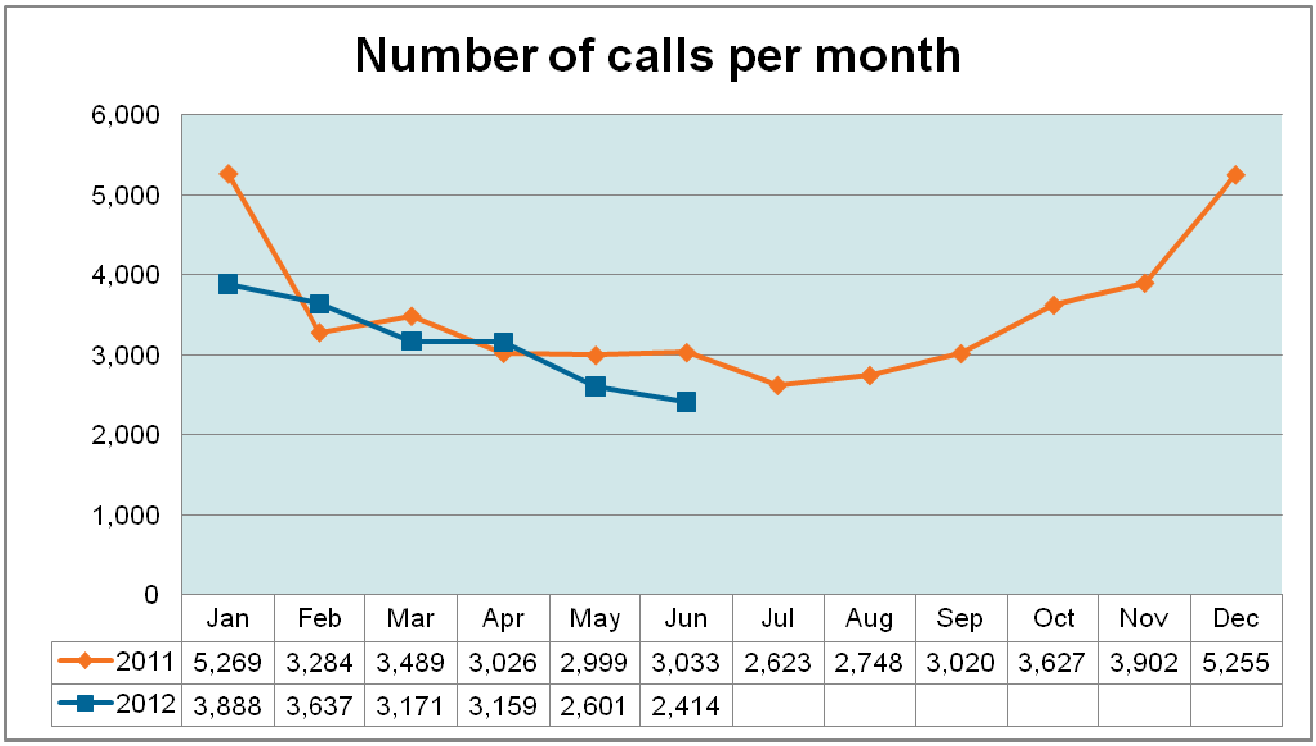
Customer Service Report: Quarter 2 2012

Customer Experience Highlight

In June 2012, we held Customer Experience Training for more than 50 Energy Trust staff, PMC and PDC representatives. This training covers Energy Trust's core values around customer experience, provides tools to help representatives communicate about our mission and offerings and supports representatives in delivering top notch customer service. To date, approximately 300 staff and representatives have taken this training.

Call Volume

Call volume decreased by more than 2,500 calls in Q2 2012 compared to Q1 2012. Call volume was also lower in Q2 2012 compared to Q2 2011. We received 8,174 calls in Q2 2012, compared to 9,058 in Q2 2011. Although overall call volume decreased, website visits continue to be higher than the previous year, which may be an indicator that customers are seeking more information online.

