



# Time-of-Day Program Update

April 2024



# PROGRAM PROGRESS: Customer Enrollment

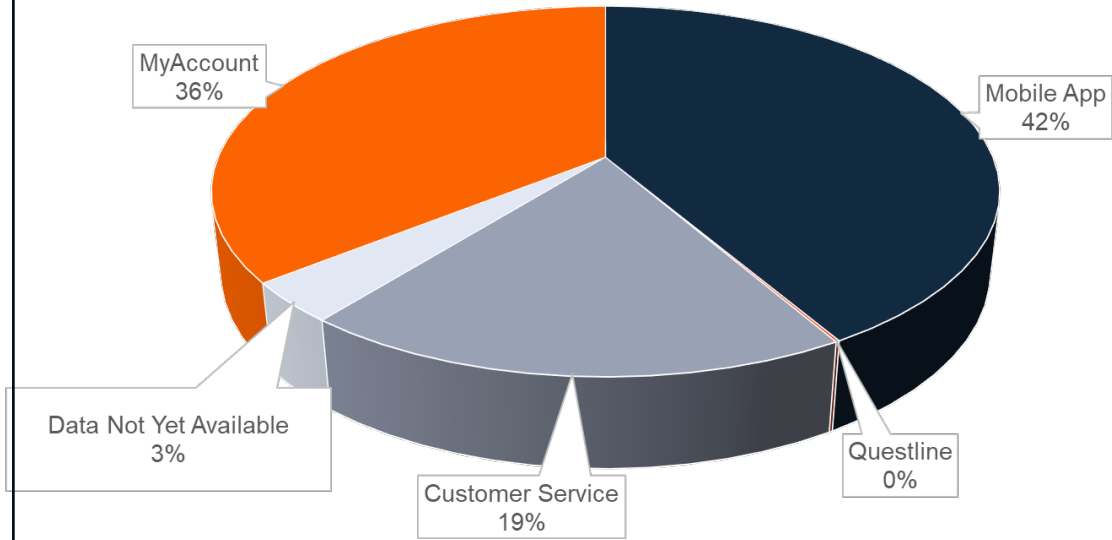
	Total As of 2023	2024 Program Enrollment						Total Customers
		January	February	March	April	May	June	
	Actual	Actual	Actual	Actual	Forecast	Forecast	Forecast	
<b>Voluntary</b>	471	922	781	869	500	500	500	4,174
<b>Move-in</b>		646	5,332	4,641	5,000	5,000	5,000	25,978
<b>Targeted Migration Population*</b>							31,000*	31,000
<b>Total</b>	471	1,568	6,113	5,510	5,500	5,500	36,500	<b>61,152</b>

\*Targeted customer segments for the first migration group in June 2024 include a mix of bill impact levels and include 3000 EV, 2100 low-income, and 5000 solar customers.

*Approximately 61,000 customers (6%) expected to be on Time-Of Day rates by June 2024.*

