart Time Pricing. For those 5 respondents, Figure 7-4 summarizes reasons why their business declined the offer. The most important reasons given for declining the offer were disinterest in the offer and a perceived hassle associated with signing up. The third most important factor given was not being sure that they would be better off under the new pricing plan.

Figure 7-4: "I am going to read some reasons why your business may have declined the offer. Please indicate how important each of these reasons was to you."



The next questions on the survey included all respondents, including those who did not recall the offer to enroll in PECO Smart Time Pricing. Figure 7-5 shows how often respondents reported receiving marketing material or telemarketing calls from electricity suppliers. Overall, 13 out of 22 respondents receive marketing material or telemarketing calls from electricity suppliers very often (once a week or more than once a week).

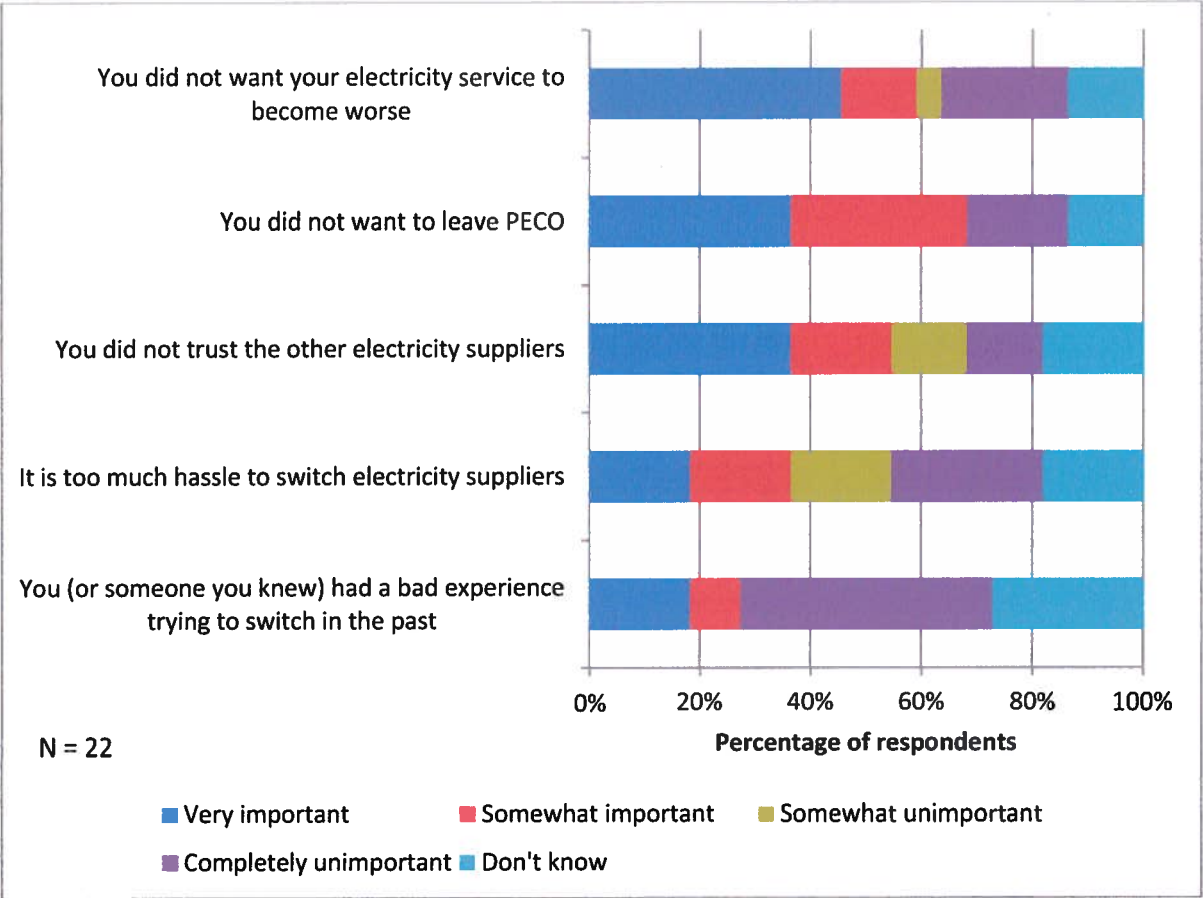
**Figure 7-5: “About how often does your business typically receive marketing material or telemarketing calls from electricity suppliers?”**



Overall, 17 out of 22 respondents have never considered switching electricity suppliers. Figure 7-6 reflects the respondents' views on why they have not switched electricity suppliers in the past. The primary reasons given were not wanting to leave PECO, a perceived reduction in service quality and a lack of trust in other electricity suppliers.

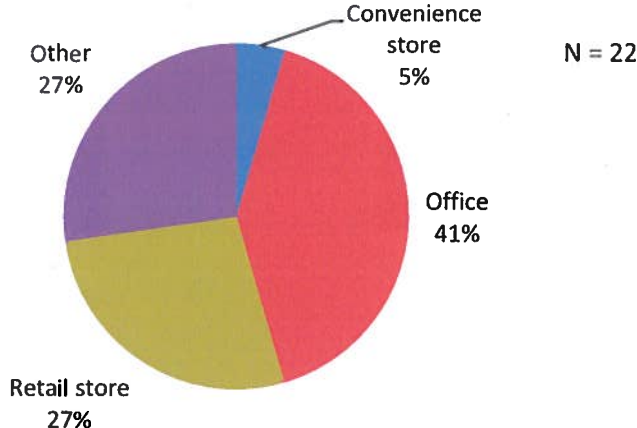


Figure 7-6: “Below is a list of reasons why your business may not have switched electricity suppliers in the past. Please indicate how important each of those reasons was to you.”



Finally, Figure 7-7 illustrates the distribution of respondents by business type.

**Figure 7-7: "What type of business is this?"**



## **Appendix A Direct Mail Solicitation and Business Reply Card**

This appendix includes the PECO Smart Time Pricing direct mail solicitation that was sent to 120,998 residential customers. The first and second mailing of this letter were nearly identical. The enrollment form that includes the business reply card is also included in this appendix. Most customers used the business reply card to enroll in PECO Smart Time Pricing.

XX/XX/XXXX

Sample Sample  
0000 Sample St.  
Anytown, PA 00000



Dear Sample Sample:

Did you know that in Pennsylvania, you can purchase the electricity you use from a competitive electric generation supplier? PECO has teamed up with NRG Retail Solutions, a competitive electric generation supplier that we have contracted with for a new program called PECO Smart Time Pricing.

PECO Smart Time Pricing is a one-year program where customers pay less for the electricity they use during times of the day when the demand for electricity is lower. Now that you have our new metering technology, you can be among the first to take advantage of this program, which could save you money on your monthly electric bill.

---

**With this program you:**

- Pay the NRG Retail Solutions price of 6.85¢ per kilowatt-hour during off-peak hours and 15.95¢ during peak hours (2 p.m. to 6 p.m. — weekdays only, excluding holidays). This compares to PECO's default rate of 9.35¢ per kilowatt-hour in effect 9/1/13 through 11/30/13.
- Save money by running high-usage appliances — such as your washer, dryer and dishwasher — during off-peak hours.
- Get bill protection: PECO guarantees that if you stay with the program for 12 months and your annual electric generation supply charges are higher than they would have been with PECO's default service rate, you will receive a check for the difference.
- May leave the program at any time.



**Peak hours 2 p.m. – 6 p.m.  
Weekdays only, excluding holidays**

---

**SIGN UP NOW**

To participate in PECO Smart Time Pricing, you need to enroll with NRG Retail Solutions. NRG Retail Solutions will then become your competitive electric generation supplier. Regardless of who supplies your electricity, PECO will continue to safely deliver electricity, provide billing and customer support, and respond to outages and other emergencies for all customers. The deadline for enrollment is Jan. 31, 2014. There are three easy ways to sign up:

- Sign and return the enclosed NRG Retail Solutions enrollment form.
- Visit [peco.com/smarttimepricing](http://peco.com/smarttimepricing) and enter **Promo Code DM1**.
- Sign up with NRG Retail Solutions by calling toll-free 1-855-543-8868.

The enclosed enrollment form from NRG Retail Solutions includes additional information about this offer. If you have any questions, call toll-free 1-855-543-8868.

Sincerely,

The PECO Smart Time Pricing team



# ENROLLMENT FORM

## NRG Retail Solutions

### WE'RE NRG RETAIL SOLUTIONS.

#### Participating in PECO Smart Time Pricing makes us your new electric generation supplier.

Our commitment to our customers and community drives our passion for supplying electricity, smart energy solutions, excellent customer service and support, and much more. Our parent company, NRG is a Fortune 500 company, and one of the nation's largest energy suppliers, serving more than 40 million customers across the U.S.

