

Understanding and Serving Our Limited-to-Moderate Income Customers

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Presentation Goal

To visually explain the customer journey by helping utilities understand what their customers think and feel during utility interactions.



The Journey Mapping Study

Partner

E-Source

Insights

Analysis

Data
Collection

Planning

Duration

18-month Limited-to-Moderate Journey Mapping Study

Objectives

- Identify barriers and pain points for LMI customers
- Understand customer experiences across touchpoints
- Develop actionable insights for programs and solutions

Methodology

- Customer engagement methods (Conducted interviews, surveys, and created videos)
- Qualitative and quantitative approaches
- Geographic and demographic coverage

Experienced LMI Assistance Journey



- Janet
- Age: 63
- Been on a fixed-income for a long time

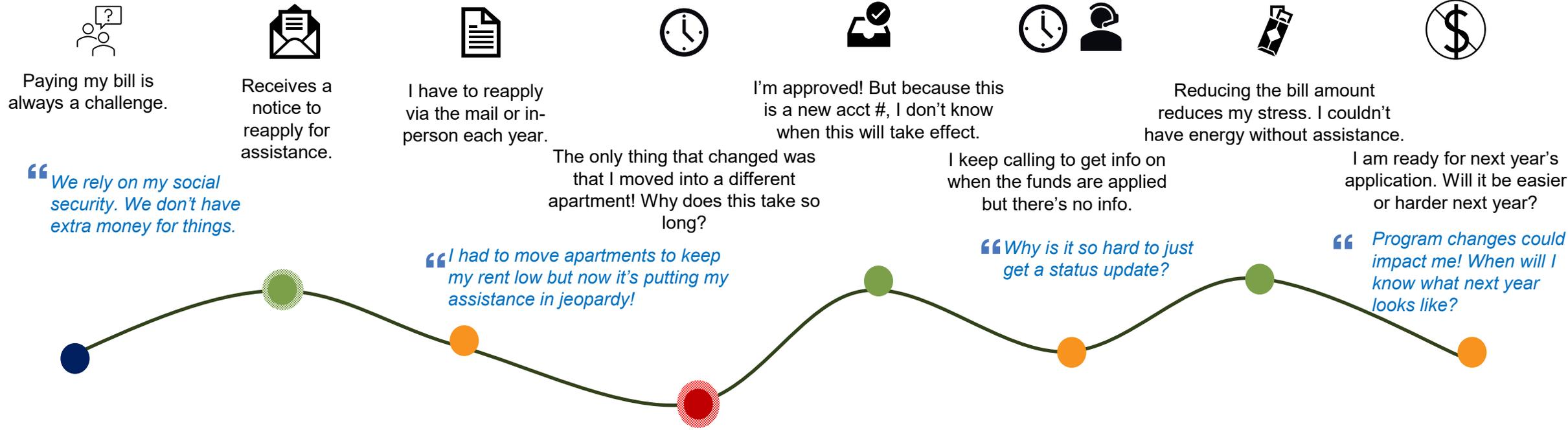
Small changes in my life shouldn't upset my assistance programs as much as they do.

When I had to take disability, it was hard to figure this out. Now I know how to be proactive in getting help.

Finding Help		Going through the process		Gaining access		Program is active	
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Need	Becoming aware	Application	Waiting for approval	Approval	Waiting for benefits to start	Receiving benefits	Current year's benefits end
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Inexperienced LMI Assistance Journey



FEELING CONFIDENT AND SATISFIED	FEELING TREPIDATION	FEELING RELIEF AND CONFUSION	FEELING GRATEFUL YET CONCERNED
<ul style="list-style-type: none"> • Janet feels like she is in control knowing you're going to send the notice. It's hard to pay bills on a fixed income but she knows you'll tell her next steps. 	<ul style="list-style-type: none"> • Some of the information from last time carried over, but moving into a new apartment has caused challenges with streamlining the process. 	<ul style="list-style-type: none"> • It often takes a while for the assistance to kick in and there's no information about its status. Janet just wants an answer on what to expect. 	<ul style="list-style-type: none"> • Janet relies on energy assistance to make ends meet. However, because of slight changes each year, she wonders how she will continue to pay her bills.

