



Customers find doing business with us to be *rewarding, easy, and pleasant*

**SRP's M-Power Program**

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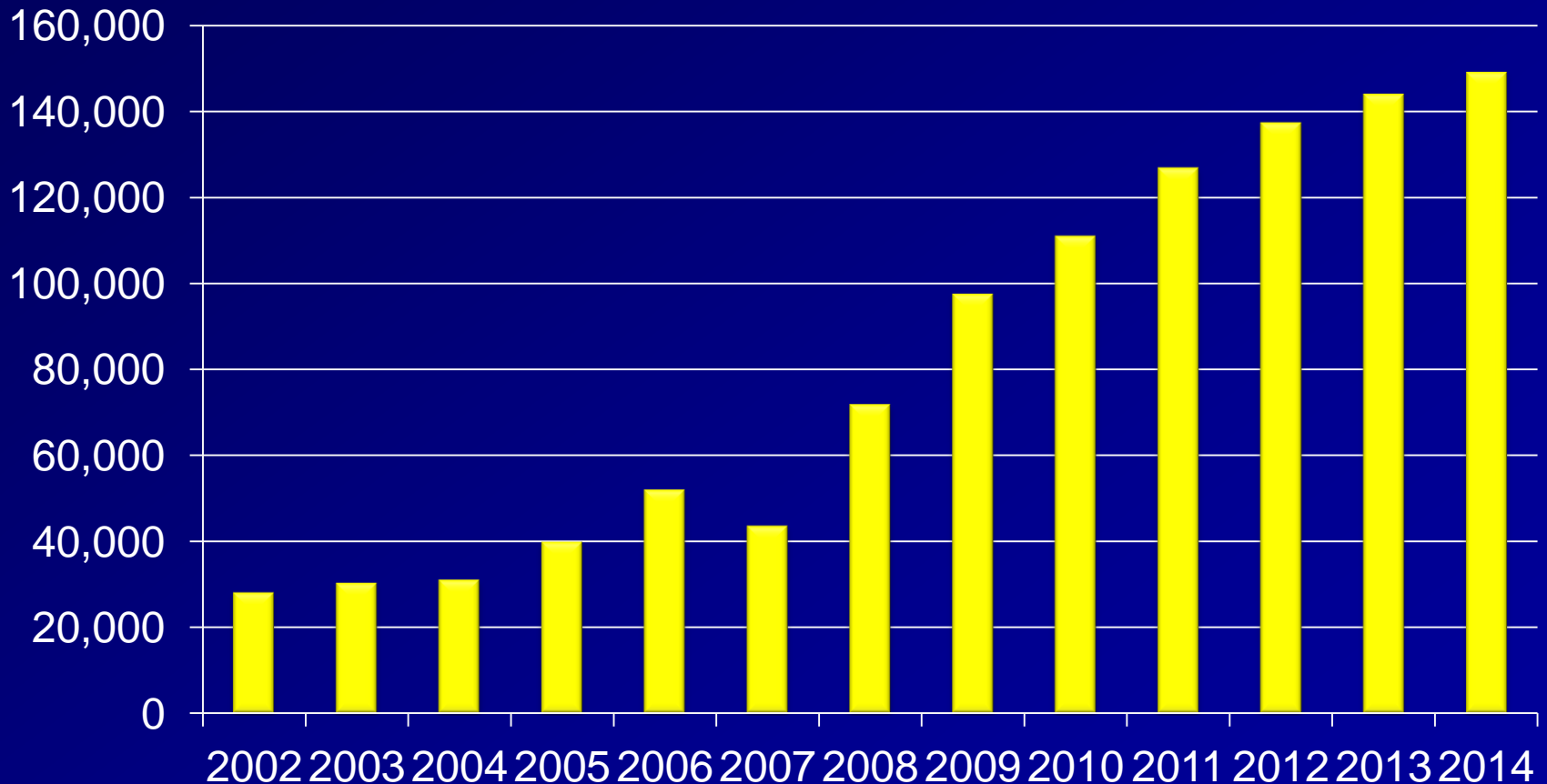
# M-Power Today

