

From: Ralff Douglas, Kristin
Sent: 8/8/2013 8:05:14 PM
To: Reilly, Brooke A (/O=PG&E/OU=Corporate/cn=Recipients/cn=BARI1)
Cc: Affonsa, Deborah (/O=PG&E/OU=CORPORATE/CN=RECIPIENTS/CN=DTA31); Allen, Meredith (/O=PG&E/OU=Corporate/cn=Recipients/cn=MEAe); Ralff Douglas, Kristin (kristin.ralffdouglas@cpuc.ca.gov)
Bcc:
Subject: RE: JD Power info

Thanks Brooke it does answer it. And frankly you should write the next paper for them because your analysis of their information is far more interesting and insightful than their report or press release. Maybe they share the good part for paying customers only?

Sent from my iPhone

On Aug 8, 2013, at 5:46 PM, "Reilly, Brooke A" <BARI@pge.com> wrote:

Hi Kristin –

We had suggested JD Power as a customer speaker because they keep tabs on what drives customer satisfaction – and while the method is inherently reactive (i.e., after-the-fact surveys), the relative importance of the things customers value *now* is important to understand as we figure out their future needs / what they may value in the future. JD Powers has also been doing this long enough and across enough entities that it can speak to removing the “noise” that is captured in customer responses and get down to what customers really want from the utility and their engagements with it.

As a hypothetical that’s both not realistic and a total straw man . . . if JD Power survey results tell us that 99.9% of residential customer satisfaction is driven by the total bill amount and that residential customers don’t care that much about the reliability or availability of service, that would tell us a lot about the future you described: it would tell us that customers would want pricing plans that are easy to understand and result in the lowest bills possible; that they probably don’t care that much about selecting between different types of services as long as some basic reliability standards are met; and that the future technology plays for the industry and “future utility” are likely to be in areas that can drive down total bills (e.g., rooftop solar, energy management services, etc.). Secondly, it would also tell us that value in the industry is likely to shift over time to those

behind-the-meter services, which would then tee up the conversation of whether utilities should provide those services (the does-it-all energy services company model) or are other folks better to provide those services (the pipes-and-wires only or no-utility model).

I'm not aware of any entity that has surveyed customers about exactly what they want in the future – or any speaker who can say for sure how customers would respond to X, Y, or Z. Essentially, all customer speakers would speak to what customers may value in the future based on trends they are seeing now. JD Power's strength is in having a very deep and factual understanding of what customers value now so that we/they can use that to figure out what customers will value in the future.

Does that answer your question?

-Brooke

From: Ralff Douglas, Kristin [<mailto:kristin.ralffdouglas@cpuc.ca.gov>]
Sent: Thursday, August 08, 2013 3:57 PM
To: Reilly, Brooke A
Cc: Affonsa, Deborah; Allen, Meredith
Subject: RE: JD Power info

Just read through this quickly. Not sure I understand though – are you guys suggesting this as an alternative customer discussion speaker? Because this report and the message behind it is about how customers are responding to the things you are doing (satisfaction survey), not really surveying them on what they'd want you to do in the future in terms of offering different kinds of services, pricing plans, or access to advanced technology to get them more engaged with the utility. Those are the things that I want to discuss.

In re-reading the descriptions of the speakers, I realize these might have to be rewritten because they may all steer discussion in the wrong way, ie:

1. “States” has been changed to business models for the first discussion
2. Customer discussion is not about satisfaction in the sense of how people rate their interaction with their utility – its about how they are able to assess the future needs and provide access to future technologies (DG PV, EV’s, app’s, home energy management, etc.). I’ve changed the wording to “engagement” to help clear up the confusion
3. CEO panel is not a discussion of how they are meeting safety, reliability or affordability now, its about how they are embracing new technology and adapting their business models to make the most of the opportunities, without sacrificing their core functions.

Thanks, Kristin

From: Reilly, Brooke A [<mailto:BAR1@pge.com>]
Sent: Thursday, August 08, 2013 3:29 PM
To: Ralff Douglas, Kristin
Cc: Affonsa, Deborah; Allen, Meredith
Subject: JD Power info

Hi Kristen,

Deb asked me to pass along the attached from JD Power to you – they are overviews of how JD Power runs its survey, what it looks at, and what it finds. Since the longer write-up is about the survey it is very detailed and data-driven, but will give you a good sense of the breadth and scope of things about which JD Power gathers info and to which it can speak. The press release will give you a better idea of how JD Power summarizes its info for folks who aren’t statisticians. (This summary would be too high-level for the en Banc; we’re just sending it as an example to prove JD Power can speak using non-statistics language when needed!)

We looked at the presentation we had from JD Power, but so much of it would have to be redacted that it wasn't worth passing along – so we're sending these so you still can get some info about the org. and its study.

-Brooke

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