

ORIGINAL



**SOUTHWEST GAS CORPORATION**



March 28, 2013

Docket Control  
Arizona Corporation Commission  
1200 West Washington Street  
Phoenix, AZ 85007-2996

Subject: Southwest Gas Corporation's Communication Improvement Report  
G-01551A-10-0458, D.72723

In compliance with Decision No. 72723, Southwest Gas Corporation hereby files an original and thirteen (13) copies of its third Customer Communication Improvement Report.

If you have any questions, please contact me at (702) 876-7163.

Respectfully,

*Debra S. Gallo by CMB*

Debra S. Gallo, Director  
Government & State Regulatory Affairs

DSG:kt  
Enclosure

Arizona Corporation Commission  
**DOCKETED**  
MAR 29 2013

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**SOUTHWEST GAS CORPORATION**

**Southwest Gas Corporation's  
Customer Communication Improvement  
Report**

March 29, 2013

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## **INTRODUCTION**

In compliance with Decision No. 72723 (Docket No. G-01551A-10-0458), Southwest Gas Corporation (“Southwest Gas” or “Company”) hereby submits its third Customer Communication Improvement Report (Report) to highlight the Company’s progress in enhancing customer communication, which will allow Southwest Gas to communicate more effectively and immediately with its customers during a natural gas interruption.

Southwest Gas has adopted new communication mediums and continues to investigate additional opportunities to enhance its customer communication. In the Company’s September 28, 2012 Report, Southwest Gas highlighted its plan for implementing text messaging. This feature provides real-time information to customers during natural gas interruptions. Highlighted in this Report is an update on the Company’s implementation of text messaging and how Southwest Gas intends to communicate to its customers the availability of this feature.

### **Communication Update – Text Messaging**

In Southwest Gas' September 2012 Report, the Company explained the complexity of incorporating the text messaging feature, which has to be implemented in two phases: 1) rolling out the text messaging feature to all customers that are currently enrolled in MyAccount, a web-based feature customers use to pay their bills, view their bills, and manage their natural gas accounts; and 2) developing programming and implementing a comprehensive communications plan targeting all non-MyAccount customers. As a result of the Company's efforts, it has completed Phase I. Therefore, when a MyAccount customer is affected by a temporary natural gas service interruption, they may receive a text message alert.

The Company is actively working on Phase II of this initiative, which will broaden the text message feature to those customers that do not utilize MyAccount. This Phase is targeted for completion in the second quarter of 2013. Phase II will allow customers to subscribe by calling into Southwest Gas' Call Center and either speaking with a representative or utilizing the Company's Interactive Voice Response (IVR) System. In order to collect cell phone information via this method, the Company has begun the database programming required to store this information which will then transfer the cell phone data to Southwest Gas' third party vendor, Televox. Concurrently, Southwest Gas will program and create a new option in the IVR System for customers to input their cellular phone numbers. All customers who sign-up to receive text messages have the option of discontinuing receiving text messages from the Company at any time.

### **Communicating the Text Messaging Feature**

In order to effectively promote the Company's text messaging capabilities, Southwest Gas will notify customers of this feature and how to sign-up by utilizing the following tactics:

- **E-Mail** – Sending an email notification to all current MyAccount customers promoting the text messaging feature. In Arizona, more than 317,000 customers, or approximately one-third of Arizona customers utilize the MyAccount feature on Southwest Gas' website.
- **Web Rotation Banner** – Designing a Web banner, which will go on Southwest Gas' website homepage where the rotating messages/ads currently are located.
- **Bill Message** – Periodically, a message will appear on all customers' bills announcing that this feature is available.
- **Bill Insert** – In the Company's *News to Use* bill insert, a notification will appear announcing how customers can sign-up to receive a text message in the rare instance a natural gas interruption occurs.
- **Customer Envelopes** – A message will appear on both the mailing and remittance envelopes promoting the text messaging feature.

Drafts of the above-mentioned communication tactics are provided as Exhibit A.

### **Communicating the Text Messaging Feature (continued)**

In addition to the communication tactics previously mentioned, Southwest Gas is updating its internal communication efforts by drafting a script for the Call Center representatives. The script will assist them when they are speaking with a customer; so they, too, can provide information on how a customer can sign-up to receive a text message. Southwest Gas has also updated its Customer Assistance Online Help manual to include the text message feature. The manual is used as a reference by the Call Center representatives.

### **Social Media Update**

In Southwest Gas' initial Customer Communication Improvement Report, which was filed in March 2012, it informed the Arizona Corporation Commission (Commission) that it has engaged in social media by utilizing Facebook and Twitter to communicate with its customers.

Southwest Gas understands that these are popular communication methods and will promote its text messaging capabilities by posting comments on Facebook and tweets on Twitter.