#### Choose PECO Smart Time Pricing by enrolling with NRG Retail Solutions, featuring:

- The great price of 6.85¢ per kilowatt-hour during off-peak hours — which is almost 90% of the year. Peak price is 15.95¢ per kilowatt-hour.
- Fixed pricing for 12 months
- The ability to cancel at any time, with no penalty

### WE'RE HERE TO HELP YOU.

**Call 1-855-543-8868 for more information, or to enroll with NRG Retail Solutions right away.**

### WHY ARE SOME HOURS CHEAPER?

The demand for electricity goes up as more and more customers use it at the same time. This causes electricity costs to go up during those same hours, typically in mid to late afternoon on weekdays — called peak hours. During other times — nights, weekends and mornings — electricity costs are usually lower as fewer customers use power; these are called off-peak hours. Since your new metering technology tracks usage throughout the day, we are able to provide a pricing structure that helps you better control your electricity costs by shifting usage to less expensive times of the day. You can take advantage of this regardless of how much you use. Take a look at the chart below:

| Usage Level | NRG Retail Solutions Off-Peak Price<br>(all hours except 2p.m. – 6p.m. weekdays, excluding holidays) | NRG Retail Solutions Peak Price<br>(2p.m. – 6p.m., weekdays only, excluding holidays) |
|-------------|--|---|
| 500kW       | 6.85¢ per kWh  | 15.95¢ per kWh  |
| 1,000 kW    | 6.85¢ per kWh  | 15.95¢ per kWh  |
| 2,000 kW    | 6.85¢ per kWh  | 15.95¢ per kWh  |

The price will be effective within 1–2 bill cycles for a 12-month period.

(DETACH HERE)

### Yes, I want to enroll with NRG Retail Solutions.

Sample Sample  
 Account Number: XXXXX  
 123 Main Street  
 Any Town, TX xxxxx-xxxx  
 Phone: xxx-xxx-xxxx  
 Email: sample@sample.com

I am the customer of record for the account and the address listed above and I am legally authorized to change the electricity supplier at this address. By signing below I am authorizing NRG Retail Solutions to become my new supplier for residential electric generation service. I hereby authorize NRG Retail Solutions to take the steps necessary to make this change happen. I have been given a reasonable opportunity to read the terms and conditions contained in this Enrollment Form and Disclosure Statement. I have read and understood the terms of this agreement and I have knowingly and voluntarily entered into this Agreement with NRG Retail Solutions.

**I understand that I will have three (3) business days from the date of this Agreement to rescind the Agreement. By signing below, I agree to participate in PECO Smart Time Pricing by enrolling with NRG Retail Solutions. (Please mail this signed form in the enclosed prepaid envelope.)**

### YOUR RATES FOR ELECTRIC GENERATION SUPPLY:

**OFF-PEAK HOURS: 6.85¢ per kWh**  
(all hours except 2p.m. – 6p.m. weekdays, excluding holidays)

**PEAK HOURS: 15.95¢ per kWh**  
(2p.m. – 6p.m., weekdays only, excluding holidays)

The NRG Retail Solutions prices listed above include generation and transmission charges and the PA Gross Receipts Tax effective rate of 6.45%, but do not include utility distribution charges or other utility charges or taxes.

Signature

Printed Name

Date

## Appendix B Online Enrollment Process

This appendix summarizes the PECO Smart Time Pricing online enrollment process, including a screenshot for each step in the enrollment process. These screenshots illustrate the following steps in the enrollment process:

1. Go to the PECO Smart Time Pricing landing page on peco.com;
2. Click to enroll online and go to the NRG Retail landing page for PECO Smart Time Pricing (opens in new window);
3. View pricing information for PECO Smart Time Pricing;
4. If preferred, view detailed pricing information for PECO Smart Time Pricing;
5. Enter personal information and service address on the PECO Smart Time Pricing enrollment page;
6. Verify information and finalize enrollment; and
7. Enrollment confirmation screen.

Customers also had the option to enroll by phone or by using the business reply card that was included with the direct mail solicitation (see Appendix A).

Figure B-1: PECO Smart Time Pricing Landing Page

PECO  
An Exelon Company

ABOUT US | NEWS | CONTACT US | FAQs

MY ACCOUNT | CUSTOMER SERVICE | SAVINGS | ENVIRONMENT | COMMUNITY | SAFETY & EDUCATION | PARTNERS IN BUSINESS

Home | Customer Service | Customer Choice | PECO Smart Time Pricing | Residential | Overview

Service Request  
Mobile  
Billing & Payment  
Rates & Pricing  
Customer Choice  
PECO Smart Energy Choice  
PECO Smart Time Pricing  
Assistance Programs  
Claims & Forms  
Outage Center

### Benefit from PECO Smart Time Pricing

Overview | Energy Shifting Tips | FAQs

Learn how to shift energy – and potentially save money

PECO Smart Time Pricing is a one-year program where customers pay less for the electricity they use during times of the day when the demand for electricity is lower. If you have our new metering technology, you can be among the first to take advantage of this program, which could save you money on your monthly electric bill.

**With this program you:**

- Pay the NRG Retail Solutions price of 6.85 cents per kilowatt-hour during off-peak hours and 15.95 cents per kilowatt-hour during peak hours (2p.m. to 6 p.m. – weekdays only, excluding holidays)

Contact Us  
1.866.643.8868  
Email

Enroll online  
NOW - You will be  
redirected to the NRG  
Retail Solutions  
enrollment website

Frequently Asked  
Questions

Figure B-2: NRG Retail Enrollment Page for PECO Smart Time Pricing (Opens in New Window)

**nrg.** For Your Premise

**NRG Retail Solutions**

### Participate in PECO Smart Time Pricing

Please provide your zip code to help us determine if your premise is eligible for PECO Smart Time Pricing

Zip Code *(Required)*

Promo Code [?](#)

[Continue](#)

**Participate in PECO Smart Time Pricing by Enrolling with NRG Retail Solutions**

- Pay a lower price during off-peak hours (almost 90% of the time)
- Gain greater control of your electric usage and costs by shifting high-usage activities to off-peak times
- Get bill protection. PECO guarantees if your bill is higher after 12 months on the program, they will credit you the difference

Figure B-3: Pricing Information for PECO Smart Time Pricing

**nrg.** For Your Premise

**NRG Retail Solutions**

Zip code: 19019 [Change](#)

### PECO Smart Time Pricing

**NRG Retail Solutions**

**Off Peak Price : \$0.0685 per kWh**  
**Peak Price : \$0.1595 per kWh**  
(2 p.m. to 5 p.m. weekdays only, excluding holidays)

Price security for 12 months  
12 - Month Term  
\$0 Cancellation Fee

[View details](#)

[Terms of Service \(PDF\)](#)

[Sign Up Now](#)

Reliant Energy Northeast LLC d/b/a NRG Retail Solutions is a wholly owned subsidiary of NRG Energy, Inc. NRG is a registered servicemark of NRG Energy, Inc. The plus signs and plus clusters are servicemarks of NRG Energy, Inc. © 2013 NRG Retail Solutions. All rights reserved.

Figure B-4: Detailed Pricing Information for PECO Smart Time Pricing (Optional)

**PECO Smart Time Pricing**

**NRG Retail Solutions**

**Off Peak Price : \$0.0685 per kWh**  
**Peak Price : \$0.1595 per kWh**  
(2 p.m. to 6 p.m. weekdays only, excluding holidays)

Price security for 12 months  
12 - Month Term  
**\$0 Cancellation Fee**  
[Hide details](#)

NRG Retail Solutions price includes generation, transmission and gross receipts tax and does not include utility distribution charges, or other utility charges and taxes. This price will be effective on your next applicable meter read date and will extend for a 12 month term as specified in the Disclosure Statement.

Peak  
500 kWh = \$0.1595 per kWh  
1,000 kWh = \$0.1595 per kWh  
2,000 kWh = \$0.1595 per kWh


Off-Peak  
500 kWh = \$0.0685 per kWh  
1,000 kWh = \$0.0685 per kWh  
2,000 kWh = \$0.0685 per kWh

[Terms of Service \(PDF\)](#)


[Sign Up Now](#)



Figure B-5: PECO Smart Time Pricing Enrollment Page



Participate in PECO Smart Time Pricing  
by enrolling with NRG Retail Solutions



powered by VeriSign

NRG Retail Solutions

**Personal Information**

First name  MI  Last name

Date of birth  /  /

Phone number:

Your email address:  Retype email address

---

**Service Address**

Street Address  Apt/Unit#

City  State  Zip  [Change zip code](#)

My mailing address is the same as my service address

PECO Account Number

Your 10 digit account number can be found on your utility bill or by contacting your utility. Please exclude any special characters (e.g. hyphens)

---

Your switch to NRG Retail Solutions will take one to two billing cycles to complete.

