



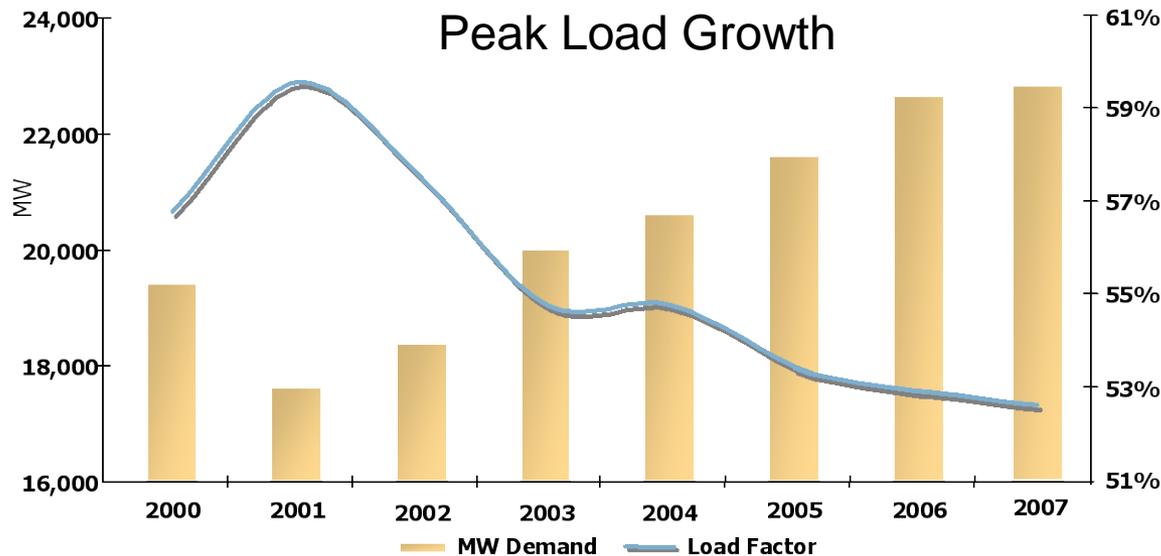
Customer Service and the Smart Grid: SCE's Edison Smart Connect™ Program

*Presented by Steve Sullivan, Director
Government & Institutions
Southern California Edison*

August 18, 2010

About Southern California Edison

- Large electric utility in California
 - Peak load 23,300 MW (2007)
 - 4.9 million customers
 - Serving Central and Southern California area (50,000 sq. miles)
- Sales “de-coupled” from earnings
- Peak load growth higher than energy growth
- Dramatically increasing costs to serve peak load
- Climate change concerns



The 2014 vision

How people use energy is changing

A woman in a purple top and white skirt is walking through a row of white electric vehicles (EVs) parked at a charging station. The vehicles are connected to blue charging stations. The scene is outdoors, with trees and a bridge in the background. The text "The 2014 vision" is in the top left, and "How people use energy is changing" is overlaid in the center.

The 2014 vision

Where people get energy from is changing



The 2014 vision

A row of electrical meters in a rack, with a semi-transparent blue overlay across the middle. The meters are cylindrical and have a glass front. The text "The 2014 vision" is in the top left corner, and "The network is changing" is in the center of the overlay.

The network is changing

How Customers Manage Their Usage Is Changing



My Hohm Center | My Account | Sign Out

Home Recommendations Energy Data Community

my hohm center | home profile | my news | my account

My Hohm Center

How energy-efficient is your home? Let's find out!

When you fill out your home profile and connect with your energy provider, you will receive a customized home **energy report** and **energy-saving recommendations**.

[Complete Your Home Profile »](#)

Summary of Potential Savings
Thank you for using our service. You can use the following energy report to guide you in your home energy upgrades and repairs. You may want to consult a professional before implementing some of the recommendations.

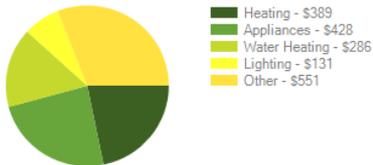
Your average annual energy costs are **\$1,682**. This includes your electricity and gas consumption, but may not include another energy source such as propane tanks and generators.

Energy Cost Breakdown and Usage
Estimated Energy Cost Breakdown

Your Savings Recommendations
The following recommendations have been customized for your home based on the information you provided. These are available as an interactive list on the [Energy Data](#) page where you can mark items as complete, enter notes, set due dates, track cost information, and drill into more details.

Description	Annual Cost*	CO ₂ Emissions*	CO ₂ Emissions*	CO ₂ Emissions*	Break even†
Install a programmable thermostat	\$124	\$20-\$100	\$200-\$475	10 months	
Have your ducts professionally sealed	\$279	\$200-\$400	\$200-\$400	2 years	
Replace incandescent light bulbs with compact fluorescents	\$112	\$70-\$100	varies	2 years	2 months

Energy Cost Breakdown In Your Area*



How is this calculated?

