

## PEC Website and SmartHub Redesign

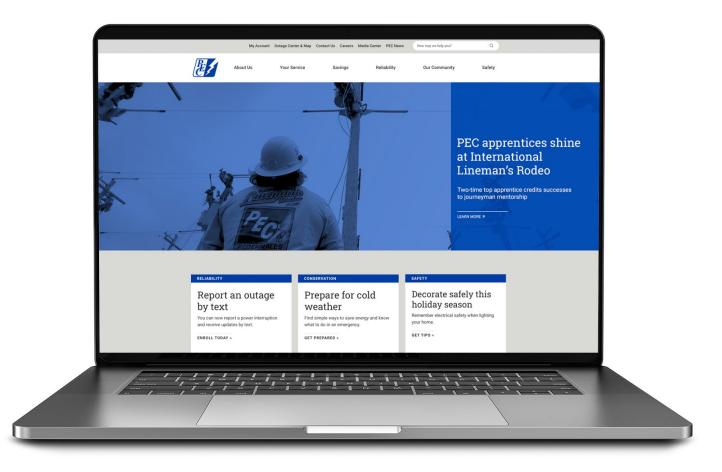
Ruth Verette I Creative Services Manager

Kristi Moritz I Member Relations Engagement Director

November 2023

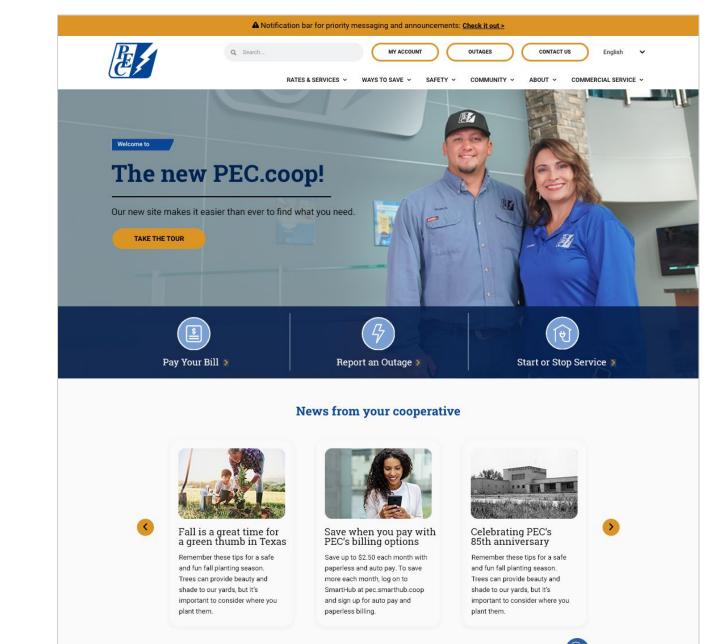
## **Current Site**

- Created in 2017
- Average 100,000 visitors a month
- Visitors come to pec.coop to:
  - Pay bill
  - Access account
  - Report/check outage status



## **New Site Goals**

- Began process end of 2022
- Selected Steel Advertising after RFP process
- Improve site navigation to make critical features easy to find and use
  - Pay bill
  - Start/stop service
  - Report/check outage status
- Provide language translation
- Implement chat
- Will launch for members in December 2023

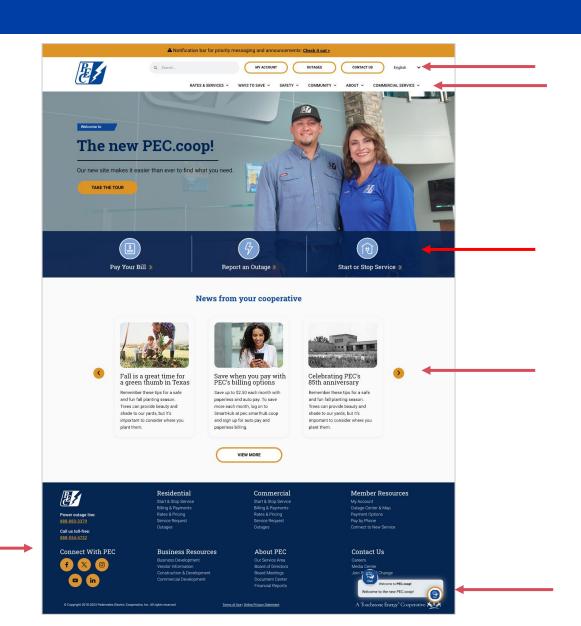


VIEW MORE

Welcome to PEC!