You are signing up for  
**PECO Smart Time Pricing**  
by enrolling with NRG Retail Solutions

- Off Peak Price : \$0.0685 per kWh
- Peak Price : \$0.1595 per kWh  
(2 p.m. to 8 p.m. weekdays only, excluding holidays)
- Price security for 12 months
- 12 - Month Term
- \$0 Cancellation Fee

NRG Retail Solutions price includes generation, transmission and gross receipts tax and does not include utility distribution charges, or other utility charges and taxes. This price will be effective on your next applicable meter read date and will extend for a 12 month term as specified in the Disclosure Statement.

Real  
500 kWh = \$0.1595 per kWh  
1,000 kWh = \$0.1595 per kWh  
2,000 kWh = \$0.1595 per kWh


Off-Peak  
500 kWh = \$0.0685 per kWh  
1,000 kWh = \$0.0685 per kWh  
2,000 kWh = \$0.0685 per kWh

Please contact your local utility if you are interested in budget billing.


[Terms of Service \(pdf\)](#)

Please read, print and save the above documents for your reference.

Figure B-6: Verification and Completion of Enrollment



Participate in PECO Smart Time Pricing  
By enrolling with NRG Retail Solutions



---

**NRG Retail Solutions**

**Please verify your information**

**Personal Information** [Edit](#)

Date of birth:  
Phone number:  
Email address:

---

**Service Information** [Edit](#)

Full name:  
PECO Account Number:  
Service Address:  
  
Mailing Address:

**Authorization**

I am the customer of record for the account and the address listed above and I am legally authorized to change the electricity supplier at this address. By submitting this request for service electronically, I am authorizing Reliant Energy Northeast LLC d/b/a NRG Retail Solutions to become my new supplier for residential electric generation service. I hereby authorize NRG Retail Solutions to take the steps necessary to make this change happen. I have read and understand the terms of service/disclosure statement and I have knowingly and voluntarily entered into this contract with NRG Retail Solutions.

I understand that I will receive a written confirmation of my enrollment from NRG Retail Solutions that will include a copy of the terms of service/disclosure statement and that I have three business days from the date of that confirmation to rescind this contract without penalty. If I cancel my service with NRG Retail Solutions after the three day period but before the end of the term, I may be assessed a cancellation fee, if applicable, as described in the plan details.

I have read, understand and agree to the terms above and in my contract documents.

[Finish Enrollment](#) | [Cancel](#)

You are signing up for:  
**PECO Smart Time Pricing**  
By enrolling with NRG Retail Solutions

- Peak Price: \$0.1595 per kWh
- Off Peak Price: \$0.0685 per kWh  
2 p.m. to 6 p.m. weekdays only, excluding holidays
- Price security for 12 months
- 12 - Month Term
- \$0 Cancellation Fee

NRG Retail Solutions price includes generation, transmission and gross receipts tax and does not include utility distribution charges, or other utility charges and taxes. This price will be effective on your next applicable meter read date and will extend for a 12 month term as specified in the Disclosure Statement.

**Peak**  
500 kWh = \$0.1595 per kWh  
1,000 kWh = \$0.1595 per kWh  
2,000 kWh = \$0.1595 per kWh


**Off-Peak**  
500 kWh = \$0.0685 per kWh  
1,000 kWh = \$0.0685 per kWh  
2,000 kWh = \$0.0685 per kWh

Please contact your local utility if you are interested in budget billing.

[Terms of Service \(pdf\)](#)

Please read, print and save the above documents for your reference.

Figure B-7: Enrollment Confirmation Screen

**nrq.**  **Participate in PECO Smart Time Pricing**  
by enrolling with NRG Retail Solutions

---

**Thank you for signing up**


**Request Details**

|                      |                              |
|----------------------|------------------------------|
| Request submitted on | October 23 2013 03:59 PM CDT |
| Confirmation number  | 100001828                    |

---

|                    |                            |
|--------------------|----------------------------|
| Full name          | test test                  |
| Utility Identifier | 1234567890                 |
| Service Address:   | 999 Test<br>test, PA 15001 |
| Mailing Address:   | Same as service address    |

---

|                |  |
|----------------|--|
| Phone number:  | 713.537.2936  |
| Email address: | janoid1@reliant.com  |

---

|                       |  |
|-----------------------|--|
| NRG electricity plan: | NRG Retail Solutions   |
| Plan details:         | Off Peak Price : \$0.0685 per kWh<br>Peak Price : \$0.1595 per kWh<br>Price security for 12 months<br>Fixed price<br>12 - Month Term<br>\$0 Cancellation Fee<br><a href="#">Terms of Service (pdf)</a> |

EA-PHC3-100001828-100001828

## Appendix C NRG Retail Welcome Survey Instrument

**Program Experience**

- Please rate your overall satisfaction with PECO Smart Time Pricing.  

|                          |                          |                          |                          |                          |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Very Dissatisfied        | Somewhat Dissatisfied    | Neither                  | Somewhat Satisfied       | Very Satisfied           |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
- Please rate your satisfaction with the following aspects of the PECO Smart Time Pricing enrollment process.  

|  |                          |                          |                          |                          |
|--|--------------------------|--------------------------|--------------------------|--------------------------|
|  | Very Dissatisfied        |                          |                          | Very Satisfied           |
| Your first contact .....                 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Length of time to sign up.....           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Information received after sign-up ..... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Accuracy of new account.....             | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Overall experience.....                  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
- For which of the following reasons did you choose to participate in the PECO Smart Time Pricing by enrolling with NRG Retail Solutions? *Check all that apply.*
  - I wanted a better rate during off-peak hours to help save money
  - I wanted to try a Time of Use offer
  - I liked the certainty of a 12-months fixed price
  - I like the bill protection guarantee
  - I wanted more control over my electricity bill
  - The program is sponsored by PECO
  - I wanted to try shopping with a retail supplier
- Thinking about your bill with PECO Smart Time Pricing supply charges, please rate how important each of the following is when receiving your electricity bill.  

|  |                          |                          |                          |
|--|--------------------------|--------------------------|--------------------------|
|  | Not Important            | Somewhat Important       | Very Important           |
| The total bill amount .....                                    | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Line item detail of the Peak and Off-Peak supply charges ..... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| The total Transmission & Tax Charges.....                      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Other Information (such as Programs & Offers).....             | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

 I have not received a bill with PECO Smart Time Pricing supply charges
- How likely are you to recommend PECO Smart Time Pricing to a friend or family member?  

|                          |                          |                          |                          |                          |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Not at all Likely        | Somewhat Unlikely        | Neither                  | Somewhat Likely          | Very Likely              |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

**NRG Retail Solutions Experience**

- How did you enroll with NRG Retail Solutions?  
*Please check one.*
  - Web
  - Phone
  - Mail
- Did you encounter any problems when signing up with NRG Retail solutions?  
 Yes – What was the problem?  


---



---

 No – *Please skip to Question 9*
- If you encountered a problem, was it resolved to your satisfaction? *Please check one.*
  - Yes, it was resolved completely
  - Yes, somewhat but not completely
  - No, it has not been resolved
- How could NRG Retail Solutions improve our customer service?  


