

Customer Engagement and Empowerment

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Some Context

- Energy Infrastructure Modernization Act
 - Substantial investment in grid-side (core infrastructure plus DA)
 - 10-year AMI deployment
 - Smart Grid Test Beds
 - Illinois Science and Energy Innovation Trust
- Grid-side investment began in January 2012
- AMI Deployment Plan approved in late June, followed by rehearing (currently in progress)

EIMA, customer engagement and empowerment

- Many drivers of Illinois policy, but all translate into a promise to deliver increased value to customers
- Intense focus within AMI sections of the Act on customer outreach, education, engagement and innovation
- ComEd's AMI Vision has similar focus:
 - *ComEd envisions a customer experience transformed for the better...*
 - *ComEd will create a new customer experience...*
 - *This transformation expands customer choice, empowers customers, delivers higher levels of service, and creates customer value...*
 - *With this new network, ComEd's customers will be able to manage more effectively their energy use...*
 - *Customers will be able to take advantage of new energy and money saving technologies, and to benefit from other cost-beneficial Smart Grid functions—all as envisioned by the EIMA...*
 - *ComEd's vision is of informed and educated customers who will have sufficient knowledge to benefit from their new AMI meters immediately after they are installed ...*

Easier said than done...

I spend 6 minutes a year thinking about you

I really don't know what to think

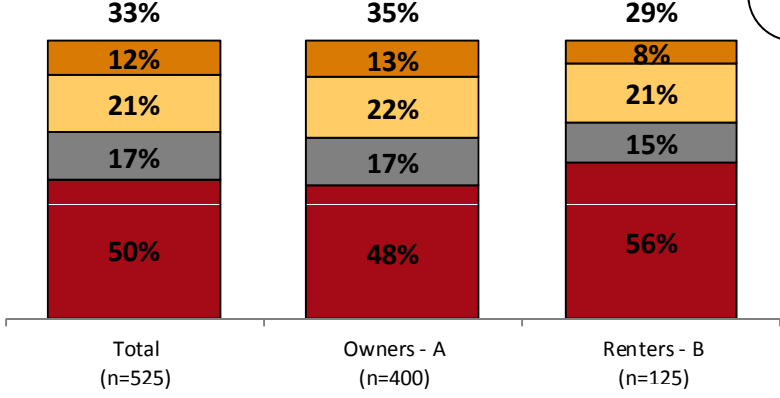
I'm not interested in more technology I don't understand

These so-called "dynamic" prices are just a rate increase



If I can save 30 bucks a month I'll be interested

Degree of Knowledge About SG
Pre-MaxDiff



■ Unknowledgeable (0-4)
 ■ Neutral (5)
 ■ Somewhat Knowledgeable (6-7)
 ■ Highly Knowledgeable (8-10)

The Challenge of Engagement

Is our goal to:

- Improve system operation?
 - Meet a regulatory requirement?
 - Manage energy use/peak demand?
 - Prove a business case (and get cost recovery)?
 - Find new sources of revenue?
 - Protect our franchise?
- Who are we trying to engage in what?



One way to look at it...

- Build a network platform that enables maximization of net value.
- This means:
 - Operational efficiency, security and reliability
 - An open platform
 - Reducing barriers to using the platform
 - Encouraging innovation in and on the platform
 - Showing what is possible on the platform via partnerships with new entrants

Also easier said than done...

- Need policies that encourage partnerships with the behind-the-meter market
- Need to solve the data access issue
 - Protect privacy
 - Enable wider access to support innovation
- Need a new business model designed for a network, not a commodity sales business
 - Create a stable long-term investment environment
 - Enables recovery of costs associated with data access and related services
 - Recognizes the evolving nature of utility customer service (who manages customer inquiries?)

As for engagement...

Engage those who are building the businesses on top of the network



Take advantage of their incentives to engage customers for their services