CX insights

Inexperienced LMI Assistance Journey



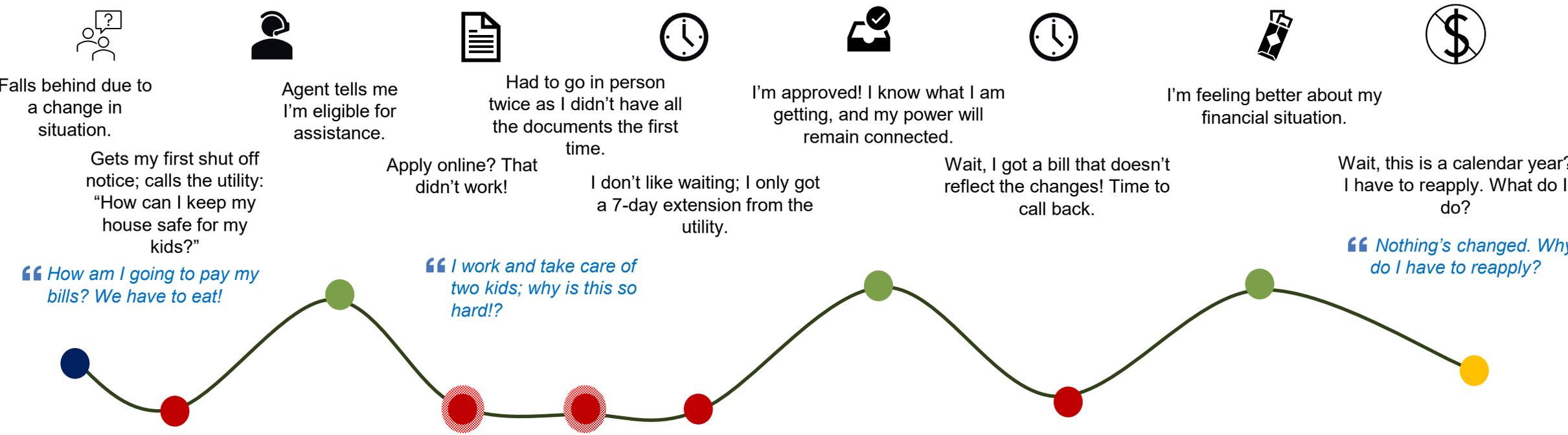
- Brenda
- Age: 36
- Busy, considerate, practical, straightforward

My biggest frustration was that I just didn't know what my next step was going to be.

Brenda has never applied for assistance before; her shutoff triggers her trying to navigate a complex set of assistance programs.

Finding Help		Going through the process		Gaining access		Program is active	
Need	Becoming aware	Application	Waiting for approval	Approval	Waiting for benefits to start	Receiving benefits	Current year's benefits end

Inexperienced LMI Assistance Journey



FEELING ANXIOUS AND STRESSED	FEELING ANXIOUS AND FRUSTRATED	FEELING RELIEF AND CONFUSION	FEELING GRATEFUL YET CONCERNED
<ul style="list-style-type: none"> • Inexperienced customers are often triggered by sudden changes (medical, repair, job change, etc.). 	<ul style="list-style-type: none"> • Verification for assistance takes time and potentially money as customers have to take time away from work to provide all their information. 	<ul style="list-style-type: none"> • Receiving the approval notice sometimes conflicts with billing dates; when a customer doesn't know their status, they call back to the utility! 	<ul style="list-style-type: none"> • Depending on when the customer applies for assistance, they may need to reapply immediately; Brenda didn't know what she was supposed to do.