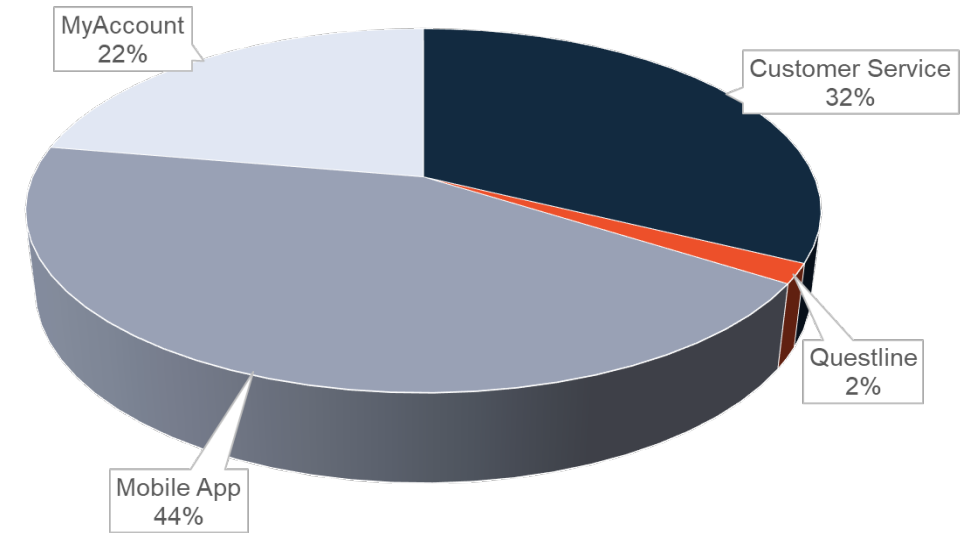
# PROGRAM PROGRESS: Customer Enrollment

**Active TOD Accounts – Source**  
*TOD Opt In Activation Source (n=2,999)*



**Customer Opt Outs – Source**  
*Source of Request for Choosing Flat Rates (n=1,026)*

Data from customers staying on current rate & new customer opt outs

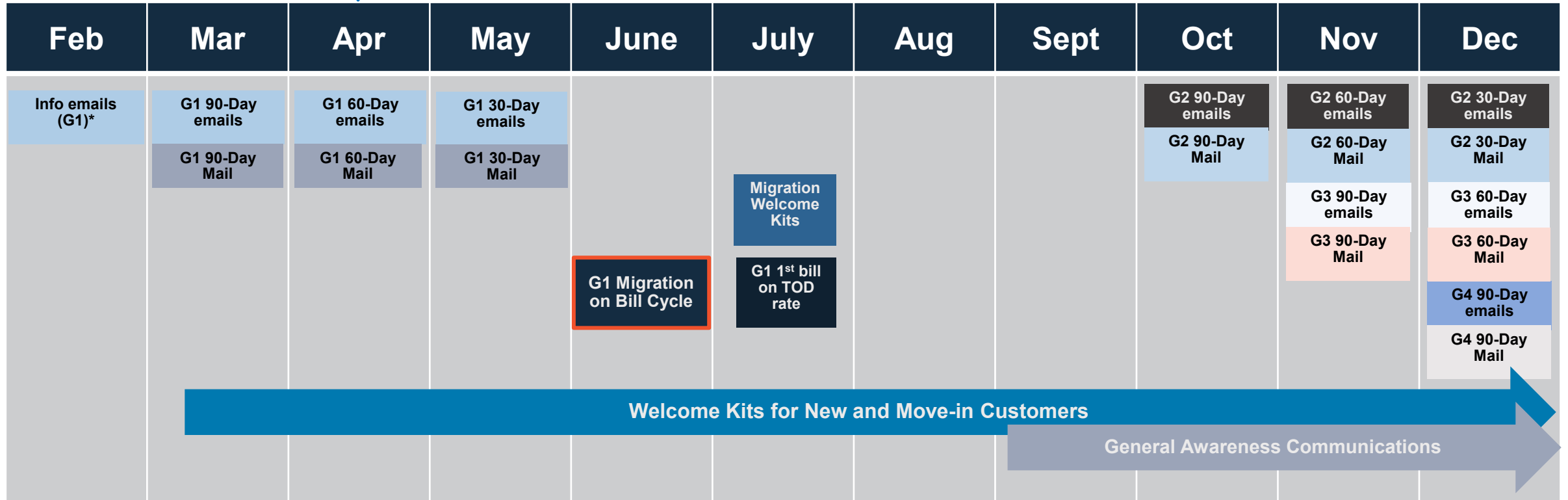


*Data Sources: GridX Active TOD Accounts, GridX Active TOD Accounts, CAS via Data Warehouse*

***Majority of customers use self-service tools to opt-in or opt-out of Time-Of-Day.***

# CUSTOMER ENGAGEMENT: Migration & Marketing Schedule

We are here



\*A subset of Group 1 migrators received awareness emails in February as part of A/B testing to analyze customer response

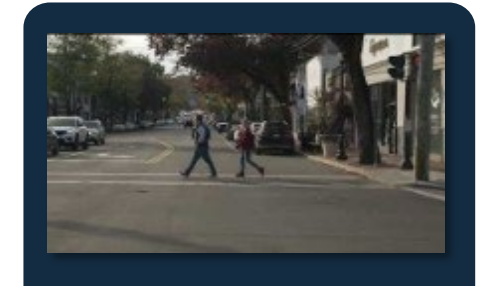
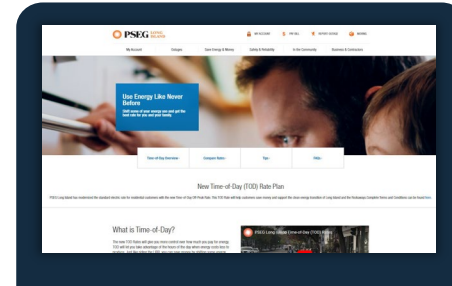
\*\*Beginning in March, customers moving and setting up a new account will also begin receiving welcome kits with Time-of-Day information

# CUSTOMER ENGAGEMENT: Customer Outreach & Education

All new Time-of-Day customers (opt-in, new, move-in and migrated customers), receive a **welcome kit with additional information** about Time-of-Day.

