



# 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	
Voluntary	471	922	781	869	500	500	500	4,174
Move-in		646	5,332	4,641	5,000	5,000	5,000	25,978
Targeted Migration Population*							31,000*	31,000
Total	471	1,568	6,113	5,510	5,500	5,500	36,500	61,152

\*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.

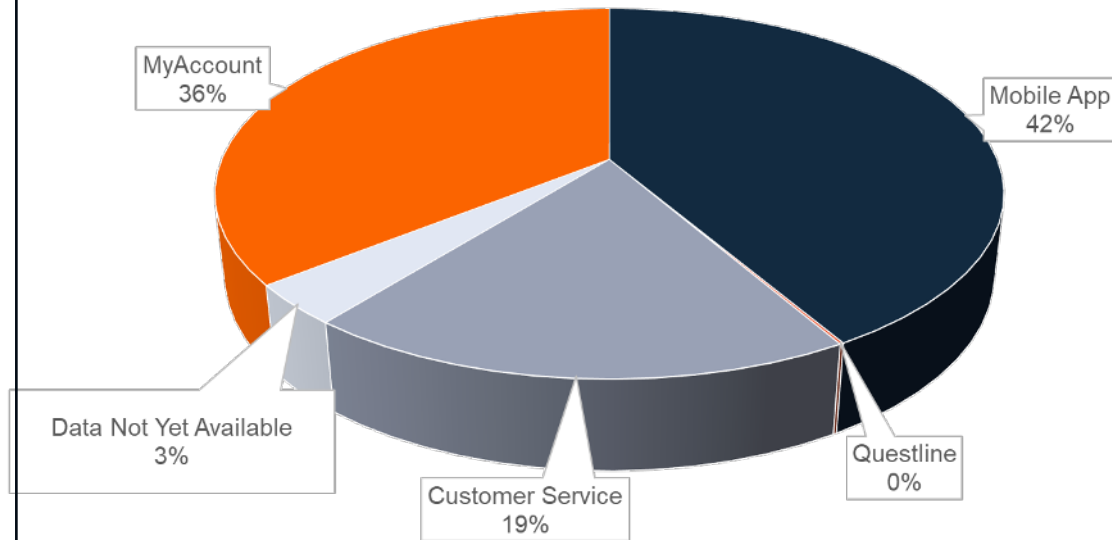
*Approximately 61,000 customers (6%) expected to be on Time-Of Day rates by June 2024.*



# PROGRAM PROGRESS: Customer Enrollment

## Active TOD Accounts – Source

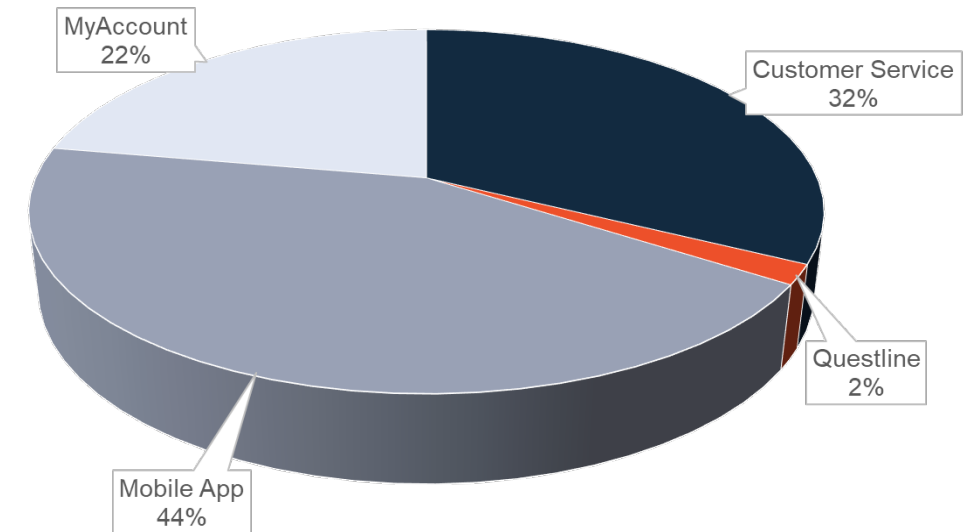
*TOD Opt In Activation Source (n=2,999)*