---



---

**Demographics**

- Which of the following categories includes your age? *Please check one.*

|                                   |   |
|-----------------------------------|---|
| <input type="checkbox"/> Under 21 | <input type="checkbox"/> 55 to 64             |
| <input type="checkbox"/> 21 to 24 | <input type="checkbox"/> 65 to 74             |
| <input type="checkbox"/> 25 to 34 | <input type="checkbox"/> 75 and over          |
| <input type="checkbox"/> 35 to 44 | <input type="checkbox"/> Prefer not to answer |
| <input type="checkbox"/> 45 to 54 |   |
- For each of the following age groups, how many people, including yourself, live in your household?  

|   |       |             |       |
|---|-------|-------------|-------|
| 5 and under                                   | _____ | 35 to 54    | _____ |
| 6 to 18                                       | _____ | 55 to 64    | _____ |
| 19 to 34                                      | _____ | 65 and over | _____ |
| <input type="checkbox"/> Prefer not to answer |       |             |       |

- Which of the following best describes the area in which you live? *Please check one.*
  - Urban
  - Suburban
  - Rural
  - Prefer not to answer
- How many adults in your household work outside the home on most days? \_\_\_\_\_  
 Prefer not to answer
- How many adults in your household work exclusively at home on most days? \_\_\_\_\_  
 Prefer not to answer
- What is the highest level of education anyone in your household has completed? *Please check one.*

|   |  |
|---|--|
| <input type="checkbox"/> Elementary or middle | <input type="checkbox"/> 2-year college            |
| <input type="checkbox"/> Some high school     | <input type="checkbox"/> 4-year college            |
| <input type="checkbox"/> High school          | <input type="checkbox"/> Graduate degree or higher |
| <input type="checkbox"/> Trade/technical      | <input type="checkbox"/> Prefer not to answer      |
| <input type="checkbox"/> Some college         |  |
- Which of the following best describes your total household income from all sources in 2012, before taxes? *Please check one.*

|   |   |
|---|---|
| <input type="checkbox"/> Less than \$15,000 | <input type="checkbox"/> \$75,000-\$99,999    |
| <input type="checkbox"/> \$15,000-\$24,999  | <input type="checkbox"/> \$100,000-\$124,999  |
| <input type="checkbox"/> \$25,000-\$49,999  | <input type="checkbox"/> \$125,000 or more    |
| <input type="checkbox"/> \$50,000-\$74,999  | <input type="checkbox"/> Prefer not to answer |
- Are any members of your household eligible for accommodations under the Americans with Disabilities Act? (examples include sight impairment, mobility impairment, etc.)
  - Yes
  - No
  - Prefer not to answer

Thank you for taking our survey. For your participation, NRG Retail Solutions will donate \$10 to one of the charities below. *Please check one.*

- American Heart Assn
- American Red Cross
- March of Dimes
- Nature Conservancy
- Susan G Komen
- American Diabetes Assn

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## Appendix D Residential Decliner Survey Instrument

# PECO Smart Time Pricing Survey

Q1. Thinking of all of the services you receive from PECO, how satisfied are you? (Check one)

- Very satisfied
- Somewhat satisfied
- Somewhat dissatisfied
- Very dissatisfied

The following questions ask for your opinions about pricing plans offered by PECO that you may have experienced. A pricing plan is the arrangement you have with PECO for the price you pay for electricity.

Q2. Which of the following best describes the price you pay for the electricity you use? (Check one)

- Pay the same price for electricity no matter when you use it
- Pay a different price for electricity based on when you use it during the day
- Don't know

Q3. How satisfied are you with your current electricity pricing plan? (Check one)

- Very satisfied
- Somewhat satisfied
- Somewhat dissatisfied
- Very dissatisfied

Q4. Please indicate how much you agree or disagree with the following statements.

|  | Strongly Agree           | Somewhat Agree           | No Opinion               | Somewhat Disagree        | Strongly Disagree        |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| My current pricing plan is easy to understand  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| My current pricing plan is fair  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| My current pricing plan provides me with opportunities to save money   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| My current pricing plan fits my lifestyle  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| My current pricing plan isn't good for some people   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I sometimes feel uncomfortable inside my home on summer afternoons because it is too expensive to run my air conditioner | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| My current pricing plan is convenient  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I make sure I use as little electricity as possible between 2:00 and 6:00 PM   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Q5. A few weeks ago, we mailed you an offer to join a new pricing plan called PECO Smart Time Pricing. Under PECO Smart Time pricing, you would receive a significant discount on the price of electricity most of the hours of the year, except for weekday afternoons when the price would be higher. Do you recall receiving this offer?

Yes

No – Go to Q11

Not Sure – Go to Q11

Q6. Did you sign up for the offer?

Yes – Go to Q11

No

Not Sure

Q7. Below are some reasons why you may have declined the offer. Please indicate how important each of these reasons was to you.

|  | Very Important           | Somewhat Important       | Somewhat Unimportant     | Completely Unimportant   | Don't Know               |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| I remember receiving the offer but I wasn't interested                   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I did not want to switch away from PECO                                  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I didn't understand the offer  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I intended to enroll in the pricing plan but just never got around to it | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I wasn't sure that I would be any better off on the new pricing plan     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I thought I might experience higher costs if I enrolled in the offer     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I thought it was too much of a hassle to sign up                         | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I did not understand why NRG was offering a PECO-branded pricing plan    | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Q8. Did you call to inquire about PECO Smart Time Pricing?

Yes

No – Go to Q11

Not Sure – Go to Q11



Q9. Which of the following best describes your experience on this call? (Check one)

- After learning about PECO Smart Time Pricing, I was not interested
- I tried to sign up, but the process was too long
- I was on hold for too long and hung up
- Other – Specify: \_\_\_\_\_

Q10. How would you rate your experience on this call? (Check one)

- Excellent
- Very Good
- Good
- Fair
- Poor – Why? \_\_\_\_\_
- No Opinion

Q11. How often do you typically receive marketing material from electricity suppliers other than PECO, such as NRG, FirstEnergy, Direct Energy or others? (Check one)

- More than once a week
- Once a week
- Once every 2 to 3 weeks
- Once a month
- Once every 2 to 3 months
- Other – How often? \_\_\_\_\_
- Not sure

Q12. Have you ever considered switching electricity suppliers?

- Yes
- No

Q13. Below is a list of reasons why you may not have switched electricity suppliers. Please indicate how important each of these reasons was to you.

|   | Very Important           | Somewhat Important       | Somewhat Unimportant     | Completely Unimportant   | Don't Know               |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| I do not want my electricity service to become worse                    | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I do not want to leave PECO   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I do not trust the other electricity suppliers                          | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| It is too much hassle to switch electricity suppliers                   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I (or someone I) know had a bad experience trying to switch in the past | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Q14. For each of the following age groups, how many people, including you, live in this home for more than half of the year?

| Age Group   | Number of People |
|-------------|------------------|
| 5 and under | _____            |
| 6 – 18      | _____            |
| 19 – 34     | _____            |
| 35 – 54     | _____            |
| 55 – 64     | _____            |
| 65 and over | _____            |

Q15. How many adults in your household work outside the home on most days? \_\_\_\_\_ Adults

Q16. How many adults in your household work exclusively at home on most days? \_\_\_\_\_ Adults

Q17. What is the highest grade of schooling anyone in your household has completed? (Check one)

- |   |  |
|---|--|
| <input type="checkbox"/> Elementary or middle school  | <input type="checkbox"/> Some college, no degree   |
| <input type="checkbox"/> Some high school, no diploma | <input type="checkbox"/> Two-year college degree   |
| <input type="checkbox"/> High school diploma          | <input type="checkbox"/> Four-year college degree  |
| <input type="checkbox"/> Trade or technical school    | <input type="checkbox"/> Graduate degree or higher |

Q18. Which of the following best describes your total household income from all sources in 2013, before taxes? (Check one)

- |  |  |
|--|--|
| <input type="checkbox"/> Less than \$15,000  | <input type="checkbox"/> \$75,000 - \$99,999   |
| <input type="checkbox"/> \$15,000 - \$24,999 | <input type="checkbox"/> \$100,000 - \$124,999 |
| <input type="checkbox"/> \$25,000 - \$49,999 | <input type="checkbox"/> \$125,000 or more     |
| <input type="checkbox"/> \$50,000 - \$74,999 |  |

Q19. Are any members of your household eligible for accommodations under the Americans with Disabilities Act? (Examples include sight impairment, mobility impairment, etc.)

- Yes  
 No

**Thank you!**

**Please return your completed survey using the enclosed envelope.**

## Appendix E SMB Decliner Survey Instrument

## PECO Draft Decliner Survey - Business

Hello, my name is \_\_\_\_\_ from Freeman, Sullivan & Co. and I'm calling on behalf of PECO Energy Company.

1. Can I please speak with the person who reviews the electricity bill or makes energy-related decisions for your business?

- Yes – continue  
 No – call back

I would like to take just a few minutes to ask you about a phone call you recently received from NRG Retail Solutions. This will require about 5 minutes of your time and it will help PECO and the state of Pennsylvania understand the decisions that business customers make regarding their electricity pricing plan. Your answers will be confidential and will only be reported in statistical summaries.

2. Is now a good time to talk?

- Yes – continue  
 No – set up a call back time

3. Thinking of all of the services your business receives from PECO, how satisfied are you? Would you say you are... (Read each option and select one)

- Very satisfied  
 Somewhat satisfied  
 Somewhat dissatisfied  
 Very dissatisfied

***The following questions ask for your opinions about pricing plans offered by PECO that your business may have experienced. A pricing plan is the arrangement you have with PECO for the price your business pays for electricity.***

4. Which of the following best describes your business electricity pricing plan? Does your business... (Read each option and select one)

- Pay the same price for electricity no matter when you use it  
 Pay a higher price for electricity used between 2:00 PM and 6:00 PM on all days  
 Pay a higher price for electricity used between 2:00 PM and 6:00 PM on weekdays only  
 Don't know

5. How satisfied are you with the current electricity pricing plan under which your business receives service? Would you say you are... (Read each option and select one)

- Very satisfied  
 Somewhat satisfied  
 Somewhat dissatisfied  
 Very dissatisfied

6. Recently, NRG Retail Solutions called you with an offer to join a new pricing plan in which you would receive a significant discount on the price of electricity most of the hours of the year, except for weekday afternoons when the price would be higher. Do you recall receiving this offer?

