



Gate 1: Executive Summary

Summary

- NRD expands target customer segments and channels for our highly successful SimpleConnections program that is currently offered to residential movers on start / transfer calls and online.
 - New customer segments will include **small and medium businesses** and **customers moving outside of PG&E's service territory (Move Out service)**.
 - New channel will include **PG&E's local offices**.

Key Metrics, Impacts, Strategies

- **Customer satisfaction:** PG&E's ACSI base index improves from 69 to 82 after participation in the SimpleConnections program regardless of whether or not the customer purchases anything from Allconnect.
- **Revenue:** Current annual program revenue is \$2.5M. Expected increase in annual revenue from the expanded program is \$500K to \$1M.
- **Brand impact:** 70% of current program participants report that their perception of PG&E improved as a result of the program.

Request of SPARC Governance Team (Go/No Go)

- Approval to obtain a regulatory mechanism for expanding SimpleConnections to SMBs and customers moving outside of PG&E service territory.
- Pilot SimpleConnections offering through our local offices.