Customer Journey Insights and Solutions

Experienced LMI Customers



CHALLENGES

- ✓ Receiving application and utility assistance payment updates can be difficult.
- ✓ Current or previous energy assistance information doesn't automatically carry over when relocating.
- ✓ Having early notification of program or benefit changes could reduce stress around budgeting for utility costs.

Inexperienced LMI Customers



CHALLENGES

- ✓ Identifying programs and understanding qualifications can be difficult and confusing.
- ✓ The amount of paperwork required can be daunting and demoralizing.
- ✓ Approval notices and billing dates don't align, which may result in additional hardships awaiting assistance to be applied.

Community Partner Solutions



SOLUTIONS

- ✓ Shorten the application process for community organization and utility assistance resources
- ✓ Provide clear communications about deadlines, required documentation, and application type (i.e., in-person or online)
- ✓ Design solutions for inexperienced and experienced customer segments

Utility Providers



SOLUTIONS

- ✓ Proactive utility outreach through multiple channels to build awareness
- ✓ Leverage Limited Moderate-Income Data, categorical eligibility, and AI technology when marketing campaigns
- ✓ All-the-above approach – ambassadors, community partnerships, internal awareness initiatives, bill inserts, and other media channels.

Georgia Power at a Glance

Customers

2,804,103 Georgia Power customers as of Dec. 31, 2024.



Residential
2,452,488



Commercial
331,607



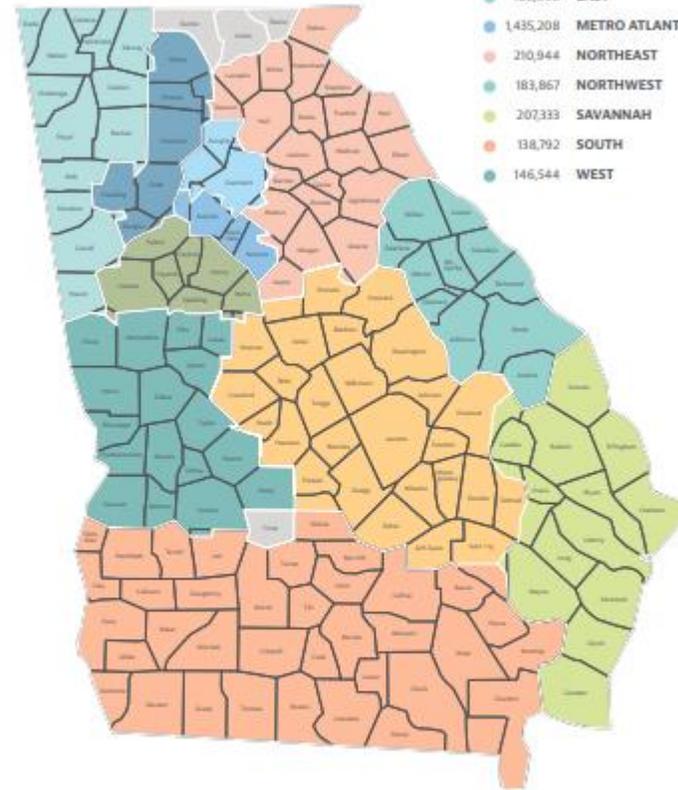
Industrial
10,551



Public Streets & Highways
9,457

Total 9,470 Rapid Transit Authority 1

Customers by Region



Service Territory

Georgia Power provides electric service to customers in 155 of the state's 159 counties.

**Excludes wholesale customers*

Social Media

62K
NEW FOLLOWERS

286M
IMPRESSIONS

5.9M
ENGAGEMENTS

28.9M
VIDEO VIEWS



Mission

To identify and respond to the evolving needs of our customers and community partners by providing education, support, and a strong community presence, while delivering innovative programs, products, and services that promote energy equity, affordability, sustainability, and an extensive safety net to ensure the well-being and security of our community.