### **Conclusion**

Southwest Gas is committed to effectively communicating with its customers. In its effort to better communicate with its customers, Southwest Gas will continue to identify and research new and improved communication tools and tactics. The Company will continue to update the Commission on the progress of its communication methods in upcoming filings.

# **Exhibit A**

# Receive a text message service alert from Southwest Gas

In the rare instance that your natural gas service is interrupted due to a line break or inclement weather, Southwest Gas offers a text message program to advise you of such conditions. Sign up today at [www.swgas.com](http://www.swgas.com) through MyAccount.



Southwest Gas  
Service Alert: There  
is currently a natural  
gas interruption in  
your area.

Southwest Gas does not charge customers for this notification. Message and data rates may apply.

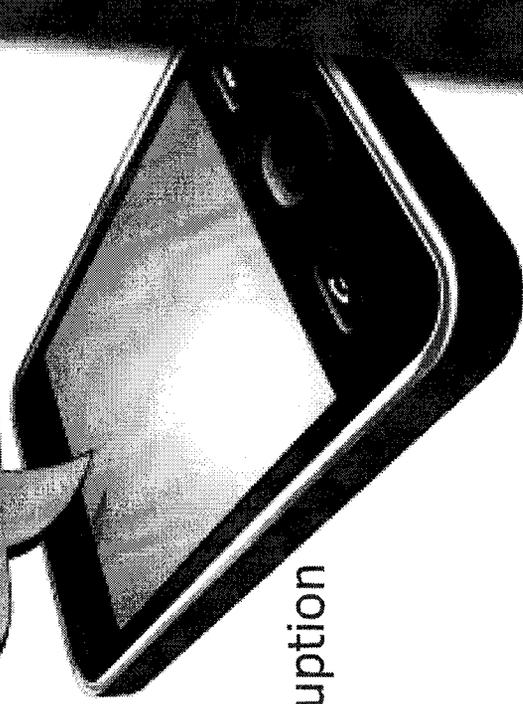


• Web Rotation Banner

# Receive A Natural Gas Service Alert

Subscribe to our Text  
Messaging Program and  
receive a message alert if  
there is a natural gas interruption  
of service in your area.

Stay Informed!  
Sign up for text  
message alerts  
today!



[Click Here!](#)

- Customer Mailing and Return Envelopes

**E Envelope - White Mailing Window Billing:**  
Printing Schedule TBD



**Receive Text Message Service Alerts**

Subscribe to our Text Messaging Program and receive a message alert if there is a natural gas service interruption in your area. Sign up today at [www.swgas.com](http://www.swgas.com) through MyAccount or by calling **Customer Assistance at 877-860-6020**.

Southwest Gas does not charge customers for this notification. Message and data rates may apply.

**G Envelope - Canary Remittance/Return:**  
Printing Schedule TBD



**Receive Text Message Service Alerts**

Subscribe to our Text Messaging Program and receive a message alert if there is a natural gas service interruption in your area. Sign up today at [www.swgas.com](http://www.swgas.com) through MyAccount or by calling **Customer Assistance at 877-860-6020**.

Southwest Gas does not charge customers for this notification. Message and data rates may apply.



Customer Assistance:  
1-877-860-6020

Hearing Impaired

PO BOX 98512  
LAS VEGAS NV 89193

www.swgas.com

PLEASE RETAIN THIS TOP PORTION FOR YOUR RECORDS

**DUPLICATE**

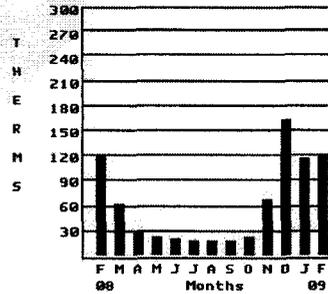
Service Address: 1234 PIPER PL 89032  
Rate Schedule: 510/SG-1 RESIDENTIAL GAS SERVICE  
Your Local Office Is 1374 W CHEYENNE SUITE 107, NO LAS VEGAS NV 89030

| ACCOUNT NUMBER | CYCLE | DATE MAILED | PAST DUE AFTER | PLEASE PAY AMOUNT DUE |
|----------------|-------|-------------|----------------|-----------------------|
|                | 21    | 03/09/09    | 03/30/09       | \$86.00               |