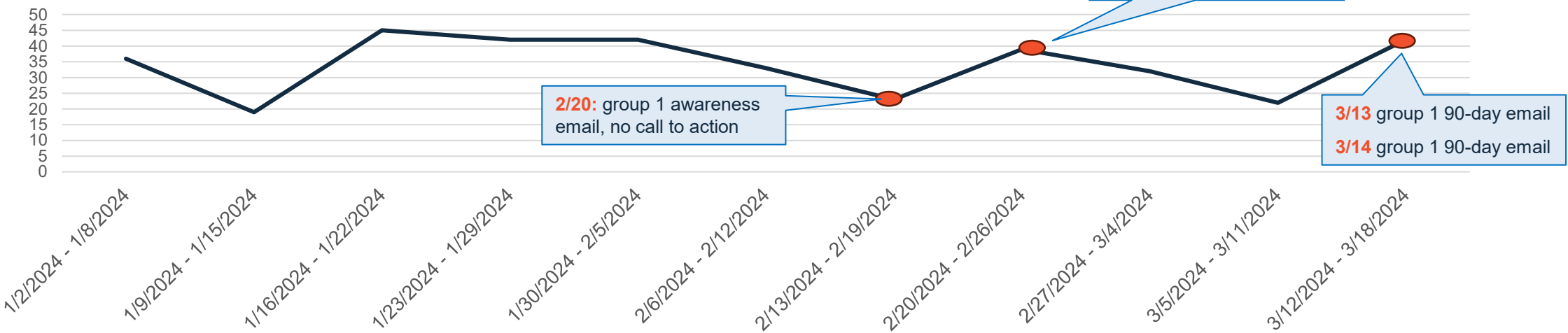
Pre-migration customer communications are tailored communications for benefiter, and EV/Solar/NEM customer.

PSEG Long Island's website Resources, tips, and rate information: [psegliny.com/TimeOfDay](http://psegliny.com/TimeOfDay).

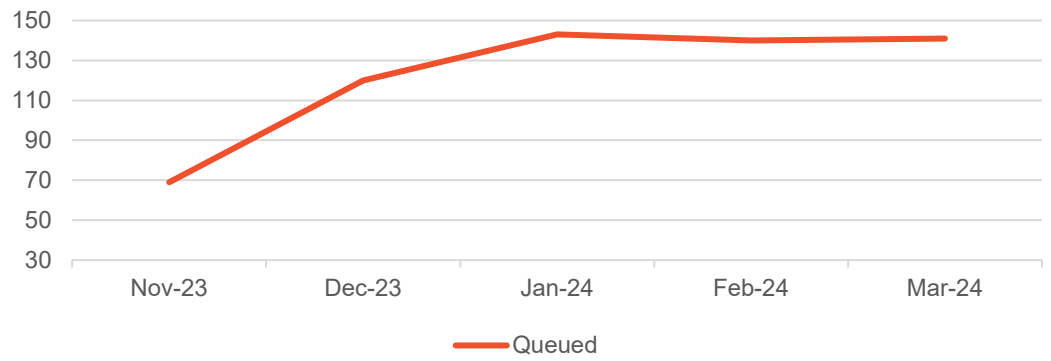


# CUSTOMER ENGAGEMENT: Call Center Volume in Relation to Marketing

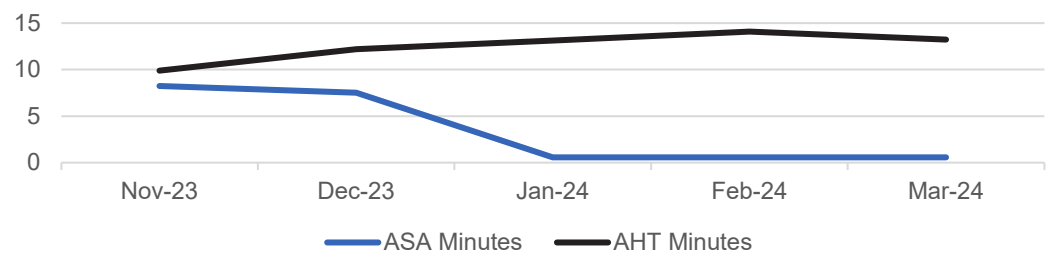
**Total TOD Inbound Handled Calls**  
 January 2, – March 18, 2024



