



Effective Strategies for Customer Outreach

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Who We Are

- Over 60 years of dedicated service
- Serve more than half a million customers in Monmouth, Ocean and parts of Morris, Middlesex, Sussex and Burlington counties
- Conserve to Preserve® provides customers with the tools and resources to help save energy and money
- Expect to add 24,000 - 28,000 new customers over next three years



Commitment to Customer Service Excellence

- Ranked highest in “Customer Satisfaction with Natural Gas Service in the East among Large Utilities” according to J.D. Power and Associates 2015 Gas Utility Residential Customer Satisfaction Study
- Named “a 2015 Utility Customer Champion,” “Most Trusted Utility in Eastern United States” and an “Environmental Champion” by Cogent Reports™, a division of Market Strategies International
- Recognized as one of top 40 electric and natural gas utilities in the nation by Public Utilities Fortnightly
- Fewest BPU complaints per 1,000 customers among major N.J. electric and gas utilities for a record 23 consecutive years

Meeting Customers' Energy Assistance Needs

- Energy Assistance Days are six years strong and growing
- Connect deserving families with energy assistance and home energy improvement programs
- Held each fall throughout NJNG's primary service territories of Monmouth, Ocean and Morris counties
- In 2015, more than 1,000 individual households benefitted from a total of over \$500,000 in energy assistance and home energy improvement funding
- Provides eligible customers with application assistance
- Shares energy-saving information and tips for lowering energy bills



Energy Assistance Days

Who

- Engage and encourage customers in need of assistance to attend
- Non NJNG customers in need of energy assistance are welcome to attend

What

- Bring application process to our customers
- “Road Show” style – multiple days in primary counties we serve
 - Most days we staff from 10 a.m. to 6 p.m.
- Coordinate with Community Action Program agencies to intake LIHEAP/USF applications
 - Missing documents can be brought back same day
- Invite Social Service providers to attend (food stamps, healthcare, unemployment, other utilities, etc.)
- Staffed by company employees from various business units for an enhanced customer experience

