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Appendix 2-AC Customer Engagement Activities Summary

| Provide a list of customer engagement activities | Provide a list of customer needs and preferences identified through each engagement activity | Actions taken to respond to identified needs and preferences. If no action was taken, explain why. |
|--|--|--|
| RSL Website | Account and usage data, eBilling | Customer portal is available 24/7, customers can email us and we respond promptly. |
| RSL Website | Customers do not like the functionality of our website | Project underway for website redesign |
| Newspaper Advertising | Conservation programs, need for notice about outages | Although RSL does not use newspaper advertising extensively, we provide notices of upcoming planned outages, information about conservation programs, and seasonal greetings. |
| Local Purchasing | Support local businesses/RSL customers | Wherever possible, we purchase goods and services from our customers, providing economic support to the local economy. |
| Bill Inserts | Information about government initiatives, rate changes. | RSL regularly includes bill inserts for government programs, rate changes, and for information from our municipal shareholders. |
| Twitter Postings | Customer desire for information about outages and other RSL activities | Twitter is used to inform customers of scheduled and unscheduled outage. We also provide energy-saving tips and general information about RSL. |
| Meetings/discussions with major customers | Rate reductions, solar installations | Discussed conservation options, and restrictions concerning microFIT additions. |
| Face to face | Causes of high usage, payment arrangements, move in/out | RSL has offices in Prescott and Morrisburg, and is open to the public. Customers receive personal help with many types of questions. Customers can speak with all RSL staff, including the management team if they have questions or concerns. |
| Participation in community events | Reinforces local presence in our communities | RSL will continue to be a strong community supporter. |
| Presentations at multiple Council/Shareholder meetings | Need for understanding of RSL activities, capital project coordination | Explained RSL activities, the value of RSL to our shareholders and the community. |
| Customer satisfaction survey | Consistent, reliable supply of electricity at a reasonable price. | Replacement of aging infrastructure. RSL has maintained a strong satisfaction rating from its customers. |
| ESA survey | Understanding of electrical safety. | Continue to provide safety information through Twitter, bill inserts, and personal communications. RSL customers have shown a strong knowledge of electrical safety. |
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