**Call Center TOD Volume Over Time**



**Call Center TOD Avg Speed of Answer and Handling Time Over Time**

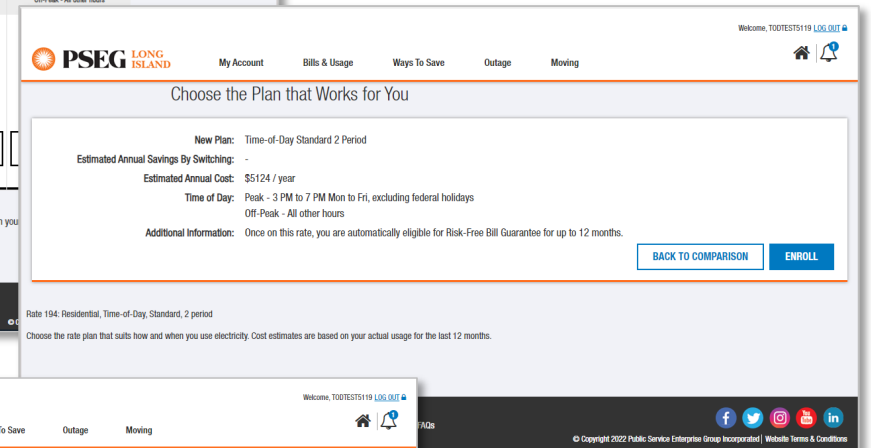
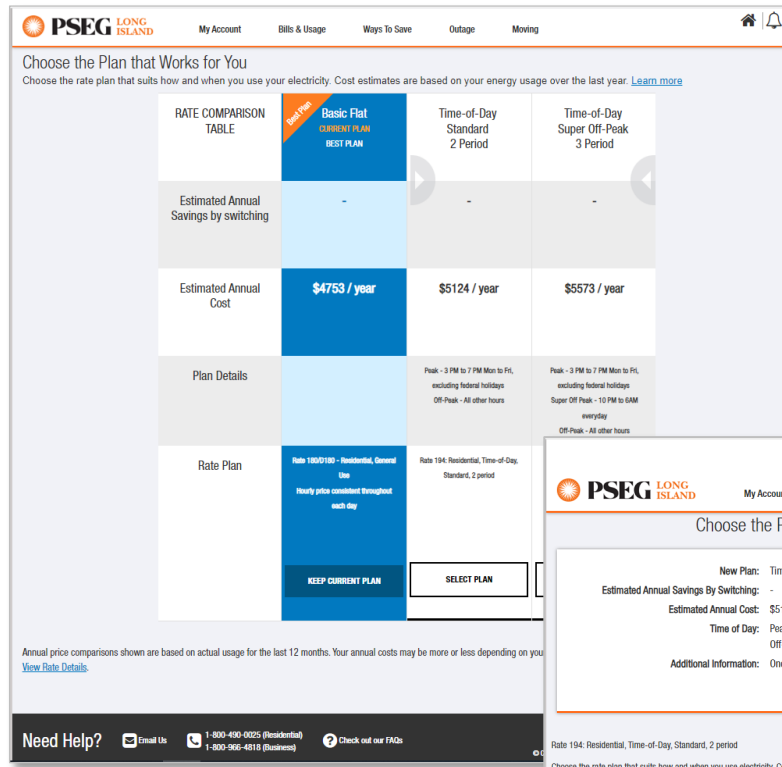


*Minimal impact on call volume thus far, but calls take longer.*



# CUSTOMER RATE COMPARISON TOOL: Via CSR, App, MyAccount

## Personalized Insights for Customers




# CUSTOMER SUPPORT: Support for Time-of-day Customers

 Key customer-facing employees received **in-depth subject matter expert training** on new processes, in-depth call support, and billing changes and processing. Additional CSRs continue to receive in-depth Time-of-Day training.

 **All PSEG Long Island employees have been trained on Time-of-Day basics** to be able to provide customers with high-level information about Time-of-Day as needed.

 The project team holds **presentations and briefings with community organizations** to further educate community members.

 PSEG Long Island launched a comprehensive customer outreach campaign, with direct **emails and letters, Welcome Kits** to new Time-of-Day customers, **links to additional information** and quick actions like opting into the rate or opting out of migration.





**Questions?**

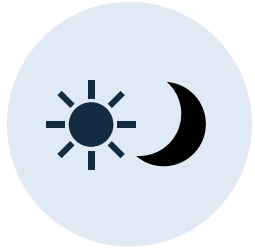
# TIME-OF-DAY PROGRAM TIMELINE

November 2023

January 2024

June 2024

January 2025



## TOD Rate Voluntary Enrollment Opens

**November 16, 2023**

- Two Time-of-Day rates launched for residential customers for voluntary enrollments.



