

AEP Insight Panel

Bill Redesign

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BACKGROUND

Bill Redesign

AEP sought to better understand customer perceptions of a revised bill design. This research focuses on answering the following questions:

- What are customers’ opinions of the revised bill design? Would their opinion of their OPCO change if this design became the new bill statement?
- What are customers’ preferences for different components of the bill such as:
 - How should the Usage History chart be labeled? Which page should the chart be on?
 - How should the Meter Detail be shown, as a chart or as a table? Which page should it be on?
 - Which charges should be shown in the Bill Summary circle graph?
- Is there anything that customers feel is missing from the revised bill statement?
- What are customers’ opinions of the revised disconnect notice? Is there anything that customers feel is missing from the disconnect notice?

AEP Insight Panel

The goal of the AEP Insight Panel is to provide a platform for rapid, rich qualitative and quantitative feedback.

There are currently 5,634 customers across all seven OPCOs participating in the AEP Insight Panel. The chart at the right details the Panel further.

	Customers / Panel Members
AEP Ohio	n=812
AEP Texas	n=888
APCO	n=835
IN-MI Power	n=801
KY Power	n=771
PSO	n=762
SWEPCO	n=765

SUMMARY

73% of Standard Bill customers are satisfied with the revised bill

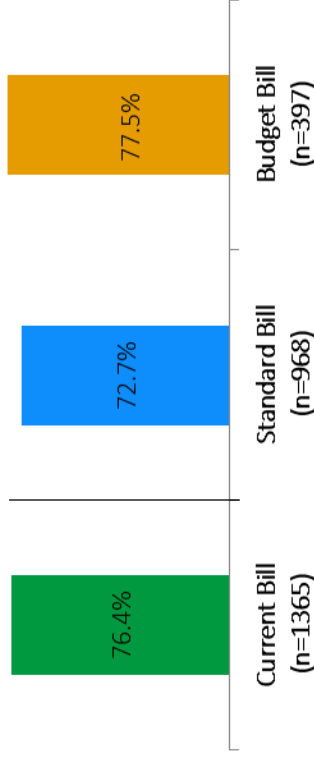
78% of Budget Bill customers are satisfied with the revised bill

The **Amount Due** is the most important bill feature to customers, followed by the **Bill Due Date**



Standard and Budget Bill customers are interested in having an **explanation of the charges and fees** included on the bill

Satisfaction with Bills
Top-2 Box



Customers suggest adding information to the **Disconnect Notice** about where to seek assistance with paying the bill



STANDARD BILL SUMMARY

AEP OHIO
A unit of American Electric Power
PO Box 24402
Canton, OH 44702

Person McPerson
123 Street Name Blvd
Anywhere, OH 12345-1234
Account #123-456-789-0-1

4 Bill summary:

Amount due **\$67.24**
by 12/09/15

Service from 10/20/15 - 11/09/15

1

2 You're already paying your bill electronically. Why not receive it that way, too? End the clutter of paper bills by going paperless! You'll receive an email notification when your new bill is available for viewing. Go to AEPpaperless.com to enroll today!

3 Usage history:

5 Questions about your bill?
1-800-672-2231 Customer Operations Center
www.AEPOhio.com

Methods of payment:
1-800-611-0964
PO Box 24411
Canton, OH 44701-4404
www.AEPOhio.com

6 Account #123-456-789-0-1
Amount due by 12/09/15 **\$67.24**
Payment amount: \$ _____
Service from 10/20/15 - 11/09/15

The Neighbor to Neighbor program helps disadvantaged customers pay their electric bills. I want to help. My payment reflects my gift of \$ _____.

000013561000013421010000000000041003921192012312018400008

1 Standard Bill customers prefer the December 9, 2015 date format

2 Standard Bill customers prefer this section be titled "A Note from [OPCO]"

3 Standard Bill customers prefer to see usage labeled with "kWh" and shown over every month

4 In the Bill Summary circle graph, customers want to see the Customer Charge, Surcharges & Fees and Taxes & Fees

5 Standard Bill customers prefer to see the Usage History table and Meter Details on the first page of the bill

Meter Details:

Meter #	Service Period	Detail
123456789	10/21-11/19	Current
	2700 Actual	2790 Estimated
Multiplier: 1.00000		

Next scheduled read date should be between Dec 22 and Dec 29

Month	Total KWH	Days	KWH Per Day	Cost Per Day	Average Temp.
Current	550	29	19	\$3.32	50°
Previous	528	28	19	\$3.32	58°
One Year Ago	531	29	18	\$3.12	40°

Your Average Monthly Usage: 572 KWH
TOTAL KWH for the past 12 months is 6,954

6 Standard Bill customers found it easiest to calculate payment with a Neighbor to Neighbor gift with this option

BUDGET BILL SUMMARY

1 Amount due by 01/09/17
\$59.78
 Service from 11/21/16 - 12/19/16
 Account #123-456-789-0-1

2 Your Budget Anniversary month is May. Your accumulated balance will be due in May. If you were not on the budget plan, your bill this month would have been **\$34.53**

3 Usage history:

4 **Bill summary:** Your billing date is 12/20/16

5 **Questions about your bill?**
 1-800-672-2231 Customer Operations Center
www.AEPOhio.com

6 **Account #123-456-789-0-1**
 Budget Amount Due
\$59.78
 Payment amount: \$ _____
 Service from 11/21/16 - 12/19/16

The Neighbor to Neighbor program helps offset the cost of your bill. If you are a Neighbor to Neighbor customer, please call 1-800-672-2231 to learn more about how you can help offset your bill.

1 Budget Bill customers prefer the December 9, 2015 date format

2 Budget Bill customers prefer this section be titled "Budget Bill Notes"

3 Budget Bill customers prefer to see usage labeled with "kWh" and shown over every month

4 In the **Bill Summary** circle graph, customers want to see the Customer Charge, Surcharges & Fees and Taxes & Fees

5 Budget Bill customers prefer to see the **Usage History** table and **Meter Details** on the first page of the bill

6 Budget Bill customers found it easiest to calculate payment with a Neighbor to Neighbor gift with this option

Meter Details:

Meter #	Service Period	Detail
123456789	10/20-11/19	Final
		Current
		2792 kWh
Multiplier:	100000	Estimated Usage 850 kWh

Next scheduled read date should be between Dec 22 and Dec 29

Meter Details:

Month	Total kWh	Days	kWh Per Day	Cost Per Day	Average Temp.
Current	550	29	19	\$3.32	50°
Previous	528	28	19	\$3.32	58°
One Year Ago	521	29	18	\$3.12	40°

Your Average Monthly Usage: 872 kWh
 Total kWh for the past 12 months is 6,064

Detailed Findings: Standard Bill Evaluation

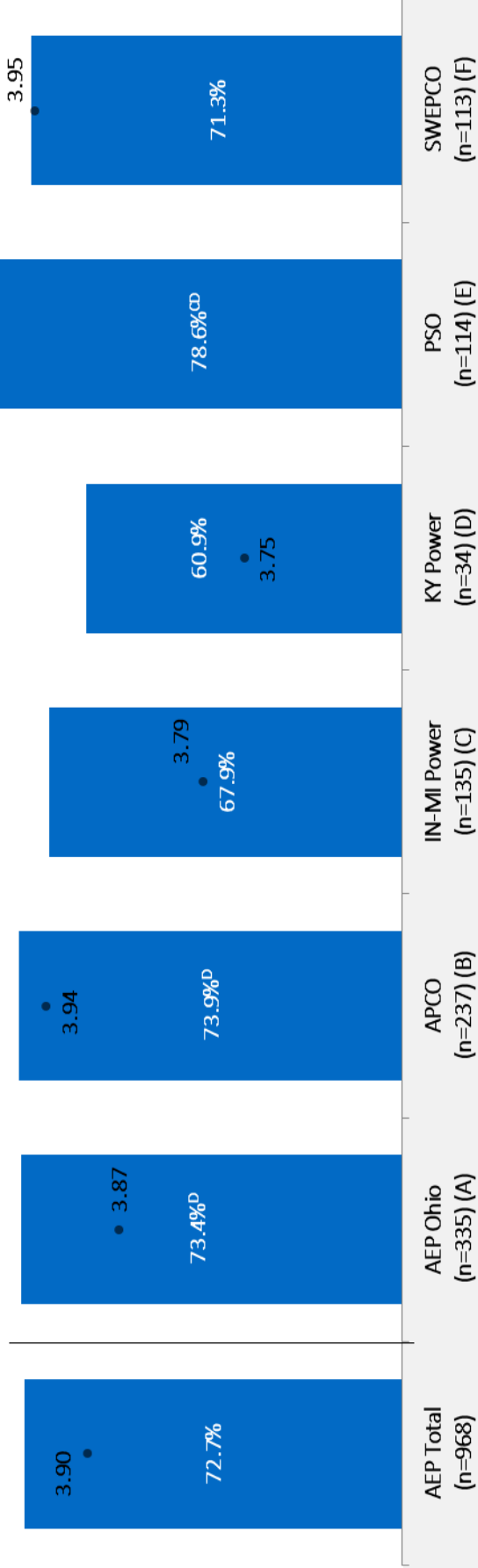
SATISFACTION WITH REVISED BILL

- Almost three-fourths of Standard Bill customers are very satisfied with the revised bill statement

Revised Bill Satisfaction

Standard Bill Customers | Top-2 Box & Mean

4.05^{CD}



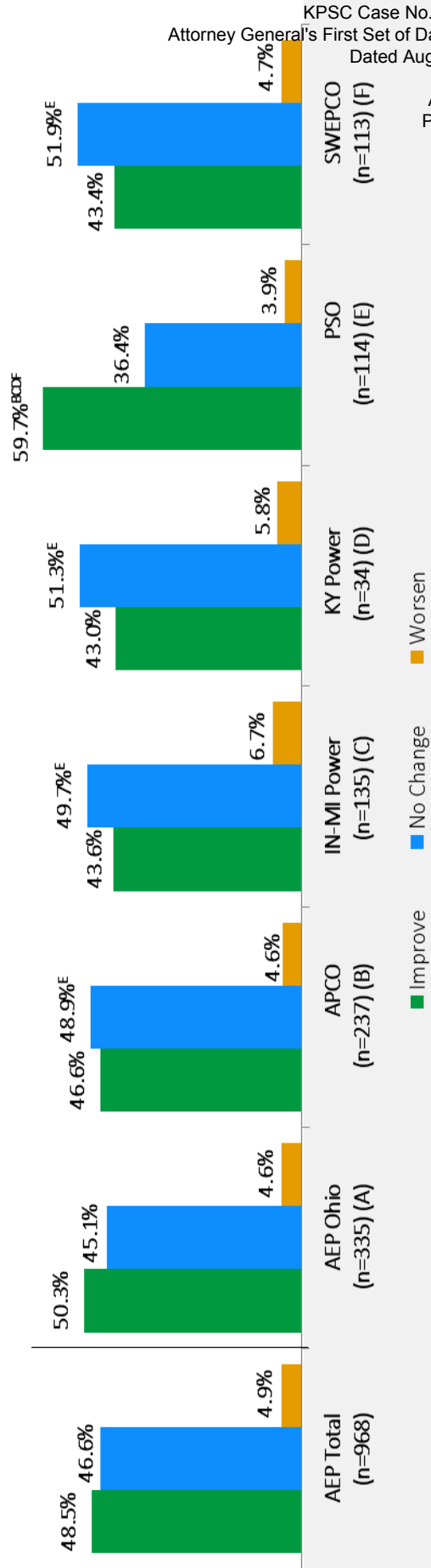
N8. How satisfied are you with the potential new bill statement from [OPCO]?
 scale of 1 to 5, where 1 means "Not At All Satisfied" and 5 means "Extremely Satisfied"

OPINION CHANGE

- The revised bill statement would improve most Standard Bill customers' opinions of their OPCO and would only negatively impact the opinions of a few customers

Change in Opinion

Standard Bill Customers | Frequency



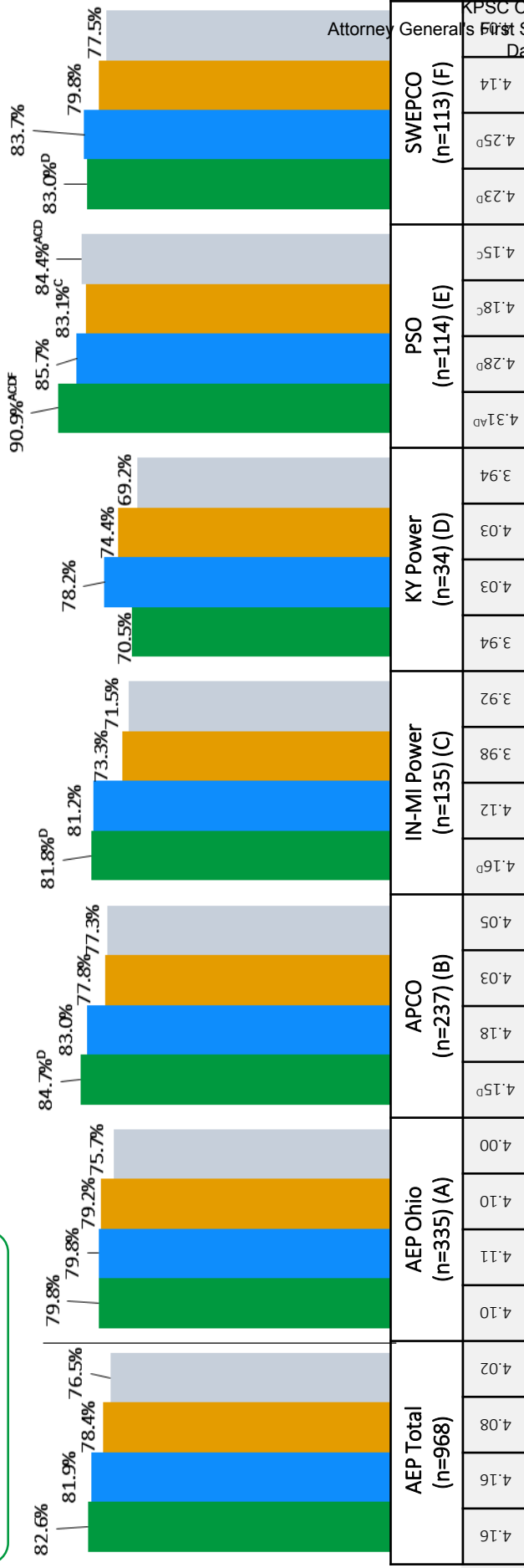
N2. How would your opinion of [OPCO] change if this became the new bill statement for [OPCO]?

OPINION OF BILL

- Standard Bill customers agree that the revised bill provides relevant and detailed information

Paperless bill customers are **more likely** to agree that the bill provides detailed information

Opinion of Residential Bill
Standard Bill Customers | Top-2 Box & Mean



■ It provides relevant information. ■ It provides detailed information. ■ The text color on the right page of the bill is easy to read. ■ It is easy to read.