## 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



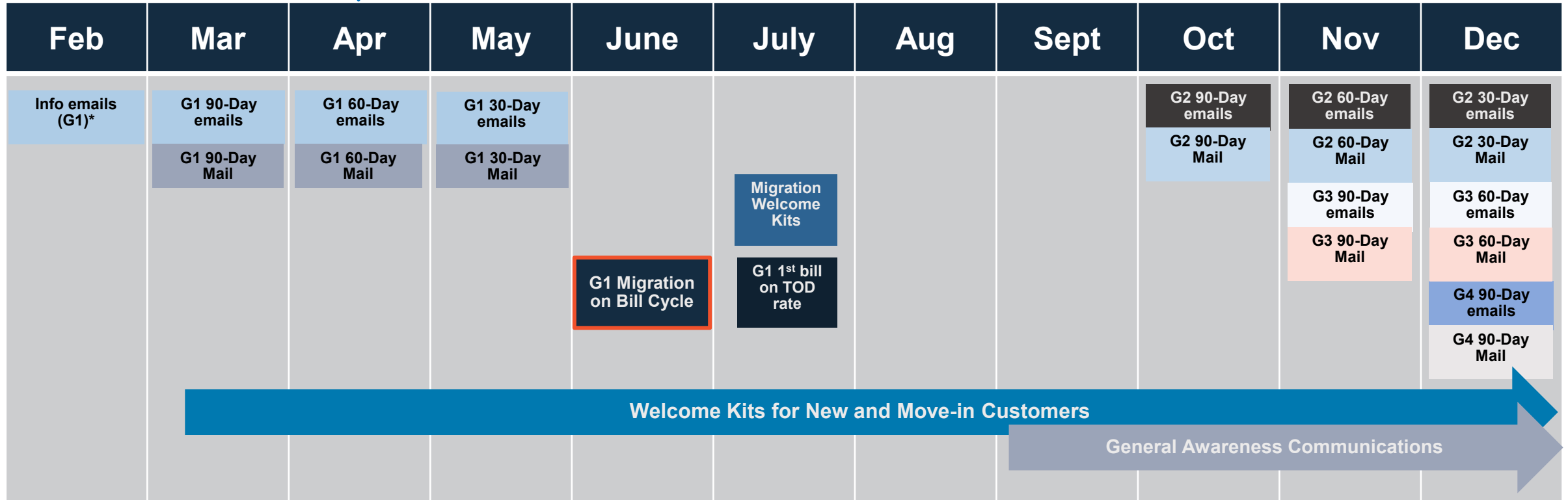
**Data Sources:** GridX Active TOD Accounts, GridX Active TOD Accounts, CAS via Data Warehouse

*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 benefiters, and EV/Solar/NEM customer.

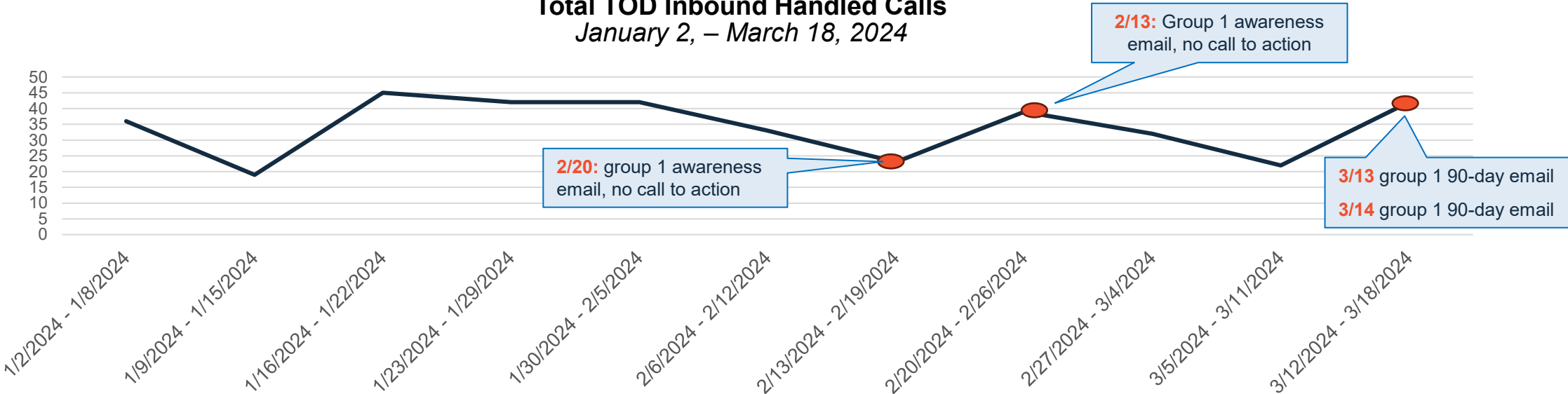
PSEG Long Island's website  
Resources, tips, and rate information:  
[psegli.com/TimeOfDay](https://psegli.com/TimeOfDay).



