

# AMI Residential Communications Guide

ComEd plans to install smart meters in all homes and businesses across northern Illinois by the end of 2018. To help create awareness, ComEd has developed a comprehensive communications plan that provides specific implementation details to customers receiving meters. These communications provide customers with practical information on what's happening when, and encourages them to take advantage of new tools and resources to help them save on monthly bills.

TIMING	METHOD	MESSAGE/BENEFITS	COLLATERAL
90 DAYS BEFORE DEPLOYMENT	Informational insert received in customer bill	- Create awareness about smart meters and their benefits	
60 DAYS BEFORE DEPLOYMENT	6x9 mailed informative piece	<ul style="list-style-type: none"> <li>- Create awareness that meters will soon be installed in customer's neighborhood</li> <li>- Provide more information about meters and benefits</li> </ul>	
30 DAYS BEFORE DEPLOYMENT	Operational Letter sent in envelope and includes FAQs	<ul style="list-style-type: none"> <li>- Inform that a meter will be installed at customer's home in next 30 days</li> <li>- Sets customer expectation on what happens day of install</li> </ul>	
7 DAYS BEFORE DEPLOYMENT	Recorded message delivered via phone	- Reminder that meter install will be occurring within the week	
DEPLOYMENT	"Sorry we missed you" doorhanger left if unable to install meter	- ID reason install did not occur; provide avenue to reschedule	
DEPLOYMENT	"Meter Installed" doorhanger	- Inform that meter has been installed; educate about energy management tools	
30/45 DAYS AFTER DEPLOYMENT	6x9 mailed welcome piece	- Encourage participation in energy management tools	
30/45 DAYS AFTER DEPLOYMENT	9x6 mailed welcome piece	- Reminder to participate in energy management tools	