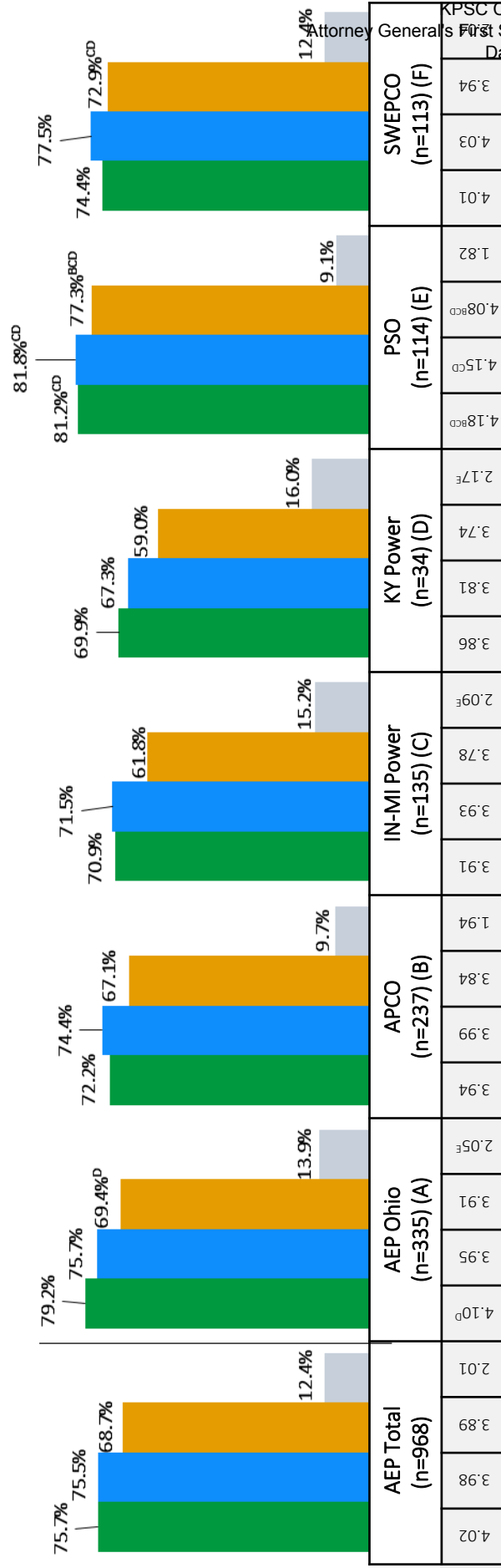
N1. Using a scale from 1 to 5, where 1 is "Strongly Disagree" and 5 is "Strongly Agree", how much do you agree with the following statements below about the bill you received?

OPINION OF BILL CONT.

- Only a few Standard Bill customers find the revised bill confusing

Opinion of Residential Bill Cont.

Standard Bill Customers | Top-2 Box & Mean



■ It is visually appealing.

■ It is easy to understand.

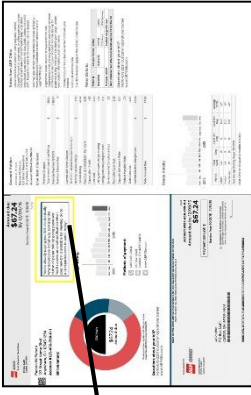
■ It has a look and feel that I like.

■ It is confusing.

N1. Using a scale from 1 to 5, where 1 is "Strongly Disagree" and 5 is "Strongly Agree", how much do you agree with the following statements below about the bill you receive from your utility?

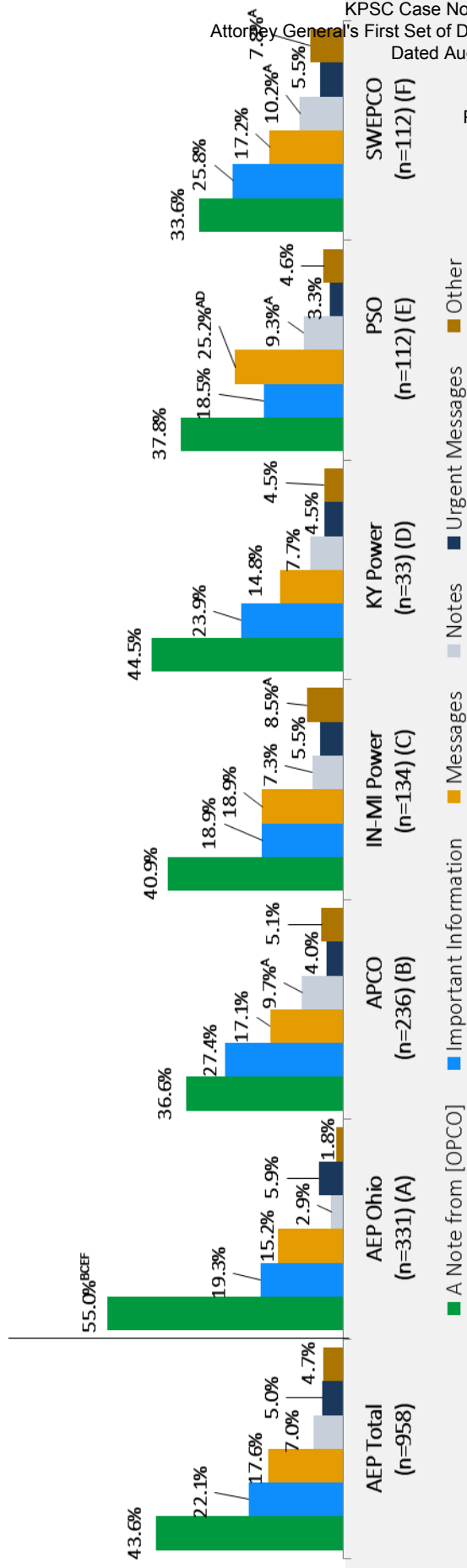
SECTION TITLE PREFERENCE

- Over two-fifths of Standard Bill customers prefer the section title “A Note from [OPCO]”



Information Section Title Preference

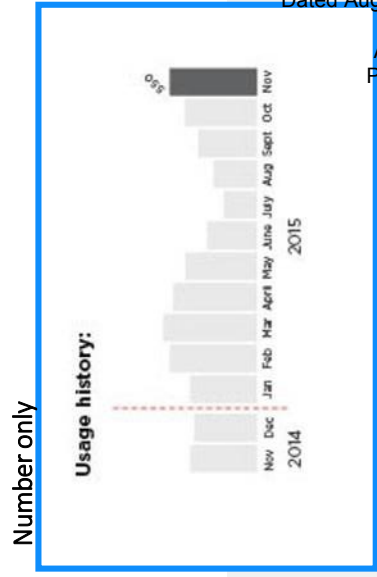
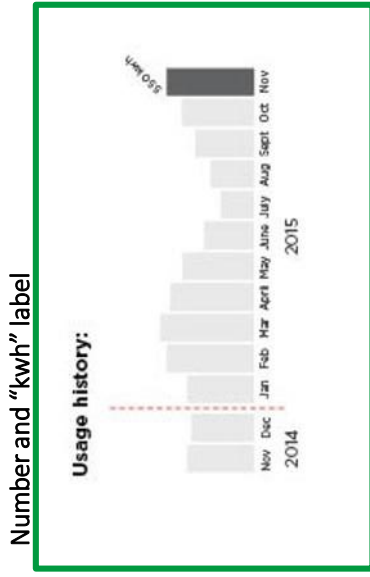
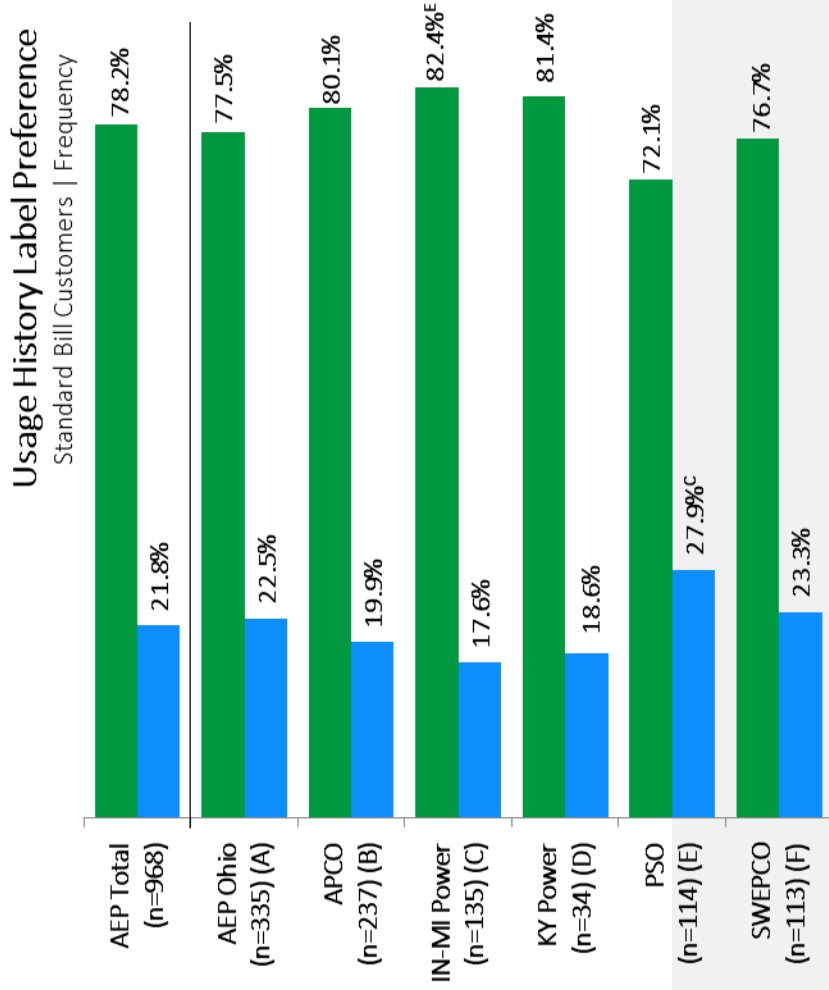
Standard Bill Customers, Excludes “Don’t know/ Unsure” and “N/A/ None” | Frequency



N3. Now looking at the highlighted section of the report, what would you prefer this section to be titled?

USAGE LABEL PREFERENCE

- Over three-quarters of Standard Bill customers prefer to see the Usage History chart labeled with the number and “kWh” label

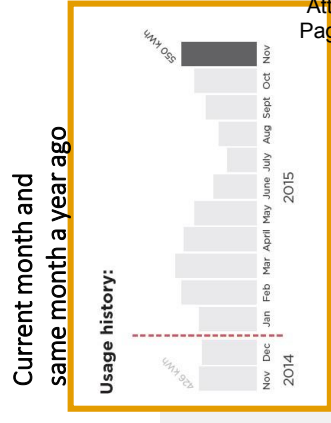
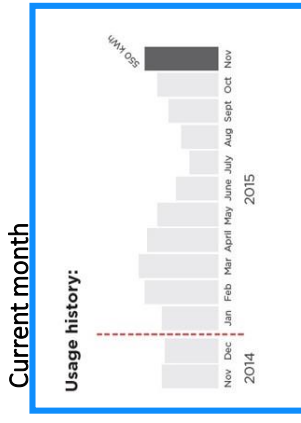
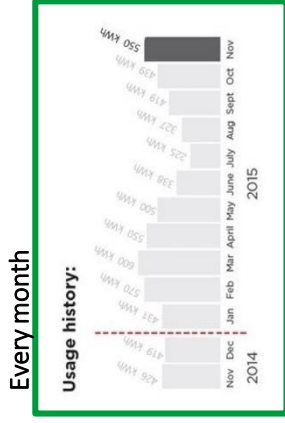
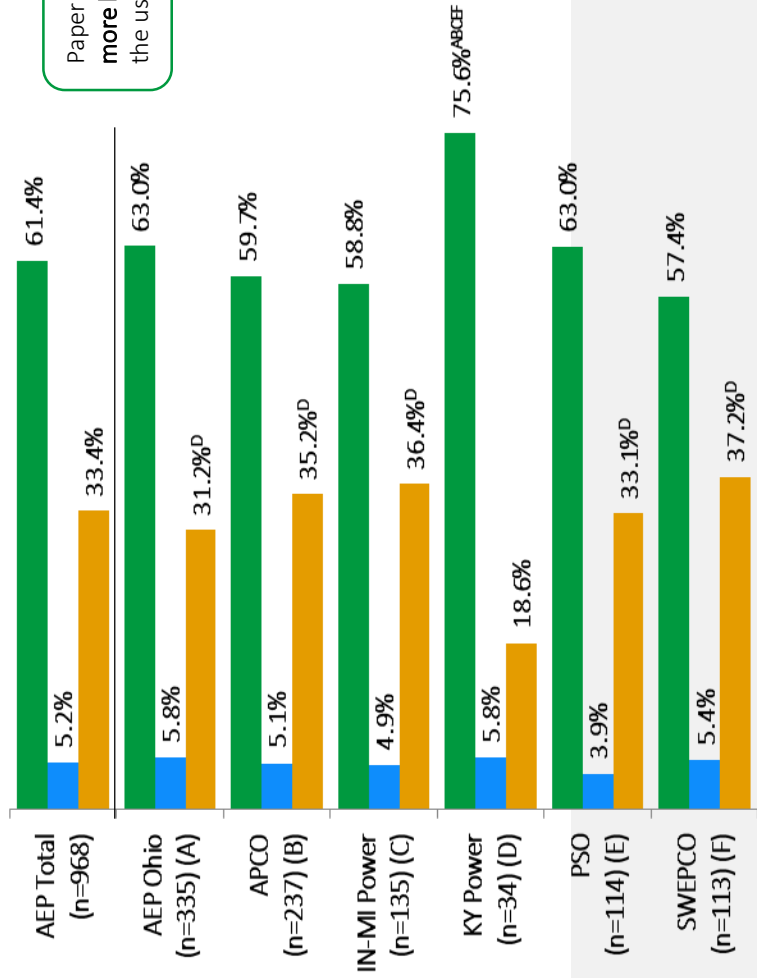


N4. And thinking about the Usage History chart, if you prefer to see the usage label shown on

USAGE HISTORY CHART LABEL PREFERENCE

- Nearly two-thirds of Standard Bill customers prefer to see the label over every month when viewing the Usage History chart
 - KY Power customers are more likely to prefer seeing the label over every month

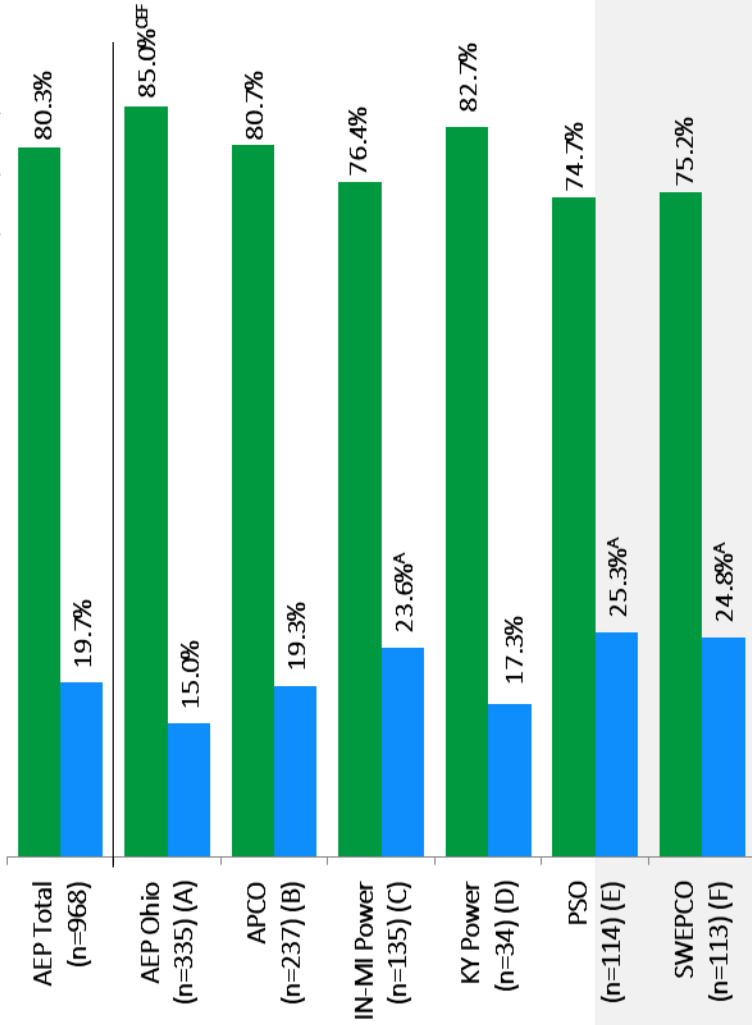
Usage History Chart Label Preference
Standard Bill Customers | Frequency



