



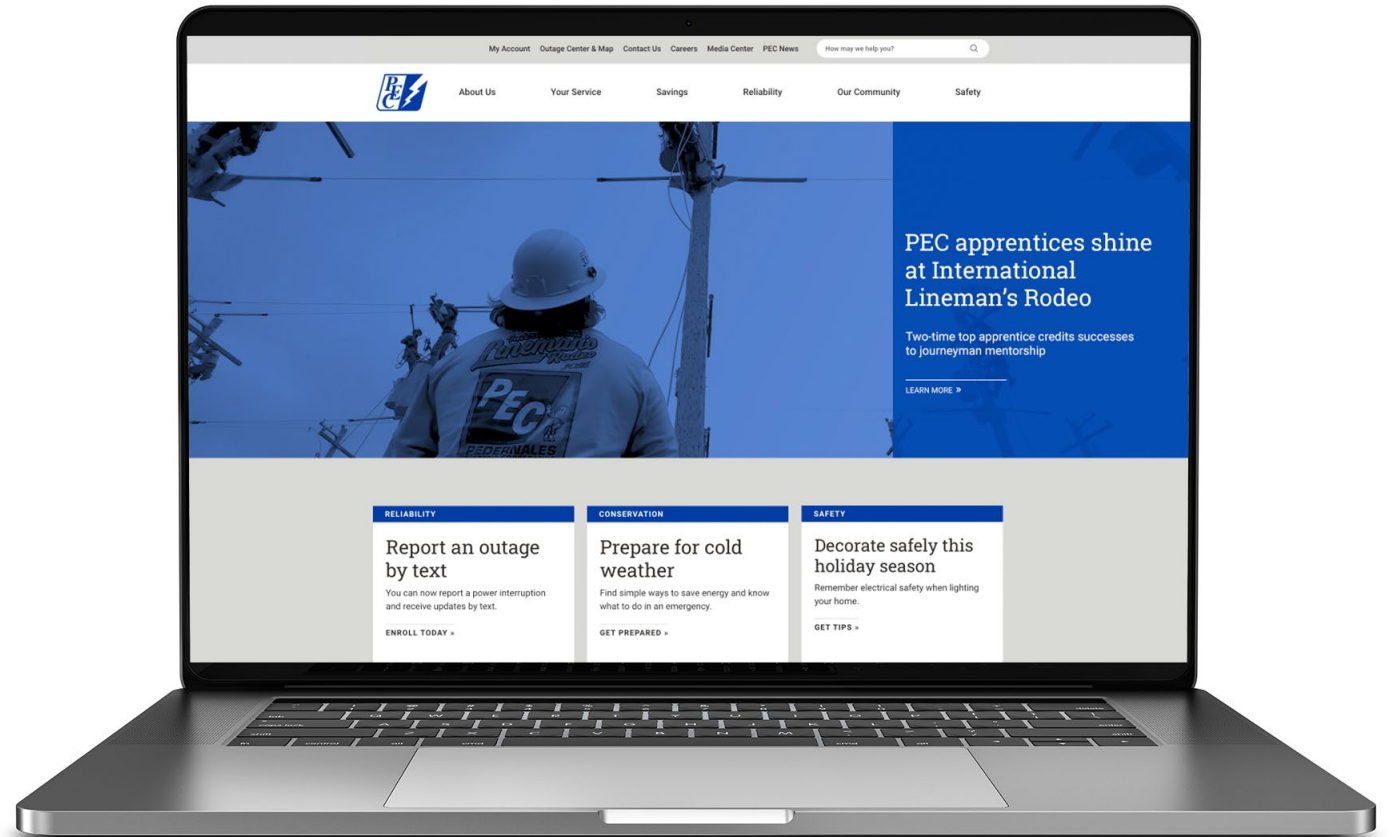
# PEC Website and SmartHub Redesign