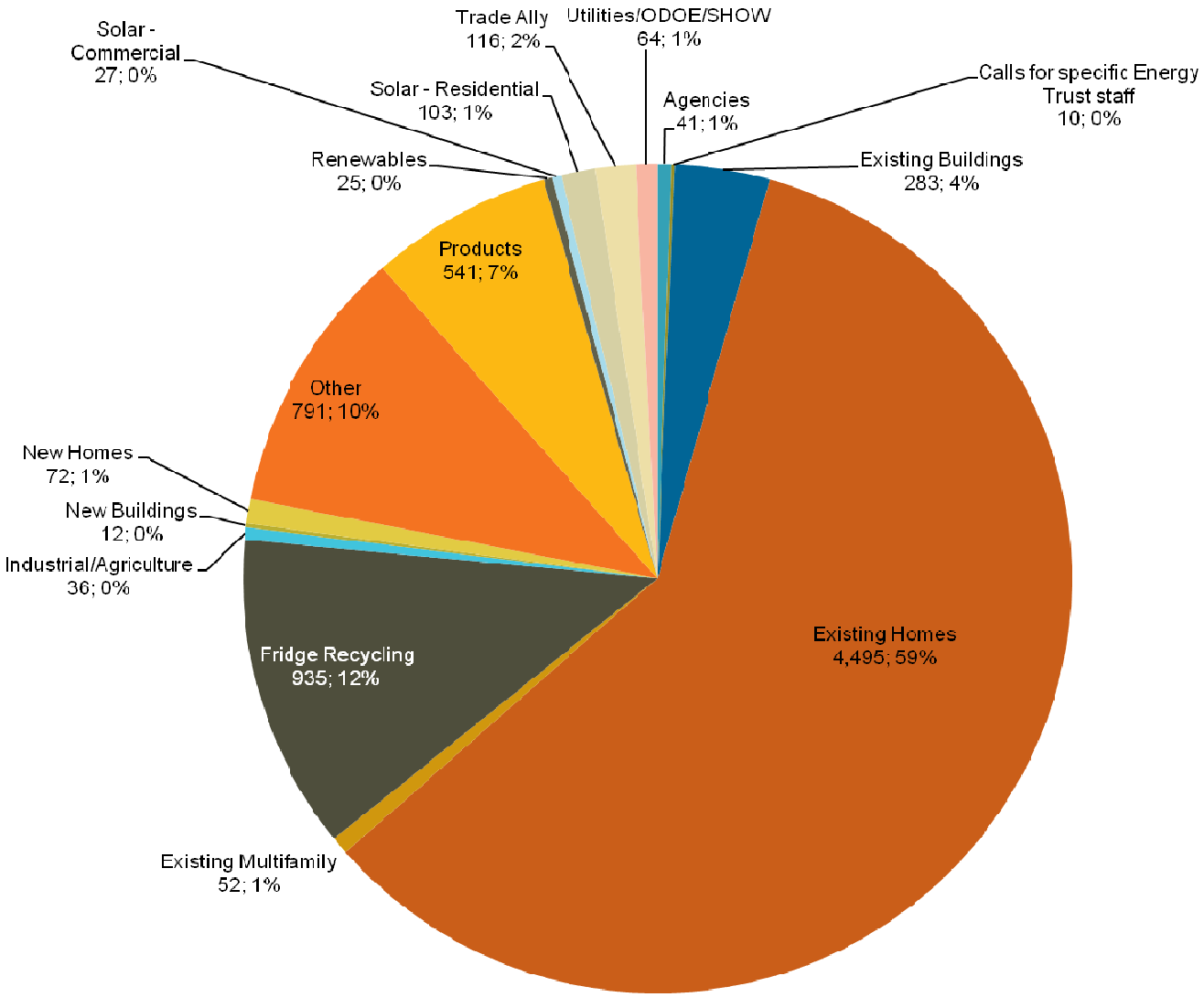


	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2011	5,269	3,284	3,489	3,026	2,999	3,033	2,623	2,748	3,020	3,627	3,902	5,255
2012	3,888	3,637	3,171	3,159	2,601	2,414						

Call Types

Residential calls continued to make up the majority of total calls in Q2 2012. In addition to the call types below, a main Spanish-speaking line which was launched June 2011 resulted in 108 calls in Q2 2012.

