

Customer Education

Nicor Gas has several objectives when communicating about Customer Select:

- Educate customers about customer choice and the impact of deregulation.
- Create an awareness of the Customer Select program and its purpose.
- Build customer interest in evaluating the benefits of the program.
- Communicate the process by which customers can participate.

Nicor Gas uses multiple communication vehicles to accomplish these education and awareness objectives. Below are some highlights of our plan.

Bill Messages

Once on the program, Nicor Gas prints the following message on all participating customer's bills:

Your Customer Select supplier is SUPPLIER NAME. For questions relating to your natural gas cost, contact your supplier at: XXX XXX-XXXX. If you have any questions regarding natural gas safety, call Nicor Gas at 1 888 642-6748.

Bill Inserts

Nicor Gas used its customer newsletter, *Energy Spotlight*, as a key vehicle in introducing the Customer Select program to all customers. And, we continue to provide periodic reminders about the program in *Energy Spotlight*. On occasion, a dedicated bill insert is used to highlight the program.

Customer Information Packets

When the program first became available to all customers, Nicor Gas mailed an information packet to all customers explaining the Customer Select program. Its contents included:

- 1) a card containing the customer's account number along with their estimated annual usage and Nicor Gas' historical gas cost;
- 2) a detailed program brochure; and
- 3) a list of participating suppliers, including their phone numbers, hours of operation and Web site addresses, if applicable.

On an ongoing basis, the information packet is mailed to customers who contact Nicor Gas for more information about Customer Select. In addition, specifics of the Customer Select program are highlighted in the brochure sent to new customers within our service territory.

Community Outreach

Nicor Gas' Community Relations Directors are available to speak about Customer Select to groups/organizations or simply be available to pass out information and answer questions at community events. They also work with municipalities to provide information on Customer Select to constituents through local community newsletters.

Web Site Communications

Nicor Gas has dedicated a portion of its existing customer Web site to the Customer Select program. Our Web site address is **www.nicorgas.com**. Listed below are topics included in the Customer Select portion of the site.

- How Does it Work?
- Participating Suppliers
- How to Sign Up
- Frequently Asked Questions
- Glossary of Terms