



How Smart and Easy Energy Empowers Customers

As 2012 came to a close, Southern California Edison (SCE) was completing final Smart Meter installations for nearly 5 million residential and small business accounts located throughout its 50,000-square-mile service territory. The installations were part of the Edison SmartConnect program, which is a secure, two-way wireless advanced metering system that replaced traditional electric meters with new digital Smart Meters from 2009 to 2012.

As a result of the Edison SmartConnect project, residential and small business customers now have access to data about their electricity usage in hourly (residential) and 15-minute increments (small business), which is enabling them to make better-informed decisions about how they manage their usage.

From the start of the project, one of SCE's key tenets was to ensure a positive customer experience during program implementation through its "Customer Engagement Model." SCE notified customers of upcoming meter deployment with community events, targeted media relations announcements, print and television ads, radio spots, and just-in-time letters. It allowed customers to schedule installations if the first attempt was unsuccessful due to access issues. This proactive approach enabled SCE to achieve more than 80 percent customer satisfaction early on in the Smart Meter installation process.

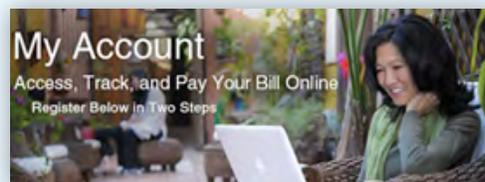
In addition, SCE openly engages its customers in conversations about how Smart Metering will create a "digital network" that serves as the foundation for a Smart Grid of the 21st century and that is enabling customers to get the most out of its "new intelligent infrastructure." Whether it's managing their own usage, identifying power-related issues in the home, shortening power outages, and /or improving the environment, the Edison SmartConnect program provides customers with information needed to better manage their usage.

Edison SmartConnect-Enabled Programs

Smart Meters are enabling a whole host of new programs and services that have changed the "conversation" from a once-a-month interaction between the utility and the customer to an ongoing interaction that takes place in near real time. Several examples of the way business-as-usual has changed at SCE are highlighted below.

My Account: the Customers' Online Energy Use Control Center

For customers who enroll in SCE's My Account program, they can now view custom usage reports as well as current and projected monthly costs. They can also plan and manage their bill, set up alerts to stay on track, and take advantage of convenient online billing and payment options.



Customers have the option of tracking their energy usage by the hour, day, month, or even year-to-year with online usage reports. The easy-to-read reports provide insights into when they use the most electricity and can be handy when trying to reduce their bill by shifting usage to evenings or weekends.

Within the first year of launching the My Account service, more than 350,000 residential customers had signed up, several of whom have expressed surprise with what the Edison SmartConnect program is enabling them to do.

Budget Assistant: the Customer's Energy Watchdog

Budget Assistant is SCE's free and easy-to-use Smart Meter-enabled tool that helps customers eliminate energy bill surprises. Customers can set monthly spending goals, track progress and get automated alerts to stay in control and on budget every month. By year-end 2012, 349,000 SCE customers had signed up for and started using Budget Assistant.



What Customers Have Said About Budget Assistant:

Roberta R. from Mira Loma

"Budget Assistant is a wonderful tool. It's useful to know how much our bill is at all times since we have a fixed income. Thank you Southern California Edison."

Maria R. from Whittier

"Budget Assistant helped me set up a budget and monitor as the month progresses. I have been able to keep within my budget. It's a great tool."

Save Power Days:

Save Power Day Incentive is a program available to eligible SCE residential customers. The Save Power Day Incentive rewards participating customers for reducing energy use between 2 p.m. and 6 p.m. during Save Power Days, up to 12 times each year. By reducing electricity use during Save Power Days, customers can earn up to \$100 annually in bill credits. As of December 2012, more than 820,000 residential customers had signed up.

SCE's Save Power Days program has grown to become the largest in the country. During the summer of 2012, SCE declared Save Power Days a day in advance and provided customers with special incentives to save energy to help SCE meet overall customer demand. Through November for calendar 2012, SCE paid approximately \$4.4 million in incentives to customers enrolled in its Save Power Days program.



Peering Into the Future

As SCE began 2013, the Edison SmartConnect team was updating its engagement strategy to go beyond basic segmentation by pilot-testing lifestyle plans that include "green" and eco-focused customers and those who view themselves as technology experts.

SCE is developing algorithms that dis-aggregate customers' usage data to help them make smarter energy decisions. SCE aspires to help customers calculate the energy payback of making certain home improvements and purchasing more energy efficient appliances.

In addition, SCE continues to focus on reaching customers wherever they might be without having to log in to a traditional computer. One of the features launched in late 2012 included a free app for smart phones enabling a growing array of mobile services for SCE's customer base.

"We're trying to think about the ways customers want to be engaged," said Larry Oliva, Director of Tariffs, Programs and Services at SCE.

SCE on YouTube: How Two SCE Customers are Benefiting

SCE has developed 19 different playlists targeting various audiences, including residential market segments. Its YouTube channel educates consumers about the latest services being offered and shares knowledge about safety, technology, reliability and customer assistance. Two of the videos there feature “Dan” and “Cynthia” who tell their stories about how they are using Edison SmartConnect-enabled programs to save.

Cynthia from San Bernardino

“EdisonSmartConnect helps me identify new ways to save ... I started seeing alerts. Apparently the timer on my pool was out; the (heater) was on 24/7. I was able to quickly resolve the problem and that saved me lots of money. Saving money for my daughter means being able to go to theme parks. Edison SmartConnect works for me because it keeps me and my family stay in the fun zone.”



Dan from Whittier

“What I get from SCE is a bird’s eye view of my electric usage. Since I got my new meter from SCE, I can go online, monitor my energy usage and reduce my costs substantially. I get notifications from SCE. The email tells me exactly where I am to my goal so I can modify my own electric usage when I need to. All that makes my life easier.”

Video of testimonials are available in our resource library at smartgridcc.org:

<http://smartgridcc.org/category/resource-library/smart-grid-benefits-resource-library/success-stories>