METER DETAIL PAGE PREFERENCE

- Over three-quarters of Standard Bill customers prefer to see the Meter Detail table on the first page of the bill, below the Usage History chart

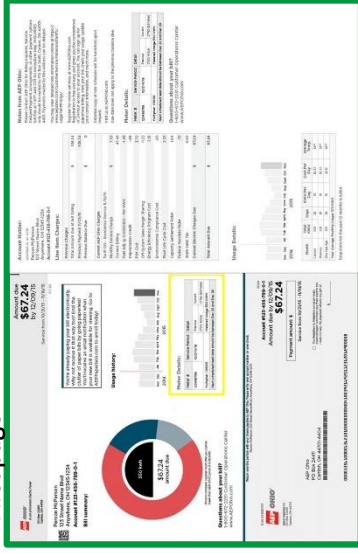
Meter Detail Page Preference
Standard Bill Customers | Frequency



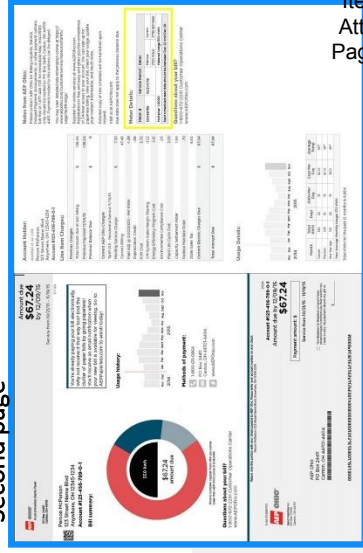
Meter Details:

Meter #	Service Period	Detail
03456789	10/21-11/79	Previous
		Current
Multipier: 100000	2792 Actual	2792 Estimated
Next scheduled read date should be between Dec: 23 and Dec: 29		

First page



Second page

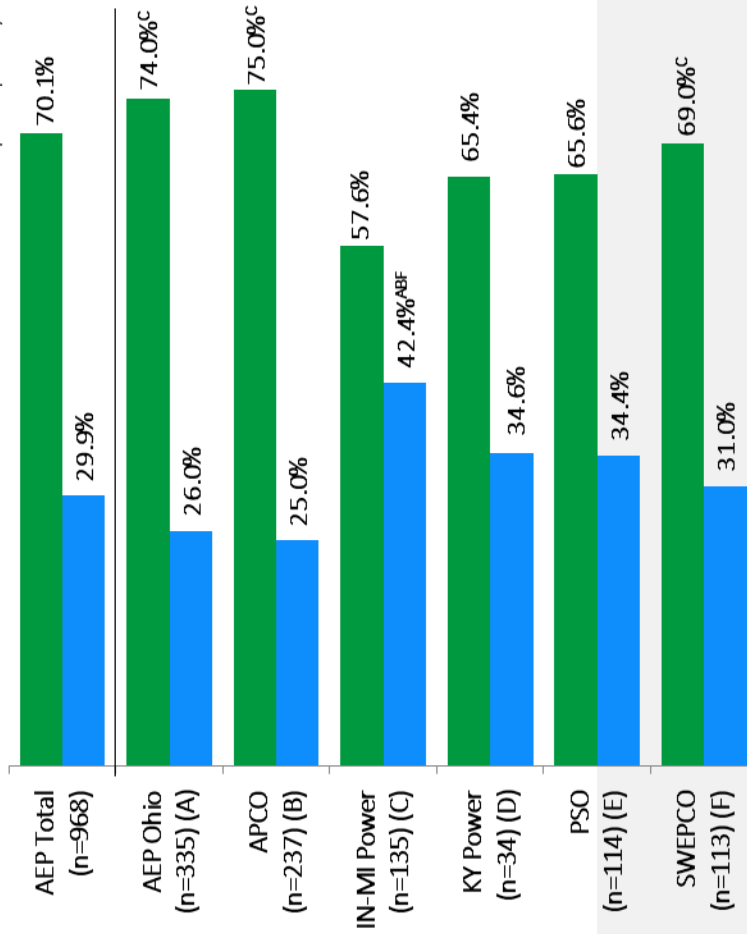


N6. Where would you prefer to see the Meter Detail table on the bill?

USAGE DETAIL PAGE PREFERENCE

- Over two-thirds of Standard Bill customers prefer to see the Usage Detail table on the first page of the bill below the Usage History chart

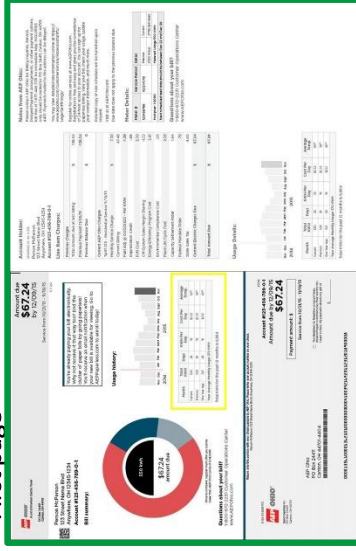
Usage Detail Page Preference
Standard Bill Customers | Frequency



Month	Total kWh	Days	kWh Per Day	Cost Per Day	Average Temp.
Current	510	29	18	\$1.12	50°
Previous	528	28	19	\$1.12	58°
One Year Ago	517	29	18	\$1.12	42°

Your Average Monthly Usage: 172 kWh
Total kWh for the past 12 months is 6,864

First page



Second page



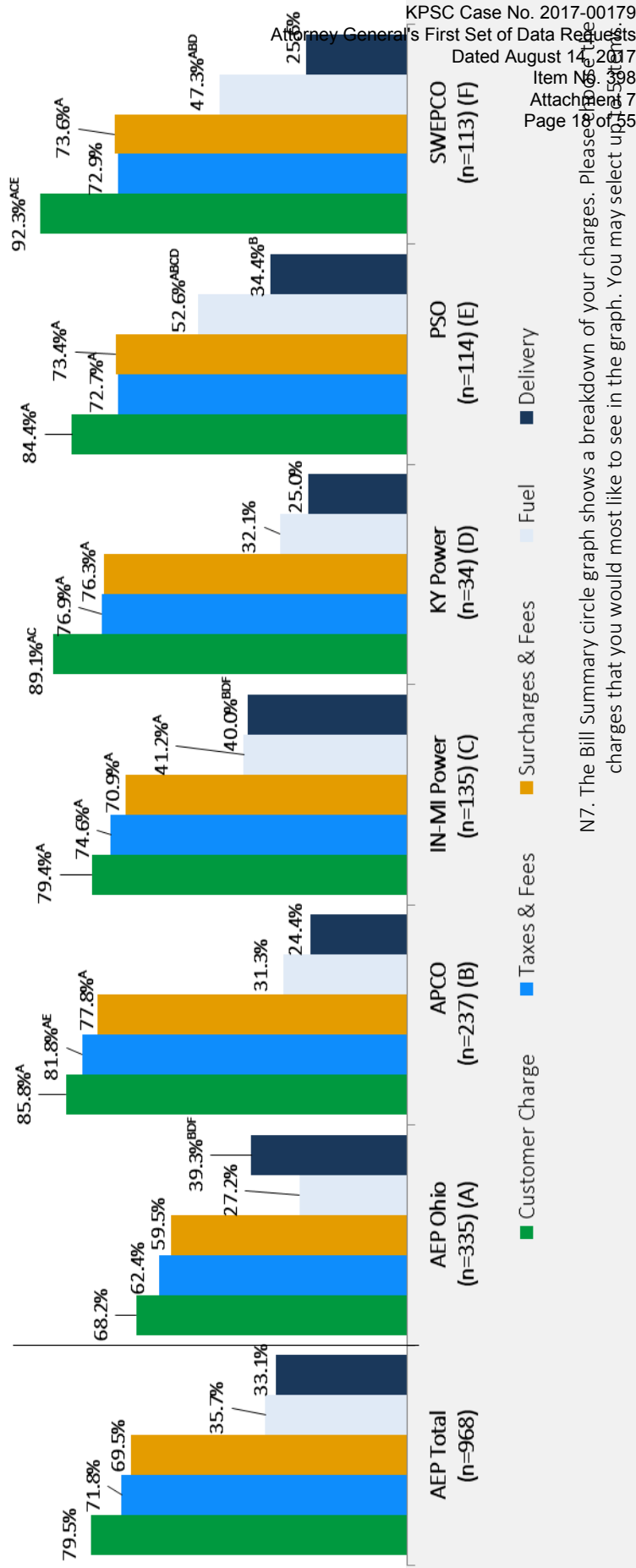
N6a. Where would you prefer to see the Usage Detail table on the bill?

CIRCLE GRAPH BREAKDOWN

- Standard Bill customers want to see the Customer Charge, Taxes & Fees and Surcharges & Fees in the Bill Summary circle graph
 - AEP Ohio customers are less likely to want to see the Customer Charge or Taxes & Fees in the Bill Summary circle graph

Bill Summary Circle Graph Charges

Standard Bill Customers | Frequency



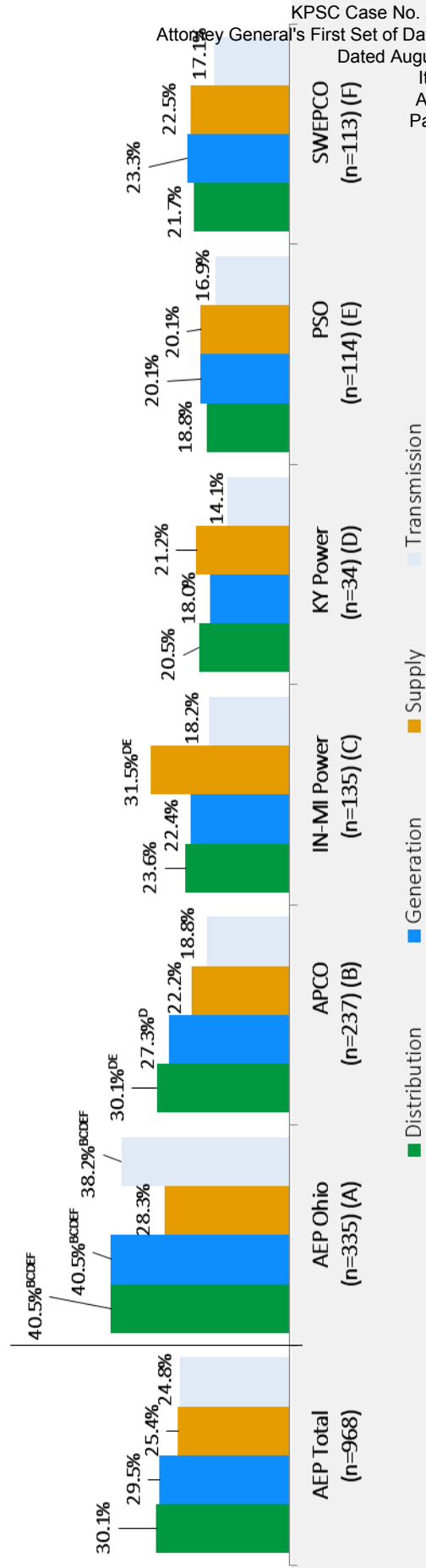
N7. The Bill Summary circle graph shows a breakdown of your charges. Please select the charges that you would most like to see in the graph. You may select up to 5 charges.

CIRCLE GRAPH BREAKDOWN CONT.

- Less than a quarter of Standard Bill customers want to see the Transmission charge in the Bill Summary circle graph
 - AEP Ohio customers are more likely to want to see the Distribution, Generation, and Transmission charges in the Bill Summary circle graph

Bill Summary Circle Graph Charges Cont.

Standard Bill Customers | Frequency



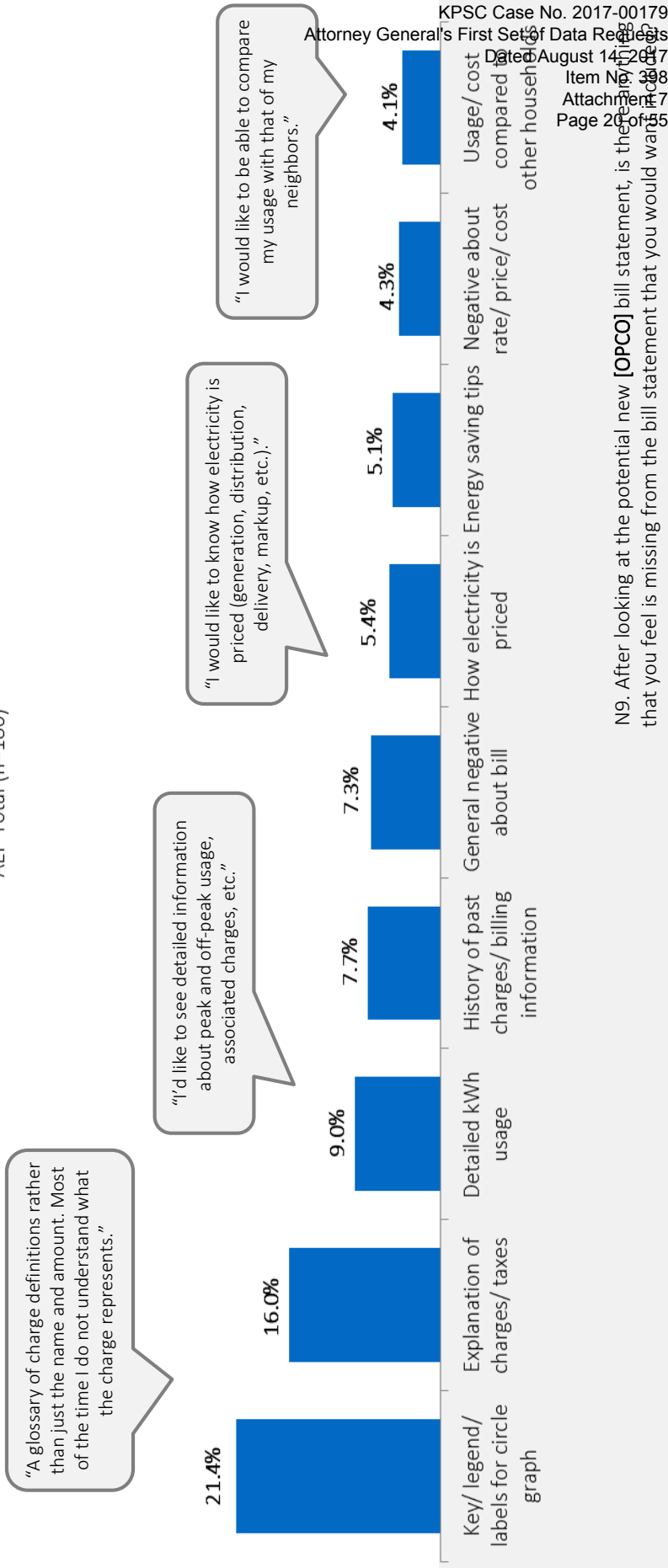
N7. The Bill Summary circle graph shows a breakdown of your charges. Please select the charges that you would most like to see in the graph. You may select up to 5 charges.

