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| PUC logo | COMMONWEALTH OF PENNSYLVANIA  PENNSYLVANIA PUBLIC UTILITY COMMISSION  P.O. BOX 3265, HARRISBURG, PA 17105-3265 | **IN REPLY PLEASE REFER TO OUR FILE** |

January 29, 2013

To: Electric Distribution Companies

Re: Retail Markets Investigation - New-Moving Customer Scripts

Docket No.: I-2011-2237952

The Pennsylvania Public Utility Commission (Commission) issued the *Intermediate Work Plan Order*, I-2011-2237952 (Order entered March 2, 2012) (*IWP Order*) as part of the ongoing Retail Markets Investigation (RMI). The *IWP Order* directed the Office of Competitive Market Oversight (OCMO) to establish a working group for the purpose of developing appropriate call center scripts for electric distribution companies (EDC) to use when a new or moving customer contacts an EDC call center to initiate distribution service or to arrange for relocation within the EDC’s service territory. The *IWP Order* further directed that the EDC would either provide general information regarding the retail electric market and [www.PAPowerSwitch.com](http://www.PAPowerSwitch.com), or, if the customer knows which electric generation supplier (EGS) the customer wants to use, the EDC would transfer the customer to that particular EGS once distribution service is arranged. *IWP* *Order* at 19-20.

OCMO established the working group, which was comprised of EDCs, EGSs and the Office of Consumer Advocate. During the first meeting, it became very clear that EDCs would not be able to use identical scripts in their call center processes. Each EDC uses scripts in these situations that are substantially different from other EDCs, tailored to their system needs for arranging service for new or moving customers.  The EDCs advised that it would not be possible to drop identical, pre-scripted language into existing manuals.

Rather than dictating script language, it was determined that EDCs could use a specific process which outlined the same messaging statewide.  All members of the working group, including EGSs and the OCA, agreed that this would an effective method.  It is of particular note that the Commission does not involve itself with specific call center script language on any other subject.  The Commission has, in the past, requested EDCs to incorporate general messaging in their scripts, but has left the specific language up to the EDC.

            OCMO Staff, including representatives from the Office of Special Assistants, the Office of Communications and the Bureau of Consumer Services, then formed a subgroup to draft a process for the review and approval of the working group. That process was discussed by the full working group at the second meeting.  After a few edits, the entire working group approved the New/Moving Scripts Process.  The proposed process is consistent with the directive of the *IWP*, albeit without specific language content.

Attached is the approved process for implementation by EDCs. By this letter, we are asking EDCs to implement this process as soon as practical and report back to OCMO at [ra-OCMO@pa.gov](mailto:ra-OCMO@pa.gov) once it has been implemented.

If you have any questions, please contact Assistant Counsel Kirk House in the Office of Special Assistants at 717-772-8485 or [hhouse@pa.gov](mailto:hhouse@pa.gov).

Thank you for your attention to this matter.

 Sincerely,

Rosemary Chiavetta

Secretary

cc: RMI Distribution List at Docket No. I-2011-2237952

**EDC New/Moving Script Process**

**Proposed Process Steps – New Customers:**

1. Existing EDC Application Process is completed by the EDC Service Representative in the order / format most appropriate for the specific EDC:
   1. Discussion topics include, but are not limited to, specific customer information, property information, and EDC specific information / requirements
2. At the point most appropriate for each EDC, the following key messages regarding choice will be incorporated:
   1. Awareness:
      1. Customer is made aware of their ability to shop and informed that their decision to shop will not impact their service
   2. Transfer Option:
      1. If the customer knows the EGS they want to select, they are offered the opportunity to be transferred[[1]](#footnote-1) and provided with the EGS phone number
   3. Additional Resources:
      1. Customer is directed to papowerswitch.com, where additional choice information can be obtained
   4. Welcome Kit:
      1. Customer is notified that choice information will also be provided in an EDC Welcome Kit

**Proposed Process Steps – Moving Customers**

1. Existing EDC Application Process is completed by the EDC Service Representative in the order / format most appropriate for the specific EDC:
   1. Discussion topics include, but are not limited to, specific customer information, property information, and EDC specific information / requirements
2. At the point most appropriate for each EDC and for the customers eligible to shop, the following key messages regarding choice will be incorporated:
   1. Awareness:
      1. **For customers currently not with a supplier –** Customer is made aware of their ability to shop and informed that their decision to shop will not impact their service
      2. **For customers currently with a supplier** - Customer is informed of the appropriate next steps to continue to shop (with a previous or future supplier) and reminded that their decision to shop will not impact their service
   2. Transfer Option:
      1. If the customer knows the EGS they want to select, they are offered the opportunity to be transferred and provided with the EGS phone number
   3. Additional Resources:
      1. Customer is directed to Papowerswitch.com, where additional choice information can be obtained

1. Consistent with the Commission’s Final Order on the Intermediate Work Plan (I-2011-2237952), transfer in this document refers to the EDC having the capability to transfer the call after completing all the necessary tasks related to initiating distribution service for the customer and that there is no need for the EDC representative to remain on the call once the transfer is completed. [↑](#footnote-ref-1)