HERE
FOR
GEORGIA



HERE
FOR
CUSTOMERS



HERE
FOR
YOU



Learn more at www.georgiapower.com/assistance



ENERGY ASSISTANCE



Energy Assistance is dedicated to identifying and responding to the evolving needs of our customers and partners through a strong community presence, outreach, and education. Our mission centers on making energy affordable for all customers. Our four teams collaborate to provide sustainable energy solutions.

Community Outreach & Coordination

- Business Development
- Manages income-qualified programs
- Drives awareness, education and enrollment
- Connects customers to energy assistance
- Partners with community agencies, regulators and advocacy groups

Increasing awareness and access

Regional Customer Engagement

- Supports residential, commercial and industrial customers
- Collaborates with Power Delivery and Region External Affairs
- Troubleshoots and resolves service inquiries
- Promotes energy efficiency and assistance

Fostering customer service excellence



Agency Support Services

- Informs on energy assistance and affordability solutions
- Facilitates access to energy assistance
- Assists with portal education and enrollment
- Resolves service and collections issues

Relieving energy insecurity

Executive Customer Relations

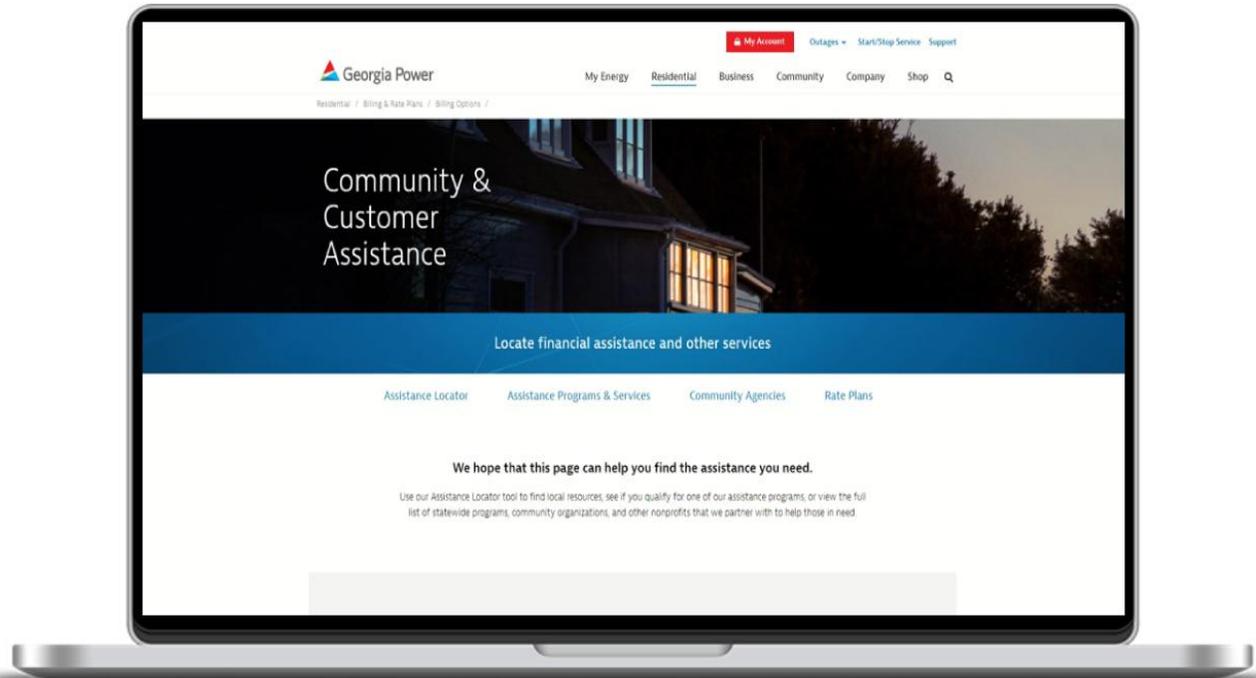
- Manages, analyzes and resolves escalated customer service inquiries
- Provides executive-level resolution updates
- Fosters trust with external stakeholders including the Public Service Commission, Better Business Bureau and advocacy groups

Delivering solutions for complex issues

Income Qualified Discount

See if you qualify for a discount on your energy bill

Save **\$33.50 monthly** with Georgia Power's Income-Qualified Discount! If your household income is 200% or below the federal poverty guidelines, you may qualify.



