

2010 Tactical Plan Overview

Peak Day Pricing – Large C&I

Rev. 2-2-10





Outreach Plan Overview Calendar

Feb	Mar	Apr	May	Jun	Jul	Aug	Sept +
	Default Awareness Letter For unique/ Targeted customers – Letter to be hand delivered or emailed by sales rep	Confirm. Default Letter (3 rd letter / call to high impact – who have yet to act)	DEFAULT Welcome Kit Message in Bill	Follow-up Letter – estimated future bills & reminder of bill protection	Email with news and updates Targeted outreach (letter / sales call) to large customers with small accts – prep for SMB PDP		Leverage other marketing materials – as appropriate to message PDP
S&S meet with top customers----- S&S follow-up with high impact S&S outreach to smaller accts-(call, letter, email) Customer workshops----- Proactive PR in industry trade pubs ----- PG&E employee education for grass roots/WOM ----- Website – with PDP info -----							

Tools developed: fact sheets, customized bill assessment (light, mid, detailed), web, 1-800 number, kit, talking pts



Tactical Focus Areas

Area	Detail	Resp
Person to Person	<ul style="list-style-type: none"> •PDP rate education workshops •Customer calls to assigned/geographically assigned customers w/ customized rate analysis •One-to-one rep and PDP specialist meetings with customers 	<ul style="list-style-type: none"> •Faubion •Sales & Service •Sales & Service
Direct Outreach (E-mail or Mail)	<ul style="list-style-type: none"> •2 incremental letters* to geographically assigned customers with preliminary rate comparison analysis to increase responsiveness •CPP and CPP/DBP customer transition letters •2 CC&B generated letters driving awareness of PDP default date 	<ul style="list-style-type: none"> •Olsen/Ralli/Mintzer •Olsen •Abbene
Online	<ul style="list-style-type: none"> •Develop central hub for PDP educational content, tools, tips, and rate acknowledgement/opt-out ability 	<ul style="list-style-type: none"> •Wasmund/Online Comms
Tools	<ul style="list-style-type: none"> •Rate analysis tool – Bill Impact and Volatility Report •What-if analysis tool – InterAct •Educational collateral to support person to person calls; fact sheets, workshop materials, case studies 	<ul style="list-style-type: none"> •Ralli/Mintzer •DR Ops •Wasmund

* S&S Reps will manage distribution of all direct outreach other than CC&B letters

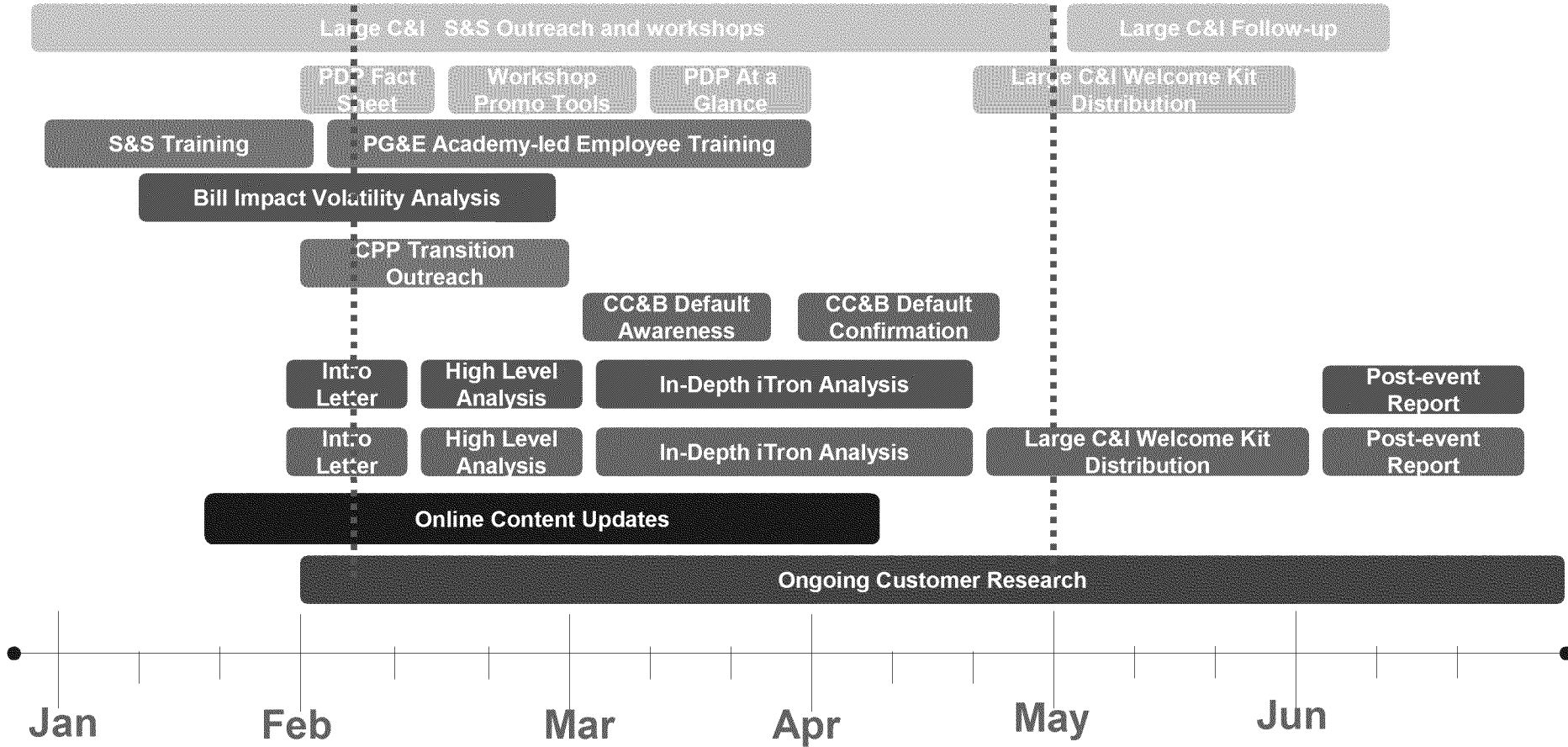


Large C&I Outreach Milestones

Milestone	Date
CPUC decision	Expected February 4
PDP Fact Sheet and Online Content Update	February 11
Bill Impact Analysis Completed*	February
First CC&B generated letter	March 1
Welcome Kit Completed*	April 19
Large C&I PDP Default Begins	May 1
100% Contact of Large C&I	May 1



Customer Outreach Calendar – Large C&I



LEGEND

- S&S Led Outreach
- Analysis
- Online
- Letter
- Sales Tools
- CPP Outreach
- Email
- Final Decision (Expected)
- Internal Training
- Analysis Distribution by S&S
- Customer Insights
- Large C&I Default Begins