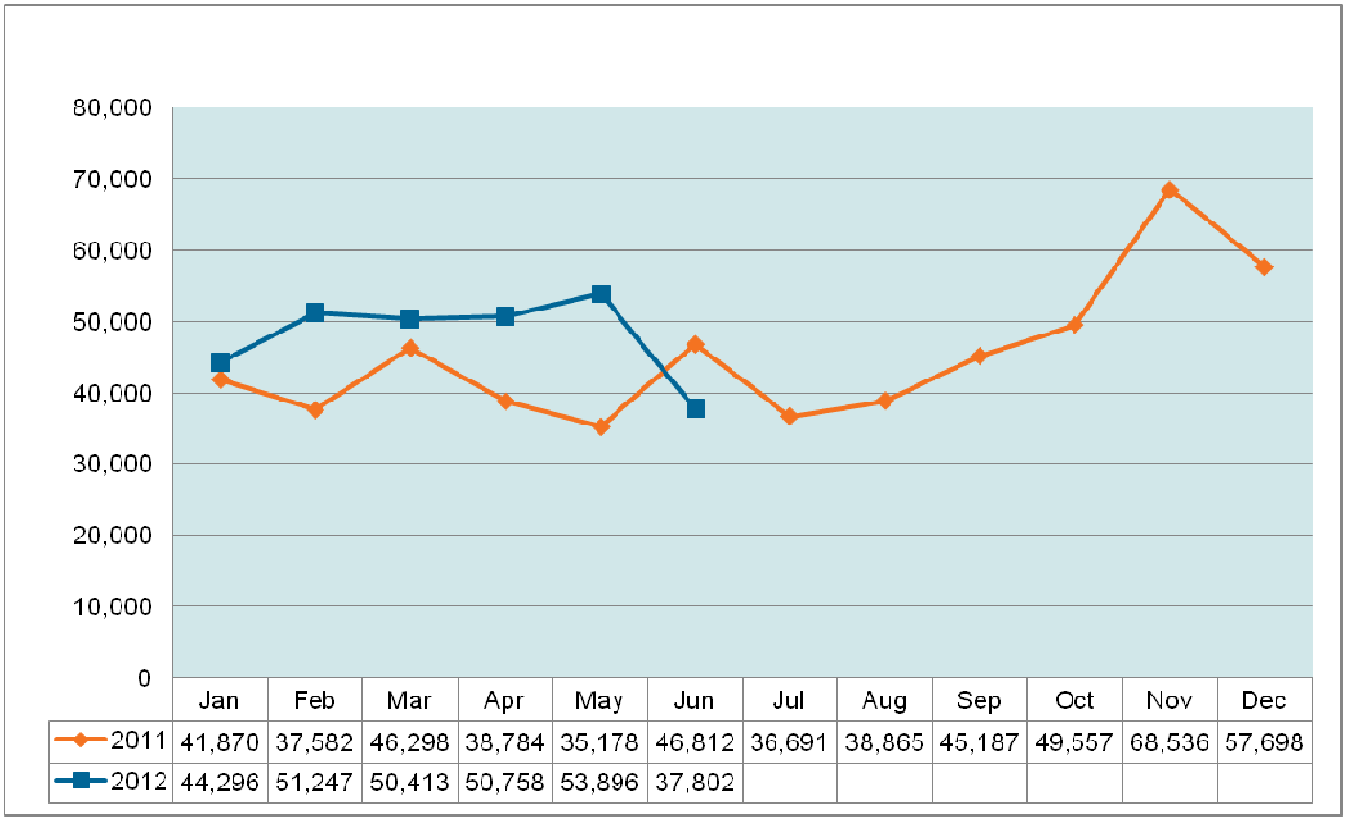
This data does not include customers responding to requests for missing information on incentive applications or direct calls to PMC hotlines or Energy Trust staff. It only includes information on calls coming into our main hotline, 1.866.368.7878.