Average Annual Energy Costs In Your Area



Get Your Energy Data

Top Ways to Save

Lower the temperature setting on your water heater **savings****: \$56/yr

Configure your computer display to use low power modes when not in use

News

11 Myths about Compact Fluorescents

8 Cheap Ways to Make Your Home More Energy-efficient

Are Power Strips Worth the Extra Expense?

News Video Gmail more

username@gmail.com | Classic Home |

iGoogle

Google Search | I'm Feeling Lucky

Advanced Search Search Preferences Location Tools

Change theme from

Google PowerMeter: Jonathan's Home

Example utility. Find out about free energy-saving home improvements to save money on your next bill. [Learn more >](#)

Day Daily Totals Week more

power in W

12a 6a 12p 6p 12a 6p 12p 6p 12a

Wednesday 8.3 kWh used Excellent (89%) 3% under exp.

Thursday 3.9 kWh used 3% under expected usage so far today

used exp.

night morning afternoon evening

8.0 kWh

Utility Logo

Weather

San Francisco, CA

63°F Current: Cloudy Wind: N at 15 mph Humidity: 74%

Thu Fri Sat Sun

5' | 56" 79' | 56"

parents warned us about.

te utmost trouble to find the rig

most levity.

in the Senate, the Senators do

4 guilty."

basketball

te Bulldog's recruiting of Renat

Jayhawks top the initial 2009-1

football for Syracuse Orange

Market summary - Dow Nasdaq S&P 500

3% under expected usage so far today

Utility Logo

How Customers Interact Is Changing

- Email is the New “US Mail”
- Personal & Social Connections
- Companies are Being Displaced as the Primary Source of Information



2014 Customer Experience Vision

Our Customer Experience Vision Sets Our Strategy

Objective

An Engaged Two-Way Partnership with Customers

Vision

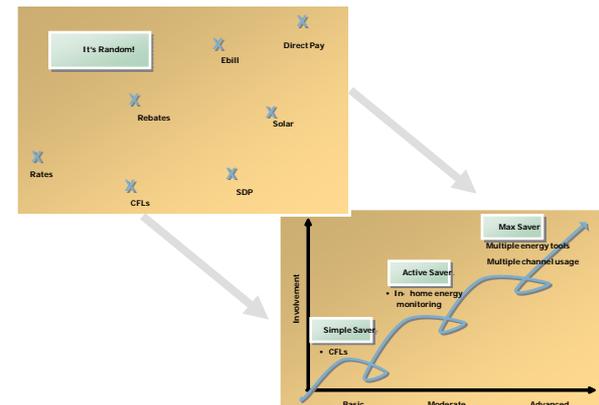
**"My SCE"
Customers Empowered with Choice and Control of Energy Management, Anytime, Anywhere**

Strategy

Build Engagement through Service Transformation, Next Generation Pricing & A New Customer Journey



<p>Flexible Energy Management <i>"Managing my energy & costs has never been easier"</i></p> <ul style="list-style-type: none"> Energy Management Tools <ul style="list-style-type: none"> In-Home Displays Real-Time Web Analysis Flexible Rates & Choices <ul style="list-style-type: none"> Lifestyle Plans TOU, CPP, PTR 	<p>Top-tier, 21st Century Interactions <i>"I can interact with SCE when & how I choose"</i></p> <p>Interfaces</p> <ul style="list-style-type: none"> 24/7 Mobile Virtual Reps Face-to-Face Remote Turn On / Off Round Trip Transactions Billing / Payment Options Enrolling in Programs / Plans 
<p>Supply Chain Partnership <i>"I'm part of the solution"</i></p> <ul style="list-style-type: none"> DSM, Edison SmartConnect™, Plug-In Hybrid Smart Appliances Self Generation Home Area Network 	<p>Personalized & Customized Communications <i>"I get the right information from SCE when I need it"</i></p> <p>Customized Messages</p> <ul style="list-style-type: none"> In-language Channel Appropriate Program/Rate Opportunities <p>Notification Alerts</p> <ul style="list-style-type: none"> Outage Change in Tier Status 





2010: Launch Next Generation Customer Interactions & Rates

- Hourly Interval Usage Information on the Web
- Budget Assistant
- Proactive Alerts & Notifications
- New Tiered and Time of Use Based Rates
- Strategic Alliance with 3rd Parties

SOUTHERN CALIFORNIA EDISON
An EDISON INTERNATIONAL Company

Home | About SCE | Contact Us | My Account | Search [] GO

Customer Service | Rebates & Savings | Safety | Power & Our Environment | Community & Recreation | Doing Business | Edison International

Home > My Account Home [Print] [Download]

Alert: 05/26/09 Southern California Edison has scheduled a Flex Your Power event for Wednesday, May 27th from 2PM to 6PM. Please reduce your electric... [Details]

Log Out

Aug 21, 2009
Welcome John Smith
Account #: X-XX-XXX-XXXX
Rate: Residential Schedule D
Program: Peak Time Rebate

My Account Home
My Bills & Payments
My Profile
Resources

Additional Help [?]