- Yes
- No (skip to Q9)
- Not sure (skip to Q9)

7. Did you sign up for the offer?

- Yes (skip to Q9)
- No
- Not sure

8. I am going to read some reasons why your business may have declined the offer. Please indicate how important each of these reasons was to you.

| Read Each Reason   | How important was this in deciding to decline the offer?<br>Was it...? (Read each option and select one) |                          |                          |                          | Don't Know               |
|--|--|--------------------------|--------------------------|--------------------------|--------------------------|
|  | Very Important   | Somewhat Important       | Somewhat Unimportant     | Completely Unimportant   |                          |
| You remember receiving the offer but you weren't interested                | <input type="checkbox"/>   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| You did not want to switch away from PECO                                  | <input type="checkbox"/>   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| You didn't understand the offer  | <input type="checkbox"/>   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| You weren't sure that you would be any better off on the new pricing plan  | <input type="checkbox"/>   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| You thought you might experience higher costs if you enrolled in the offer | <input type="checkbox"/>   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| You thought it was too much of a hassle to sign up                         | <input type="checkbox"/>   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| You did not understand why NRG was offering a PECO-branded pricing plan    | <input type="checkbox"/>   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

9. About how often does your business typically receive marketing material or telemarketing calls from electricity suppliers? (Read the list and select one)

- More than once a week
- Once a week
- Once every 2 to 3 weeks
- Once a month
- Once every 2 to 3 months
- Other – How often? \_\_\_\_\_
- Not sure

10. Have you ever considered switching electricity suppliers? (Select one)

- Yes
- No

11. Below is a list of reasons why your business may not have switched electricity suppliers in the past. Please indicate how important each of those reasons was to you.

| Read Each Reason  | How important was this in deciding to not switch? Was it...?<br>(Read each option and select one) |                          |                          |                          | Don't Know               |
|---|---|--------------------------|--------------------------|--------------------------|--------------------------|
|   | Very Important  | Somewhat Important       | Somewhat Unimportant     | Completely Unimportant   |                          |
| You did not want your electricity service to become worse                   | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| You did not want to leave PECO  | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| You did not trust the other electricity suppliers                           | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| It is too much hassle to switch electricity suppliers                       | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| You (or someone you knew) had a bad experience trying to switch in the past | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

**Firmographic Questions**

Finally, I am going to ask a few quick questions about your business.

12. What type of business is this? (Open ended)

- Grocery store
- Convenience store
- Restaurant
- Hotel
- Office
- Retail store
- Other – Specify: \_\_\_\_\_

13. How many full-time (30+ hours per week) employees are employed by your company at this location?

\_\_\_\_\_ Full-time employees

14. How many part-time (less than 30 hours per week) employees are employed by your company at this location?

\_\_\_\_\_ Part-time employees

15. What are you usual business hours during weekday?

\_\_\_\_\_ Open

\_\_\_\_\_ Close

16. Approximately what percentage of your business's annual operating budget is spent on electricity?

\_\_\_\_\_ %

**Thank you very much for taking the time to talk with me today. Are there any comments you would like me to pass along to PECO?**

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## Appendix F Outbound Telemarketing Script for SMB Customers



|   |
|---|
| <b>NRG RETAIL SOLUTIONS PECO Smart Time Pricing</b> |
|---|

**Pennsylvania is a No Rebuttal/Immediate disconnect state.**

|                    |
|--------------------|
| <b>1.0 OPENING</b> |
|--------------------|

Good morning/afternoon, this is [Agent Name] calling on behalf of **NRG Retail Solutions, the provider of PECO Smart Time Pricing**. I am calling because as a PECO customer who recently received new metering technology you have been pre-selected to participate in an innovative program that rewards customers who are able to shift some of their energy use to off peak hours... May I speak with [Customer's Name]?

**IF ON WITH [Customer Name]:** Before I continue, I need to tell you that this call is being recorded for quality assurance purposes. **[Go to OFFER]**

**WHO'S CALLING, NOT AUTHORIZED OR WHAT'S PURPOSE OF THE CALL OR MAY I TAKE A MESSAGE:**

Hello [Sir/Ma'am], This is \_\_\_\_\_ calling on behalf of NRG Retail Solutions and PECO because you have been selected by PECO to participate in an innovative new program called PECO Smart Time Pricing. Who would be the person who is responsible for your electric bill?

**IF NOT THE RIGHT PERSON:** Can you tell me who the correct person would be?

**Capture Name and ask:** May I speak to him/her please?

**IF NO:** I will be happy to call back – is there a more convenient time? Thank you. \*\*\* **CAPTURE NUMBER – IF NECESSARY** \*\*\*

**IF YES:** Hello Mr. /Ms. [Insert LAST NAME]

This call is being recorded for quality assurance purposes. **[Go to OFFER]**

|                  |
|------------------|
| <b>2.0 OFFER</b> |
|------------------|

**Presentation for PECO (must be read verbatim):**

Mr. /Ms. [customer's name] My name is \_\_\_\_\_ calling on behalf of NRG Retail Solutions and PECO, and the reason for my call today is now that your business has new metering technology, you have been pre-selected to participate in PECO Smart Time Pricing. PECO has contracted with NRG Retail Solutions to bring you PECO Smart Time Pricing, which allows you to pay a lower price for electricity during off-peak

hours. By participating in PECO Smart Time Pricing, you will be enrolling with NRG Retail Solutions, who will become your electric generation supplier.

PECO Smart Time Pricing offers you fixed pricing for the next 12 months. Once your term begins, you will pay **6.85 cents per kWh** for Off-Peak Hours and **15.95 cents per kWh for Peak Hours**. Peak Hours are only from 2pm-6pm Monday thru Friday excluding holidays; all other hours are off-peak hours. Plus, These prices remain the same for all levels of usage, and they include generation and transmission charges and Pennsylvania Gross Receipts Tax effective rate but they do not include other taxes, fees or utility charges. They do not include PECO's distribution charges and related taxes and fees.

If you stay on PECO Smart Time Pricing for 12 months and the total electric generation supply charges you have paid during that time is higher than they would have been on PECO's default service rate, PECO will send you a check for the difference at the end of the program.

I can enroll you right now with this plan.

*[Wait for Customer's response]*

*If hesitant, go to Callback1.*

*[IF CALLBACK:]*

**Callback1** If you would like you could also view the information online at [www.peco.com/smarttimepricing](http://www.peco.com/smarttimepricing) and then call us back at 1-855-543-8868 when it's convenient for you. Keep in mind that this offer expires [Date to be determined]. If you would prefer I can call you back in a couple of days. Is there a time that would be good to reach you?

**Record Date/Time** \_\_\_\_\_

*Go to Callback2.*

**Callback2 [if customer wants callback]**

OK, I will call you again at (**Callback1 Date/Time**). Thank you for your time! (END))

**If customer accepts go to data capture:**

If the customer has a question related to PECO charges on the bill, have a high-bill complaint, questions the accuracy of their meter, or has any concerns related to their meter (AMI opt-out, privacy concerns, health concerns), perform a warm transfer to the PECO AMI Queue (877-494-1289)

**FAQs**

1. **Q:** What is PECO Smart Time Pricing?

**A:** PECO has teamed up with NRG Retail Solutions, a competitive electric generation supplier, for a new program called PECO Smart Time Pricing. PECO Smart Time Pricing is a one-year program where customers pay less for the electricity they use during times of the day when the demand for electricity is lower. Now that you have our new metering technology, you can be among the first to take advantage of this program, which could save you money on your monthly electric bill.

2. **Q:** How does it work?

**A:** When you participate in PECO Smart Time Pricing, you are enrolling with NRG Retail Solutions. NRG Retail Solutions becomes your electric generation supplier.

NRG Retail Solutions provides a time-of-use pricing. This pricing structure features a lower price for electricity used during times of the day when the demand for electricity is lower (also called off-peak hours) and a higher price for electricity used during times of the day when the demand for electricity is higher (also called peak hours). These lower-priced off-peak hours account for approximately 90% of the year, for most customers. Peak hours are from 2 p.m. – 6 p.m. Monday through Friday, excluding holidays. Both the off-peak rates and the peak rates are fixed for 12 months.

