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SOUTHWEST GAS CORPORATION

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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 fifth 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

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SOUTHWEST GAS CORPORATION

Southwest Gas Corporation's Customer Communication Improvement Report

March 28, 2014

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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 fifth 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 continues to investigate additional opportunities to enhance its customer communication. In the Company's past reports, Southwest Gas highlighted its text messaging initiative, which allows customers to receive information during a natural gas interruption, as well as provided updates on its other communication tactics. This Report provides an update on the Company's ongoing commitment to communicate with its customers utilizing different communication methods.

Communicating During Natural Gas Interruptions

In the rare incidents when Southwest Gas customers are experiencing a natural gas interruption, the Company continues to utilize its communication mediums to effectively notify customers that they are without service and provide updates on service restoration. For example, in early February Southwest Gas activated a variety of outreach tools to proactively notify customers of a natural gas interruption in the New River area, approximately 30 miles north of Phoenix. The Company made regular updates to its social media sites (Facebook and Twitter) about the status of the interruption and restoration efforts. In addition, contact information was provided should customers have any questions about the efforts. Southwest Gas also used the outbound calling and texting messaging options. Both of these outreach vehicles contacted customers in the affected area via a phone call and text message shortly after the outage occurred. Southwest Gas' website home page also included information about the interruption with a link to the outage map, which displayed a detailed illustration of the areas that were impacted by the natural gas interruption. Regular updates included information regarding where in the restoration process crews were throughout the course of the incident. To ensure the highest quality of customer service was presented at all times, all Southwest Gas Call Center representatives were provided updated messages and information to effectively respond to inquiries.

Communicating to customers is integral especially during natural gas interruptions, as outlined in the example above. However, it is also important to note that Southwest Gas utilizes a number of communication mediums such as Southwest Gas' website, Facebook and Twitter to provide pertinent information about the Company to all interested parties.

Other Communication Improvements

Southwest Gas measures its communication efforts by taking advantage of a Google application, Google Analytics. Google Analytics provides detailed statistics about a website's traffic, traffic sources and measures conversions. Through Google Analytics, Southwest Gas measures the Company's energy efficient and natural gas education outreach messages. Based on the measurement results of the data received, Southwest Gas modifies its messages accordingly to report programs' success and monitor feedback to effectively engage customers. Southwest Gas also has the capability to evaluate what links web users are clicking on to get to its website. In addition, the Company also obtains analytics with E-Blast to those customers that have a Southwest Gas MyAccount and to measure effectiveness of various campaigns. Through this method, Southwest Gas can ensure that online customers are receiving the same information as those who receive paper bills.

Providing safe and reliable natural gas service is of utmost importance at Southwest Gas. To effectively communicate to the public about natural gas safety, the Company utilizes a variety of communication mediums. Recently, Southwest Gas evaluated its safety campaign to make it more effective, and minimize customer confusion. As a result, the Company has implemented the use of one safety phone number for all of Arizona instead of having different phone numbers for Central and Southern Arizona. This effort should minimize customer confusion to allow customers to communicate with the Company regarding any safety issue.

Conclusion

Southwest Gas is committed to effectively communicating with its customers and interested parties. In its effort to enhance communication, 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.