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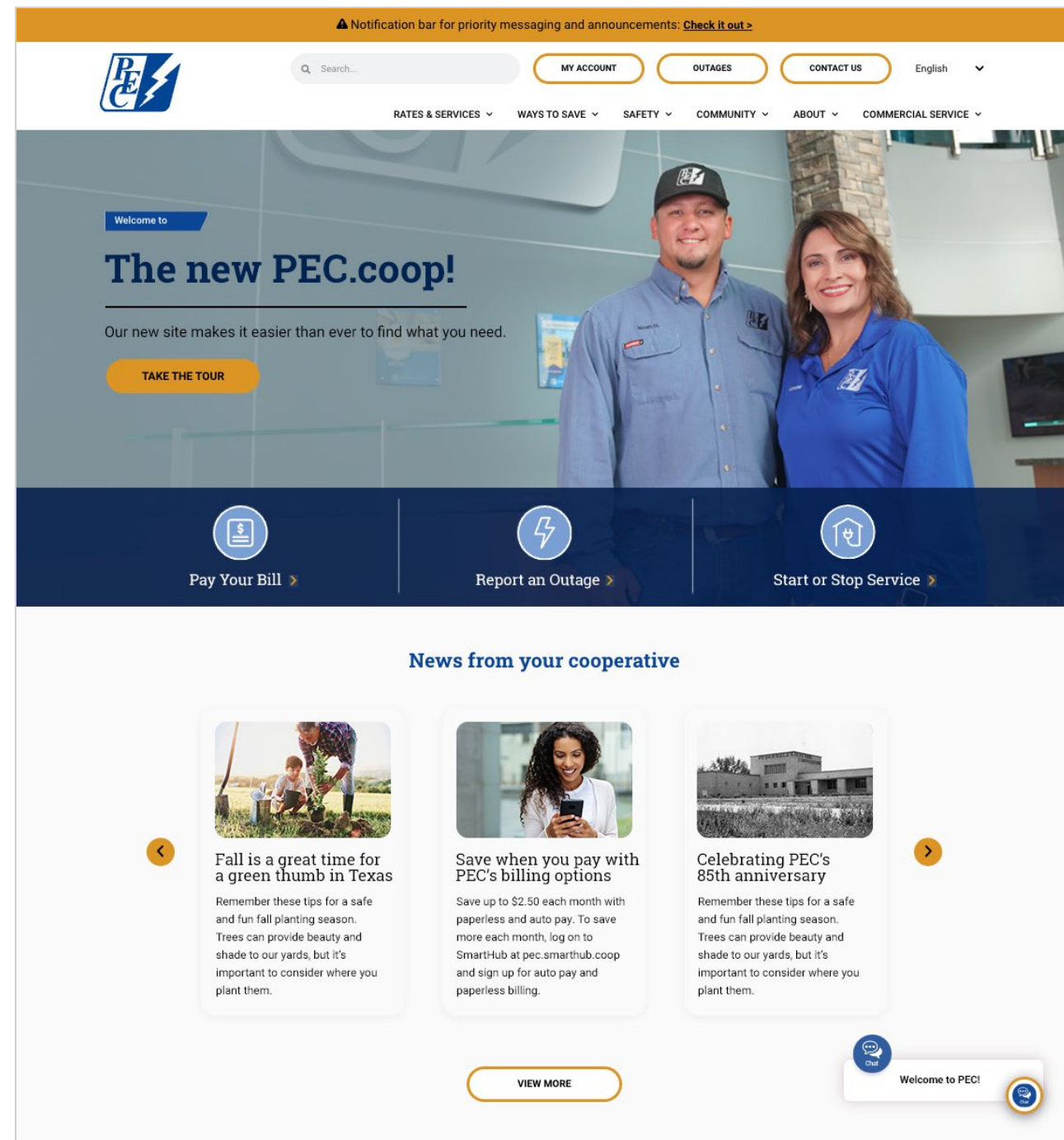
# Current Site

