

1 **Q. What efforts does Newfoundland Power make to encourage e-bills participation?**

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3 A. Newfoundland Power encourages *eBills* participation by incorporating the promotion of
4 the program through advertising, work processes, and offering annual contests.

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6 The Company promotes participation by including *eBills* information on paper
7 communications received by customers. Messages regarding *eBills* are prominently
8 displayed on the back of monthly electricity bills. Artwork on the back of outgoing bill
9 envelopes features *eBills* for about four months of the year. The customer newsletter,
10 *Power Connection*, also highlights *eBills* multiple times throughout the year, both as a
11 general advertisement and in promotion of *eBills* contests.

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13 Newfoundland Power's website displays various customer service messages, including an
14 *eBills* webpage link. This *eBills* webpage provides general information regarding the
15 service and allows customers to sign up online.

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17 Newfoundland Power uses social networking services, such as Twitter, to advertise the
18 service throughout the year as well as promote *eBills* contests.

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20 The Company also advertizes *eBills* on a billboard at the intersection of Hamilton
21 Avenue, New Gower Street and the downtown Harbour Arterial.

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23 In addition to these forms of public advertising, the Company takes advantage of direct
24 contact with its customers to promote *eBills*. Contact Centre employees offer *eBills* to all
25 new customers as part of the customer registration process.

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27 Internal and external contests are also offered to encourage *eBills* participation. One or
28 more times per year, contests are held in the Call Centre. These contests encourage and
29 remind employees to offer *eBills* to customers when the situation or opportunity arises in
30 an effort to increase customer enrollment.

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32 Newfoundland Power organized an external contest for customers in the fall of 2011 and
33 2012. To encourage enrollment, new and existing customers participating in *eBills* had
34 their name entered for the opportunity to win an iPad. These contests typically ran for a
35 month and the winner was announced on the Company website and via Twitter. In 2012,
36 the Company supported the contest by placing ads on a local radio station's website and
37 on other websites, such as Kijiji, NL Classifieds and Facebook.