3. **Q:** Are there any costs to enroll?

**A:** No, there are absolutely no costs to enroll.

4. **Q:** Who is NRG Retail Solutions?

**A:** NRG Retail Solutions is part of the NRG Energy, Inc. family. NRG Energy, Inc., a fortune 500 company, is also one of nation's largest power producers, serving more than 40 million customers across the U.S. More information is available at [www.nrgresidentialolutions.com](http://www.nrgresidentialolutions.com).

5. **Q:** Why is PECO teaming up with NRG Retail Solutions?

**A:** In an order in examining retail electricity competition in Pennsylvania, the PA PUC recommended that Electric Distribution Companies (EDCs), such as PECO, consider partnering with Electric Generation Suppliers (EGSs) to offer time-of-use pricing programs. Accordingly, PECO issued a competitive bid to the EGS community for a partner for PECO Smart Time Pricing. Based on the competitive bidding process, NRG Retail Solutions was ultimately selected.

6. **Q:** What is the difference between a "transmission and distribution company" and an "electric generation supplier"?

**A:** Your electric distribution company operates and maintains the transmission and distribution facilities (or poles and wires) that deliver electricity to your home and is regulated by the Public Utility Commission (PUC). Electric generation suppliers are licensed by the PUC to sell you electricity and related services using the utility's transmission and distribution facilities. With PECO Smart Time Pricing, PECO will still be your transmission and distribution company, and NRG Retail Solutions will become your

electric generation supplier.

7. **Q:** What is the new metering technology?

**A:** Like our current system, the new meters will measure the total amount of energy you use – not the energy used by individual pieces of equipment within your property. Once you know more about how you are using energy, you can make changes in your home to take control of your energy use and save energy and money. And, in the future, we will launch an interactive Website that will show you how much energy you use each day, and what steps they can take to use less energy use and save more money.

8. **Q:** Do I need a new meter to participate in this program?

**A:** Yes. PECO Smart Time Pricing works together with your new meter. If you are interested in participating but do not have the new metering technology at your residence, you can contact PECO toll-free at **800-494-4000** to find out more information.

9. **Q:** Why do prices vary during the day?

**A:** Electricity costs vary throughout the day depending on overall demand on the electric grid. For example, in the summer, there is a higher demand for electricity during the afternoon, so the cost to generate and use electricity during these peak periods goes up. To minimize electricity usage during these high cost periods of the day, time-of-use programs charge higher prices during the high cost (or peak) periods, and lower prices during off-peak times of the day to encourage you to shift your electricity usage to those lower price periods. When you shift your electricity consumption to off-peak times, you are rewarded with a lower electricity bill.

10. **Q:** Why is the supply price for peak hours higher?

**A:** Peak hours are when demand for electricity is traditionally high. During peak hours, electricity costs are typically higher, which is reflected in the higher electricity supply price for those hours. Peak hours make up about 10% of usage for the average customer, and you can adjust your usage patterns to take advantage of the off-peak rates as much as possible.

11. **Q:** How will my bill change?

**A:** You will continue to receive one monthly bill from PECO that will include NRG Retail Solutions' name and electric generation supply charges. Your peak and off-peak charges will be listed on your bill as two separate line items.

12. **Q:** Who should I contact with questions about the program and distribution charges?

**A:** For questions pertaining to distribution or your bill, you should call PECO at **800-494-4000**. PECO will also continue to provide customer support and respond to outages and other emergencies for ALL customers.

For questions pertaining to the program and price, you can call the PECO Smart Time Pricing call center toll-free at 1-855-543-8868.

13. **Q:** What if I don't save money on this program?

**A:** This program includes bill protection — PECO guarantees that if you stay with the program for a year, and your annual electric generation supply charges are higher than they would have been with PECO's default service, PECO will send you a check for the difference. However, if you cancel the program before the expiration of the 12 months (which you may do at any time with no cancellation fee), you will not be eligible to receive any bill protection credit.

14. **Q:** What do I have to do in order to receive bill protection?

**A:** Nothing. When you choose to participate in PECO Smart Time Pricing, you are automatically enrolled in bill protection.

15. **Q:** How can I compare what I'm paying on PECO Smart Time Pricing versus what I would be paying on the PECO default service supply rate?

**A:** You can log on to *My Account* at [www.peco.com](http://www.peco.com) to view your daily and hourly electricity usage. Once you're logged on, from the "My Bill" tab click on PECO's *Bill Comparison Tool* to track your savings. You'll see what your bill would have been had you stayed with PECO's existing default rate versus what your bill is with this program.

16. **Q:** When will I receive my bill protection check?

**A:** If you qualify for a credit at the end of the 12 month term, you should receive your check within 8 weeks after the term has ended.

17. **Q:** How do I participate in PECO Smart Time Pricing?

**A:** To participate in PECO Smart Time Pricing, you must enroll with NRG Retail Solutions as your electric generation supplier. PECO will continue to provide you with transmission and distribution of electricity service.

18. **Q:** What will happen after the program ends?

**A:** As the end of your 12-month contract term approaches, you will receive two notices from NRG Retail Solutions explaining your renewal options: one 90 days before the end of your term, and a second one 45 days before the end of your term. Your options will include remaining with NRG Retail Solutions on a new time-of-use offer, choosing another electric generation supplier, or returning to PECO's default service.

In addition, PECO guarantees that if you stay with the program for 12 months and your annual electric generation supply charges are higher than they would have been with PECO's default service rate, PECO will send you a check for the difference.

19. **Q:** What happens if I don't take any action at the end of the program?

20. **A:** As the end of your 12-month contract term approaches, you will receive two notices from NRG Retail Solutions explaining your renewal options: one 90 days before the end of

your term, and a second one 45 days before the end of your term. If you take no action, NRG Retail Solutions will continue to provide your electricity service on a month-to-month Time-Of-Use price. Or, you can return to the PECO default service or choose another supplier.

21. **Q:** How do I know if PECO Smart Time Pricing is right for me?

**A:** **[NOTE TO TSR: FOR BUSINESS CUSTOMERS PROBE CUSTOMER TO LEARN ABOUT THEIR BUSINESS AND TAILOR CONVERSATION TO THEIR BUSINESS. This would include Business hours as types of equipment/ machines they use.]** Peak prices are during 2 – 6 p.m. on Monday thru Friday, excluding holidays. You can view your usage patterns by logging on to *My Account* at [www.peco.com](http://www.peco.com) and going to the "My Usage" tab. If your usage is lower during these peak hours, or you're willing to shift your usage away from these periods, you could benefit from PECO Smart Time Pricing. PECO has also added a new feature to the "My Bill" tab exclusively for the PECO Smart Time Pricing. You can use this feature to track whether you are saving money by being in PECO Smart Time Pricing.

22. **Q:** How do I set up my account to view online?

**A:** You have two ways to monitor your usage during this program. First, you can access your account online by visiting PECO's website at [www.peco.com](http://www.peco.com), and by going to the "My bill" tab on your account to see the PECO Smart Time Pricing Bill Comparison feature. With this feature, you'll see what your bill would have been if you stayed with PECO's default service as opposed to what your bill is with this program. Also, you can monitor your usage on the "My Usage" tab. If you are not enrolled for online access, I encourage you to set up your online account. These tools were created by PECO to help you understand your savings and cost difference as well as usage patterns and are available with your online account management. You can also view your usage and payment history; pay your bills online, view energy efficiency tips and more. In addition to online access, you may always call our Customer Service team from 8 a.m. to 8 p.m. Monday through Friday and 9 a.m. to 1 p.m. on Saturday, and we would be happy to review your billing comparison information

23. **Q:** How can I benefit from participating in this program?

**A:** PECO Smart Time Pricing offers you:

- The best way to benefit from this program is to shift the usage of your highest usage equipment and appliances from peak hours to off-peak hours **[NOTE TO TSR: use examples specific to the customer's business where applicable]**
- By minimizing your peak usage, you can ensure you are taking full advantage of the lower price during off-peak hours
- A lower price for electricity used during off-peak hours (almost 90% of the year)
- The elimination of price risk through built-in bill protection — PECO guarantees that if you stay on the program for the full 12 months and your total annual electric generation supply charges are higher with this program than they would

have been with PECO's default service rate , then PECO will send you a check for the difference.

- o The option to cancel at any time with no fee.

24. **Q:** How do I track how much electricity I am using?

**A:** Simply log on to *My Account* at [www.peco.com](http://www.peco.com) and navigate to the "My Usage" tab to view your usage history, including daily and hourly usage up to the last 24 hours.

25. **Q:** How can I minimize my peak electricity usage?