Website Results: Quarter 2 2012

Visits

Q2 2012 brought 142,456 web visits, a decrease over 145,956 visits in Q1 2012 but an increase over 120,774 visits in Q2 2011. The heightened web volume suggests that customers are being satisfied by our self-service tools on the web, such as our Energy Saver Kit order form.



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2011	41,870	37,582	46,298	38,784	35,178	46,812	36,691	38,865	45,187	49,557	68,536	57,698
2012	44,296	51,247	50,413	50,758	53,896	37,802						

Most Viewed Web Pages

In Q2 2012, most customers were seeking information for their home and information on trade ally contractors. The most sought after incentive information in Q2 via the website continued to be the Energy Saver Kit order form and information on refrigerator recycling and new appliances. Our residential solar page appears in this list for the first time since Q3 2011.

Rank	Page	Page Views	Avg. Time on Page (Min:Sec)
1	/default.aspx	45,412	00:49
2	/esaverkits/default.aspx	36,667	00:38
3	/esaverkits/form.aspx	29,473	01:50
4	/residential/default.aspx	27,108	00:31
5	/library/find-a-contractor/default.aspx	23,742	01:00
6	/residential/incentives/appliances/refrigeratorandfreezerrecycling	16,984	02:09
7	/esaverkits/default.aspx?campaign=esaverkit	14,794	00:40
8	/esaverkits/kitconfirmation.aspx	12,536	00:56

Rank	Page	Page Views	Avg. Time on Page (Min:Sec)
9	/esaverkits/thank-you.aspx	11,784	01:12
10	/residential/incentives/default.aspx	10,234	00:29
11	/residential/incentives/appliances/default.aspx	9,800	00:55
12	/wizard/default.aspx (Home Energy Profile)	9,369	01:01
13	/residential/find-a-contractor/general-homes/default.aspx	7,742	00:49
14	/business/default.aspx	7,067	00:43
15	/about/contact-us/default.aspx	6,199	01:38
16	/residential/free-your-home/default.aspx	5,633	00:42
17	/residential/free-your-home/default.aspx?campaign=free	5,558	01:20
18	/about/default.aspx	5,067	00:31
19	/residential/homeowners/default.aspx	4,635	00:20
20	/residential/incentives/appliances/energystarregclotheswashers1	4,006	01:35
21	/residential/incentives/appliances/newrefrigeratorsandfreezers	3,946	01:29
22	/residential/incentives/weatherization/windows1	3,926	03:11
23	/trade-ally/default.aspx	3,910	00:54
24	/about/job-opportunities/default.aspx	3,762	00:52
25	/residential/incentives/solar-electric/solarelectric/default.aspx	3,516	02:17

