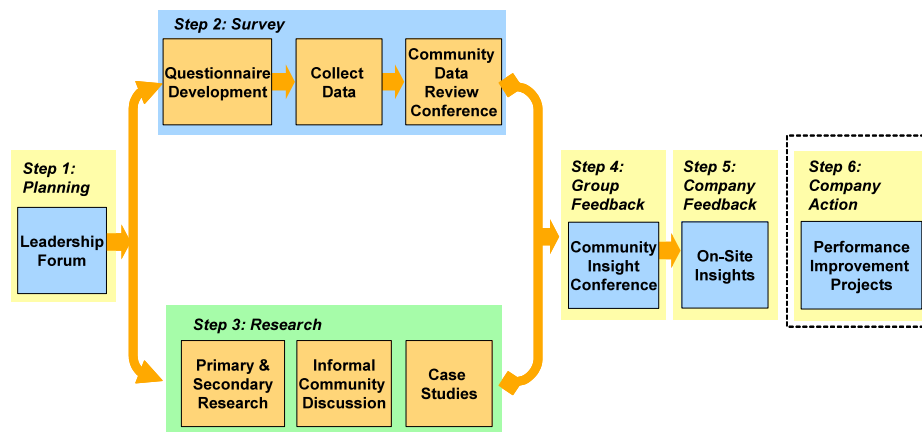


2011 CUSTOMER SERVICE BENCHMARKING COMMUNITY

The First Quartile Benchmarking Approach

A customer service benchmarking community designed to deliver comprehensive performance benchmarks and detailed analysis of best practices, through a two-track research process.



Key Advantages

- 2-Track research process
- Significantly smaller, better focused survey than alternative utility CS benchmarking providers; Survey “refreshed” annually
- Quarterly updates for key metrics
- Web-based data entry
- Detailed analytics
- Highly responsive service
- Experienced 1QC delivery team

Scope of the Study

Core areas for electric, gas and water utilities will be covered annually:

- Overall Customer Service
- Contact Center
- Field Service
- Meter Reading
- Billing/Payment Processing
- Credit & Collections
- Revenue Protection
- Customer Service IT

Three detailed practice areas are studied on a rotating basis each year. For 2010 the research areas were:

- Contact Channel Integration
- Meter to Cash Process
- Credit & Collections

The research topics for 2011 will be determined at the Leadership Conference.

Schedule of events for 2011

Leadership Conference	October 20-22, 2010
Issue Questionnaire	March 2011
Issue Statistical Report and Performance Profile Drafts	April 2011
Data Review Conference	May 2011
Issue Statistical Report and Performance Profile Draft and Final	April - July
Community Insight Conference	July 2011
Develop and present specialized analysis and on-site presentations for Community Leaders	August-September

Pricing

Leaders	\$25,500
Members	\$17,500

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BENEFITS AND OPPORTUNITIES

	Price	Community Membership	Community Leadership
Interest Groups	Free	\$17,500 Included	\$25,500 Included
Participate in webinars with other utilities with similar interests. Interest groups form and disband throughout the year			
Research Areas	\$2950	Included	Included
Share benchmarking data, initiatives and practices on key areas for research (topics change each year)			
Quarterly Benchmarking	\$4950	Included	Included
Track a few key <i>service</i> performance indicators (KPIs) quarterly to measure and compare performance throughout the year			
Community and Program Leadership			
Leadership Planning Forum to set the direction for the annual study			■
Leaders determine the research areas and which KPIs will be included in the Quarterly Benchmarking			■
Leaders guide the selection of interest groups throughout the year			■
On-Site Services			
On-site kick-off meetings to help prepare for data collection		■	■
On-site presentation to management team on gaps and opportunities			■
Comprehensive Analytics			
Rigorous data validation with 1QC Data Stewards and with other members		■	■
Key historical information on performance metrics gathered to show a three year history		■	■
On-line Database and Reporting			
Panels of like utilities to mitigate demographic differences		■	■
Customized data analysis		■	■
Create new graphs to match your internal metrics		■	■
Export the data to excel for your own analysis		■	■
Pick a subset of the report that just includes the pages you want		■	■
Community Characteristics			
Service delivery by experienced, knowledgeable consultants		■	■
Prompt, responsive service for inquiries and requests		■	■
On-line data entry and smooth data-handling interactions		■	■
Multiple data points on charts for multi-operating company utilities		■	■
Reports and Documents Provided			
Detailed statistical reports		■	■
Complete data with benchmarks, initiatives and insights		■	■
Individual company profiles of performance and demographics		■	■
Results presentations from 1QC and from community members		■	■
Case studies and panel summaries about key research subject areas		■	■
Community Interactions			
Provide input to survey elements at Leadership Forum			■
Review and validate data at the Data Review Conference		■	■
Hear results and presentations at the Insights Conference		■	■
Multiple attendees encouraged for each of the conferences		■	■
Share information with other community members outside the formal conferences		■	■