Today's Smart Power Poll [On]

Which of the following activities waste the most electricity?

- Keeping your toaster plugged in for 8 hours?
- Keeping your computer on sleep for 4 hours?
- Using an Energy Saver light bulb for 8 hours?

Submit / See Answer

Questions? Check out the new Resource Section

My Account | Savings Tips | Usage

Overview | Understand My Bill

Balance Due as of Aug 20, 2009

\$519.23
Understand My Bill

Due Date Aug 10, 2009
View Bill | Payment Options

If you need more time, you may be eligible for: Payment Arrangements

Pay Bill

Billed Usage closed on Aug 03, 2009

Usage (kWh)	Cost (\$)	Month
1313 kWh	\$435. ⁶²	Aug '07
1397 kWh	\$471. ¹³	Aug '08
1509 kWh	\$519. ²³	Aug '09

Comparing year over year lets you see how energy usage and costs are changing

Aug '09 in Detail

Next Bill closing on Sept 03, 2009 Projected by Edison SmartConnect

↑ \$125.95
over your spending goal

Your projected next bill is: \$575.⁰⁵
Your spending goal is: \$450.⁰⁰

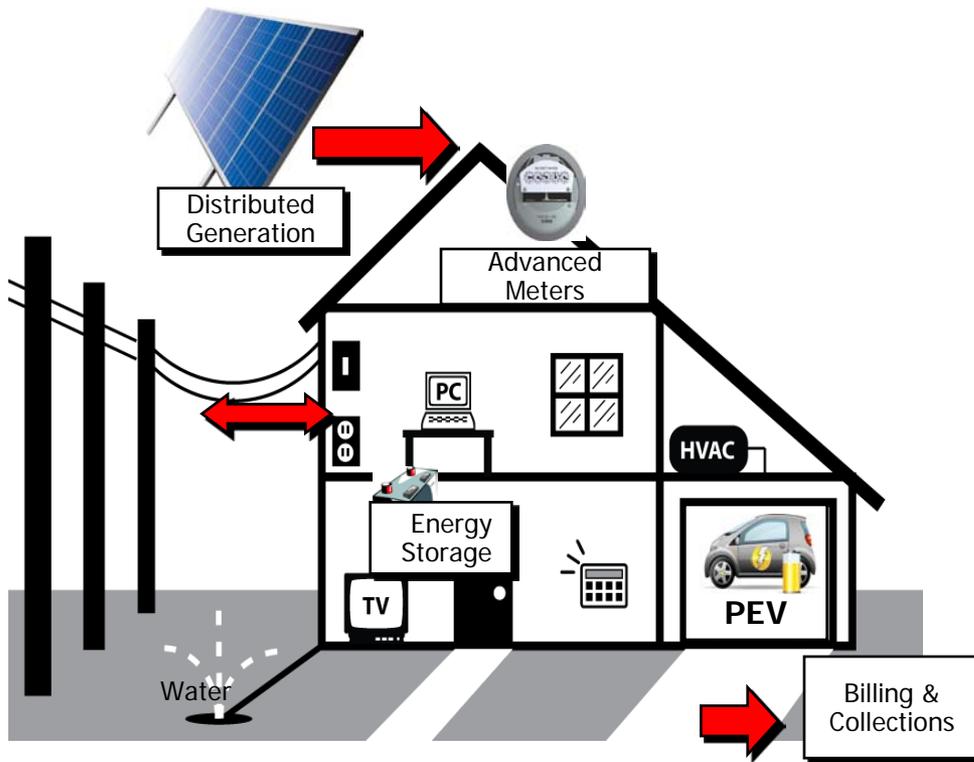
Based on your average daily usage through Aug 20, 2009

See Your Usage by Hour | **View Recent Usage**

Monitoring your daily usage helps you control your next bill

The projection for your next bill is updated daily based on the hourly usage data from your Edison SmartConnect meter.

2012+ Fully Deployed & Connected



- **Fully Deployed Smart Meters**
- **Connected Homes**
 - Programmable Communicating Thermostats
 - In-home Displays
 - Smart Appliances
- **Even More Personalization**
 - Single View of the Customer Across all Channels
- **New Billing & Payment Methods**