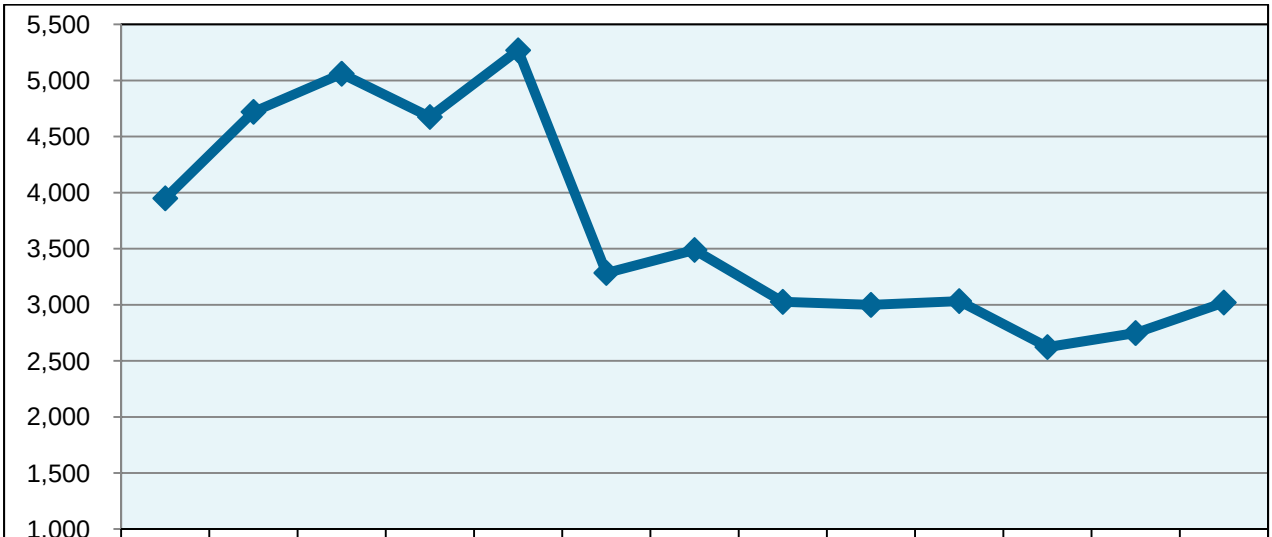
# Customer Service Dashboard—September 2011

## *Call Volume*[1]

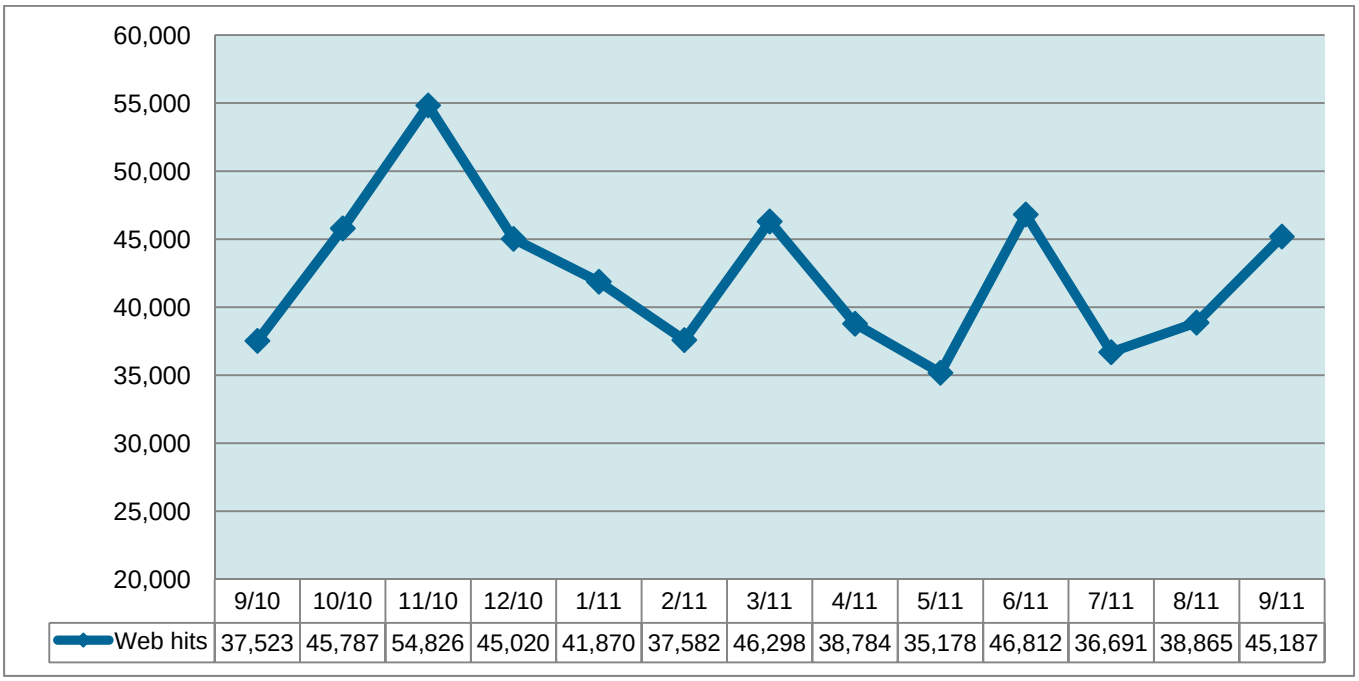
Call volume increased slightly to 3,020 in September 2011. Overall, call volume has remained more consistent in 2011 than in years past. The majority of callers continue to be homeowners wanting to order a free Energy Saver Kit and inquiring about energy-saving opportunities in their home.




| | 9/10 | 10/10 | 11/10 | 12/10 | 1/11 | 2/11 | 3/11 | 4/11 | 5/11 | 6/11 | 7/11 | 8/11 | 9/11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Calls | 3,949 | 4,720 | 5,060 | 4,674 | 5,269 | 3,284 | 3,489 | 3,026 | 2,999 | 3,033 | 2,623 | 2,748 | 3,020 |

## *Website Visits*

Website volume increased to 45,187 in September 2011. The fridge recycling page had over 6,000 visitors in September, due in part to the Oldest/Ugliest fridge recycling campaign and drive. Utility websites continue to be a main source of referrals to energytrust.org.




| | 9/10 | 10/10 | 11/10 | 12/10 | 1/11 | 2/11 | 3/11 | 4/11 | 5/11 | 6/11 | 7/11 | 8/11 | 9/11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Web hits | 37,523 | 45,787 | 54,826 | 45,020 | 41,870 | 37,582 | 46,298 | 38,784 | 35,178 | 46,812 | 36,691 | 38,865 | 45,187 |

[1] This data does not include customers responding to requests for missing information on incentive applications or direct calls to PMC hotlines or Energy Trust staff. It only includes information on calls coming into our main hotline, 1.866.368.7878.