

1 **Q. Re: Increasing interest in energy conservation, page 2-13, lines 8-11**
2

3 **What action is NP taking to increase the rate of conversion of customers that show**
4 **interest in conversation by visiting the website and the level of participation in**
5 **conservation programs?**
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7 A. The takeCHARGE website was created in 2009 and since that time has been promoted as
8 the primary resource for customer inquiries and information. The website is a central
9 source for program information but it is also an important source for customers to receive
10 general energy efficiency tips and energy usage information that are non-program related.
11

12 Newfoundland Power takes action in a number of ways to convert customers that visit the
13 takeCHARGE website into participants in the customer energy conservation programs.
14 The website has been enhanced each year since its launch to respond to customer
15 preferences and make it easier to use, to expand the content and reflect program changes,
16 as well as to take advantage of technology advancements. A fundamental priority in
17 these enhancements is increasing program participation.
18

19 The website structure, layout and navigation highlight the customer energy conservation
20 programs as the central focus. The website was restructured in 2015 to make program
21 navigation easier and more intuitive for customers.
22

23 Customers can now apply online for all residential programs and the Business Efficiency
24 program prescriptive rebates.¹ The ability to apply online helps visitors move through the
25 application process more easily compared to submitting rebate applications by mail as
26 was required prior to 2014. This improvement to website functionality reduces this
27 potential barrier to program participation.
28

29 Website enhancements in 2015 included improved accessibility for mobile devices and
30 tablets, which comprise approximately 80% of website visits this year. Moving to a
31 responsive website that functions seamlessly regardless of the customers' technology
32 platforms assists with conversion of website visitors to program participants. Optimizing
33 content for the customer's device helps them to find answers more easily and ensure they
34 stay on the site until they locate the information they need. Improving usability via
35 mobile device is especially helpful for customers looking to review program eligibility
36 and product information while shopping.
37

38 Links to relevant customer energy conservation program pages are provided on all the
39 website pages focused on energy efficiency tips and usage information. For example, the
40 residential heating tips page will drive visitors to the thermostat and insulation program
41 pages. For general service customers, business sector-specific pages provide tips and

¹ Customers can apply online for all residential programs with the exception of the Instant Rebates component of the Small Technologies program, which does not require any customer application. The Instant Rebates program involves customer rebates applied instantly at the cash.

1 energy usage information to help customers understand what types of actions they can
2 take to save energy. Each page explains the most relevant prescriptive rebates for the
3 business and highlights the custom project funding available through the Business
4 Efficiency Program.

5
6 The Company has also enhanced the website to take advantage of new geo-targeting
7 technology to convert website visitors into program participants.² For example, when a
8 customer visits the website, geo-targeting helps them find the nearest retailers offering
9 Instant Rebates based on their current geographic location.

10
11 The takeCHARGE social media channels are also prominent on the website. By
12 converting website visitors to social media followers, the Company has opportunity to
13 provide these customers with ongoing program updates, answer their questions, and
14 engage in discussions that raise program awareness and address perceived barriers to
15 program participation.

² Geo-targeting refers to the practice of delivering different content to a website user based on their geographic location.