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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 fourth Customer Communication Improvement Report.

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

Respectfully,

Debra S. Gallo by Amy

Debra S. Gallo, Director
Government & State Regulatory Affairs

DSG:kt
Enclosure

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SOUTHWEST GAS CORPORATION

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

September 27, 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 fourth Customer Communication Improvement Report ("Report") to highlight the Company's progress in enhancing customer communication, resulting in Southwest Gas communicating more effectively and immediately with its customers.

Southwest Gas has adopted new communication mediums and continues to investigate additional opportunities to enhance its customer communication. In the Company's past reports, Southwest Gas highlighted its text messaging initiative, which will allow customers to receive information during a natural gas interruption. Southwest Gas also provided updates on its other communication tactics. This Report provides an update on the Company's text messaging implementation and describes how Southwest Gas is communicating with its customers utilizing different communication methods.

Communication Update – Text Messaging

In June 2013, Southwest Gas fully implemented its text messaging feature. Now, the Company has the capability to collect and store cell phone numbers for the purposes of sending interested customers a text message during a natural gas interruption. As indicated in previous reports, Southwest Gas undertook a phased approach to implement its text messaging feature. Phase I was designed to capture and store cell phone numbers from those customers that utilize MyAccount, a web-based feature customers use to pay their bills, view their bills, and manage their natural gas accounts. The focus of Phase II was to develop a means to capture and store the same information for customers who do not utilize MyAccount. With the completion of Phase II, customers who are interested in receiving a text message in the event of a natural gas interruption can sign-up by either: (1) utilizing MyAccount; (2) calling Southwest Gas' Call Center and speaking to a representative; or (3) using the Interactive Voice Response System. All customers that sign-up to receive text messages can opt-out of the service at any time.

To promote the text message feature to customers, Southwest Gas sent an email notification to all MyAccount customers, included a web rotation banner on its website, and highlighted the feature in its bill inserts. The Company also plans to communicate this feature with a message on customers' bills as well as on the bill envelopes. Both of these communication methods will be implemented in the fourth quarter of this year. By March 2014, the Company will communicate the text message feature via its social media outlets such as Facebook and Twitter.

Other Communication Efforts

Southwest Gas continues to utilize a variety of communication mediums to effectively communicate with its customers. Below are a few examples of ways the Company reaches out to its customers through its website, print media, collateral material, mailings, and radio.

- The Company has implemented a communications process aimed at educating customers about its Customer Owned Yard Line (COYL) Program. Southwest Gas is developing webpages that are COYL specific to inform customers what a COYL is, the benefits of replacing the COYL, the survey and replacement process, as well as contact information to obtain additional information. In addition to the webpages, other customer outreach consists of direct door-to-door communication, informational leave-behinds, mailings, and telephone outreach.
- Throughout the state of Arizona, Southwest Gas participates in a number of annual community events. During these events, Company representatives distribute collateral material including information on: Low Income Ratepayers Assistance Program (LIRA), Low Income Energy Conservation (LIEC) Program, natural gas safety, weatherization, energy savings tips, and residential rebates. Some of these community events attract more than 5,000 attendees.
- Southwest Gas also partners with youth organizations and school districts to distribute energy education material and natural gas safety coloring books.

- In order to inform its customers and the public on natural gas safety, Southwest Gas utilizes radio, print and the Web to advertise safety messages through its Public Awareness Program. The Company targeted nearly 55 million Arizona residents by publishing 6 radio spots on 36 stations, 6 ads that ran monthly in 37 publications, and a Web banner that was posted on 5 websites - all of which were communicated in both English and Spanish.

Conclusion

Southwest Gas is committed to effectively communicating with its customers. In its effort to enhance communication 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.