How do I know if I am eligible?

In addition to the income requirements, customers must meet **ONE** of the following:

- Receive Social Security Disability Insurance
- Receive Supplemental Security Income
- Participate in the federal Housing Choice Voucher Program (HUD Section 8)
- Be 65 years or older – adjusted for household size

What are additional benefits to this discount?

- \$402 in savings yearly
- No reconnect fees
- No transfer fees

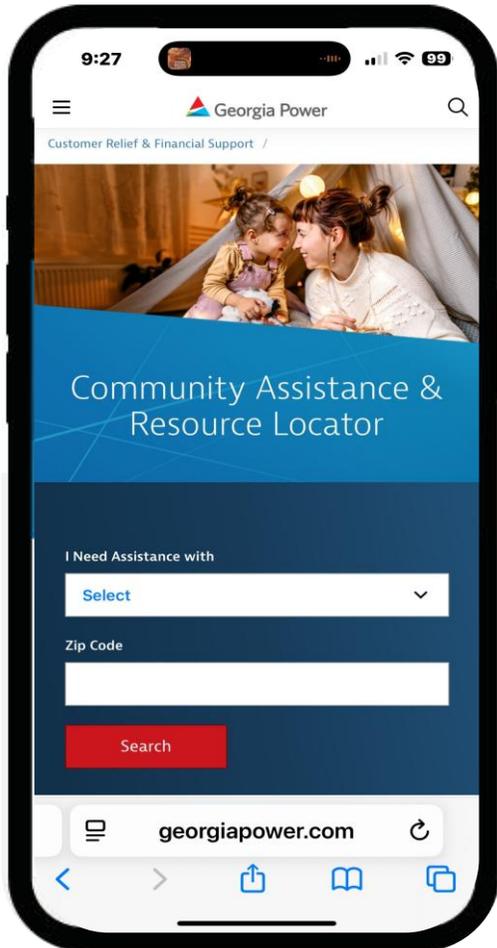
Scan the QR code
to apply today!

For more information, visit
georgiapower.com/energydiscount.



Find local assistance resources by entering your zip code

Our Community Assistance & Resource Locator is available for all Georgians who may need support from their communities. Assistance is available for food, housing, and utilities – as well as help with counseling services. The tool makes it easy to find support in your community from organizations which offer statewide assistance.



Refine search by resource type

- ▶ Food
- ▶ Utilities
- ▶ Rental Assistance
- ▶ Shelter
- ▶ Counseling
- ▶ Mortgage Assistance



Search by zip code

- ▶ Community-specific
- ▶ Convenient, streamlined access to vetted resources
- ▶ Saves time and promotes self-service



Map pin in search results

- ▶ Links to location in Google Maps
- ▶ Provides directions and distance to resource location



Statewide Assistance feature

- ▶ Resource assessable to all Georgia residents
- ▶ Critical information appears in the event community-based resources are not displayed





Energy Assistance Portal

A free web-based tool for agencies, religious institutions, and public and private charitable organizations to utilize while assisting Georgia Power customers with their energy costs.

The Energy Assistance Portal is available 24 hours a day, seven days a week, and allows approved users to easily view customer information and make payments or pledges without needing to call, fax or mail. The EA Portal is intuitive to fit any device from your desktop, tablet, or mobile device, and immediately populates pledges and payments to provide customers peace of mind.