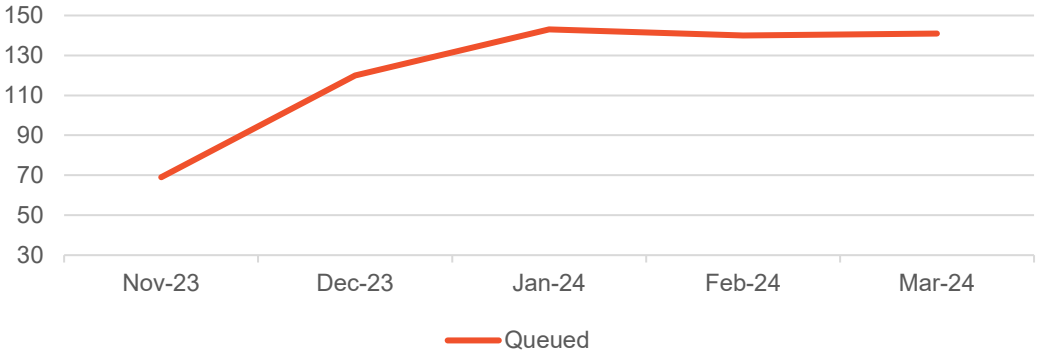


# CUSTOMER ENGAGEMENT: Call Center Volume in Relation to Marketing

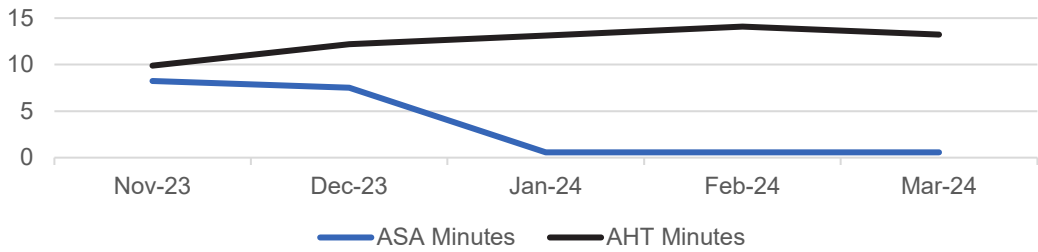
Total TOD Inbound Handled Calls  
January 2, – March 18, 2024