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



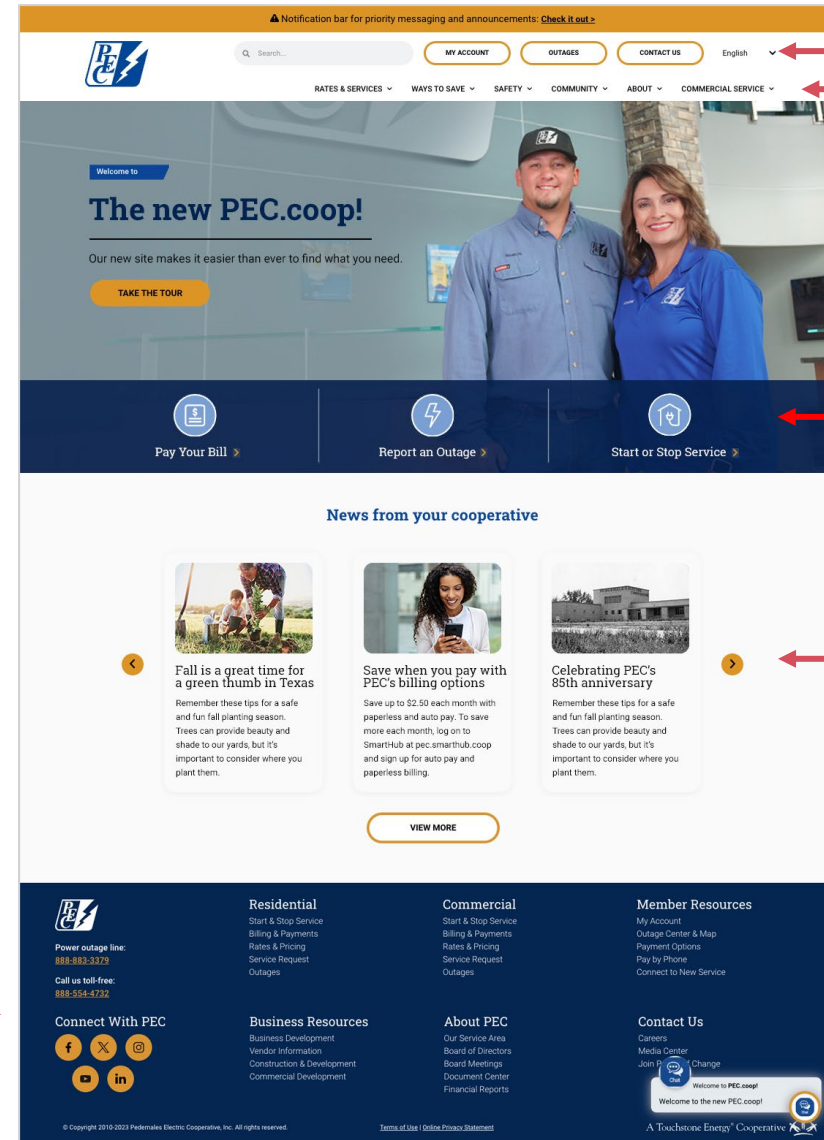
# New Site Goals

- 