- ❖ Largest Prepayment Program in North America with 150,000+ Active Customers
- ❖ Represents 17% of our customer base
- ❖ Provided as a voluntary alternative to standard residential Price Plans



# Growth in M-Power Customers

## M-Power Customers

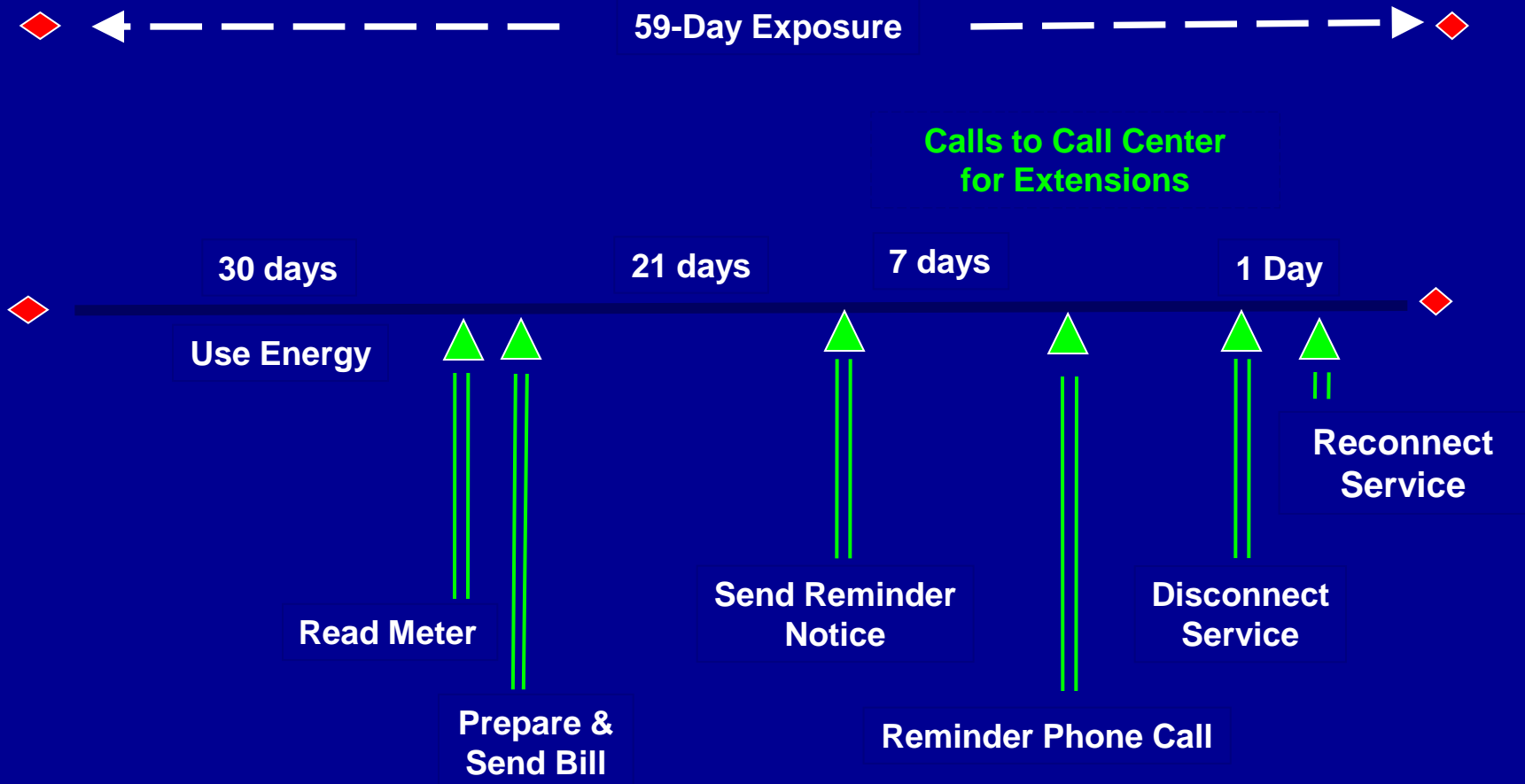


