



## Benefits and Challenges

The below highlights what we see as key benefits and challenges in delivering our new TOU rate and communication requirements:

### Benefits

- Enhancing the customer benefits relating to our AMI investment
- Delivering a scalable platform for future flexibility to offer a robust portfolio of rate options
- Improving customers' visibility and engagement in their usage behavior
- Delivering online engagement tools that take advantage of industry advancements

### Challenges

- Ensuring that customers are well informed through our education and communication plan
- Minimizing any customer confusion or issues when "defaulting" to new TOU rate
- Reducing customer effort and ensuring a seamless experience is key
- Upgrading our systems to ensure all interval billing and "shadow billing" requirements are completed in an aggressive time frame