OTHER FEATURES DESIRED ON BILL STATEMENT

- One-sixth of Standard Bill customers are interested in an explanation of the charges and taxes included on the bill

Other Features Desired on Bill Statement

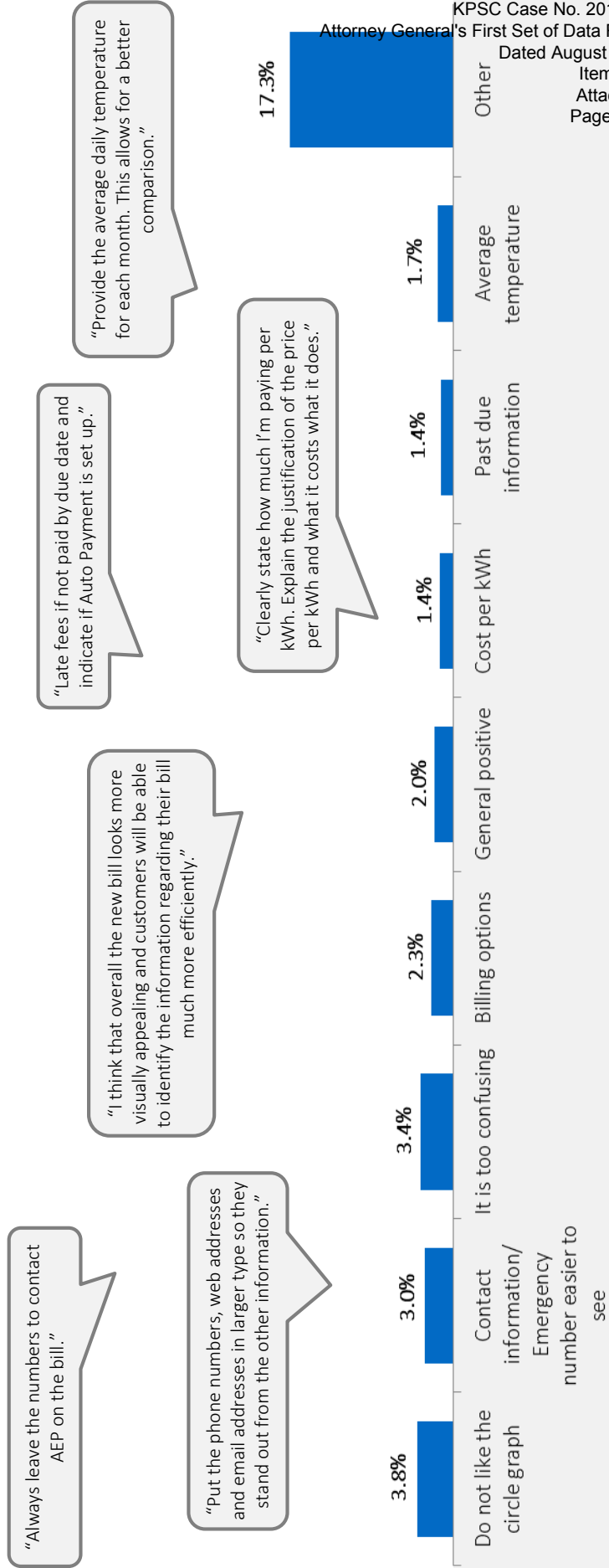
Standard Bill Customers, Excludes "Don't know/Unsure", "N/A / None" and "Nothing" | Frequency
AEP Total (n=186)



SUGGESTIONS FOR BILL STATEMENT CONT.

Other Features Desired on Bill Statement Cont.

Standard Bill Customers, Excludes "Don't know/Unsure", "N/A/ None" and "Nothing" | Frequency
AEP Total (n=186)



Detailed Findings: Budget Bill Evaluation

RESIDENTIAL BUDGET BILL



Send mail to:
PO Box 24401
Canton, OH 44701

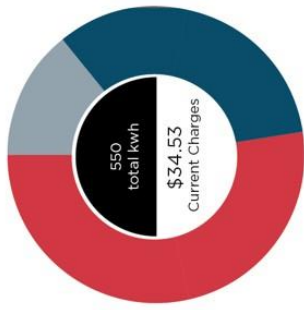
185-01
02009025 01 AV 0378

Liming Chen
123 Street Name Blvd
Anywhere, OH 12345-1234



Bill summary:

Your billing date is 12/20/16



Questions about your bill?
1-800-672-2231 Customer Operations Center
www.AEPOhio.com

Amount due by 01/09/17

\$59.78

Service from 11/21/16 - 12/19/16
Account #123-456-789-0-1

CY 20

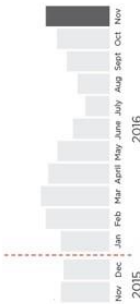
Your Budget Anniversary month is May. Your accumulated balance will be due in May.

If you were not on the budget plan, your bill this month would have been **\$34.53**

Your Amount Due includes your budget amount plus **\$10.78** from your supplier.



Usage history:



Methods of payment:

1-800-611-0964
PO Box 24411
Canton, OH 44701-4404
www.AEPOhio.com

Return only this portion with your check, payable to AEP Ohio. Please write your account number on your check.
Liming Chen | 123 Street Name Blvd | Anywhere, OH 12345-1234

2024

Account #123-456-789-0-1
Budget Amount Due

\$59.78

Payment amount: \$

Service from 11/21/16 - 12/19/16

The Neighbor to Neighbor program helps disadvantaged customers pay their electric bill. I want to help. My payment reflects my gift of \$_____

AEP Ohio
PO Box 24411
Canton, OH 44701-4404



00001355109000136210100000000041035216920112312018900088

Service Address:

02009025 01 AV 0378
Liming Chen
123 Street Name Blvd
Anywhere, OH 12345-1234
Account #123-456-789-0-1

Line Item Charges:

Previous Charges		
Total Amount due at last billing	\$	53.55
Previous Payment 11/05/16		-53.55
Previous Balance Due	\$.00
Accumulated Budget Balance		73.18
Total Previous Balance	\$	73.18

Current AEP Ohio Charges		
Tariff 820 - Residential Service 11/19/16		
Transmission Service	\$	4.36
Distribution Service		17.43
Customer Charge		8.40
Retail Stability Rider		1.80
Deferred Asset Phase-IN Rider		1.11
Phase-IN Recovery Rider		1.43
Current Electric Charges Due	\$	34.53

Current IGS Energy Charges (800-280-4474)		
Adjustments	\$	-12.10
Electric Energy Charge (339KWH @ 0.0675)		22.88
Current Supplier Charges	\$	10.78*
Other AEP Ohio Charges		1.11
AEP Ohio Current Budget Amount	\$	48.00*

Total Account Balance	\$	118.49
Total Amount Due	\$	59.49

*Charges make up "Total Amount Due"

Usage Details:

Month	Total KWH	Days	KWH Per Day	Cost Per Day	Average Tariff, kWh
Current	550	29	19	\$2.32	50*
Previous	528	28	19	\$2.32	50*
One Year Ago	521	29	18	\$2.12	40**

Your Average Monthly Usage: 572 KWH

Total KWH for the past 12 months is 6,864

Supplier Message(s)

IGS Energy is your everyday energy adviser. Questions? Call 1-800-280-4474.

Meter Details:

Meter #	Service Period	Detail
123456789	10/21-11/19	Previous
		2703 Actual
		2792 Estimated
Multiplier: 1.0000		Related Usage: 550 KWH

Questions about your bill?
1-800-672-2231 Customer Operations Center
www.AEPOhio.com

Usage Details:



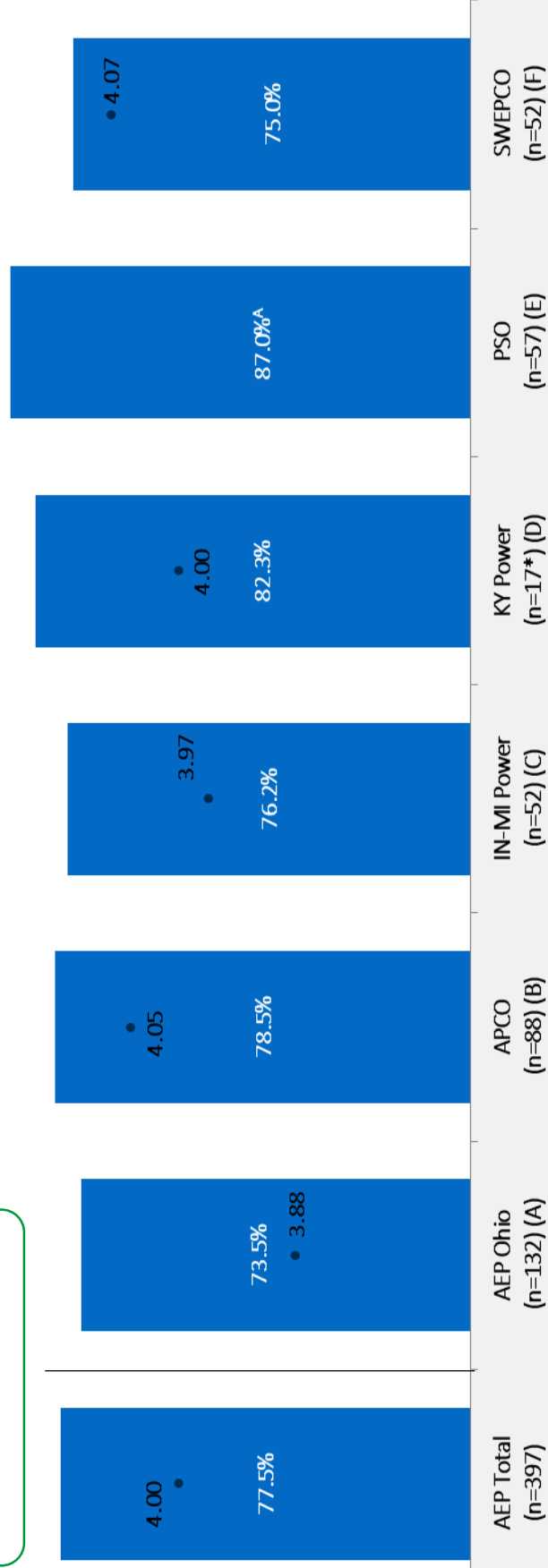
SATISFACTION WITH REVISED BUDGET BILL

- Over three-quarters of Budget Bill customers are very satisfied with the revised statement

 Paperless bill customers are **more likely** to be satisfied with the revised statement

Revised Budget Bill Satisfaction

Budget Bill Customers | Top-2 Box & Mean



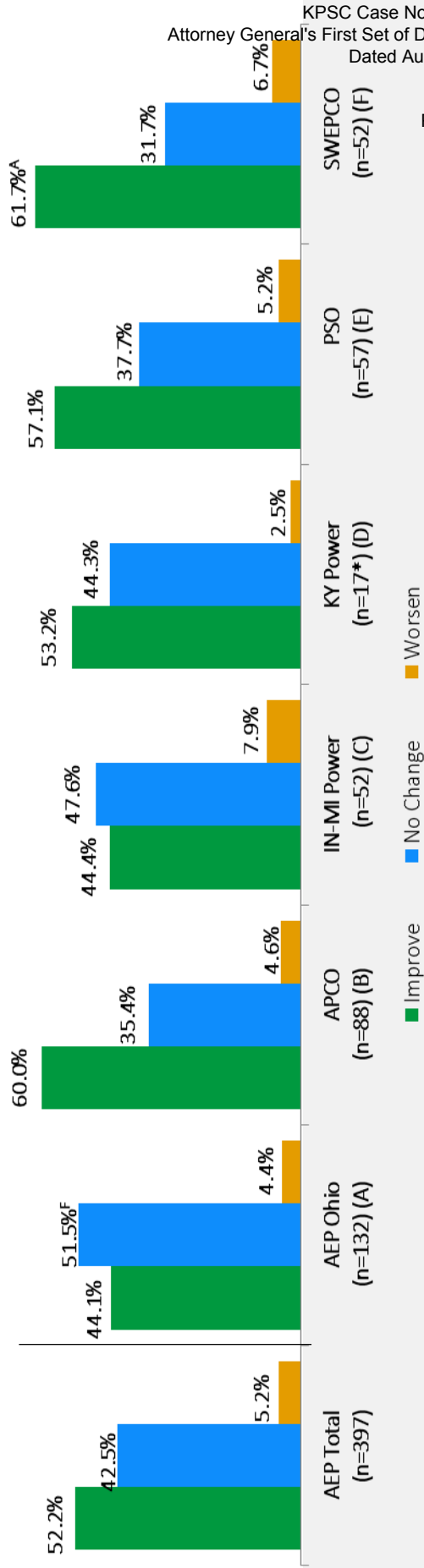
B8. How satisfied are you with the potential new bill statement from [OPCO]? (Please use the following scale of 1 to 5, where 1 means "Not At All Satisfied" and 5 means "Extremely Satisfied")

OPINION CHANGE

- The revised bill would improve most Budget Bill customers' opinions of their OPCO and would only negatively impact the opinions of a few customers

Change in Opinion

Budget Bill Customers | Frequency



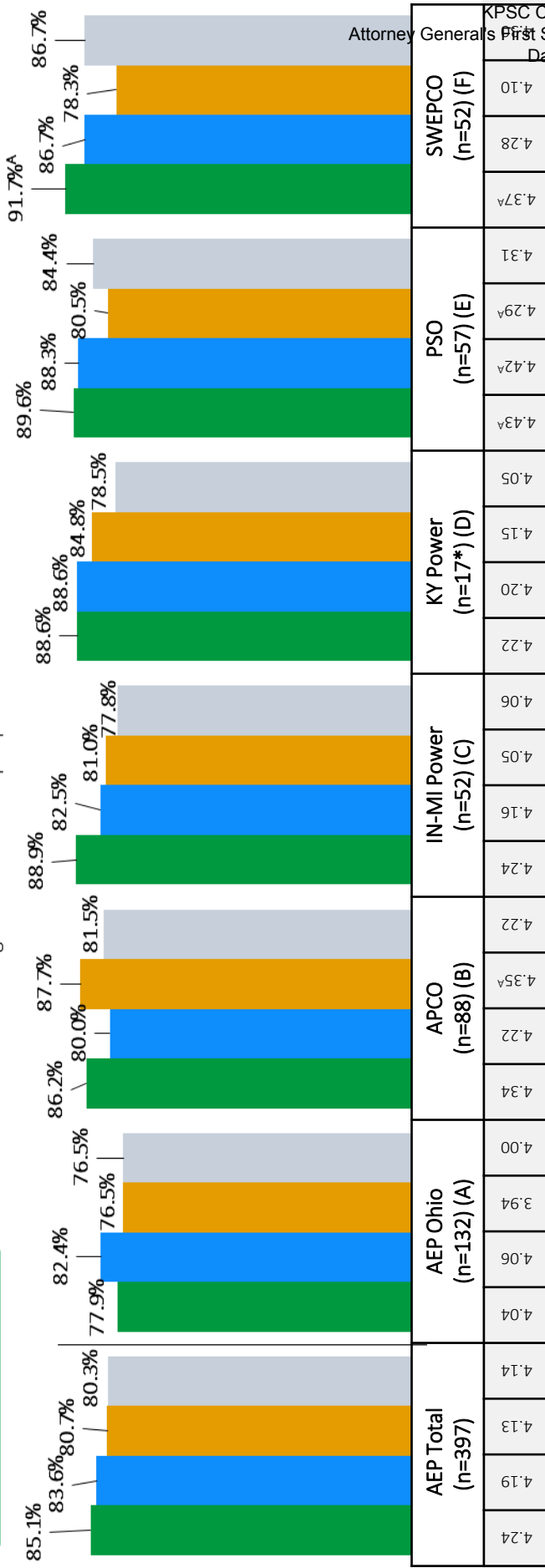
B2. How would your opinion of [OPCO] change if this became the new bill statement provider?

