Customer Service Report: Quarter 3 2011

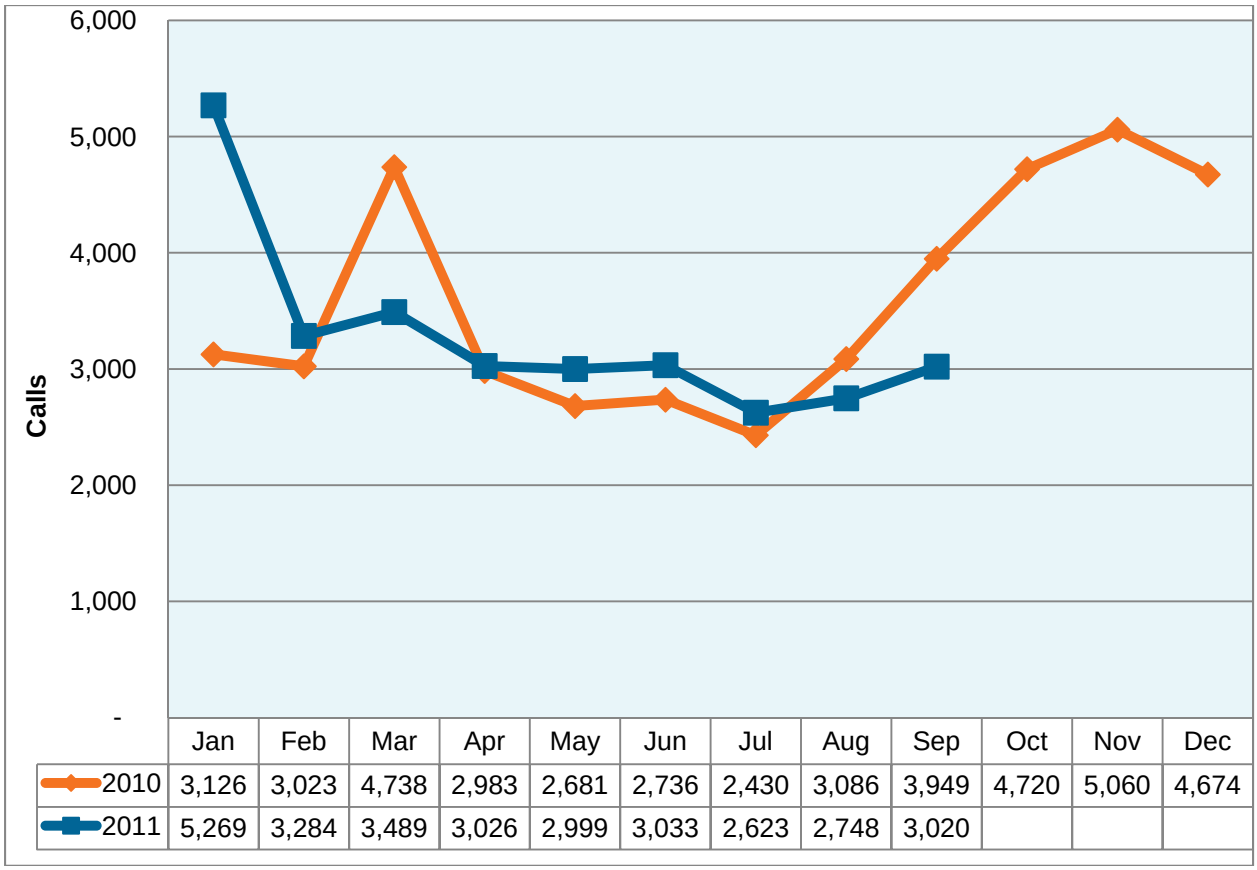
Customer Experience Improvements

In Q3 2011, Energy Trust of Oregon enhanced the help page on its website to include frequently asked questions clarifying eligibility requirements for residential incentives. The goal is to reduce confusion, and provide clear information to customers up front, before they begin a project.