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



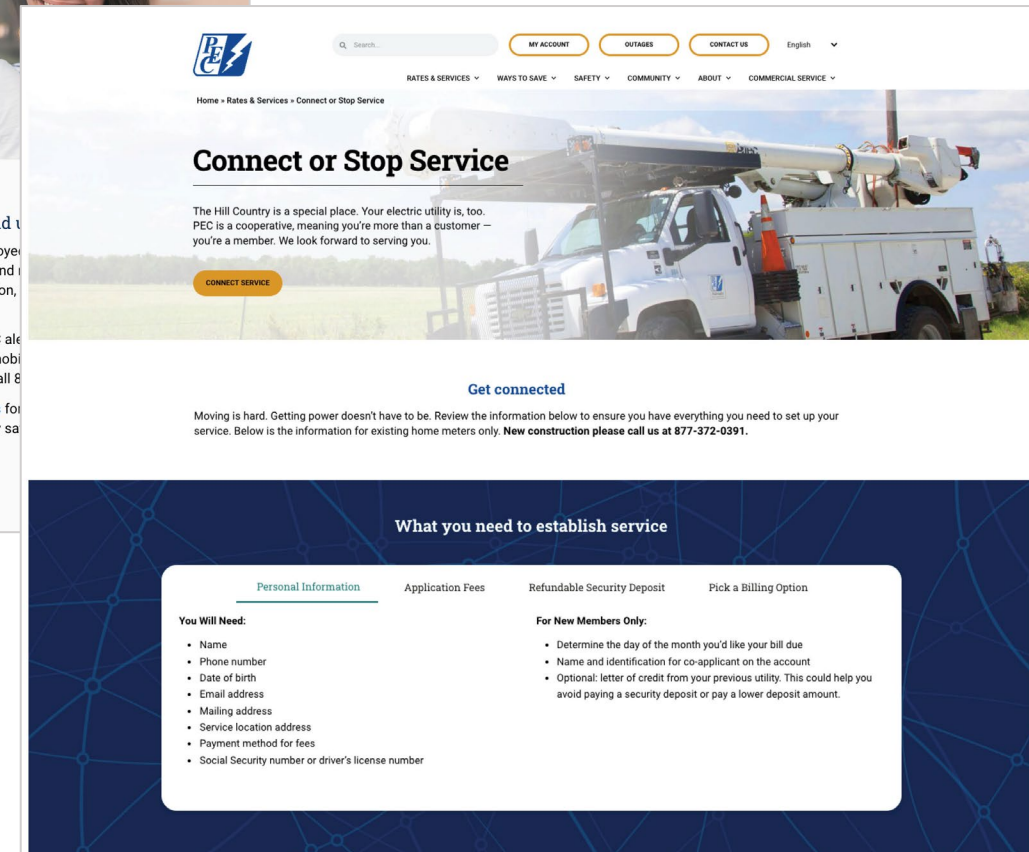
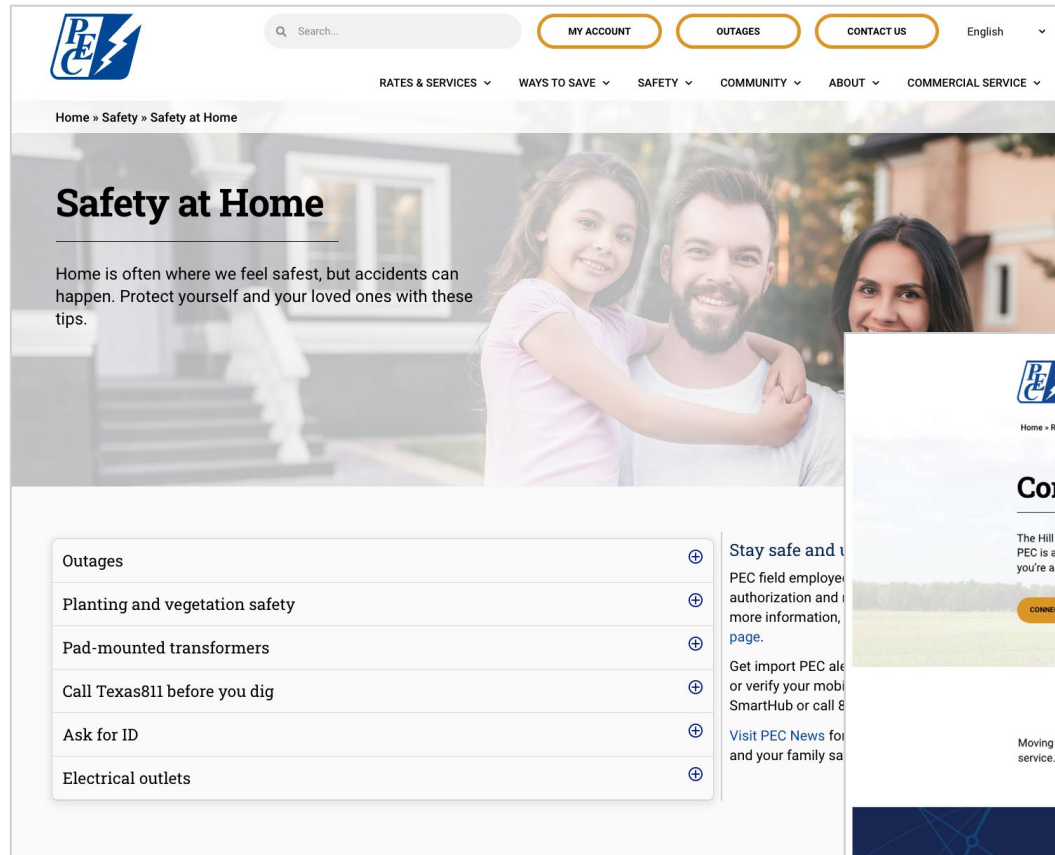
# New Site