KEY FEATURES & BENEFITS

Features

- Pay one or multiple accounts without a pledge
- View 12 months of billing and payment history
- View current total and past due balances
- Print payment confirmation
- View account status, average monthly bill, pending payment, and usage history

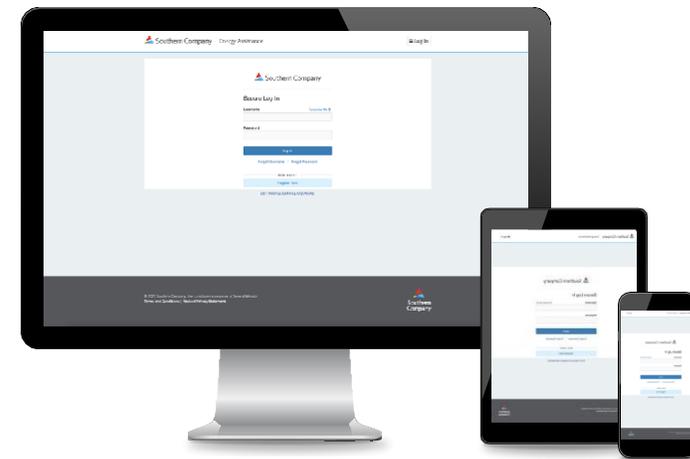
Additional Features

Portal users have 24/7 access to specific data for pledges and payments. Additionally, users have the ability to import and process multiple pledges and payments at one time.

Benefits

- Improved customer experience
- Easily view customer information
- 24/7 access and no cost
- Make payments and/or pledges for critical accounts
- Eliminates need to call, fax, or mail

[REGISTER](#)



energyassistance.southerncompany.com

Click below to view our how-to videos:



Energy Assistance Portal Overview



Retrieving and Reviewing Customer & Account Information



How To Make a Payment



How To Make a Pledge

KEY FEATURES & BENEFITS



Since 1985, Project SHARE has been administered by the Salvation Army and funded by utility customers who donate directly or through their monthly bills.



Provides emergency assistance to Georgians who are elderly, disabled, unemployed, sick or experiencing financial hardships. Helps with basic necessities- housing, medical, food, and utilities.



Georgia Power currently matches customer donations at 150% up to \$1.5M per year. All contributions are forwarded to the Salvation Army to be allocated in local areas.

Did you know?

- Over \$83M has been given back to Georgia residents in assistance.
- Customers have donated over \$41M and GPC has matched at over \$42M.

Energy Assistance for Savings & Efficiency (EASE)

- You must be a Georgia Power residential customer.
- Renters and owners are both eligible.
- Your household income must be 200% or less of the 2025 US Federal Poverty Guidelines.
- Grants up to \$5000



-  Improved attic insulation
-  Air sealing of gaps, cracks & leaks
-  Sealing of heating & air conditioning delivery ducts
-  LED light bulbs
-  Smart, Wi-Fi thermostats
-  Heating & air system service
-  Installation of electric water heater blankets

Your total household income must be equal to or below the numbers in the chart in order to qualify for program participation.

Household Size	1	2	3	4	5	6	7	8
Annual Income	\$31,300	\$42,300	\$53,300	\$64,300	\$75,300	\$86,300	\$97,300	\$108,300
Monthly Income	\$2,608	\$3,525	\$4,442	\$5,358	\$6,275	\$7,192	\$8,108	\$9,025

Add \$11,000 for each additional person per year to the annual income of \$108,300 to calculate the annual income maximum for household sizes over 8.

¹ Georgia Power uses 200% of Federal Poverty Guidelines in determining the income requirement.

7 Flexible Residential Rate Options



Smart Usage

Save on your electricity costs by choosing how and when to use your energy.



FlatBill

Manage your budget with a 12-month, fixed bill that doesn't fluctuate.



Overnight Advantage

Save money by shifting your household electric usage or charging your electric vehicle or battery overnight.



PrePay

Control when and how much you pay by prepaying for your electric service.



Residential Service

Our traditional rate plan with prices that vary throughout the year.



Nights & Weekends

Small changes in when you use energy during the summer can bring savings.



Pay by Day

The Pay by Day rate plan combines the convenience of PrePay with the certainty of a fixed daily price.