OPINION OF BUDGET BILL

- Budget Bill customers agree that the revised bill provides detailed and relevant information

Paperless bill customers are **more likely** to agree that the bill provides detailed information

Opinion of Residential Budget Bill
Budget Bill Customers | Top-2 Box & Mean



■ It provides detailed information. ■ It provides relevant information. ■ It is visually easy to read.

B1. Using a scale from 1 to 5, where 1 is "Strongly Disagree" and 5 is "Strongly Agree", how much do you agree with the following statements below about the bill you received?

OPINION OF BUDGET BILL CONT.

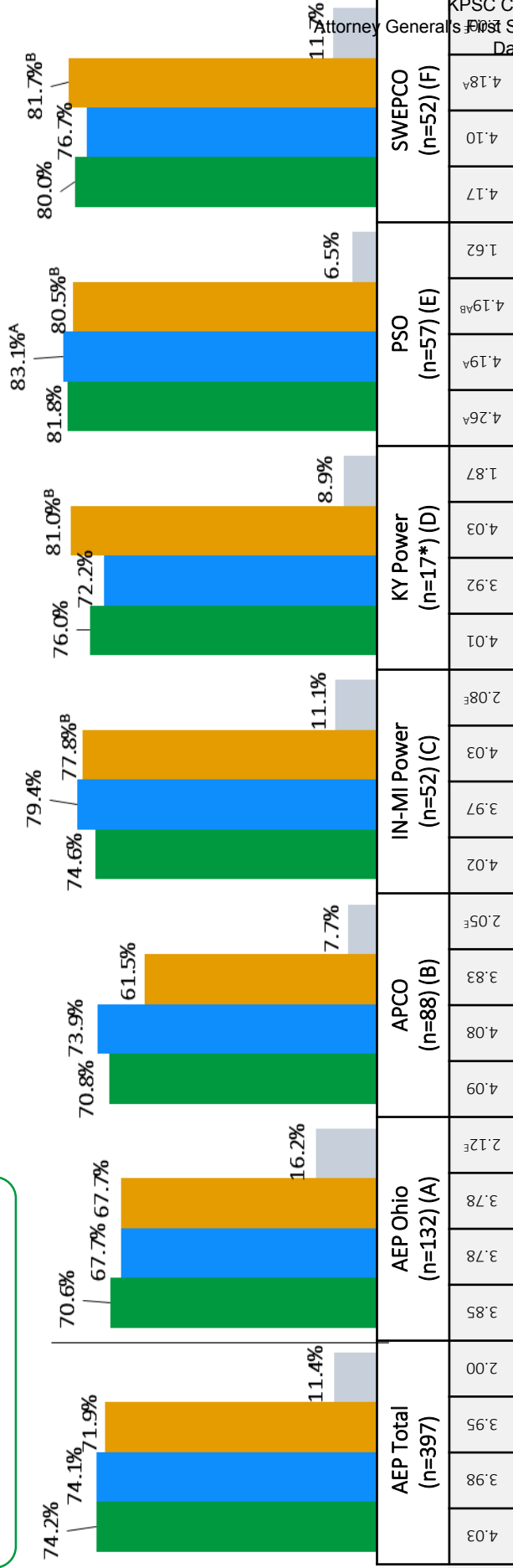
- Few Budget Bill customers found the bill confusing

Paperless bill customers are **more likely** to agree that the bill is easy to understand and has a look and feel that they like

Paper bill customers are **more likely** to agree that the bill is confusing

Opinion of Residential Budget Bill Cont.

Budget Bill Customers | Top-2 Box & Mean



■ It is easy to read.

■ It has a look and feel that I like.

■ It is easy to understand.

■ It is confusing.

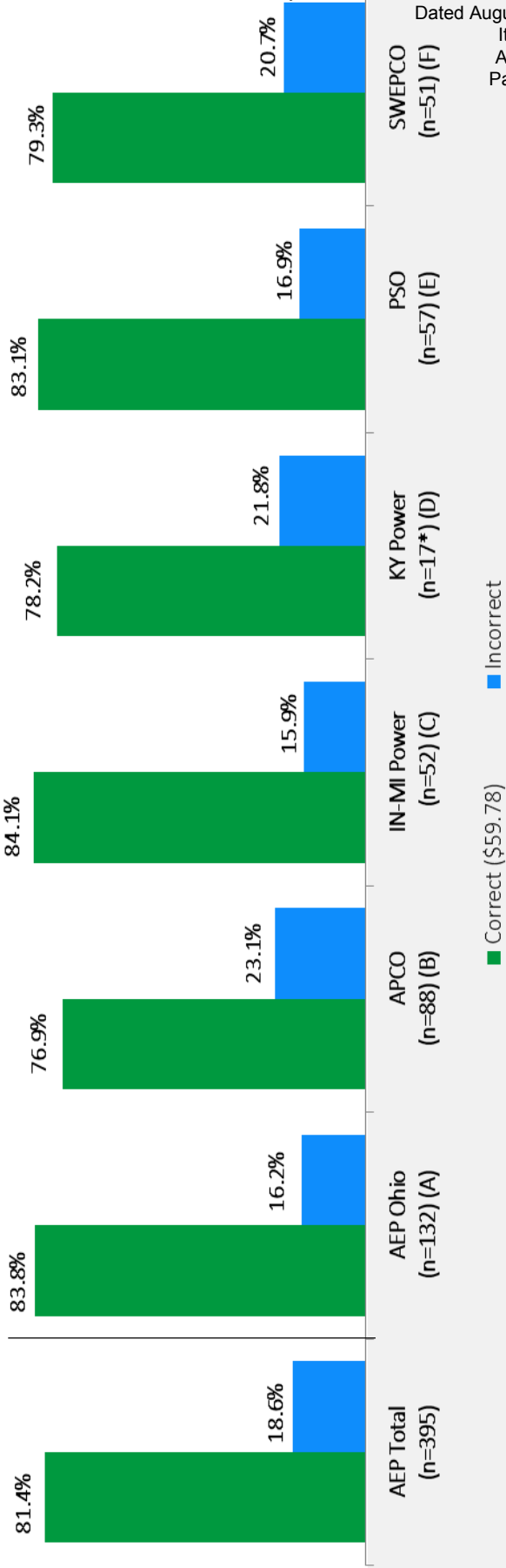
B1. Using a scale from 1 to 5, where 1 is "Strongly Disagree" and 5 is "Strongly Agree", how much do you agree with the following statements below about the bill you receive?

FINDING THE AMOUNT DUE

- Over three-fourths of Budget Bill customers identified the correct budget amount due of \$59.78 on the bill
 - Incorrect responses included \$34.53 (the amount due if not on budget bill) and \$49.00 (the current budget amount)

Budget Amount Due

Budget Bill Customers, Excludes "I cannot find the budget amount due" | Frequency



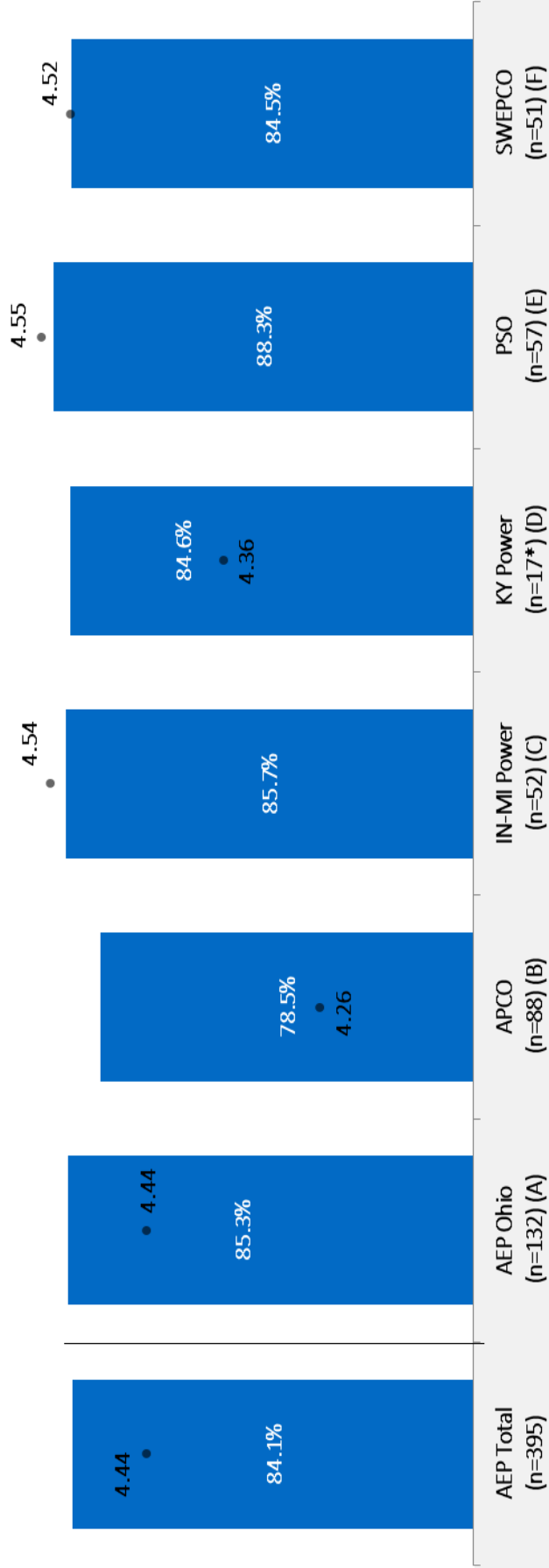
B2a. What is the total budget amount due on the bill?

EASE OF FINDING BUDGET AMOUNT DUE

- Over four-fifths of Budget Bill customers thought that it was easy to find the budget amount due on the bill

Ease of Finding Budget Amount Due

Budget Bill Customers, Excludes those who could not find the budget amount due | Top-2 Box & Mean



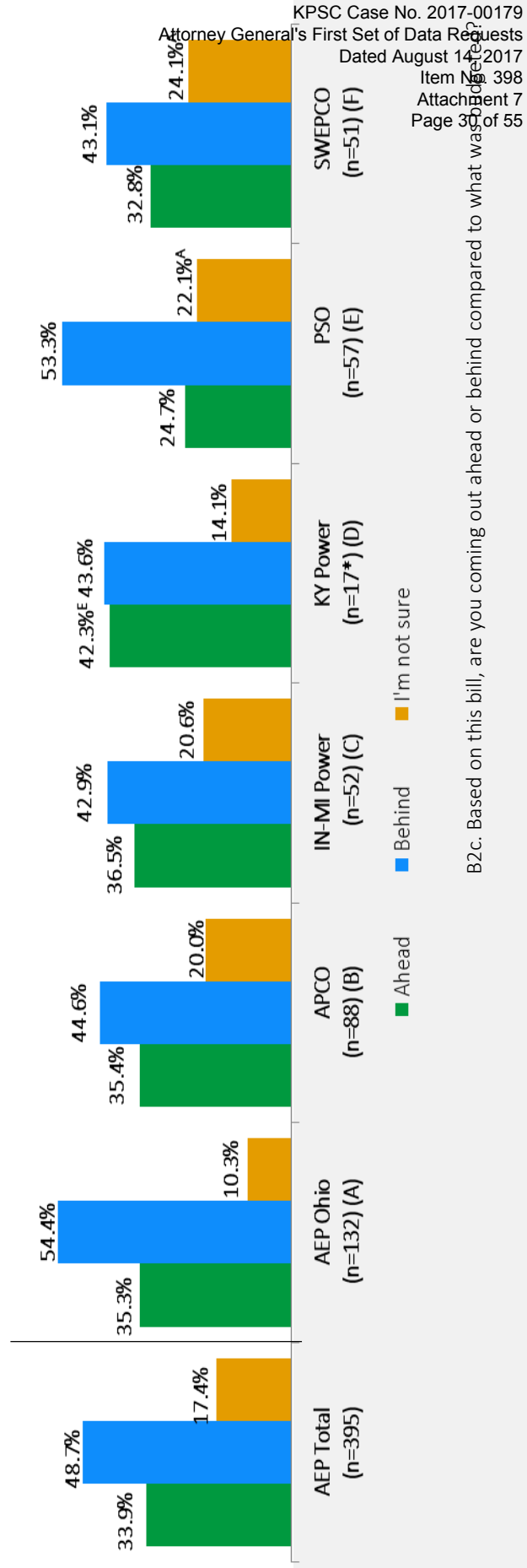
B2b. In your opinion, how difficult or easy was it to find the budget amount due on this bill? (Scale of 1 to 5, where 1 means "Extremely Difficult to Find" and 5 means "Extremely Easy")

BUDGET AMOUNT BALANCE

- Nearly half of Budget Bill customers identified that they are coming out behind compared to what was budgeted

Budget Amount Due vs. Current Budget Amount

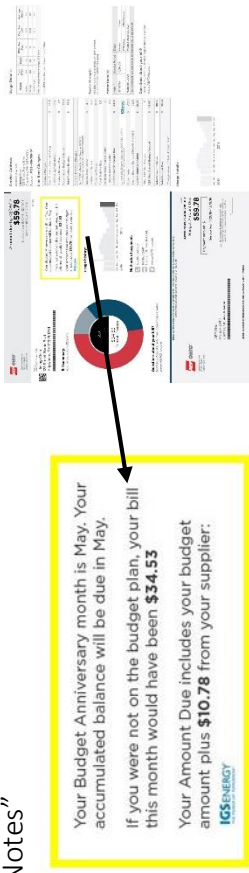
Budget Bill Customers, Excludes those who could not find the budget amount due | Frequency



B2c. Based on this bill, are you coming out ahead or behind compared to what was budgeted?