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



# Member Input

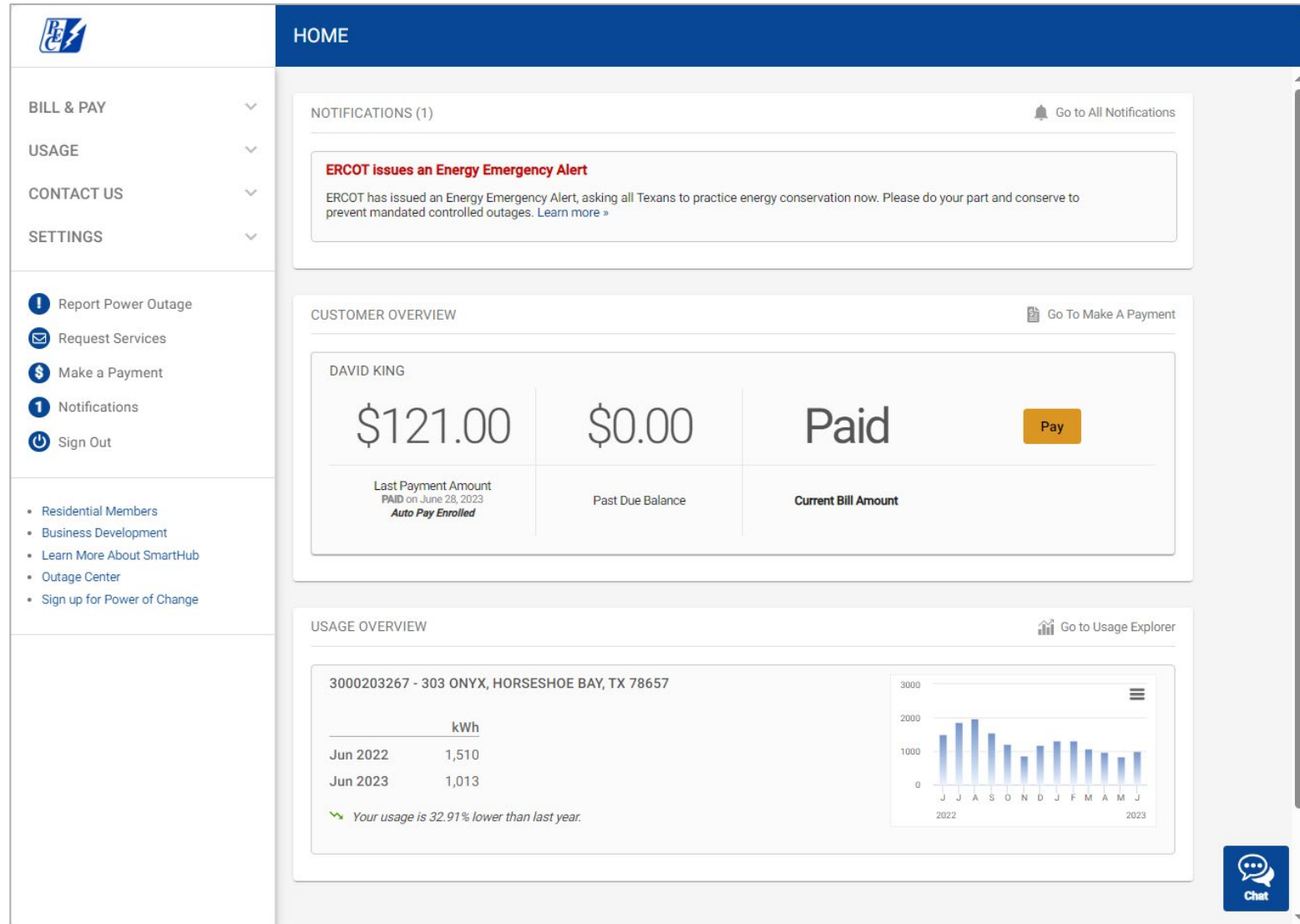
- Conducted three member surveys during development
- New design tested highly favorable
  - Easy to use
  - Appealing
  - Able to locate items they're looking for





