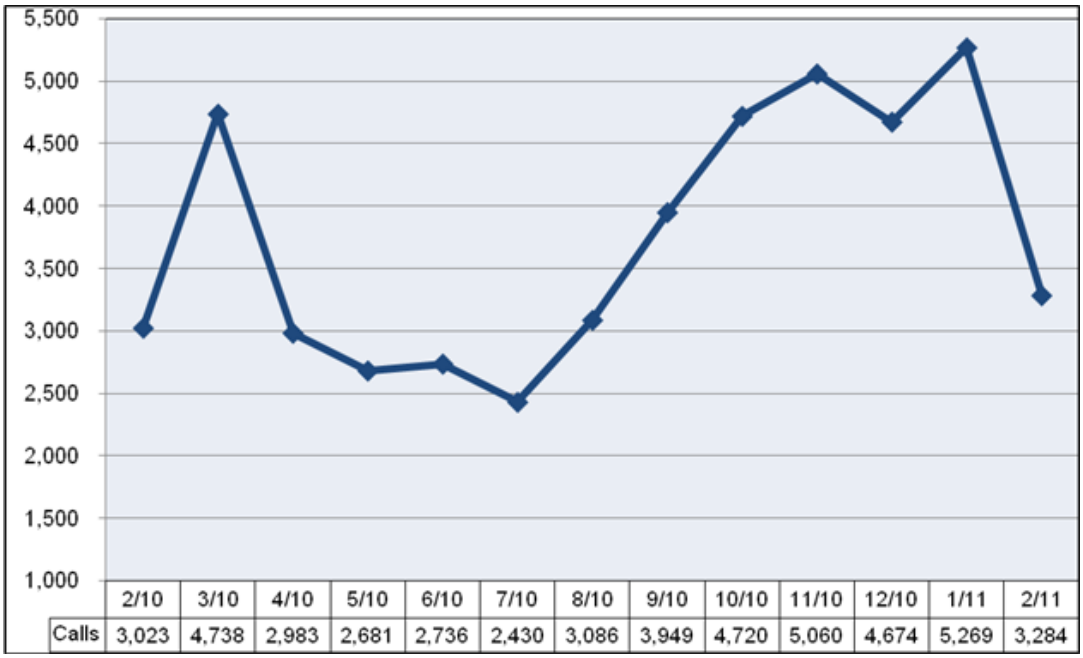
Customer Service Dashboard—February 2011

Call Volume

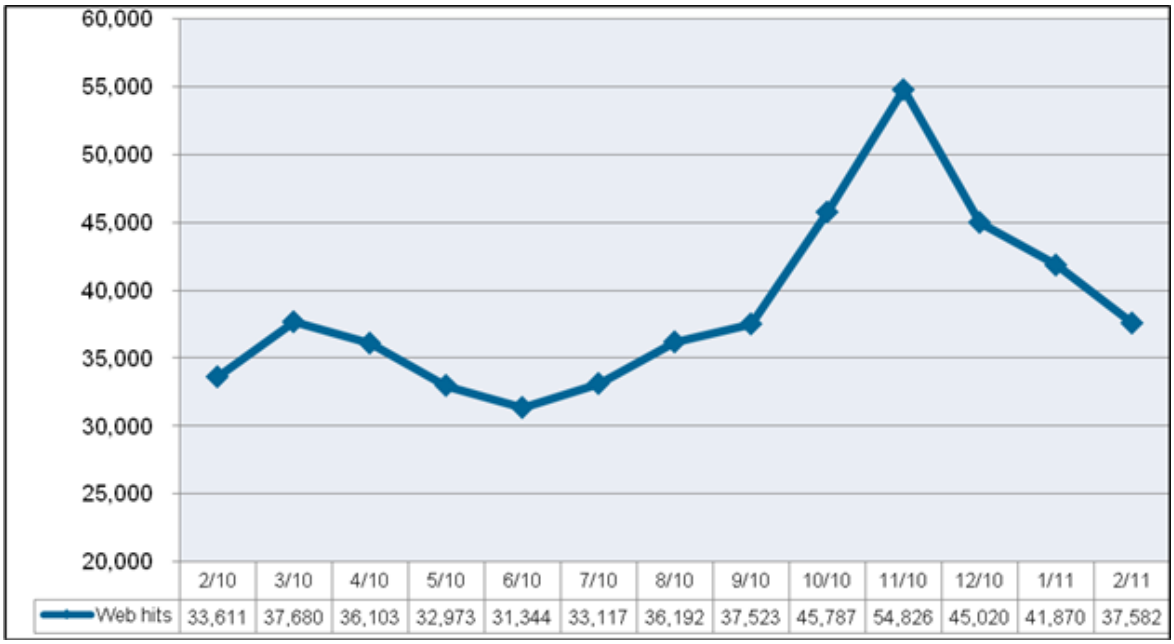
Call volume dropped significantly to 3,284 in February 2011, after reaching a record high of 5,269 in January 2011. This is mostly due to February being a shorter month and we did not advertise as heavily in February. In addition, many customers called us in January wanting to know about the cash incentives available in the new year, and by February, that push has ended.



	2/10	3/10	4/10	5/10	6/10	7/10	8/10	9/10	10/10	11/10	12/10	1/11	2/11
Calls	3,023	4,738	2,983	2,681	2,736	2,430	3,086	3,949	4,720	5,060	4,674	5,269	3,284

Website Visits

Website volume dropped slightly in February 2011 to 37,582. However, we still had around 4,000 more visits than February 2010. Most customers were seeking information for their home. The pages with information on energy-efficient appliances, including the online incentive application, were especially popular in February.



	2/10	3/10	4/10	5/10	6/10	7/10	8/10	9/10	10/10	11/10	12/10	1/11	2/11
Web hits	33,611	37,680	36,103	32,973	31,344	33,117	36,192	37,523	45,787	54,826	45,020	41,870	37,582