Call Center TOD Volume Over Time



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

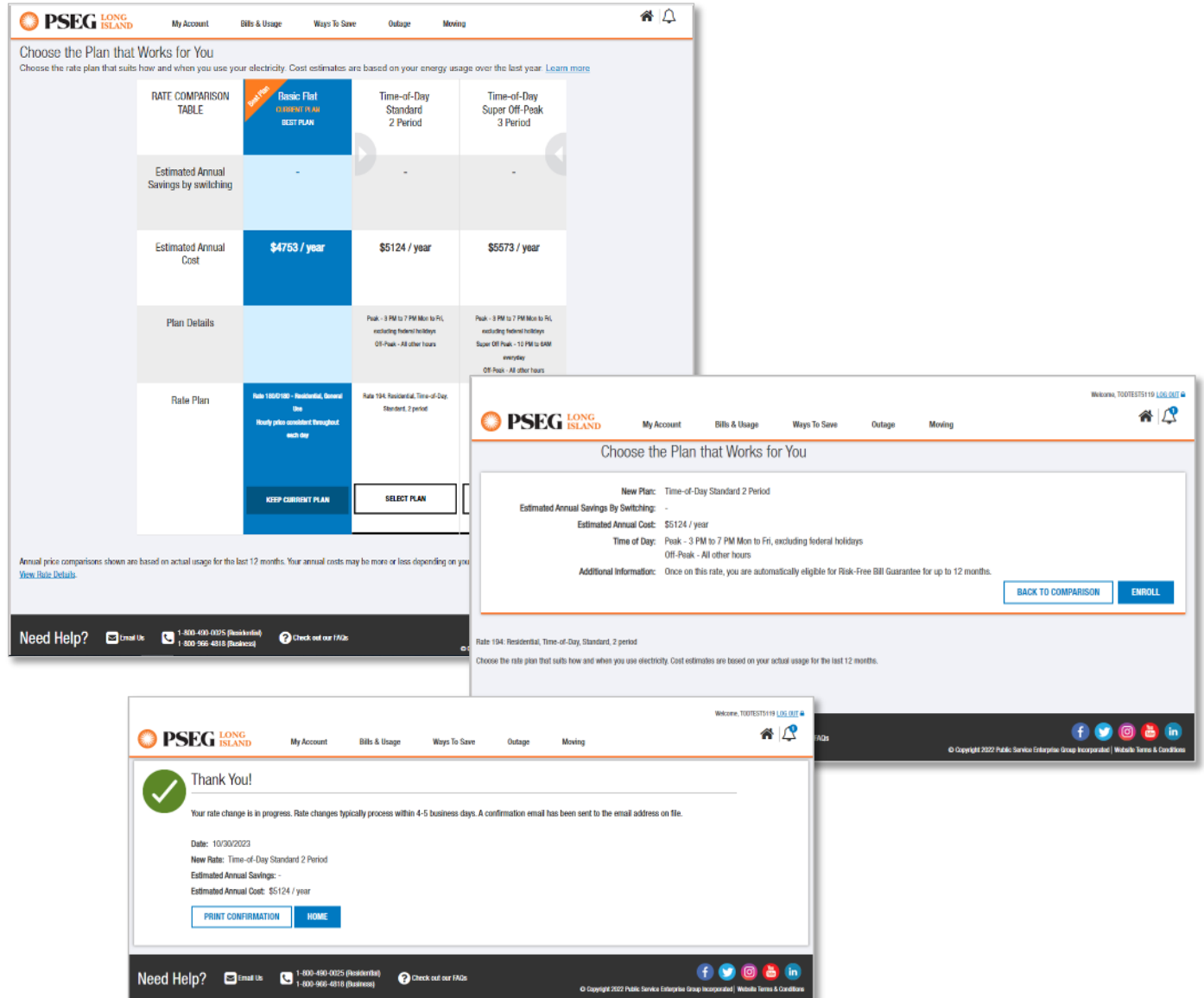
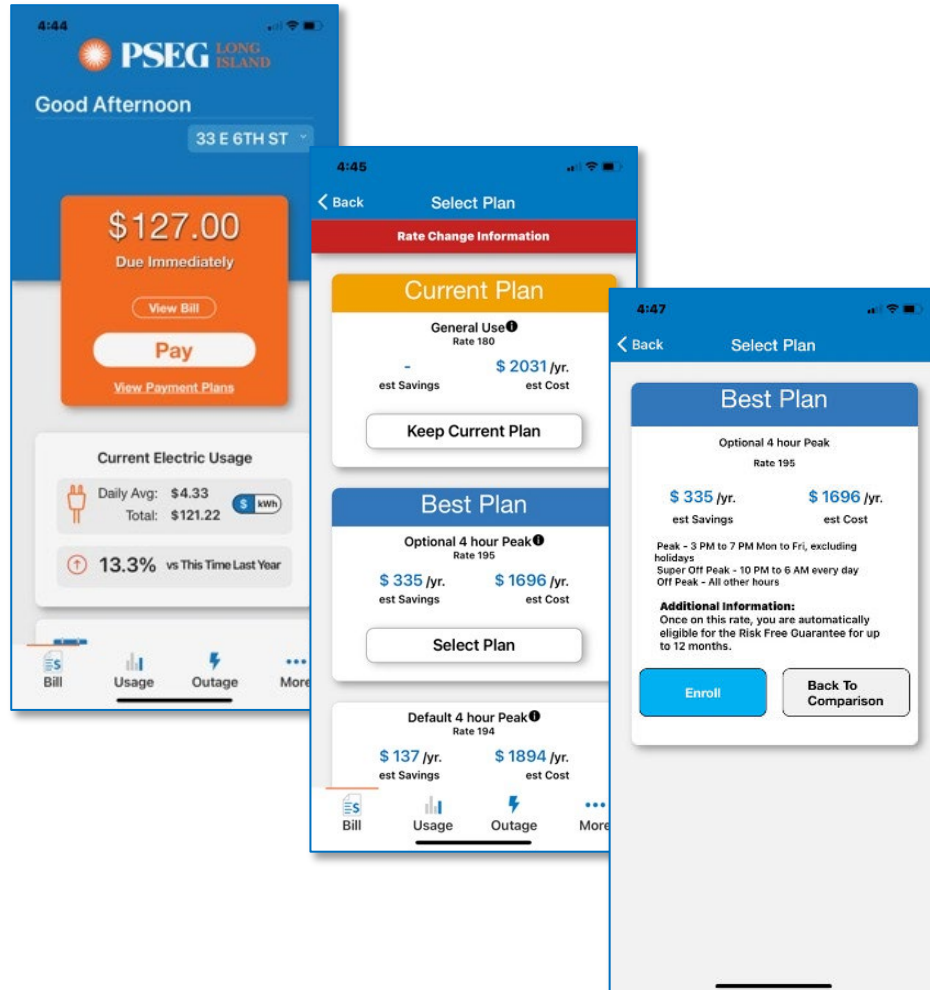