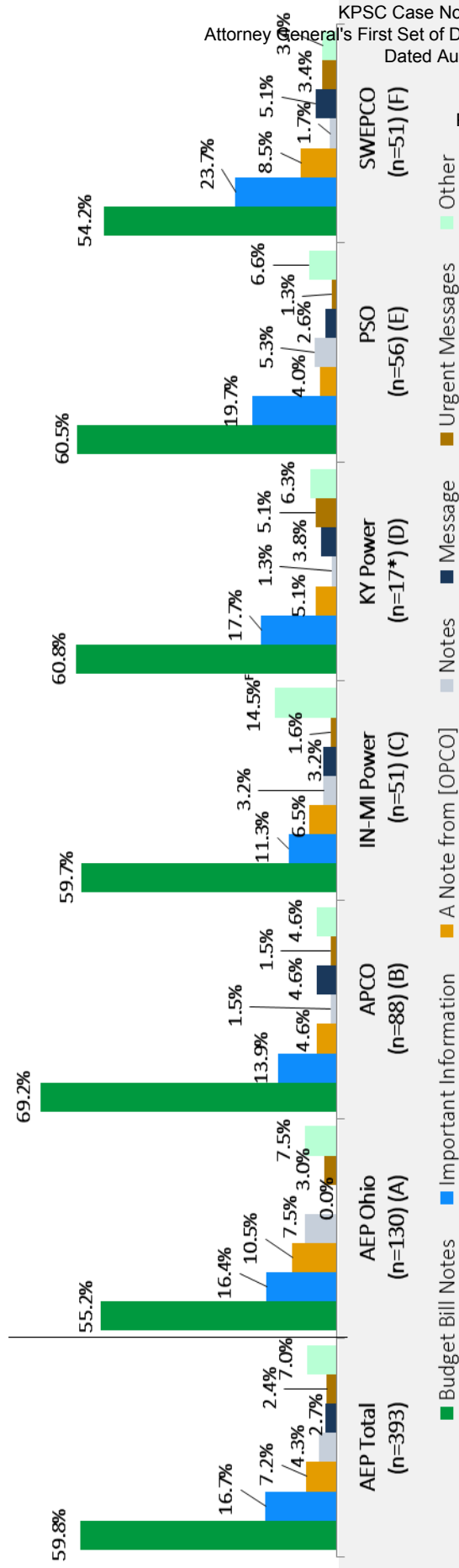
SECTION TITLE PREFERENCE

- Over half of Budget Bill customers prefer the section title “Budget Bill Notes”



Information Section Title Preference

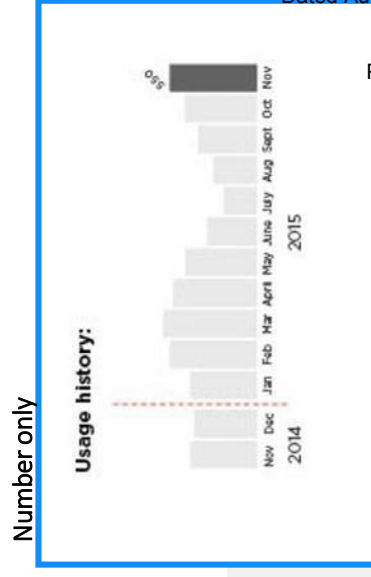
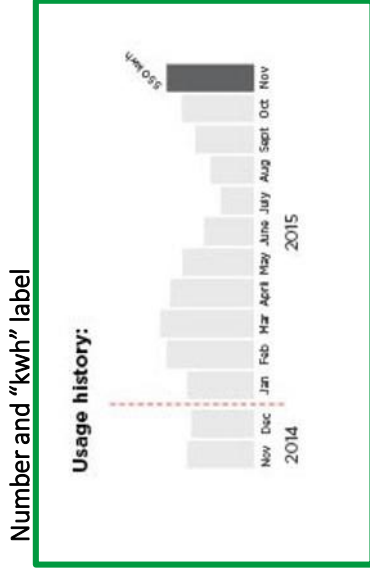
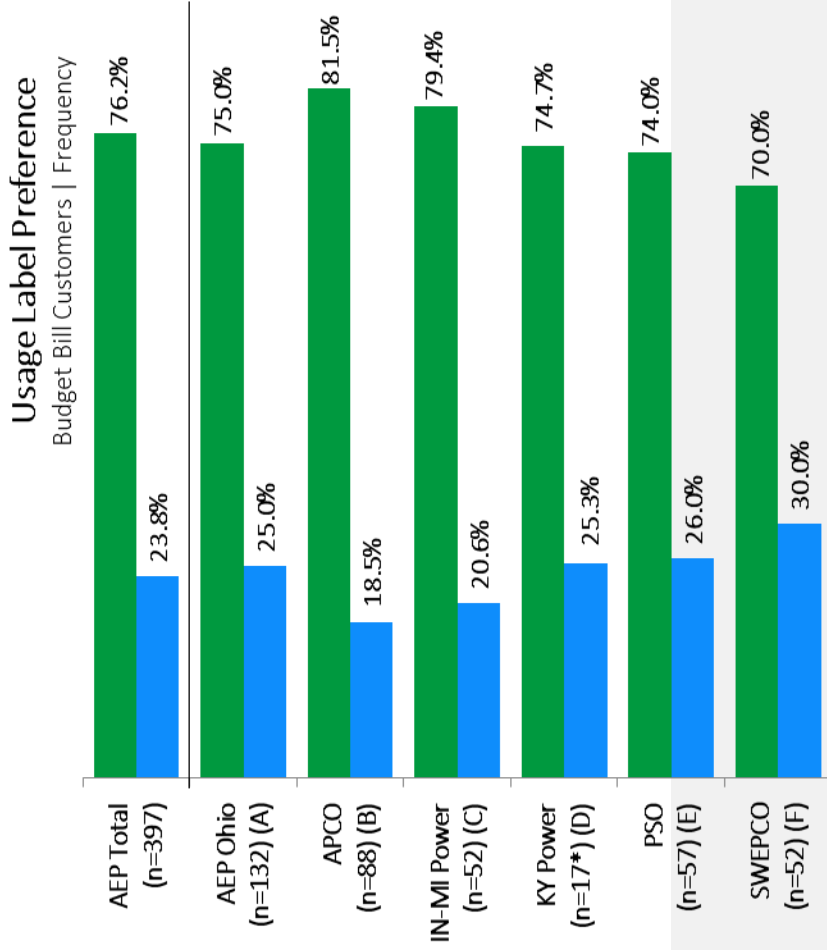
Budget Bill Customers, Excludes “Don’t know/ Unsure” and “N/A/ None” | Frequency



B3. Now looking at the highlighted section of the report, what would you prefer this section to be titled?

USAGE LABEL PREFERENCE

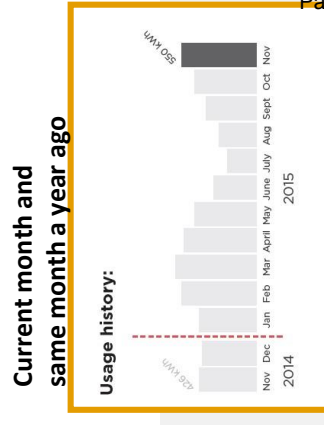
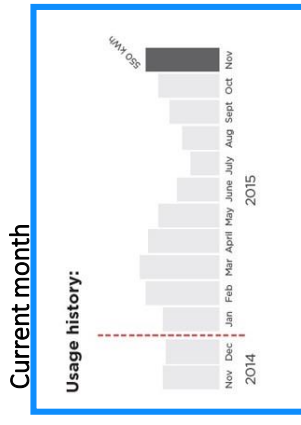
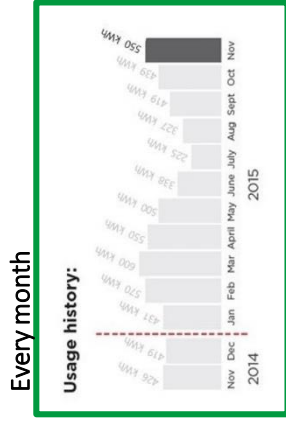
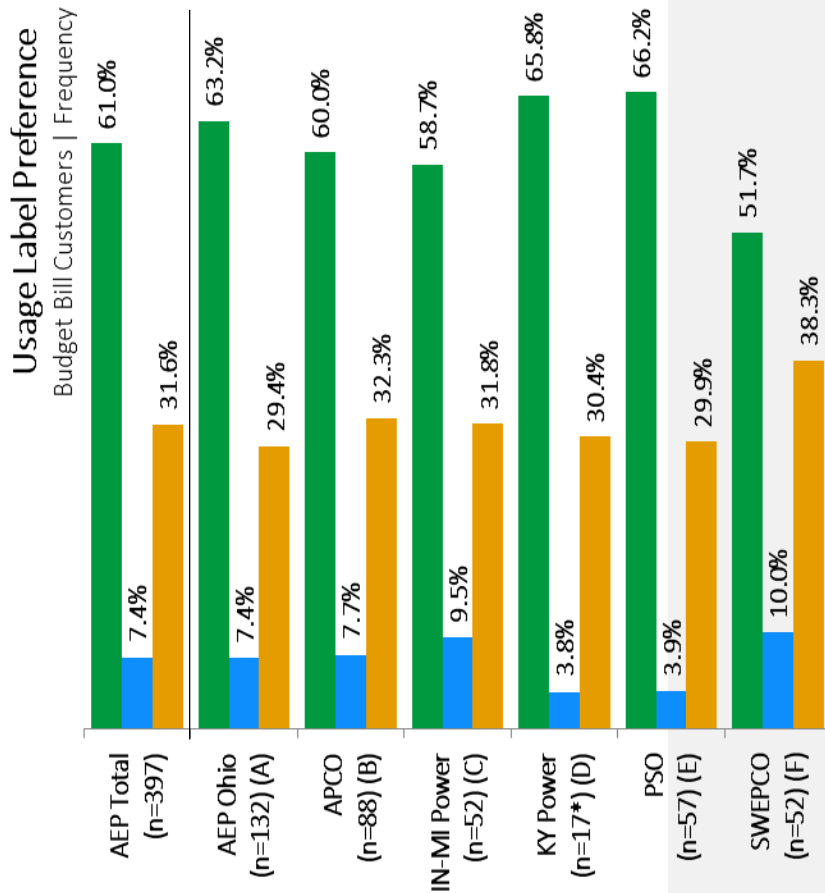
- Over three-quarters of Budget Bill customers prefer to see the Usage History chart label with the number and kWh



B4. And thinking about the Usage History chart, if you prefer to see the usage label shown on

USAGE HISTORY CHART LABEL PREFERENCE

- Nearly two-thirds of Budget Bill customers prefer to see the label over every month on the Usage History chart

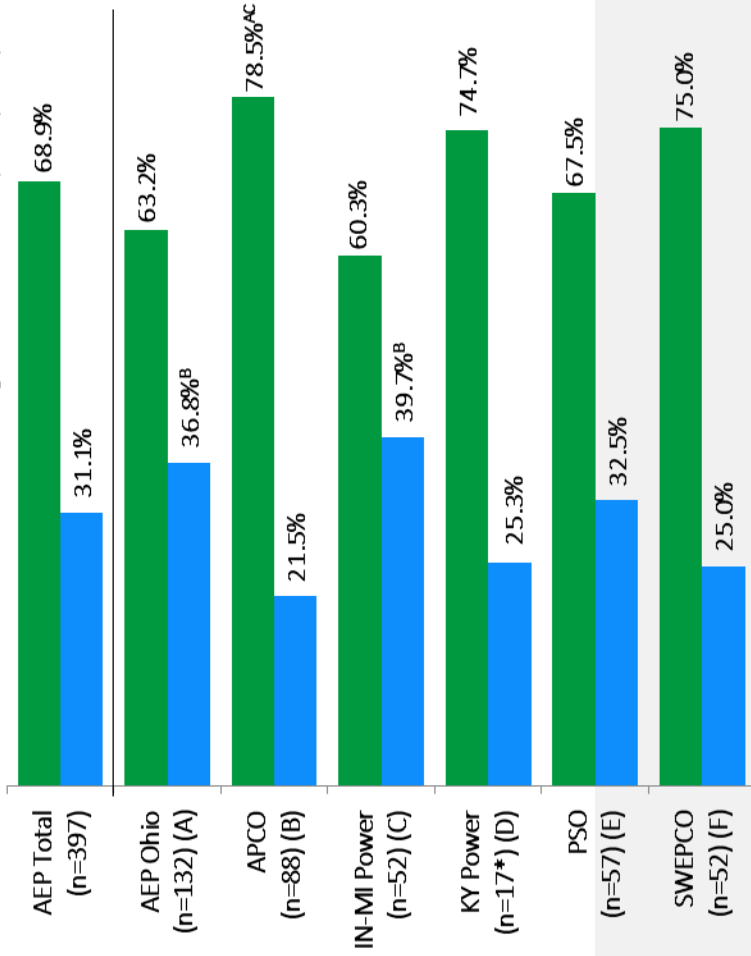


B5. When viewing the Usage History chart, you can click on the month you prefer to see the usage history for. The chart will then display the usage history for that month.

METER DETAIL PAGE PREFERENCE

- Over two-thirds of Budget Bill customers prefer to see the Meter Detail table on the first page of the bill, below the Usage History chart

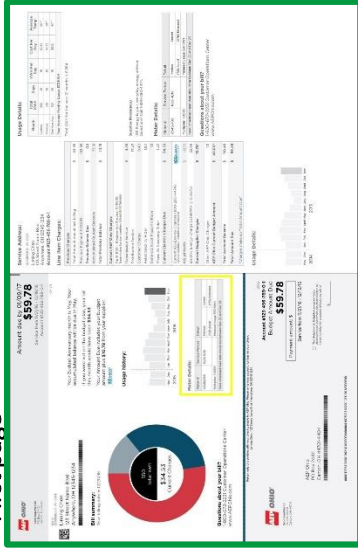
Meter Detail Page Preference
Budget Bill Customers | Frequency



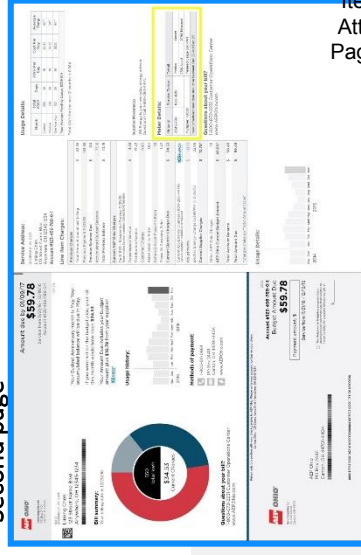
Meter Details:

Meter #	Service Period	Detail
03456789	10/21-11/79	Previous
		Current
Multipier: 10000	2792 Actual	2792 Estimated
Next scheduled read date should be between Dec: 23 and Dec: 29		

First page



Second page



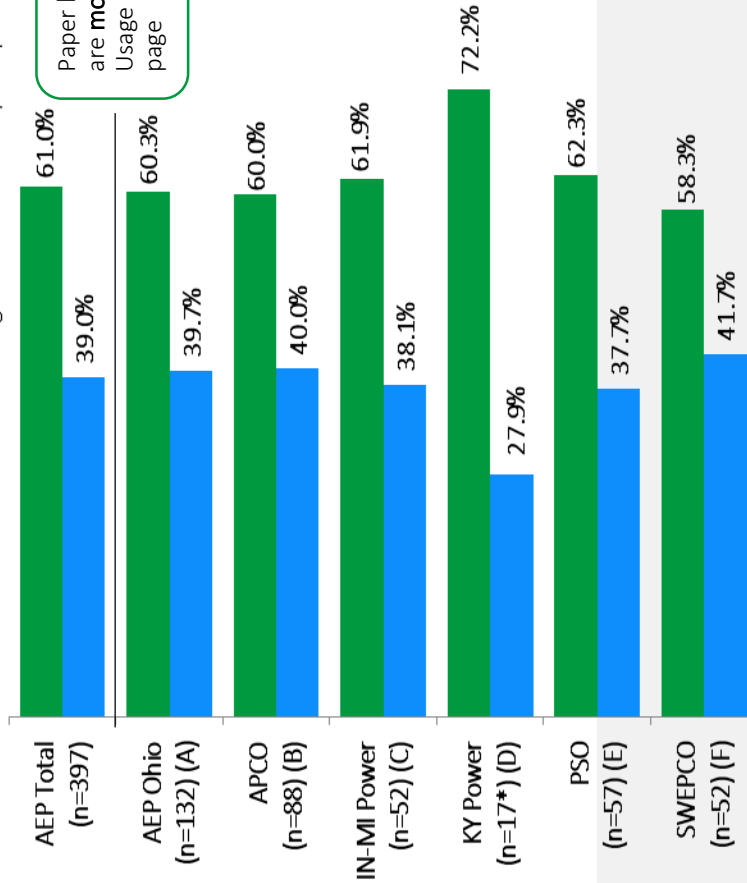
B6. Where would you prefer to see the Meter Detail table on the bill?