In addition, the multifamily team held a process mapping session, with the support of CCS, to reexamine customer participation processes from the customer's point of view and identify administrative and customer pain points. The mapping session concluded with a list of five key variances or missed opportunities, and the multifamily team will be analyzing the root cause of two of these variances in Q4, with the goal of implementing solutions in 2012. These items are 1) multifamily customers not moving forward with other projects following the installation of instant-savings measures and 2) the lengthy timeline of completing studies, causing delays in moving forward with projects.

Call Volume

Call volume remained steady in Q3 2011. We received 8,391 calls in Q3 2011, compared to 9,465 in Q3 2010. Although call volume decreased, website visits continued to increase, which may be an indicator that customers are seeking more self-service information online.

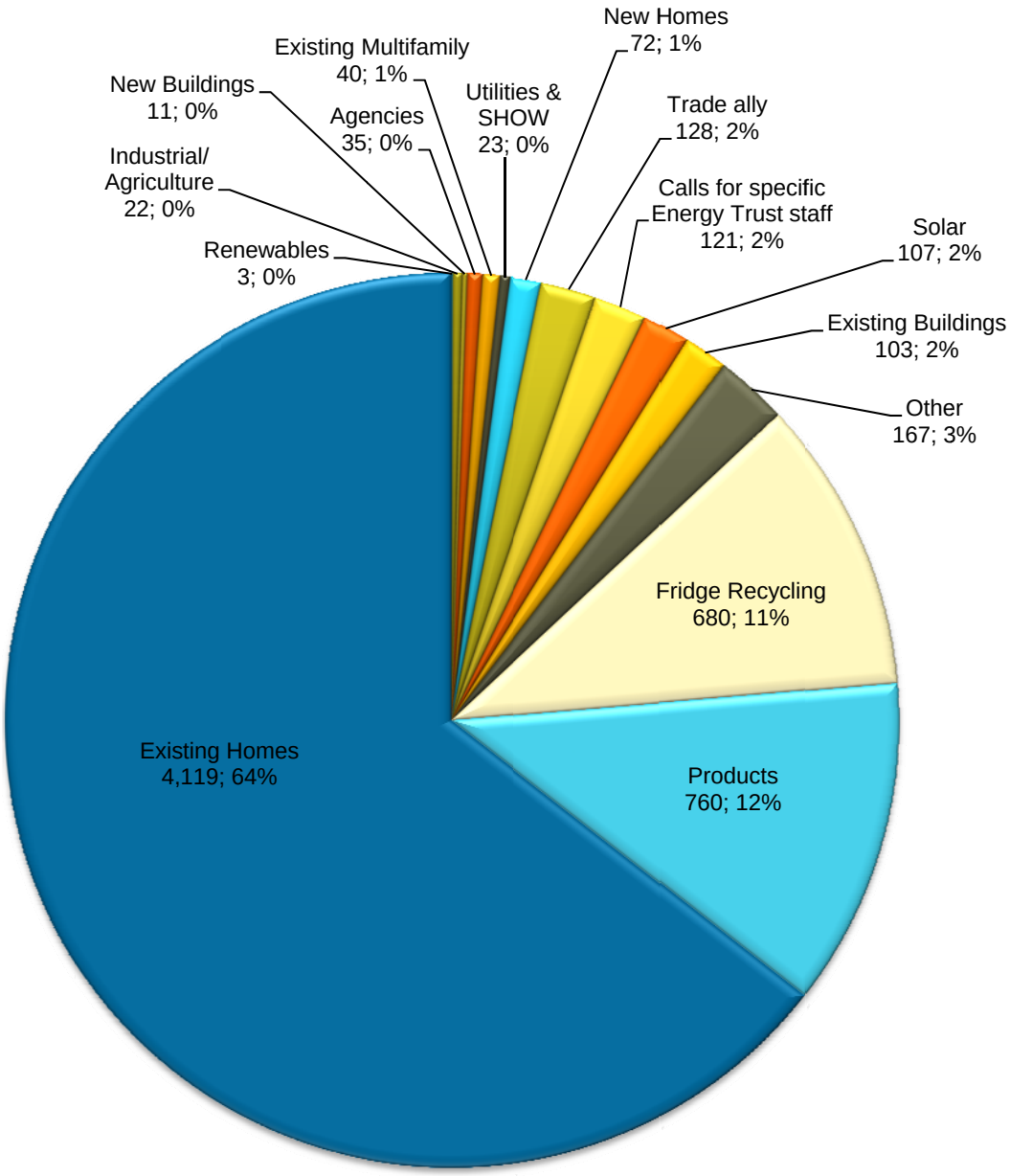


	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2010	3,126	3,023	4,738	2,983	2,681	2,736	2,430	3,086	3,949	4,720	5,060	4,674
2011	5,269	3,284	3,489	3,026	2,999	3,033	2,623	2,748	3,020			

Call Types

Residential calls continued to make up the majority of total calls in Q3 2011—88 percent of calls received. In addition to the call types below, a main Spanish-speaking line was launched mid June, resulting in 94 calls during Q3 2011.

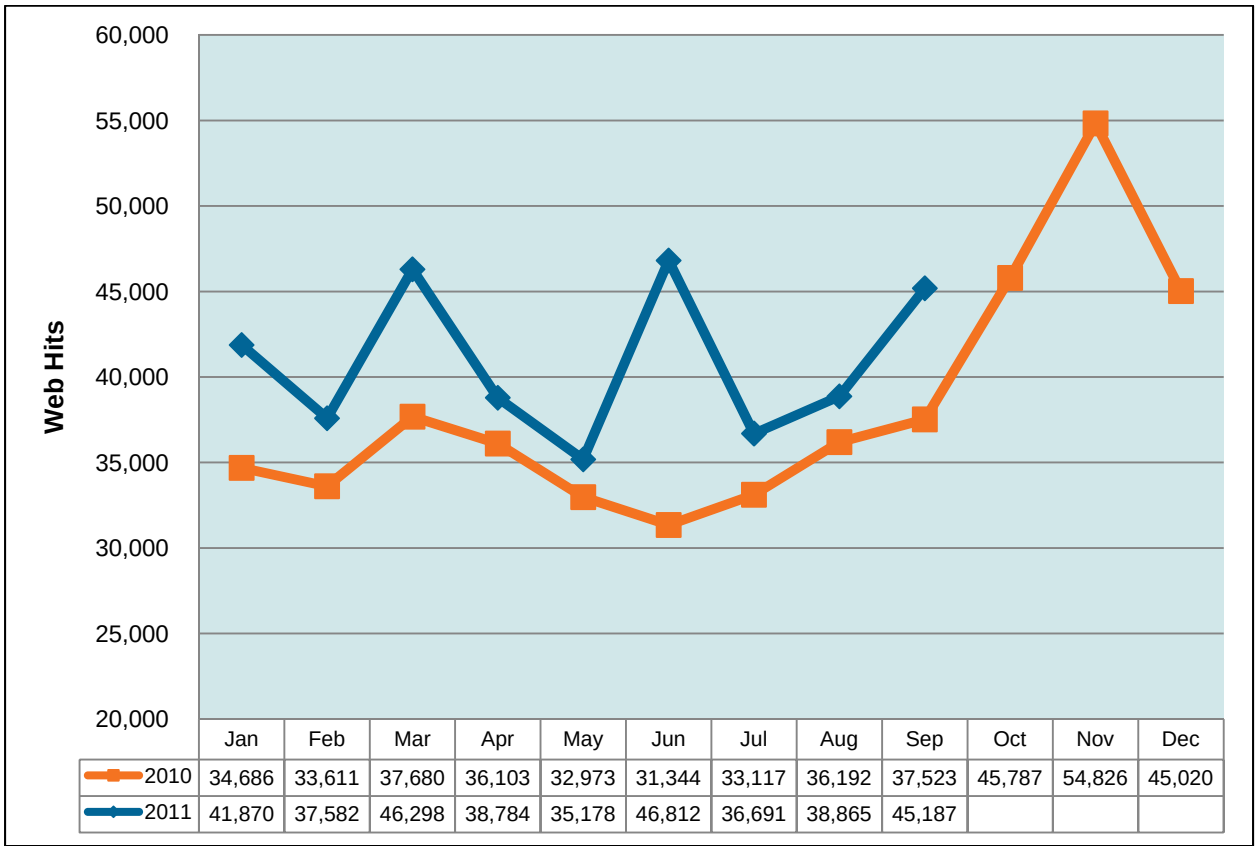
This data does not include customers responding to requests for missing information on incentive applications or direct calls to PMC hotlines or Energy Trust staff. It only includes information on calls coming into our main hotline, 1.866.368.7878.