Top Referring Sites

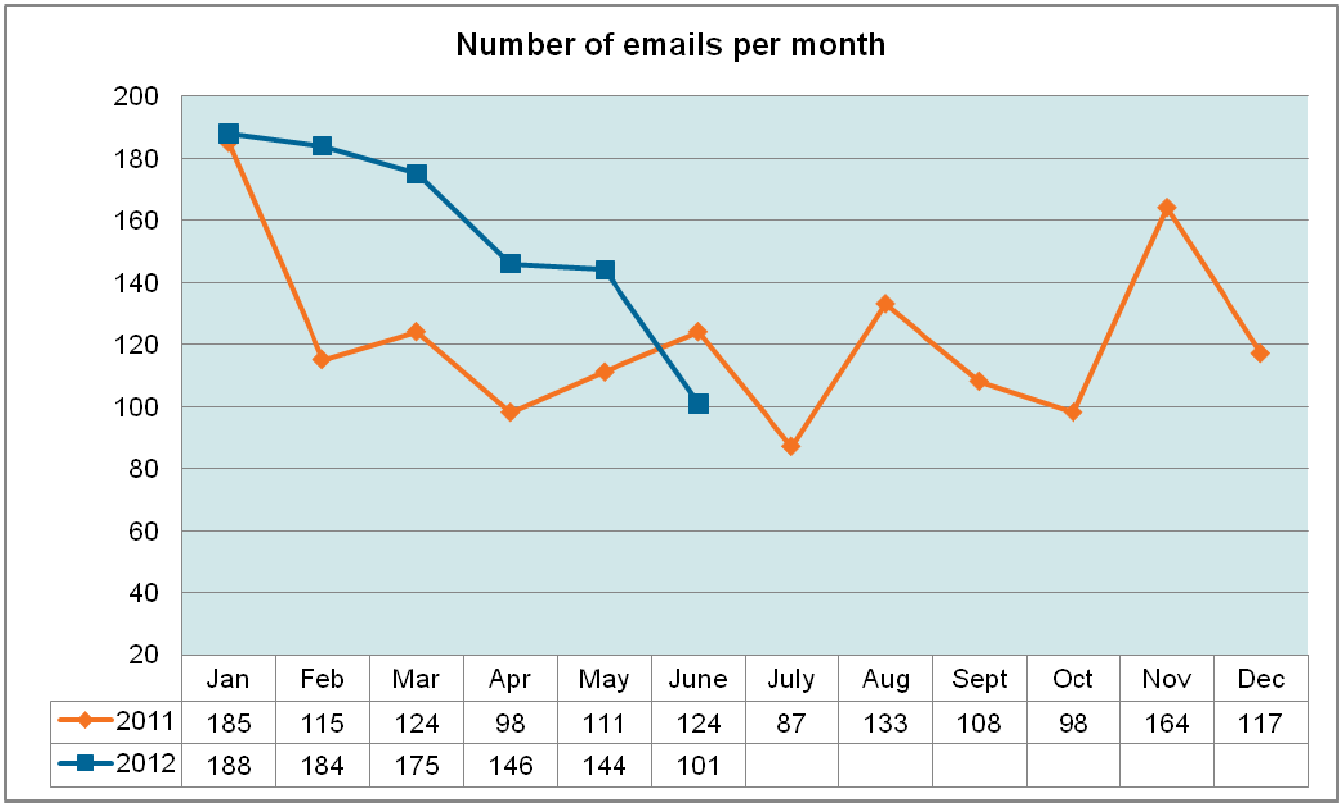
In Q2 2012, search engines and direct access (typing www.energytrust.org into the URL bar) were the top methods visitors used to reach our website. Other top referrals included online advertising placed through our Free Your Home, Evaluate Your Home, Refrigerator Recycling and Smart Homebuyer campaigns. Referrals through the Database of State Incentives for Renewables and Efficiency, the ENERGY STAR® website, and Pacific Power and PGE newsletters appeared to be valuable, as these referred visitors explored our website for a longer time than most other referrals.