**A:** There are several easy steps that you can take to shift your usage from peak to off-peak periods:

**Business Specific:**

- Shift the use of your highest usage equipment and appliances to off-peak hours.
- Pre-cool your business in the summer months. Schedule it to begin cooling prior to 2 p.m., before peak pricing goes into effect and then set your thermostat higher while in the peak hours.

**Residential Specific:**

- Use your washer, dryer and dishwasher during off-peak hours.
- Pre-cool your home in the summer months. Set your thermostat higher while you are at work, but schedule it to begin cooling prior to 2 p.m., before peak pricing goes into effect.

**General:**

- Minimize the use of overhead lighting during peak pricing periods
- Follow the Energy-Saving Tips at <https://www.peco.com/Savings/TipsandGuides/Pages/default.aspx>

If Customer voices specific concerns:

**1. If general not interested, use the below probing question leading into the close...**

**[NOTE TO TSR: use info obtained about business to tailor responses to THEIR business]**

**Is there a particular reason you are not interested?**

By participating in PECO Smart Time Pricing, you are enrolling with NRG Retail Solutions to take advantage of lower fixed prices during off-peak hours. Off-peak hours account for approximately 90% of the year, for the average customer. You may have the opportunity to adjust your usage and experience savings during the 12 months that you are enrolled in this program. And, don't forget, PECO Smart Time Pricing also offers bill protection. That means if you end up spending more money over the year that you are enrolled in the program, than you would have if you were on PECO's default service rate, PECO will send you a check for the difference. PECO's bill comparison feature allows you to monitor your savings online, or you can always call our Customer Service team to review those savings as well. The bill comparison feature and bill protection are exclusive to the PECO Smart Time Pricing program.

**2. If customer does not understand how they would be able to benefit, here are talking points: [NOTE TO TSR: be as business specific as possible, mention specific equipment customer could shift usage of]**

**Residential Specific:**

- a. This Time of Use plan allows you to realize savings by shifting your usage to another part of the day, for example doing laundry before 2 pm or after 6 pm , waiting to lower the thermostat until after 6 pm when it costs less to use the electricity, turning on the dishwasher at earlier time of the day, all of these things count shifting usage away from high cost times ”
- b. To lower the amount of electricity you use with your A/C, consider “pre-cooling” your home prior to the start of the Summer Peak period. Then increase your temperature setting slightly when you move in the Summer Peak pricing period. This will help to minimize the use of your air conditioning during the peak periods, while still staying cool.
- c. Be rewarded just by shifting the time you use your washing machine, dishwasher and other appliances during the Off-Peak and Standard pricing periods.

**Business Specific:**

- d. This Time of Use plan allows you to realize savings by shifting your usage to another part of the day, for example using your highest usage equipment and appliances before 2 pm or after 6 pm, either pre-cooling or waiting to lower the thermostat until after 6 pm when it costs less to use the electricity, turning on machinery at an earlier time of the day; all of these things count shifting usage away from high cost times”
- e. Be rewarded just by shifting the time you use your equipment and other appliances during the Off-Peak and Standard pricing periods.
- f. To lower the amount of electricity you use with your A/C, consider “pre-cooling” your business prior to the start of the Summer Peak period. Then increase your temperature setting slightly when you move in the Summer Peak pricing period. This will help to minimize the use of your air conditioning during the peak periods, while still staying cool.

**General:**

- g. This plan allows you to have more control of your electricity bill and gives you options to lower your bill before your next billing period. Plus, there is no fee to take advantage of this great plan. The key is to lower your electricity usage during the Peak pricing periods.”
- h. PECO Smart Time Pricing **rewards** you for **shifting** your usage **to off-peak periods**. PECO Smart Time Pricing adjusts the price you pay to reflect the overall demand for electricity.
- i. This plan allows you to benefit by shifting your usage times from peak periods to off-peak periods by lowering the price you pay for off peak periods to reflect the overall demand for electricity.

**3. I don't want to switch away from the utility/have concerns about switching away:**

With PECO Smart Time Pricing, PECO will still be your transmission and distribution company, but NRG Retail Solutions will become your electric



generation supplier. You will be taking advantage of fixed electric supply prices that are guaranteed not to change for (12) months, plus no fee for early cancellation! In addition, this program charges less for electricity during time of the day when the demand for electricity is less, enabling your business to potentially save money by shifting your electricity usage to these times. PECO will continue to deliver your electricity, read your meter, and bill you just as they always have. NRG Retail Solutions will simply supply your electricity. Signing up is quick and easy so let's get you started! I just need to gather a few pieces of information from you..." \*\*\*MOVE ON TO CLOSE THE SALE.

### **General FAQ's:**

1. **What if I cancel before (12) months of active service?** There are no cancellation fees if you decide to cancel your enrollment in the PECO Smart Time Pricing program. With NRG Retail Solutions. However, if you do not participate in the program for the full 12 months and your annual electric generation supply charges are higher than they would have been with PECO's default service rate, you will not be eligible to receive a check from PECO for the difference. If you decide to cancel your enrollment with us before you complete 12 months of active service, you will not be eligible to receive the PECO Smart Time Pricing bill protection.
2. **Will NRG Retail Solutions change the price after I sign up?** If you participate in the PECO Smart Time Pricing program by enrolling with NRG Retail Solutions, you will receive fixed pricing for the 12 months that you enrolled with NRG Retail Solutions in this program. You will receive a fixed electricity supply price of 6.85 cents per kilowatt hour (kWh) for off-peak usage and fixed electricity supply price of 15.95 cents per kWh for peak usage.
3. **Can the NRG Retail Solutions price go above the utility?** When you participate in PECO Smart Time Pricing by enrolling with NRG Retail Solutions, your peak and off-peak supply rates prices are fixed during the 12 months you are enrolled in our program. PECO's price to compare changes quarterly, so it is possible that PECO's pricing may change after you enroll in this program. Peak pricing is usually higher than PECO's standard default service rate but you can manage the impact of this higher rate by shifting your electricity usage to off peak hours.

You will also receive bill protection as a feature of this program. That means that if you remain on the program for the full 12 months, if you end up spending more money over the 12 months that you are enrolled with in PECO Smart Time Pricing than you would have if you were on PECO's default service rate, PECO will send you a check for the difference.

4. **Is there a contract fee or other fees?** NRG Retail Solutions does not charge any enrollment fees, monthly service fees or switching fees.

5. **What happens when my agreement ends?**

As the end of your 12-month contract term approaches, you will receive two notices from NRG Retail Solutions explaining your renewal options: one 90 days before the end of your term, and a second one 45 days before the end of your term. Your options will include remaining with NRG Retail Solutions on a new time-of-use offer, choosing another electric generation supplier, or returning to PECO's default service.

In addition, PECO guarantees that if you stay with the program for 12 months and your annual electric generation supply charges are higher than they would have been with PECO's default service rate, PECO will send you a check for the difference.

6. **I am concerned with leaving my utility or that things will change with my utility service!** Switching to another supplier does not impact the service provided by your utility. PECO will continue to deliver your electricity, read your meter, issue your bill, and respond to emergencies, and power outages. NRG Retail Solutions will simply become your electric generation supplier. You will see no disruption in service.

7. **Do you work for the utility/are you affiliated with the utility?** NRG Retail Solutions is **not** affiliated with your utility. We have been licensed by the Public Utility Commission in the state of Pennsylvania to supply electricity to consumers and businesses. Our license number is #A-2009-2139745.

8. **Can you switch my service without my authorization?** We will not switch you from your current supplier/ utility company without your authorization. If you enroll with NRG Retail Solutions as your supplier, NRG Retail Solutions will appear on your electric bill as your supplier. Plus, your utility will continue to handle all your billing, maintenance and service calls, respond to emergencies, read your meter, etc.

**\*\*\*MOVE ON TO CLOSE THE SALE. ASK CUSTOMER TO PLEASE GET THEIR BILL SO YOU CAN GET THEM ON THEIR WAY TO *Smart Time Pricing*\*\*\***

### **3.0 DATA CAPTURE INFORMATION**

Enrollment is quick and easy. I will just confirm a few pieces of information with you and confirm that you want to switch to NRG Retail Solutions.

IF YES: "Excellent".