USAGE DETAIL PAGE PREFERENCE

- Almost two-thirds of Budget Bill customers prefer to see the Usage Detail table on the first page of the bill, below the Usage History chart

Usage Detail Page Preference

Budget Bill Customers | Frequency

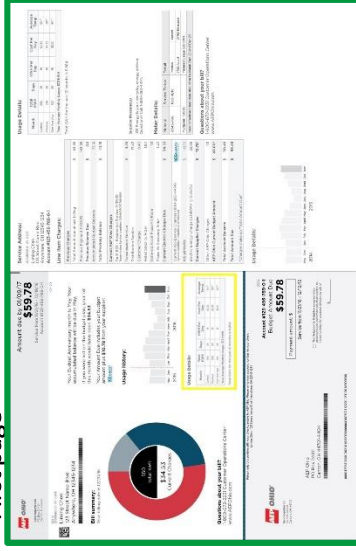


Paper bill customers are **more likely** to prefer the Usage Detail table on the first page

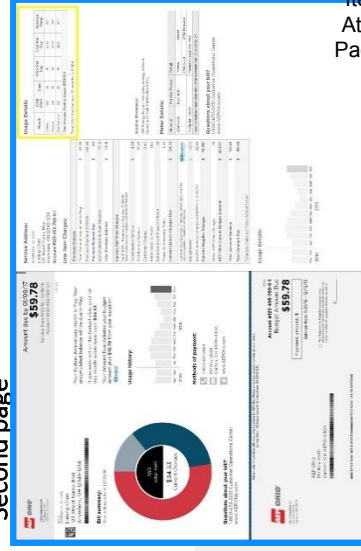
Month	Total kWh	Days	kWh Per Day	Cost Per Day	Average Temp.
Current	510	29	18	\$1.12	50°
Previous	528	28	19	\$1.12	58°
One Year Ago	517	29	18	\$1.12	40°

Your Average Monthly Usage: 172 kWh
Total kWh for the past 12 months is 6,864

First page



Second page



B6a. Where would you prefer to see the Usage Detail table on the bill?

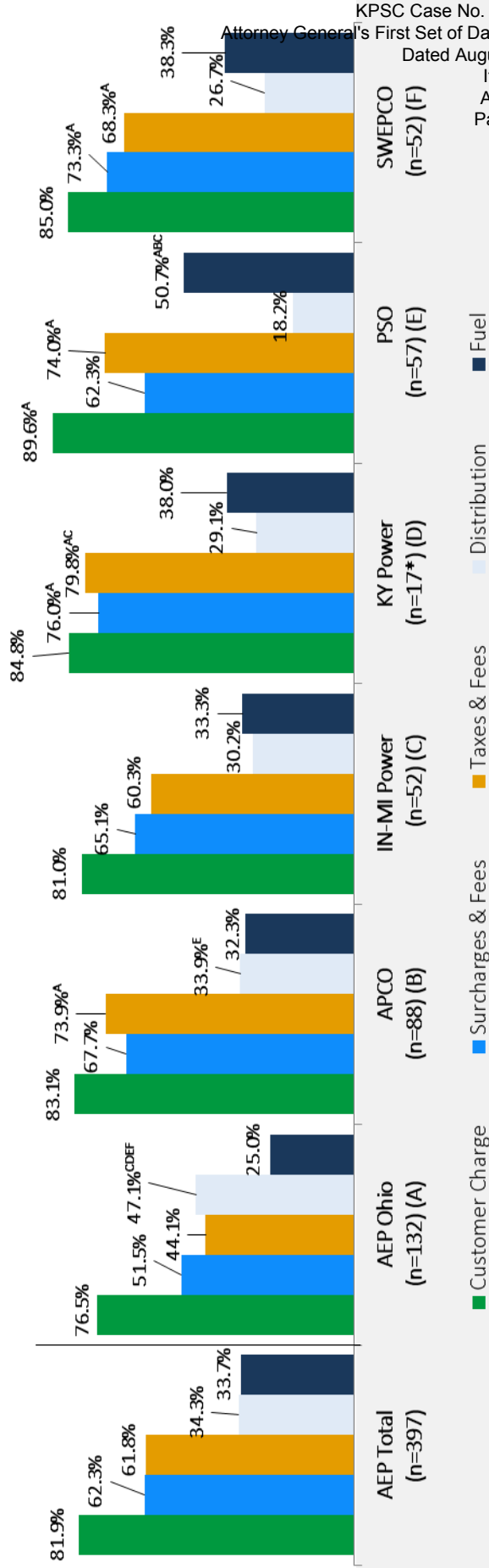
CIRCLE GRAPH BREAKDOWN

- Budget Bill customers want to see the Customer Charge, Surcharges & Fees and Taxes & Fees in the Bill Summary circle graph

Paper bill customers are **more likely** to want to see Distribution in the Bill Summary graph

Bill Summary Circle Graph Charges

Budget Bill Customers | Frequency



B7. The Bill Summary circle graph shows a breakdown of your charges. Please select the charges that you would most like to see in the graph. You may select up to 5 charges.

CIRCLE GRAPH BREAKDOWN CONT.

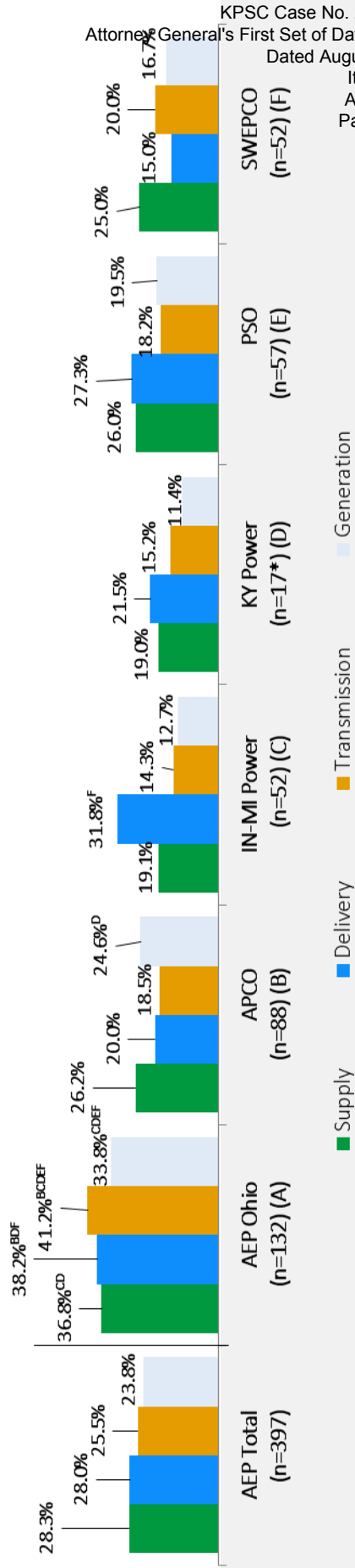
- Budget Bill customers are least interested in the Generation charge being included in the Bill Summary circle graph
 - AEP Ohio customers are more likely to want the Transmission charge included in the Bill Summary circle graph

Bill Summary Circle Graph Charges Cont.

Budget Bill Customers | Frequency



Paper bill customers are **more likely** to want to see Transmission in the Bill Summary graph



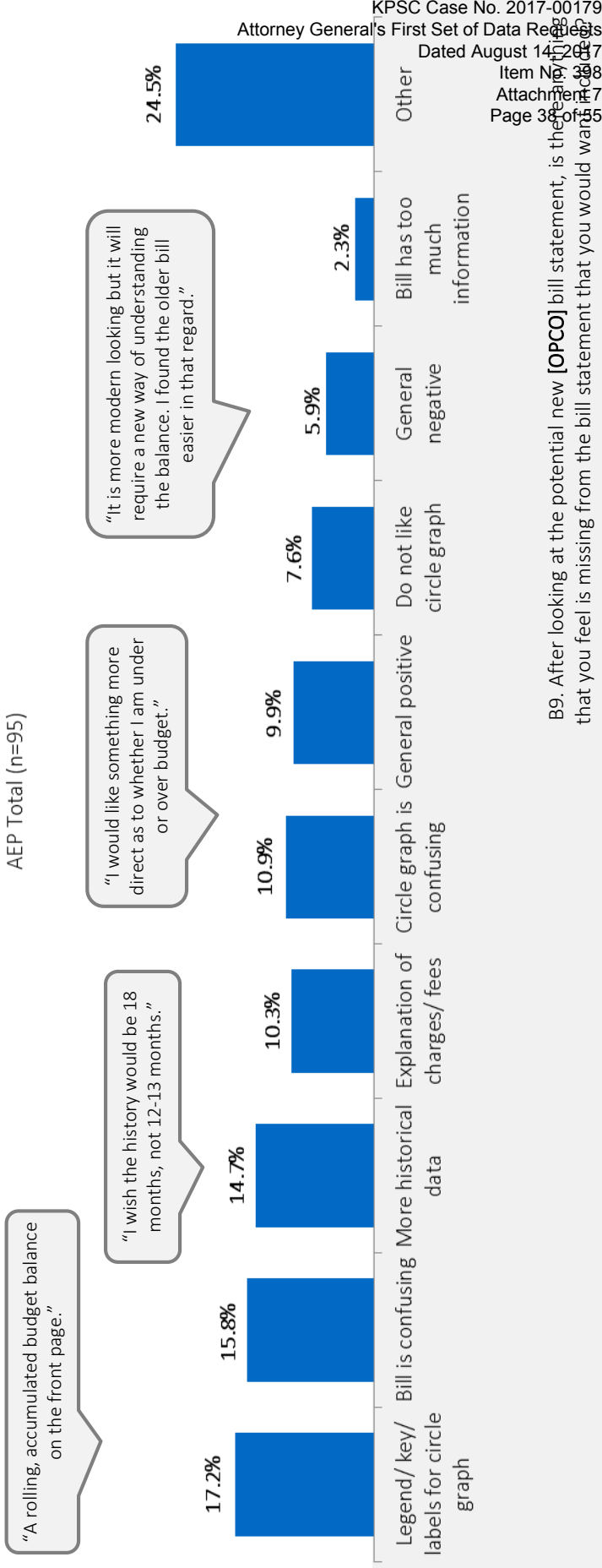
B7. The Bill Summary circle graph shows a breakdown of your charges. Please select the charges that you would most like to see in the graph. You may select up to 5 charges.

SUGGESTIONS FOR BILL

- Almost one-sixth of Budget Bill customers found the bill confusing
- Budget Bill customers are interested in more historical usage data and an explanation of charge and fees being included on the bill statement

Other Features Desired on Bill Statement

Budget Bill Customers, Excludes "Don't know/Unsure", "N/A / None" and "Nothing" | Frequency
AEP Total (n=95)



Detailed Findings: Other Bill Preferences

LENGTH PREFERENCE

- Almost two-thirds of customers think that the ideal length of a bill is one (1) page front and back



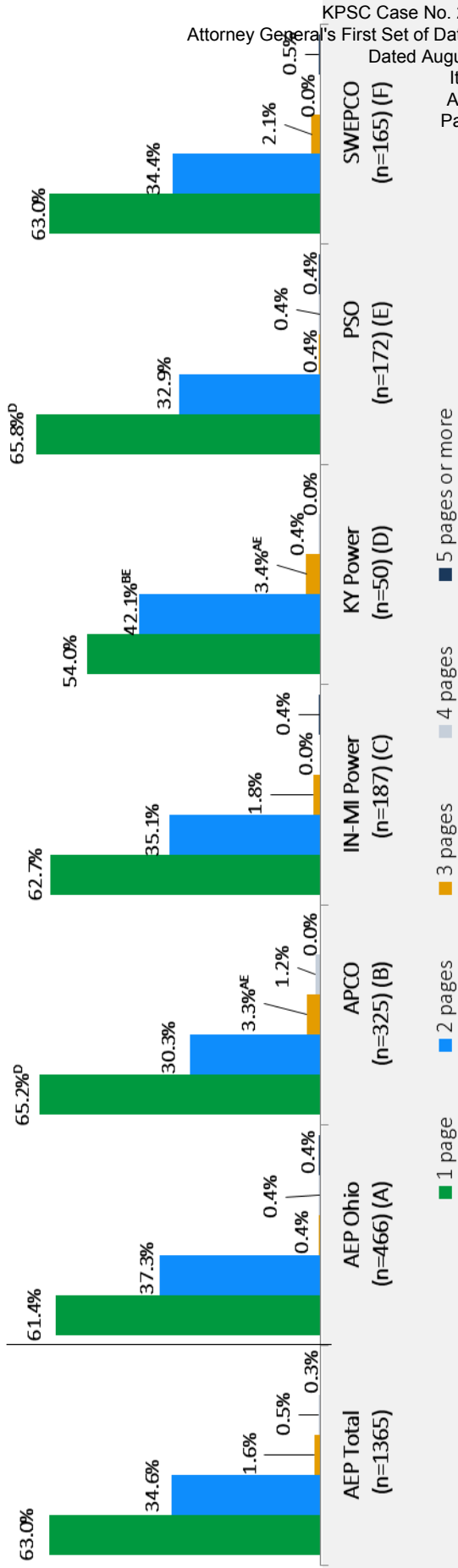
Paperless bill customers are **more likely** to think that one page is the ideal bill length



Paper bill customers are **more likely** to think that two pages is the ideal bill length

Ideal Length of Bill

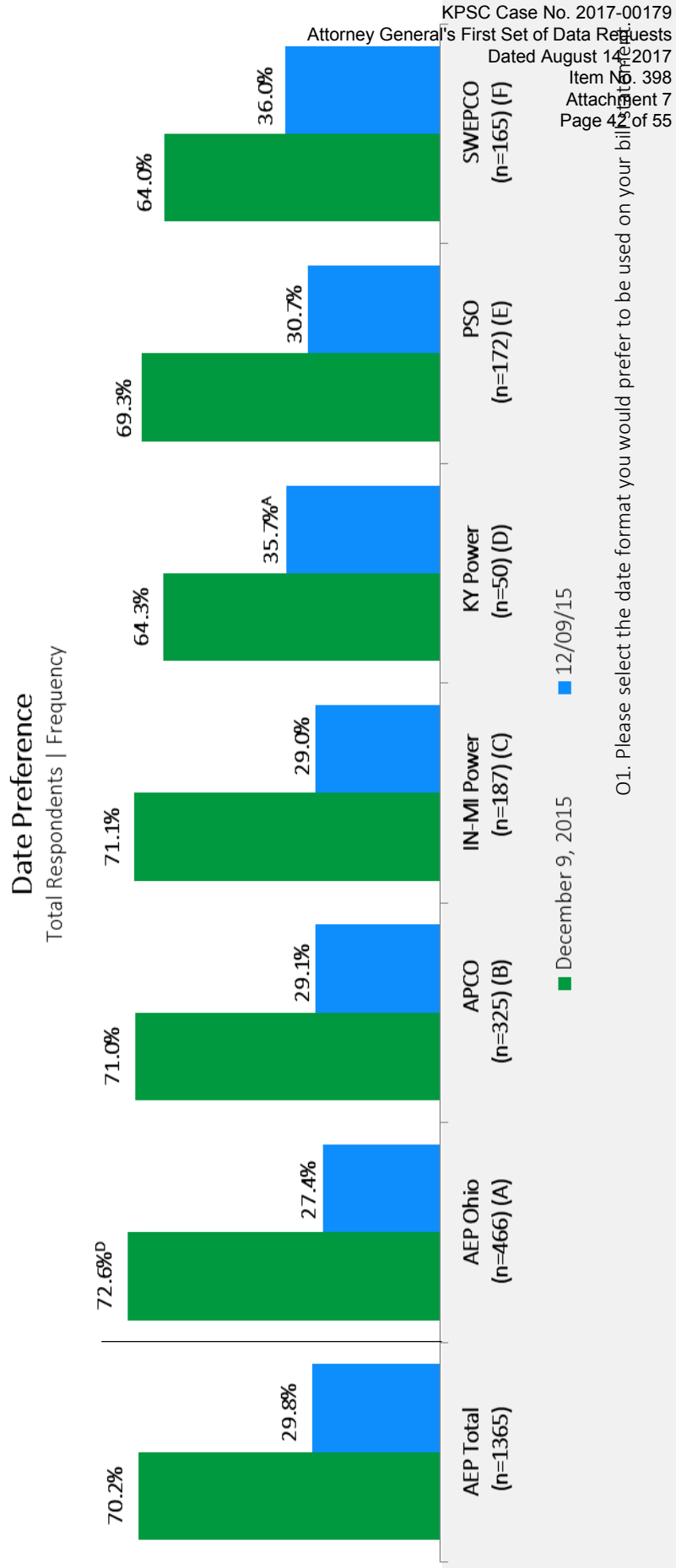
Total Respondents | Frequency



O2. In your opinion, what is the ideal length of a bill from [OPCO]? One page is from [OPCO]?