# 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

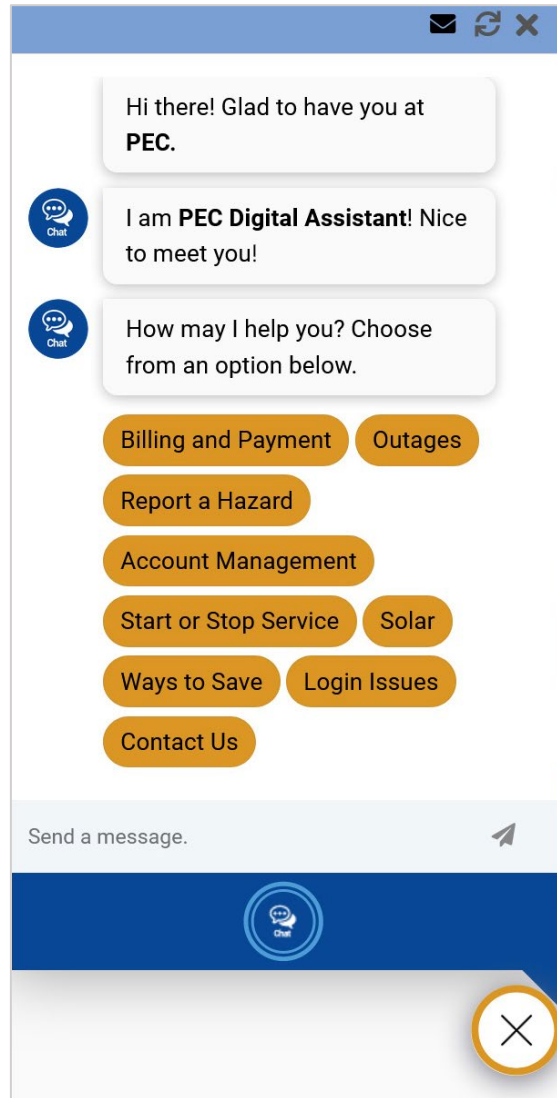


# Chat Goals



- 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



- 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



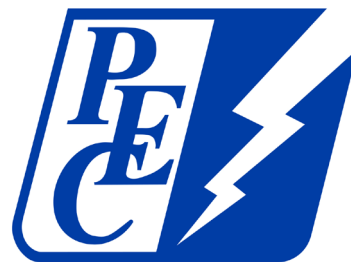
# Live Chat – Agent

The screenshot displays the SmartHub HOME interface. On the left is a navigation menu with sections: BILL & PAY, USAGE, CONTACT US, and SETTINGS. Under SETTINGS, there are links for Report Power Outage, Request services, Make a Payment, Notifications, and Sign Out. Below these are links for Residential Members, Business Development, Learn More About SmartHub, Outage Center, and Sign up for Power of Change. The main content area is titled 'HOME' and contains three sections: NOTIFICATIONS (2), CUSTOMER OVERVIEW, and USAGE OVERVIEW (4 Accounts). The NOTIFICATIONS section includes an alert about ERCOT's Energy Emergency Alert and a disconnect notice for account 3001468606. The CUSTOMER OVERVIEW section shows the name DEBORAH F SMITH and three bill amounts: \$221.93 (Last Payment Amount), \$268.28 (Past Due Balance), and \$268.28 (Current Bill Amount), with a 'Pay' button. The USAGE OVERVIEW section shows usage for account 3001468606 at 1443 PARK RD 4, BURNET, TX 78611, with a table of kWh usage for Jul 2022 (24) and Jun 2023 (2,540), and a bar chart showing usage from Jan 2022 to Jun 2023.

Month	kWh
Jul 2022	24
Jun 2023	2,540

- 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