1. Please confirm that I have your name correct, I have: **(Verify in the System)**  
First Name: \_\_\_\_\_ Middle Initial: \_\_\_\_\_ Last Name: \_\_\_\_\_

2. Please confirm that I have your Business Name correct, I have : **(Verify in the System)**: \_\_\_\_\_

3. Please confirm that the phone number we should keep on file is: **(Verify Phone number dialed)**

Service Phone: \_\_\_\_\_

4. Next I will need to get your email address. **(Input it in the System)**

E-Mail Address: \_\_\_\_\_

5. Now please confirm your service address, I have that as: **(Verify in the System)**

Service Address 1: \_\_\_\_\_

Service Address 2: \_\_\_\_\_

Service City: \_\_\_\_\_ Service State: \_\_\_\_ Service Zip \_\_\_\_\_

6. Is your billing address the same as your service address? **(Select Yes or No.)**

**[If no]:** Please confirm your mailing address by saying it and then spelling it out for me. **(Input it in the System)**

Billing Address 1: \_\_\_\_\_

Billing Address 2: \_\_\_\_\_

Billing City: \_\_\_\_\_ Billing State: \_\_\_\_ Billing Zip: \_\_\_\_\_

7. Now I will need to confirm your PECO account number. It can be found on your PECO bill. I have that as: **(Verify in the System)**

Acct Number: \_\_\_\_\_

8. The Final thing I need is your Date of Birth.

Date of Birth: \_\_\_\_\_

**IF Customer will not provide DOB:**

"We need to verify your Date of Birth in order to confirm you are over the age of 18"

**If customer has an additional meter(s) to enroll, we need to ask the following qualifying question (repeat for each meter):**

"PECO Smart Time Pricing has four eligibility requirements in order to participate in the program. The first is that the customer must have new metering technology installed at their premises. The second is that a customer cannot have solar metering (sometimes called net metering) installed at their premises. The third is that a customer cannot participate in PECO's CAP rate program and participate in Smart Time Pricing. The fourth is that a customer cannot be making payments subject to a payment arrangement and participate in Smart Time Pricing."

"Do you believe that you meet all of these eligibility requirements and would you like to continue with enrollment?"

**IF NO:**

"I am sorry but it sounds like you do not meet all of the eligibility criteria for this program. Thank you for calling and have a nice day/evening."

**IF UNSURE:**

Continue with the enrollment

**IF YES:**

Continue

**Are you Tax Exempt?**

**If Yes: You will need to send us proof of your tax exemption eligibility either by fax or mail to:**

**Fax: 1-800-520-8189 Attention Enrollment Department**

**Mail: NRG Retail Solutions C/O Enrollment Department 3711 Market Street 10<sup>th</sup> Floor Philadelphia, PA 19104.**

**If Customer asks about tax exemption agent should say the following:** *"Please fax a copy of your tax exemption form to 1-800-520-8189 as soon as possible as we cannot process your tax exemption status until we receive your form. We will work with your local utility to process your exemption as soon as possible but we cannot guarantee it will apply to your first billing cycle."*

**4.0 ENROLLMENT TRANSACTION MUST BE READ VERBATIM**

***MUST BE READ AND RECORDED WHEN TAKING A NEW APPLICATION OVER THE PHONE:***

Do you have a pen handy? Please write down my name, it is <AGENT NAME> and you can call us at 1-855-543-8868 if you ever have questions about this program. Also write down NRG Retail Solutions as this is the electric generation supplier with whom you are enrolling to bring you PECO Smart Time Pricing. OK you're almost all set.

Mr. / Ms. <CUSTOMER NAME>, now I'm going to review the key details of the PECO Smart Time Pricing program to make sure you understand the information I've provided and confirm that you agree to participate in PECO Smart Time Pricing by switching your electricity service to NRG Retail Solutions.

Mr. / Ms. <CUSTOMER NAME>, thank you for switching your electricity supply service to NRG Retail Solutions. By accepting this offer, you are acknowledging that you are the account holder, account holder's spouse, or the authorized representative of this account and are over the age of 18. Specifically, you are authorizing Reliant Energy Northeast LLC doing business as NRG Retail Solutions to obtain the necessary information, including your historic usage, from your utility company to begin the enrollment process and initiate service.

Is this correct? Y/N

**[must get a "yes" to continue]**

**IF NO:** Unfortunately, we do need your acceptance to move forward with the enrollment. Is there anything else I can help you with?

"You are enrolling with NRG Retail Solutions for PECO Smart Time Pricing. Your 12 month term will begin when your utility completes your enrollment, typically on your next meter-read date. If you terminate this agreement before the expiration of your 12 month term, there is no cancellation fee. If you stay on PECO Smart Time Pricing for 12 months, and the total electric generation supply charges you have paid during that time is higher than they would have been with PECO's default service rate, you will receive a check for the difference from PECO. Please note that your prices are fixed during the entire 12 month term. PECO Smart Time Pricing will end after you have completed 12 months of service. You will receive two written notices from NRG Retail Solutions – one 90 days, and one 45 days prior to the end of the program – explaining your renewal options. Those options will include remaining with NRG Retail Solutions on variable month-to-month time-of-use prices, selecting a new electric generation supplier, or returning to default service with PECO.

"Do you understand?"

**[must get a "yes" to continue]**

**IF NO:** Unfortunately, we do need your acceptance to move forward with the enrollment. Is there anything else I can help you with?

Once your term begins, you will pay **\$6.85** cents per kWh for electricity used during Off-Peak Hours and **\$15.95** cents per kWh for Peak Hours. Peak Hours are from 2pm-6pm Monday thru Friday, excluding holidays. Off Peak hours are all other hours of the day and including weekends. These prices include generation and transmission charges and the Pennsylvania Gross Receipts Tax effective rate but they do not include other taxes, fees or utility charges. These prices are not regulated by the Pennsylvania Public Utility Commission. Do you understand?

**[must get a "yes" to continue]**

**IF NO:** Unfortunately, we do need your acceptance to move forward with the enrollment. Is there anything else I can help you with?

PECO will continue to deliver your electricity, read your meter, issue your monthly bill and respond to any emergencies. It will remain your electric distribution company. It will take 1-2 billing cycles for NRG Retail Solutions charges to begin appearing as a line item on your utility bill.

**Do you accept the terms as they have been read to you? Y/N**

**[must get a "yes" to continue]**

**IF NO:** Unfortunately, we do need your acceptance to move forward with the enrollment. Is there anything else I can help you with?

## **5.0 Third Party Verification Transfer**

"Once again, thank you for your time and interest in participating in PECO Smart Time Pricing by enrolling with NRG Retail Solutions. In order to process your enrollment, we must transfer you to an independent third party who will verify your intent to enroll with us as your electric generation supplier. They will verify you agreed to the terms of service we just discussed, as well as confirm your name, address, telephone number and electricity account information. You will need to confirm the information they request as well as reply with a clear "Yes" as a response when requested or we will be unable to process your enrollment. I will remain on the line during the verification process. The Third Party Verification agent will not be able to answer any questions that you have during the process. If you ask any questions, they will need to turn the call back over to me and we will need to start the verification process again. For that reason, can I answer any questions for you now, prior to starting the process?"

**If Yes: Answer Questions**

**If No:** Upon completion of the verification process, you will be provided with a verification code which you should keep for your records, so please keep a pen and paper handy. Your enrollment will then be submitted for processing and you will be sent a letter from PECO confirming your enrollment and welcome kit from NRG Retail

## Solutions.

Your welcome kit will include our Terms of Service with complete terms and conditions for this offer. You may rescind this offer within 3 business days from receipt of the Terms of Service by calling NRG Retail Solutions at 1-855-543-8868. Should you wish to make any changes to your account after the 3 day period, including canceling your account, please call NRG Retail Solutions at 1-855-543-8868.

If you have not already, I encourage you to setup online access to your account at [peco.com/MyAccount](http://peco.com/MyAccount). The bill compare feature will help you understand your savings and cost difference on a monthly and program-to-date basis and your usage patterns are available with your online account management. You can also view your usage and payment history, pay your bills online, view energy efficiency tips and more. For more information on the program or to get more energy shifting tips, please visit [peco.com/smarttimepricing](http://peco.com/smarttimepricing).

Again, thank you for participating in PECO Smart Time Pricing by enrolling with NRG Retail Solutions as your electricity generation supplier. Have a nice day. Please hold while I transfer you to a verifications specialist. This may take a few moments."

***If I don't have time to wait:*** "Unfortunately, we are required for you to confirm your intent to enroll with NRG Retail Solutions with an independent third party. We will be unable to process your request if you are unable to speak with our verifications specialist. It will only take a few minutes of your time." If still no time: "Can I schedule a time to call you back to complete the enrollment and verifications process?"

***If Yes:*** Schedule call back

***If No:*** "I'm sorry, but we will be unable to complete your enrollment request. Please call us back at 1-855-543-8868 if you decide to proceed with enrollment at a later date."

***If Customer Asks who the Independent Third Party is:*** "We use a company called Data Exchange to perform our verification services."

## Appendix G Final Disposition for SMB Decliner Survey

Figure G-1 summarizes the final disposition of the SMB decliner survey.

Figure G-1: Final Disposition of the SMB Decliner Survey