## TOD Off-Peak is the New Standard Rate

**January 29, 2024**

- Customers moving into the service territory or transferring service to a new location will be assigned to the 194 “Off-Peak” Rate
- Customers have option to select an alternate qualifying rate, if desired
- Flat Rate 180 remains an available option



## 1<sup>st</sup> Customer Migration Population

**June, 2024**

- ~31,000 Rate 180 (flat rate) customers will be transitioned to the 194 “Off-Peak” Rate.
- The sample group will include various customer segments so the project team can learn about the customer experience with the new rate.

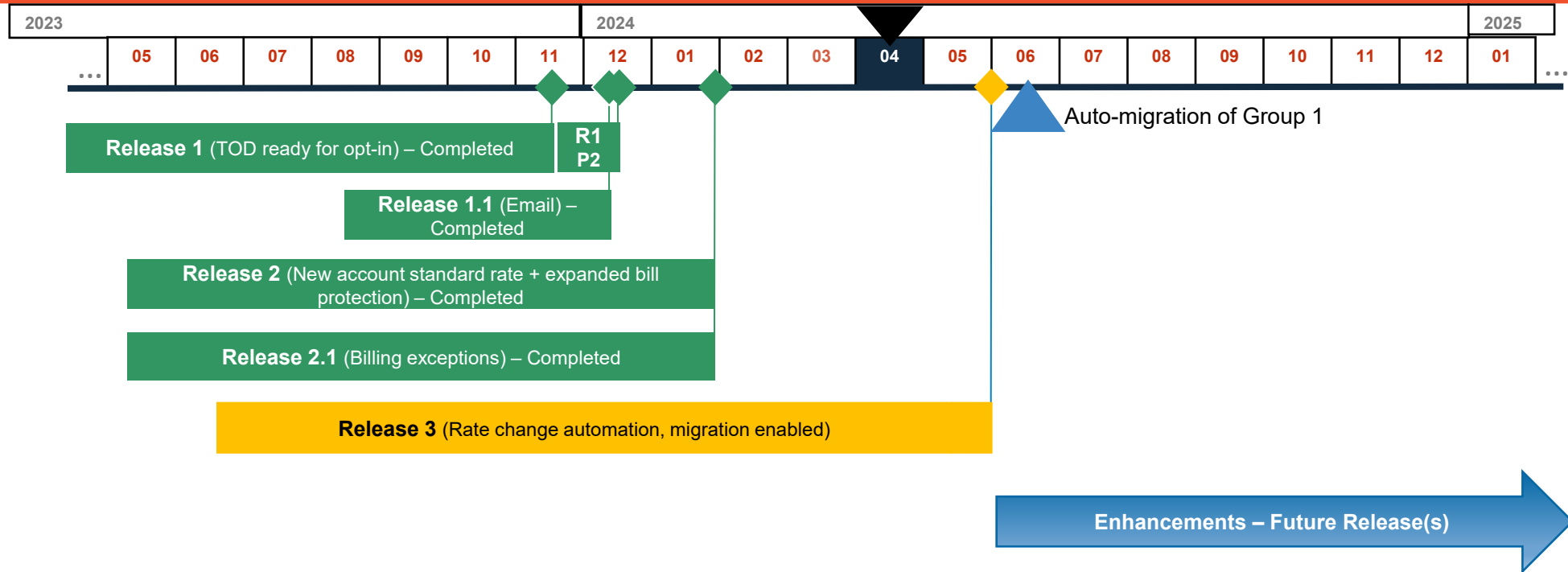


## Continued Migration of Rate 180 Customers

**2025**

- Additional groups of Rate 180 customers will be moved each month.
- 900,000 customers planned for transition by December 2025.

# IT TIMELINE



- ◆ **Release 1**
  - Standard 2-period and 3-period TOD rates available for opt-in
  - Bill protection guarantee available
  - The opt-in and opt-out feature for MyAccount and Mobile app

- ◆ **Release 1.1**
  - Direct email communication and enabled acceptance of opt-outs

- ◆ **Release 2**
  - New customer move-ins and service changes will be on the new standard 2-period TOD rate
  - Scope expanded to add bill protection for new move in customers

- ◆ **Release 2.1**
  - Enhance billing exception functionality

- ◆ **Release 3 (5/29/24)**
  - Rate change process automated
  - Confirmation emails for opt-in and opt outs
  - Actively mitigating schedule risk to pull in task timelines

- ◆ **Enhancements – Future Release(s) (TBD)**
  - Based on prioritization of existing enhancement requests and results of Post-Production Needs Assessment

# CLOSE OUT REASONS via CSRs

- **March 1, 2024**
  - Call center introduced close out reasons to track calls at a more granular level.
- **March**
  - Close out reasons tracked 325 total calls related to TOD questions, this equated to 5 calls per business day on average.
  - 3 Recoverable opt out calls in March, their AHT was 20 minutes.