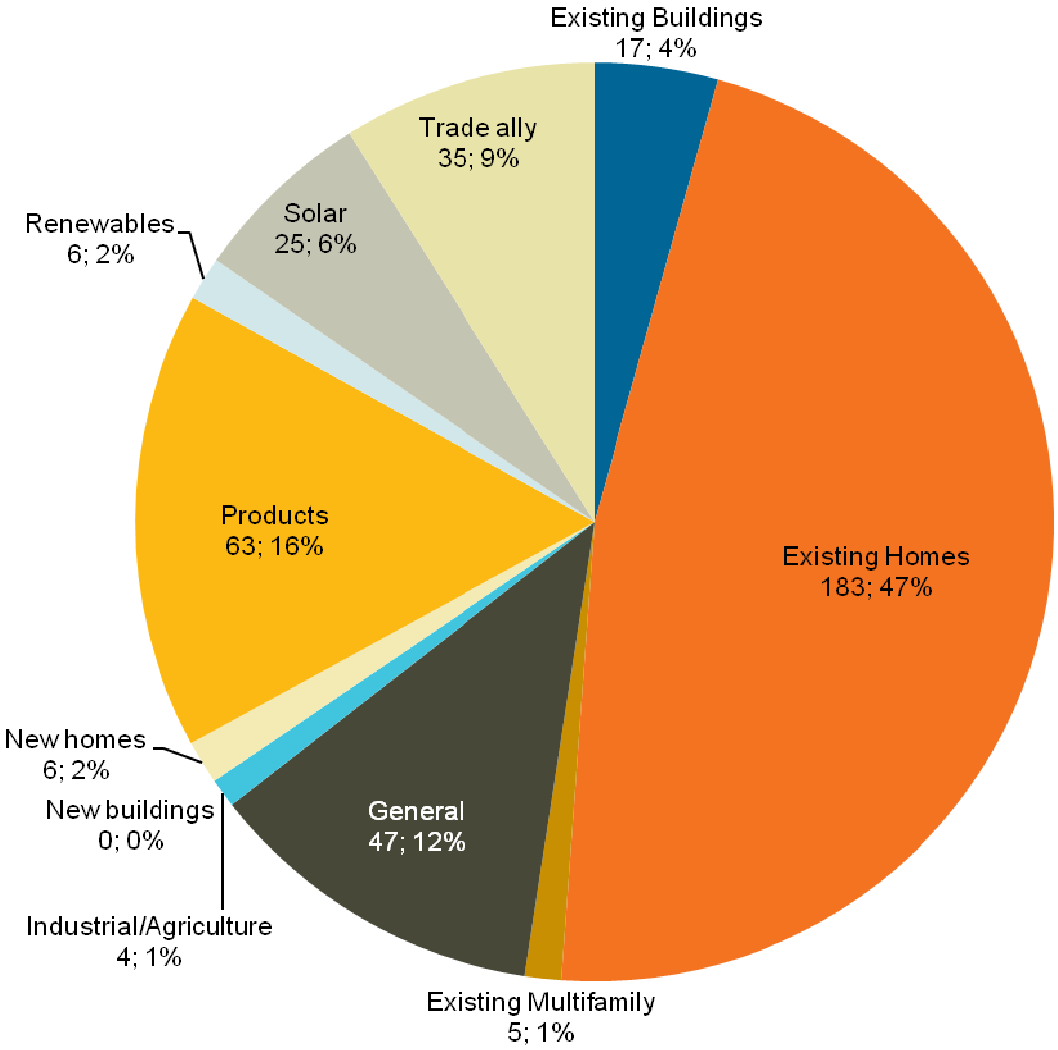
Rank	Source/Medium	Referrals in Q1 2012	Avg. Time on Site (Min: Sec)
1	google / organic	49,429	03:22
2	(direct) / (none)	31,713	03:49
3	bing / organic	5,450	04:25
4	Free Your Home Campaign	5,125	00:59
5	energytrust.org / referral	4,278	06:27
6	portlandgeneral.com / referral	3,049	03:37
7	Evaluate Your Home Campaign	2,896	00:54
8	yahoo / organic	2,677	03:56
9	Pandora - Trade Ally Campaign	2,577	00:20
10	nw-natural / newsletter	2,383	04:32
12	oregonlive / online	2,229	00:28
11	pacific-power / utilitybill-april2012	2,198	06:20
13	pacificpower.net / referral	1,542	04:58

Rank	Source/Medium	Referrals in Q1 2012	Avg. Time on Site (Min: Sec)
14	comcast / online	1,254	00:31
15	utility_newsletter / pge_newsletter	1,248	05:09
19	dsireusa.org / referral	1,010	05:43
16	Refrigerator Recycling Campaign	951	01:59
17	Smart Homebuyer Campaign	678	06:26
18	insider newsletter / email	640	04:17
20	oregon.gov / referral	619	04:13
21	energystar.gov / referral	591	05:49
22	facebook.com / referral	586	03:20
23	ask / organic	575	02:29
24	comcast / organic	516	04:32
25	sears.com / referral	257	01:49

Email

Emails sent to info@energytrust.org in Q2 2012 dropped to 391 from 547 in Q1 2012. However, email volume was higher when compared to Q2 2011, which resulted in 333 emails received.



	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
2011	185	115	124	98	111	124	87	133	108	98	164	117
2012	188	184	175	146	144	101						

Customers were primarily asking about information on energy audits and cash incentives by email. Customers also requested incentive processing status and Energy Saver Kit order updates.