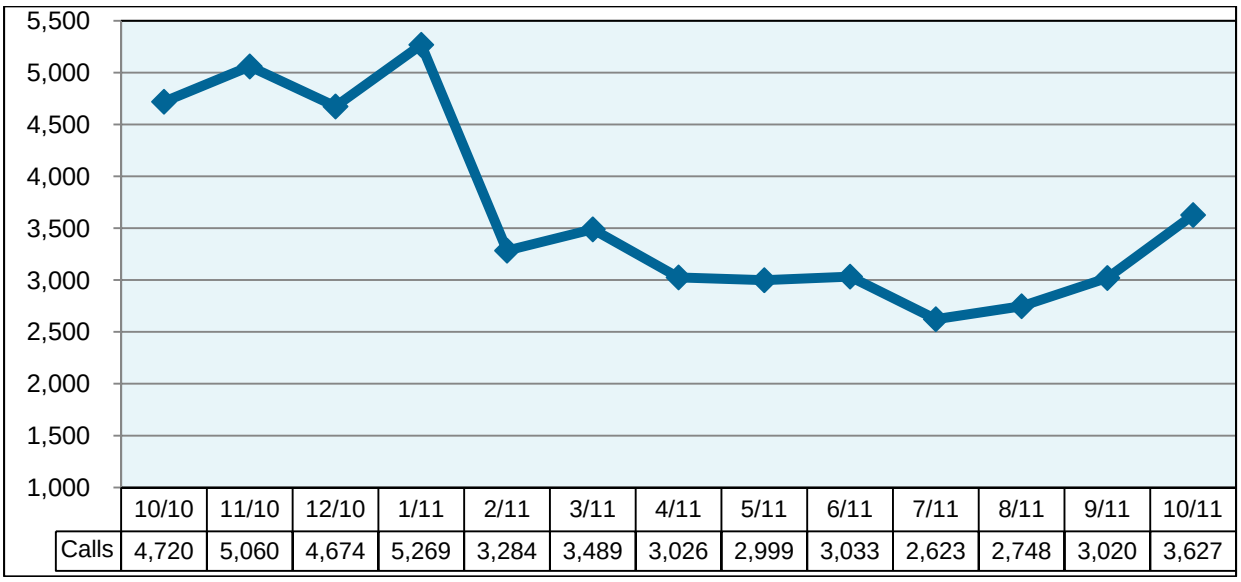
Customer Service Dashboard—October 2011

Call Volume[1]

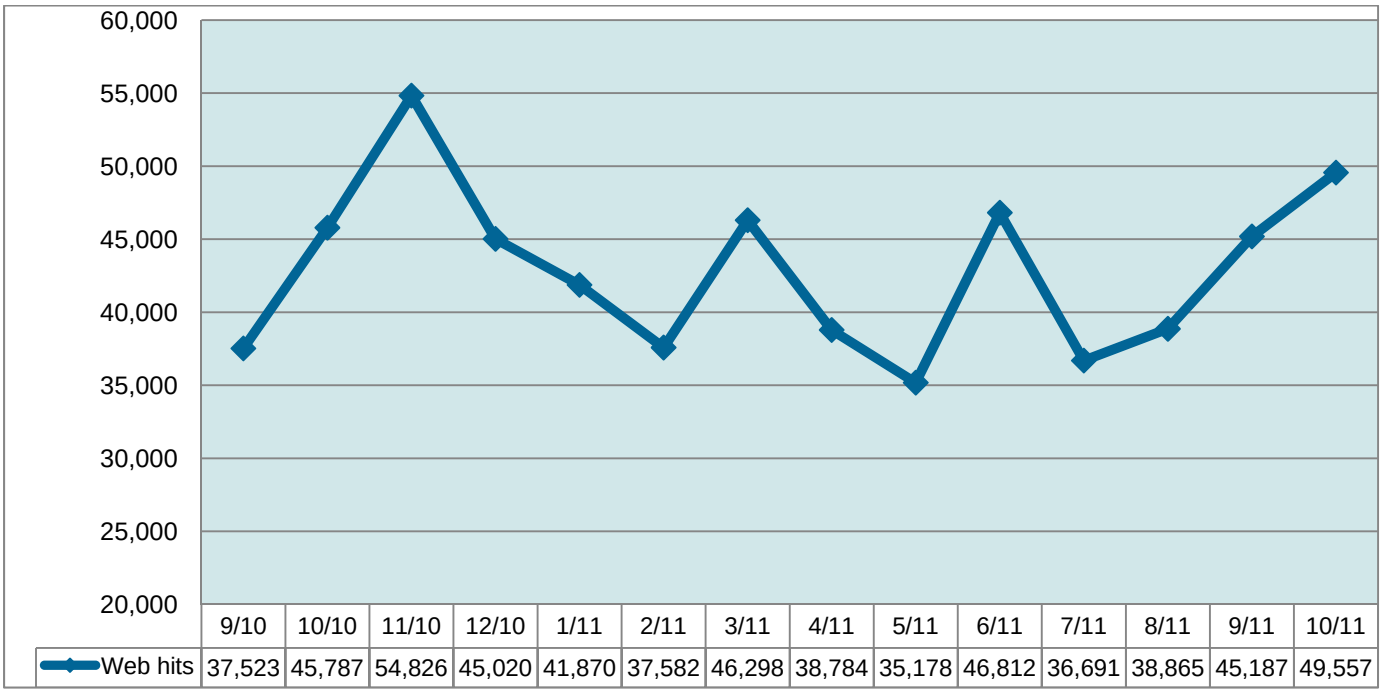
Call volume increased slightly to 3,627 in October 2011. Although this is over 1,000 less calls than October 2010, website volume is higher in October 2011. The majority of callers continue to be homeowners wanting to order a free Energy Saver Kit and inquiring about energy-saving opportunities in their home.



	10/10	11/10	12/10	1/11	2/11	3/11	4/11	5/11	6/11	7/11	8/11	9/11	10/11
Calls	4,720	5,060	4,674	5,269	3,284	3,489	3,026	2,999	3,033	2,623	2,748	3,020	3,627

Website Visits

Website volume increased to 49,557 in October 2011. The fridge recycling page had over 6,500 visitors in October, due in part to the Oldest/Ugliest fridge recycling campaign and drive. Online advertising and 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	10/11
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	49,557

[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.