Website Results: Q3 2011

Visits

Website volume continued to be higher in 2011, rising to 120,743 in Q3 2011, compared to 106,832 in Q3 2010. The heightened web volume and lower call volume suggests that customers are being satisfied by our self-service tools on the web, such as our online incentive applications and Energy Saver Kit order form. Volume in September 2011 was especially high, due in part to the Oldest Fridge recycling contest.



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2010	34,686	33,611	37,680	36,103	32,973	31,344	33,117	36,192	37,523	45,787	54,826	45,020
2011	41,870	37,582	46,298	38,784	35,178	46,812	36,691	38,865	45,187			

Most Viewed Web Pages

In Q3 2011, most customers were seeking information for their home and information on trade ally contractors. Information on refrigerator recycling and new appliances was the most sought after incentive information in Q3. The online application for Energy Saver Kits also continued to be very popular, due in part to referrals from the Portland General Electric and NW Natural websites.

Rank	Page	Page Views	Avg. Time on Page (Sec.)
1	/default.aspx	43,513	57
2	/esaverkits/form.aspx	27,794	76
3	/residential/default.aspx	25,343	39
4	/residential/incentives/appliances/refrigeratorandfreezerrecycling	16,973	142
5	/residential/incentives/appliances/default.aspx	15,869	55
6	/library/find-a-contractor/default.aspx	14,897	64