| PREVIOUS BILLING:                      |         |                |             |         |           |
|--|---------|----------------|-------------|---------|-----------|
| Previous Balance                       |         |                |             | 3.11    |           |
| Payment(s) Since Last Bill - Thank You |         |                |             | 86.00CR |           |
| Balance Forward                        |         |                |             |         | \$82.89CR |
| -----                                  |         |                |             |         |           |
| CURRENT BILLING:                       |         | 30 Days        |             |         |           |
| Meter Reading:                         | Current | Previous       | Billing     | Total   |           |
|  | Mar. 09 | Feb. 09        | Factor      | Therms  |           |
|  | 8735    | 8614           | 121 X .9776 | = 118   |           |
| Delivery Charge                        |         |                |             |         |           |
| First Tier                             |         | 45 Therms X    | .351498     |         |           |
| Next Tier                              |         | 73 Therms X    | .168500     |         |           |
| Total Delivery Charge                  |         |                |             | =       | 27.54     |
| Gas Cost                               |         | Total Therms X | .775680     | =       | 91.33     |
| Basic Service Charge                   |         |                |             |         | 8.50      |
| Local Taxes                            |         |                |             |         | 6.75      |
| Universal Energy Charge                |         |                |             |         | 0.39      |
| Current Bill                           |         |                |             |         | \$134.71  |
| Current Balance                        |         |                |             |         | \$51.82   |

**Due on or before: 03/30/09 Amount due: \$86.00**

Subscribe to our text messaging program and receive a text message alert to notify you if there is a natural gas interruption in your area. Sign up today at [www.swgas.com](http://www.swgas.com) through MyAccount or by calling Customer Assistance at 877-860-6020.



| Gas Usage History Information: |                 |           |             |             |
|--------------------------------|-----------------|-----------|-------------|-------------|
|                                | Therms / Days = | Avg Daily | Avg Monthly | Temperature |
| This Month                     | 118 / 30        | 3.93      | 52          |             |
| Last Month                     | 116 / 29        | 4.00      | 52          |             |
| Last Year                      | 120 / 30        | 4.00      | 53          |             |

| Previous Balance | Payments & Adjustments | Balance Forward | Current Bill | Current Balance | AMOUNT DUE |
|------------------|------------------------|-----------------|--------------|-----------------|------------|
| 3.11             | - 86.00                | = 82.89CR       | + 134.71     | = 51.82         | \$86.00    |

PLEASE SEE REVERSE SIDE FOR RULES AND REGULATIONS • RETURN BOTTOM PORTION WITH PAYMENT

Your monthly donation to Energy Share provides emergency aid to neighbors in need. Select an amount listed below and the Salvation Army will do the rest.

\$1     \$5     \$10

| ACCOUNT NUMBER  | CYCLE | DATE MAILED | PAST DUE AFTER | AMOUNT DUE |
|-----------------|-------|-------------|----------------|------------|
| 987-6543210-000 | 13    | 06/24/09    | 07/13/09       | \$86.00    |

JANE SMITH  
1234 HOMETOWN ROAD  
HOMETOWN, NV 00000

**SOUTHWEST GAS CORPORATION**  
PO Box 98890  
Las Vegas NV 89150-0101

XXXXXXXX839120026XXXXXX86XXXXXXXXXX862892

This bill is now due and payable. Please make check payable to **SWG** and write account number on front of check or money order. Do not send cash through the mail or place cash in the night depository.

# Households with Medically Fragile Individuals

# NEWS TO USE

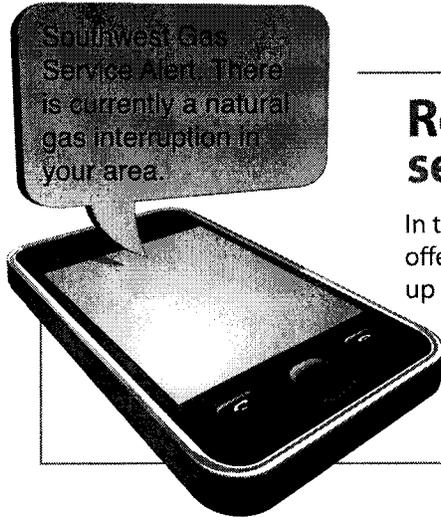
April 2013



Did you know that if you or someone in your household has a qualifying medical condition, you're eligible for priority natural gas service restoration if there's an interruption in your service due to an outage?

To ensure your household is on this priority list, here's what to do:

- Visit [www.swgas.com](http://www.swgas.com) and click on "Residential-Special Programs" or call us toll-free at **1-877-860-6020** to obtain a Certification of Health and/or Disability Form;
- Have a licensed physician, public health official or social worker complete and sign the form; and,
- Return it to Southwest Gas.



## Receive a text message service alert

In the rare instance that your gas service is interrupted, Southwest Gas offers a text message program to advise you of such conditions. Sign up today at [www.swgas.com](http://www.swgas.com) through MyAccount or by calling Customer Assistance at 877-860-6020.

Southwest Gas does not charge customers for this notification. Message and data rates may apply.

## Do your part and go paperless!

You can save time, unclutter, and de-stress your life by signing up for Paperless Billing through MyAccount. Going paperless is a fast, easy, and completely secure way to view and pay your bills. Do your part to help keep the sky blue and the planet green.

Visit [www.swgasliving.com/paperlessnews](http://www.swgasliving.com/paperlessnews) to sign up today!



Scan this with your mobile device.

