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2014 SEP 29 P 1:01

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Phoenix, AZ 85007-2996

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**Subject: Docket No. G-01551A-10-0458, D.72723
Southwest Gas Corporation's Customer Communication
Improvement Report**

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

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

Respectfully,

Debra S. Gallo ^{by cmg}

Debra S. Gallo, Director
Government & State Regulatory Affairs

Enclosure

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

October 1, 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 sixth Customer Communication Improvement Report ("Report") to highlight the Company's progress in enhancing customer communication. The goal of the initiatives identified in this Report, and past Reports, is for Southwest Gas to communicate more effectively and immediately with its customers.

This Report provides an update on the Company's ongoing commitment to communicate with its customers utilizing different communication methods. Southwest Gas continues to investigate additional opportunities to enhance its customer communication.

Communicating Natural Gas Safety

The Company utilizes a number of previously identified tactics to communicate important natural gas safety information to its customers. Recent examples of the Company's enhanced customer communications include improvements to the Southwest Gas safety website and the dissemination of information concerning the low odorant situation in Southeast Arizona.

In 2014, the Company has made significant upgrades to the Southwest Gas safety website, www.swgas.com/safety. Over 40 pages of new content were created for customers and non-customers on natural gas safety, pipeline safety and excavator safety. The Company also created three distinct safety banners directing web traffic to the safety webpage.

Earlier this summer, Southwest Gas began experiencing low odorant levels in pipelines in Southeast Arizona, including the Tucson, Sierra Vista, and Willcox areas. To notify customers in the impacted areas, the Company employed many of the communication tactics previously reported to the Commission, including outbound text messaging. In addition, the Company's media advisory was posted on www.swgas.com, and information was posted on the Company's Facebook and Twitter pages. Through these communications, Southwest Gas timely provided important information to customers, including geographic information on where the Company was experiencing low odorant reads, and natural gas safety information.

Other Communication Improvements

The Company continues to utilize a variety of mediums to communicate with its customers. Later this fall, the Company will introduce radio spots on Pandora, which is a free internet music streaming service that streams music from desktop browsers or smart phones. In Arizona, Southwest Gas' Pandora radio campaign will target adults aged 18-24 in Phoenix and Yuma.

In this initiative, Southwest Gas has partnered with students from the Arizona State University Barrett Honors Program to develop radio scripts for the 30-second spots. Key points will include the signs of a natural gas leak and what to do if a leak is suspected.

Conclusion

Southwest Gas is committed to effectively communicating with its customers. In its effort to enhance communications 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 strategies and tactics in future Reports.