*Minimal impact on call volume thus far, but calls take longer.*



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

## Personalized Insights for Customers






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

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 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?



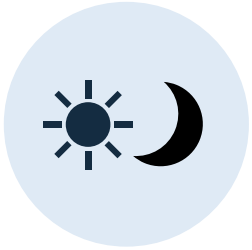
# TIME-OF-DAY PROGRAM TIMELINE

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.



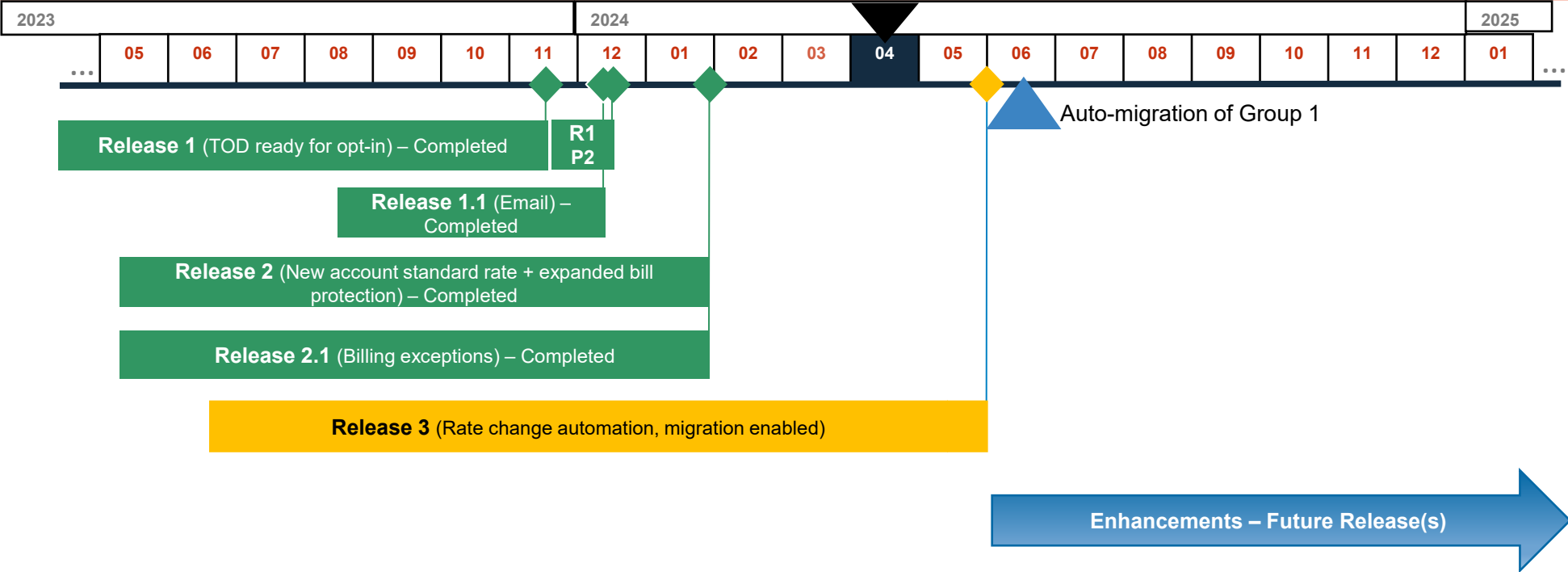
## Continued Migration of Rate 180 Customers

**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.