Energy Assistance Days

When

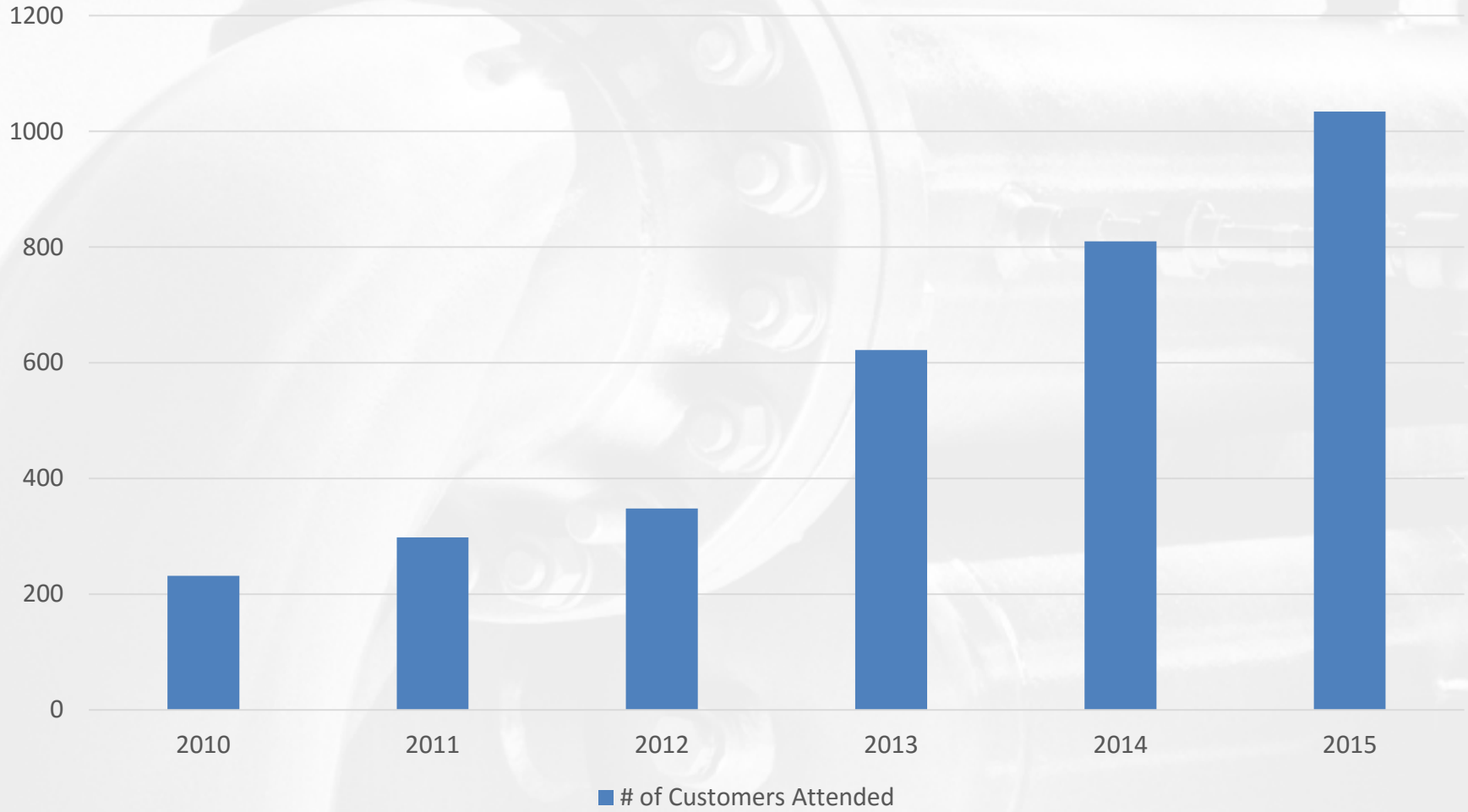
- Annual event
- Coincides with start of LIHEAP application season – runs three weeks from mid September through early October
- Efforts to collect applications before the open date
- Optional dates to meet needs during LIHEAP “Emergency” period

How

- Promote. Promote. Promote.
 - Direct mailers (new and repeat applicants)
 - Inserts with final notices
 - Partner with municipalities, senior centers and community organizations
 - Social media, customer newsletters, flyers, website

Success and Growth

Energy Assistance Days Attendance



Making a Difference

We came. We Saw. We Helped.

- Over 18 days throughout Monmouth, Morris and Ocean counties
- Assisted more than 1,000 customers
- Increased attendance by 25 percent from prior year
- Processed over \$67K in Gift of Warmth grants from applications received during assistance days

Collaborated with various community partners

- Ocean Inc.
- Affordable Housing Alliance
- Morris County Office of Hispanic Affairs
- N.J. Family Care
- New Jersey Comfort Partners Program
- NJ Shares
- Payment Assistance for Gas and Electric
- Supplemental Nutrition Assistance Program – Food Bank of Monmouth and Ocean Counties

Gift of Warmth

What is Gift of Warmth?

- Established by NJNG
- Helps income-eligible households, as well as customers experiencing temporary or unanticipated financial hardship, pay their NJNG bills
- Maximum benefit is \$300 based on need
- Customers must show a good faith payment of \$100 posted to their NJNG account in the past 60 days
- Administered by the United Way through local Community Action Program agencies
- Funded by customers, shareholders and employees to help families in our service territory
- NJNG matches up to \$80,000

LIVE UNITED



Gift of Warmth FY 2015 Highlights

- Average Household Grant was \$276
- 962 grants awarded, totaling over \$265,900
- Over 13,600 donations, totaling \$171,434, received from customers and employees (2,800 one-time; 9,600 billed; 1,100 website)



Questions?

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