# How M-Power Works

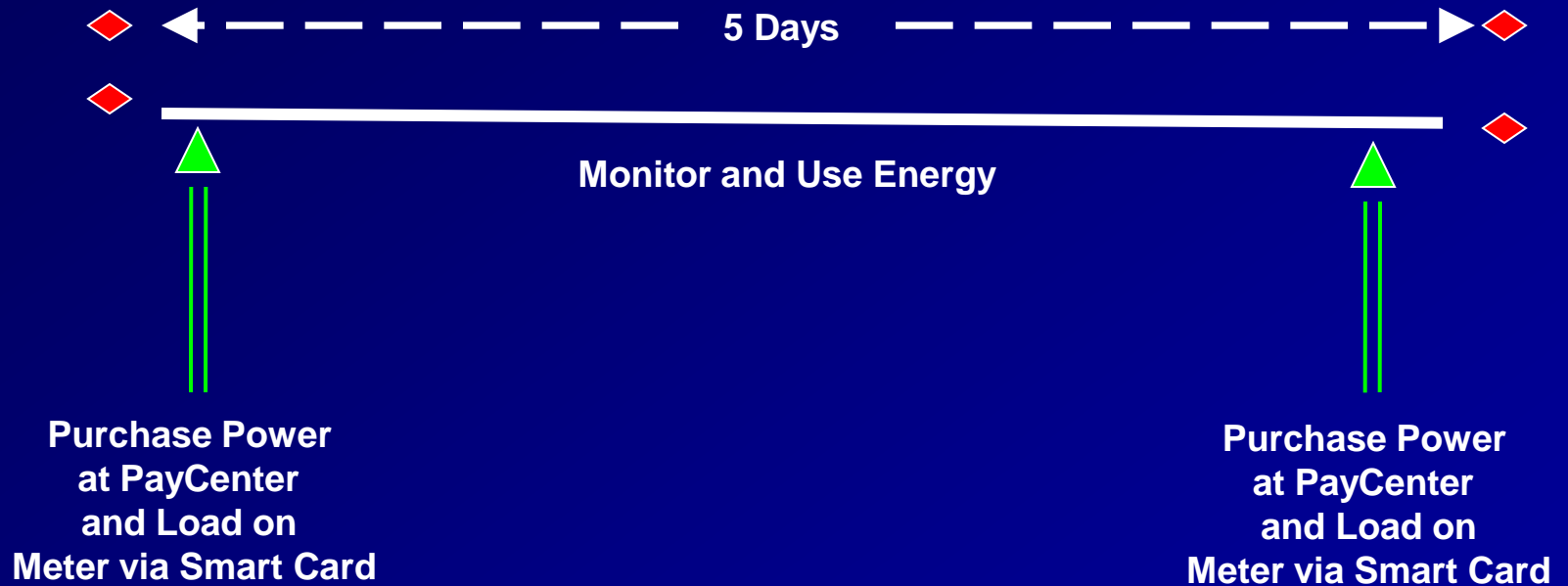


All "billing" calculations and intelligence is within the meter

# Traditional Billing Cycle



# M-Power Prepay Cycle

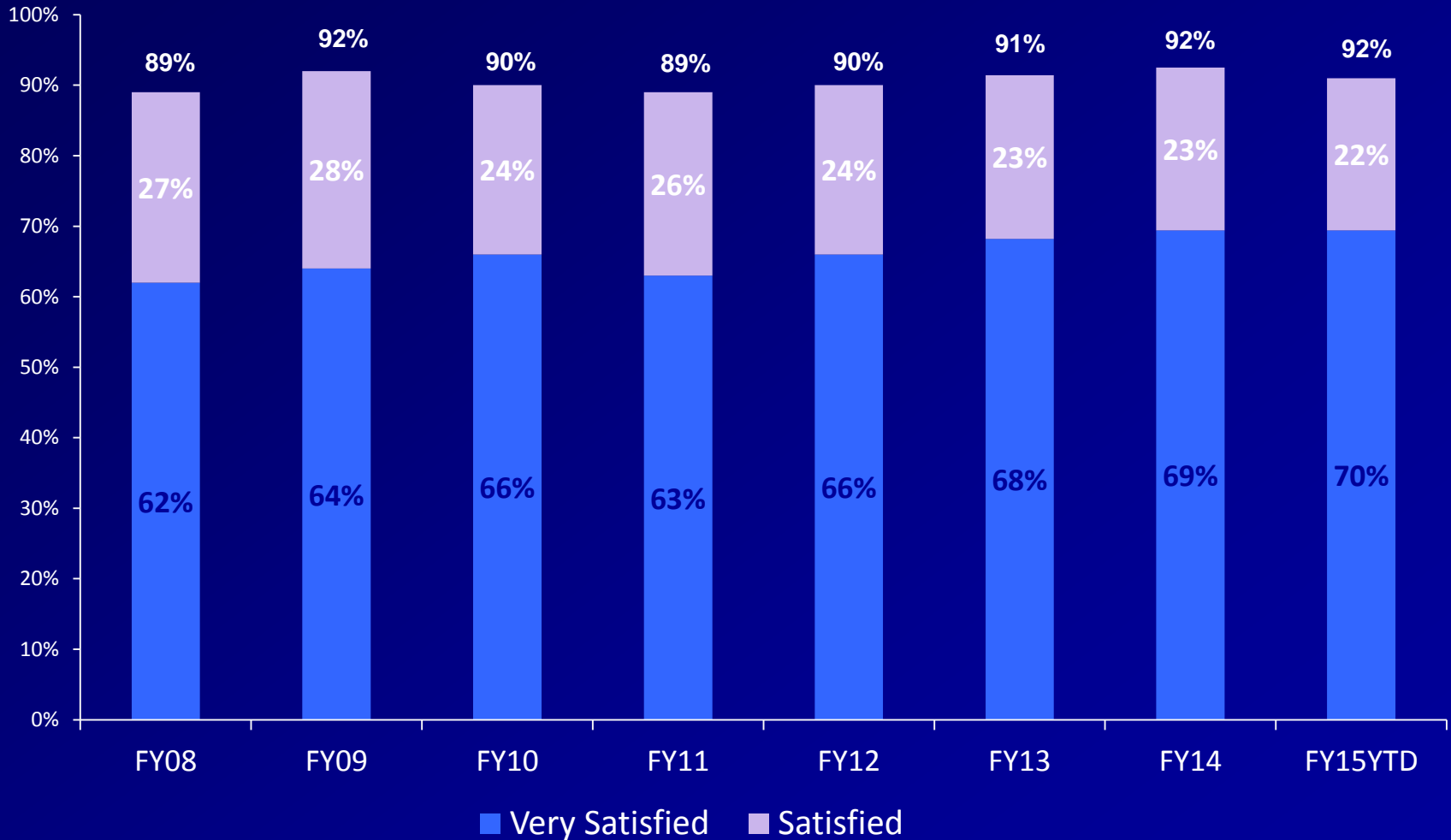


Average Customer Purchases \$24 Every 5 days

# Benefits to Customer

- ❖ Lower startup cost: \$87.50 deposit, paid over time (compared to \$275 deposit)
- ❖ Save energy: 12% average annual savings
- ❖ Better control over budget and cash flow
  - ✓ Pay for electricity as you use it
- ❖ No surprises!