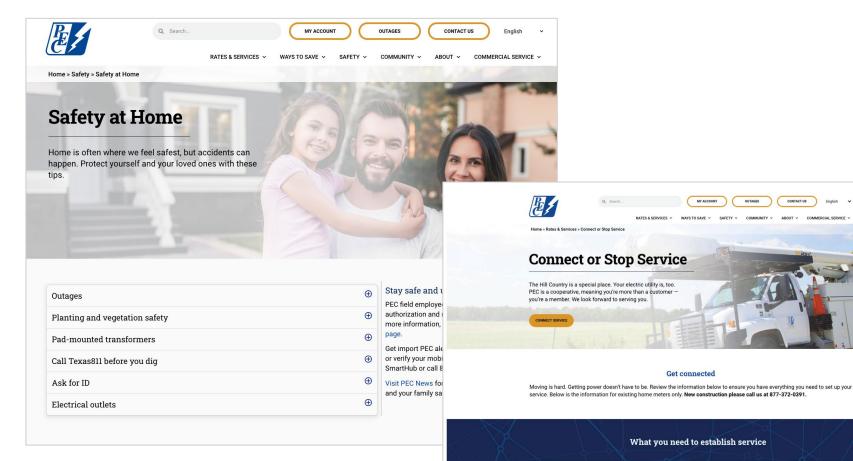
### New Site

- Simplified navigation with drop-down menu
- Language translation
- Chat
- Carousel of content
- Robust footer
- Prominent display of services
- Enhanced features



# Member Input

- Conducted three member surveys during development
- New design tested highly favorable
  - Easy to use
  - Appealing
  - Able to locate items they're looking for



Personal Information

· Social Security number or driver's license number

You Will Need
 Name

Phone number

· Date of birth

Email address

Mailing address
 Service location address
 Payment method for fees

Application Fees

Refundable Security Deposit

For New Members Only:

· Determine the day of the month you'd like your bill due

· Name and identification for co-applicant on the account

· Optional: letter of credit from your previous utility. This could help you

avoid paving a security deposit or pay a lower deposit amount.

Pick a Billing Option

### SmartHub Redesign

- Worked with NISC to improve site navigation and create cohesive design
- Layout
  - More intuitive navigation
  - Mobile friendly
  - Enhanced notifications
  - Color scheme matches pec.coop
- Menus moved to left
  - View & pay bill
  - Analyze usage
  - Report outage

ILL & PAY	~	NOTIFICATIONS (1)	Go to All Notifications						
ISAGE	~	ERCOT issues an Energy Emergency Alert							
ONTACT US	~	ERCOT has issued an Energy Emergency Alert, asking all Texans to practice energy conservation now. Please do your part and conserve to prevent mandated controlled outages. Learn more »							
ETTINGS	~								
Report Power Outage		CUSTOMER OVERVIEW			월 Go To Make A Payment				
Request Services									
Make a Payment		DAVID KING							
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Residential Members Business Development		Last Payment Amount PAID on June 28, 2023 Auto Pay Enrolled	Past Due Balance	Current Bill Amount					
Learn More About SmartHub									
Outage Center Sign up for Power of Change									
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		Jun 2023 1,013		0	A S O N D J E M A M J				
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### **Chat Goals**



- Two types of chat
  - Digital assistant on pec.coop
  - Live agent chat in SmartHub
- Aim to provide a quick response, reduce calls, and educate members on services and available information online
- Both options are mobile friendly

## Digital assistant on pec.coop

	<b>≥</b> ∂ ×
	Hi there! Glad to have you at <b>PEC.</b>
Chat	I am <b>PEC Digital Assistant</b> ! Nice to meet you!
Chat	How may I help you? Choose from an option below.
	Billing and Payment Outages
	Report a Hazard
	Account Management
	Start or Stop Service Solar
	Ways to Save Login Issues
	Contact Us
Send a	message.
	$\times$

- Digital assistant is designed to help visitors access information they need 24/7
- Available in multiple languages
- Automatically prompts members to select self-serve options
- Will guide member to areas of pec.coop

### Live Chat – Agent

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		ERCOT has issued an Energy Emergency Alert, asking all Texans to practice energy conservation now. Please do your part and conserve to prevent mandated controlled outages. Learn more »								
· ·										
	Account 3001468606: \$268.28 is past	due. Please pay immediately								
Power Outage										
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Power of Change										
	-									
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	kWh									
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	Jun 2023 2,540		0							
			J J 2022	ASONDJEMAMJ 2023						

- Live chat is available in SmartHub
- Live chat hours are Monday through Friday, 8 a.m. - 5:30 p.m.
- Live chat is intended to help guide members through self-serve options and provide additional support
- SmartHub is the verification tool, no transactions involving Personal Identifying Information (PII) will be conducted in chat



pec.coop