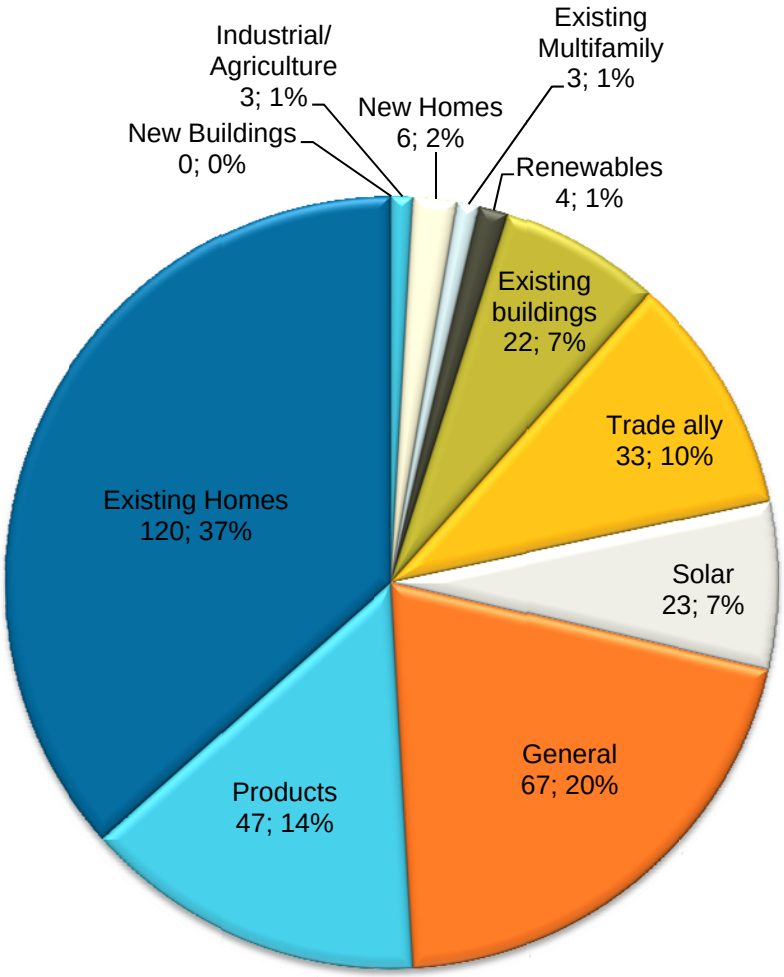
7	/esaverkits/default.aspx	13,074	93
8	/esaverkits/thank-you.aspx	11,566	125
9	/residential/find-a-contractor/general-homes/default.aspx	8,395	60
10	/wizard/default.aspx (Home Energy Profile)	8,012	55
11	/residential/incentives/appliances/newrefrigeratorsandfreezers	7,446	152
12	/business/default.aspx	6,960	39
13	/residential/incentives/default.aspx	6,862	44
14	/residential/incentives/weatherization/default.aspx	5,976	29
15	/residential/incentives/heating-and-cooling/default.aspx	5,625	28
16	/about/contact-us/default.aspx	5,495	100
17	/residential/incentives/appliances/energystarregclotheswashers1	5,330	174
18	/residential/evaluate-your-home/default.aspx?campaign=evaluate-your-home	4,967	84
19	/esaverkits/default.aspx?campaign=nwnaturabill	4,752	39
20	/esaverkits/default.aspx?campaign=pgenewsletteresaverkits	4,662	45
21	/residential/forms/showerhead-firststep.aspx	4,165	54
22	/residential/incentives/weatherization/windows1	4,115	149
23	/residential/incentives/energy-saver-kits/energy-saver-kits/default.aspx	4,028	55
24	/about/default.aspx	3,854	32
25	/residential/incentives/solar-electric/solarelectric/default.aspx	3,677	113

Top Referring Sites

In Q3 2011, search engines and direct access (typing www.energytrust.org into the URL bar) were the top methods visitors used to reach our website. Other top referring sites included PGE (and its online newsletter), Pacific Power, NW Natural (and its offers site), Cascade Natural Gas and Clean Energy Works Oregon. Referrals through a Bing search, PGE's newsletter and the Database of State Incentives for Renewables and Efficiency appeared to be valuable, as these referred visitors explored our website for a longer time than other referrals.

Rank	Source/Medium	Referrals in Q3 2011	Avg. Time on Site (Sec.)
1	google / organic	42,344	225
2	(direct) / (none)	27,320	240
3	bing / organic	4,942	359
4	multiple-sources / multiple-mediums	4,541	29
5	portlandgeneral.com / referral	3,980	247
6	Utility_Newsletter / PGE_Newsletter	3,289	317
7	multiple / radioprint	3,162	66
8	NWNatural / UtilityBill	2,827	236
9	yahoo / organic	2,546	249
10	slickdeals.net / referral	1,691	22
11	pacificpower.net / referral	1,363	290
12	search / organic	1,037	256
13	dsireusa.org / referral	971	348

Rank	Source/Medium	Referrals in Q3 2011	Avg. Time on Site (Sec.)
14	oregon.gov / referral	856	269
15	energystar.gov / referral	687	296
16	google.com / referral	587	161
17	OregonLive / Web	472	115
18	nwnatural.com / referral	448	257
19	aol / organic	442	222
20	kgw.com / referral	357	122
21	cleanenergyworksoregon.org / referral	347	231
22	nwnaturaloffers.com / referral	331	188
23	facebook.com / referral	313	149
24	ask / organic	311	175
25	cngc.com / referral	276	177

Email

Emails sent to info@energytrust.org in Q3 2011 remained steady at 328, compared to 323 in Q3 2010 and 333 in Q2 2011. Customers were primarily asking about information on energy audits and cash incentives; in addition, there has been an uptick in requests for technical expertise. Customers also requested incentive processing status updates.