# Customer Satisfaction

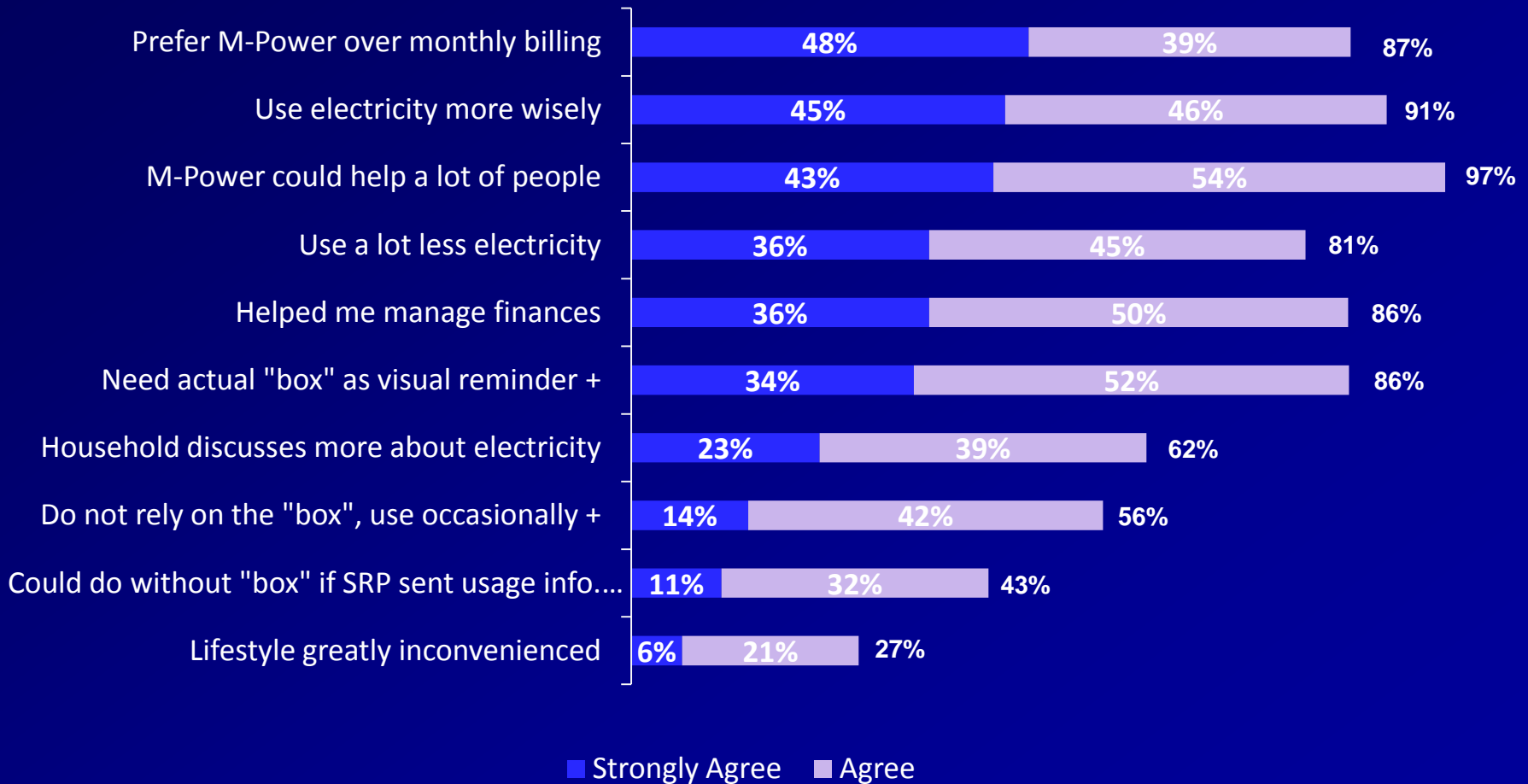




# Benefits to SRP

- ❖ Reduces credit related costs
  - ✓ Avoid field visits and phone calls associated with Connects/Disconnects
  - ✓ Inactive Collections
- ❖ Positive, low cost option to offer customers
- ❖ Reduces energy consumption
- ❖ Reduces contact center and business office interactions

# M-Power Customer Opinions (FY15YTD through January 2015)



# People M-Power

## Community Partner

- ❖ “If they have an electric bill larger than we can help with, we can still help them with some of it, and if they go on M-Power the excess amount can be paid over a period of time rather than the customer paying it all at once. People with kids who use M-Power find it is a fun teaching tool to help kids understand how much appliances costs and how they impact the energy usage with their behaviors.”

- Mary Hutchinson, Program Mgr, Tempe Community Action Program

## Customers

- ❖ “I love love love the M-Power program. I have greater control of my energy usage and my money. Please do not take it away!!!!”
- ❖ “I would like to say that this is a great program with your customers in mind and I thank you for your compassion and understanding.”



Thank you for your time!