DATE PREFERENCE

- Over two-thirds of customers prefer the “December 9, 2015” date format on the bill



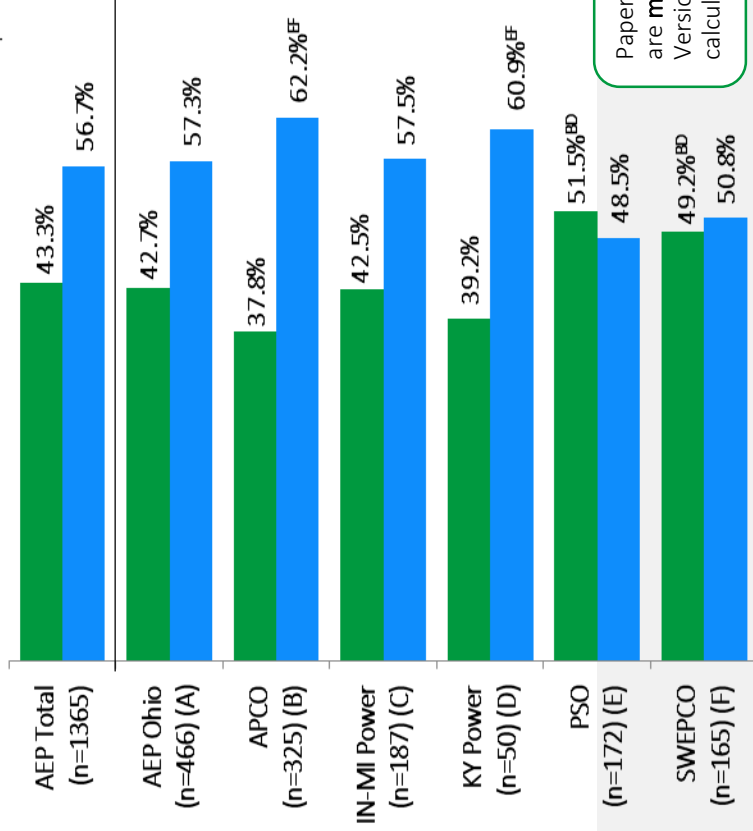
01. Please select the date format you would prefer to be used on your bill.

NEIGHBOR TO NEIGHBOR

- Over half of customers think that Version B shows the easiest way to calculate the payment amount if they made a voluntary “Neighbor to Neighbor” gift

Neighbor to Neighbor Gift Calculation Preference

Total Respondents | Frequency



Paper bill customers are **more likely** to think that Version B is the easiest way to calculate the payment amount

Version A

A Amount due by 12/09/15 **\$67.24**

The Neighbor to Neighbor program helps disadvantaged customers pay their electric bill. \$ _____
I want to help. My payment reflects my gift of _____

Payment amount: \$ _____

Service from 10/21/15 - 11/19/15

Version B

B Amount due by 12/09/15 **\$67.24**

Payment amount: \$ _____


Service from 10/21/15 - 11/19/15

The Neighbor to Neighbor program helps disadvantaged customers pay their electric bill. I want to help. My payment reflects my gift of \$ _____

O4. Now looking at the two images below, which image shows the easiest way to calculate the payment amount if you made a voluntary “Neighbor to Neighbor” gift

Detailed Findings: Disconnect Notice Evaluation

DISCONNECT NOTICE



AEP OHIO
American Electric Power
PO Box 24411
Canton, OH 44701


DISCONNECT NOTICE

CY 20

2024

Your account is scheduled for disconnection on December 9, 2015.

02001355-1000001362101010000000000041003921492012312014900008



02001355-1000001362101010000000000041003921492012312014900008

Person McPerson
123 Street Name Blvd
Anywhere, OH 12345-1234

Past-due Charges:

30 days past due	\$64.84
60 days past due	\$0
90 days past due	\$0
TOTAL PAST DUE	\$64.84

Current Billing Charges:

Billing Cycle 10/21-11/19	\$67.24
Late billing charge	\$2.03
TOTAL ACCOUNT BALANCE	\$134.11

Methods of payment:

☎ 1-800-811-0964
 📧 PO Box 24411
 📍 Canton, OH 44701-4404
 🌐 www.aepohio.com

The amount to avoid disconnect is the total of your past-due charges. If payment has been made, please accept our thanks and disregard this notice.

See back of this notice for important customer rights and other information. Receipt of a new bill will not change the requirements stated on this notice. We give our residential customers' payment records to credit reporting agencies. Prompt payment of your electric billings will help you establish credit in your community.

Reconnection:

Should you get disconnected, here's a breakdown of potential charges for reconnection:

Trip Charge	\$16.00
Single phase reconnection	\$53.00
Holiday/weekend charge	\$98.00
Other reconnection type	\$154.00
Holiday/weekend charge	\$192.00

Return only this portion with your check payable to AEP Ohio. Please write your account number on your check.
Payable to: Person | 123 Street Name Blvd | Payment, OH 12345-1234


Amount due to avoid disconnect by 12/09/15
\$64.84

Payment amount: \$ Service from 10/21/15 - 11/19/15

AEP OHIO

Send Payment to:
 PO Box 24411
 Canton, OH 44701


AEP OHIO
 PO Box 24411
 Canton, OH 44701-4404



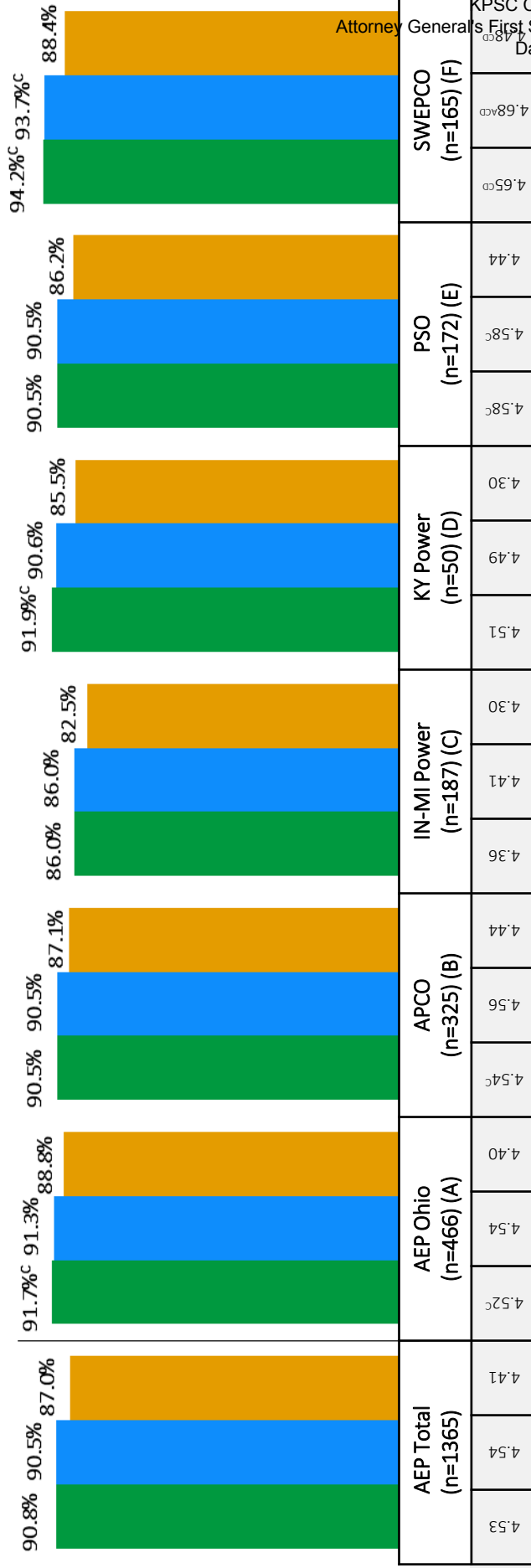
00001355-1000001362101010000000000041003921492012312014900008

OPINION OF DISCONNECT NOTICE

- Customers agree with all of the statements about the disconnect notice


 Paperless bill customers are **more likely** to agree with all statements about the disconnect notice

Opinions of Disconnect Notice
Total Respondents | Top-2 Box & Mean



■ It is easy to find the amount needed to pay to avoid disconnection.

■ It provides detailed information about the charges for reconnection.

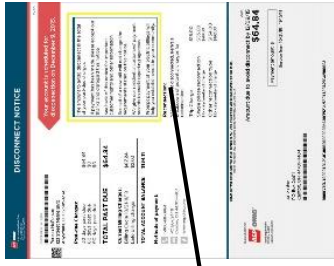
■ It is easy to find when the account is scheduled for disconnection.

D1. Using a scale from 1 to 5, where 1 is "Strongly Disagree" and 5 is "Strongly Agree," respondents do you agree with the following statements below about the disconnect notice you

SECTION TITLE PREFERENCE

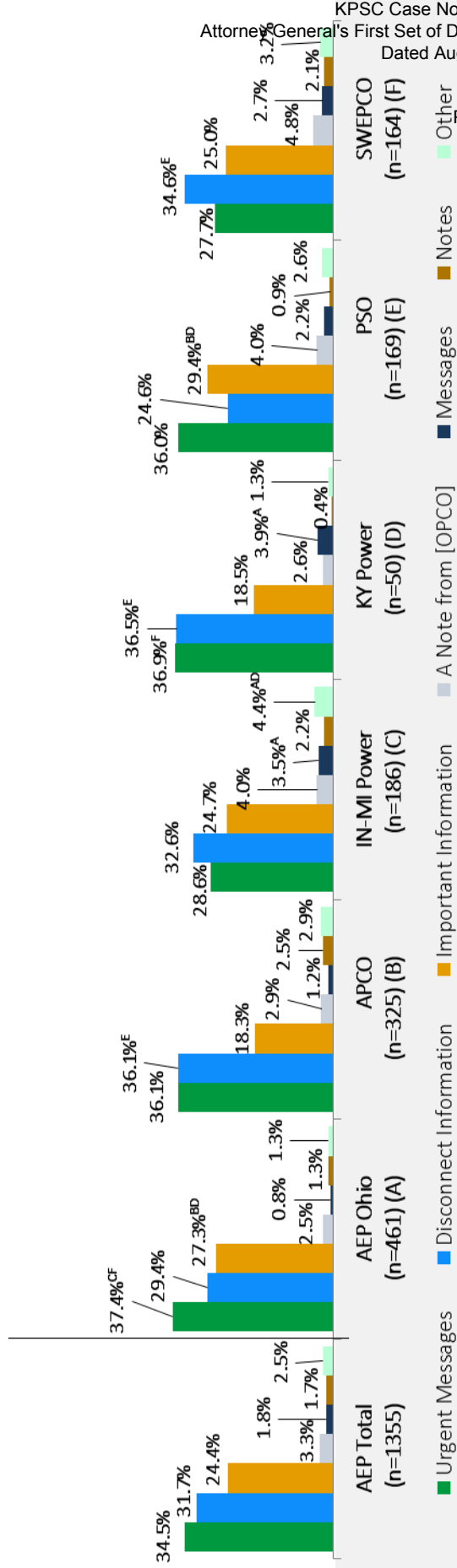
- Over one-third of customers prefer the section be titled "Urgent Messages"

The amount to avoid disconnect is the total of your past-due charges.
 If payment has been made, please accept our thanks and disregard this notice.
 See back of this notice for important customer rights and other information.
 Receipt of a new bill will not change the requirements stated on this notice.
 We give our residential customers' payment records to credit reporting agencies.
 Prompt payment of your electric billings will help you establish credit in your community.



Information Section Title Preference

Total Respondents | Frequency



D2. Looking at the highlighted section of the disconnect notice below, what would you prefer this section be titled?

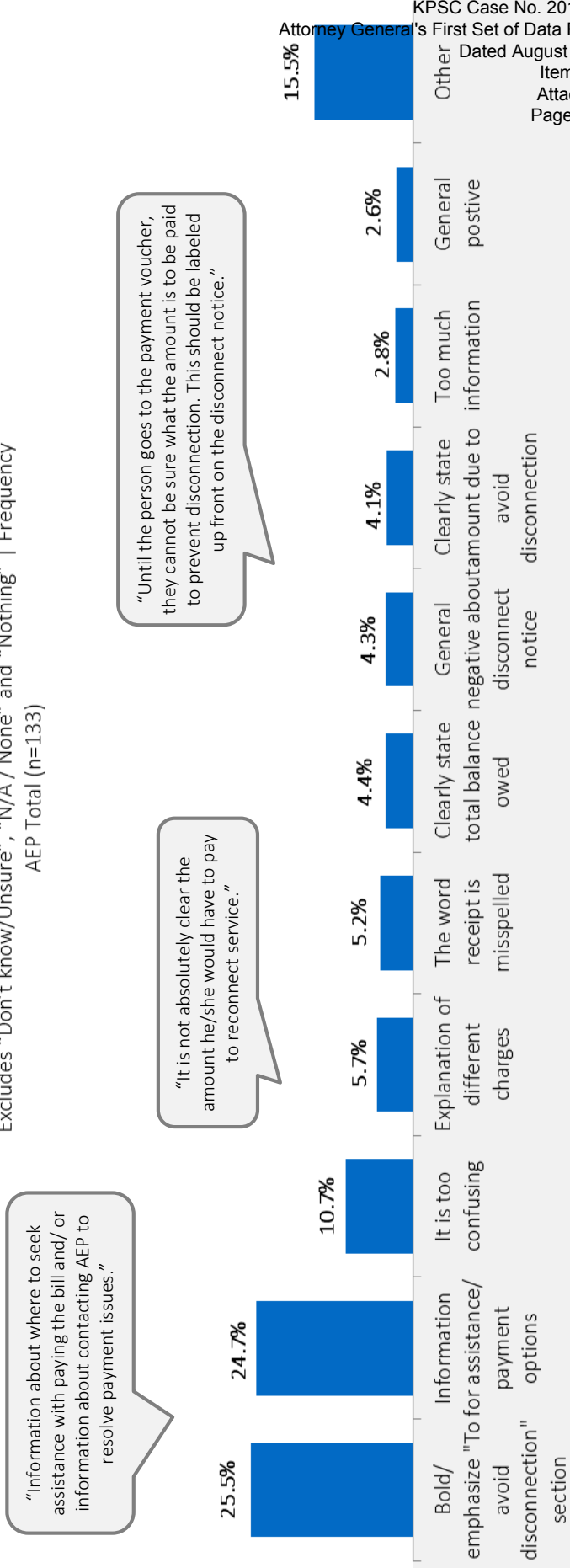
SUGGESTIONS FOR DISCONNECT NOTICE

- Over one-quarter of customers think that the “To avoid disconnection section” needs to be emphasized more
- Customers would like the contact information for assistance and payment options included on the disconnect notice

Other Features Desired on Disconnect Notice

Excludes “Don’t know/Unsure”, “N/A / None” and “Nothing” | Frequency

AEP Total (n=133)



D3. After looking at the [OPCO] disconnect notice, is there anything that is missing from the disconnect statement that you think should be included?

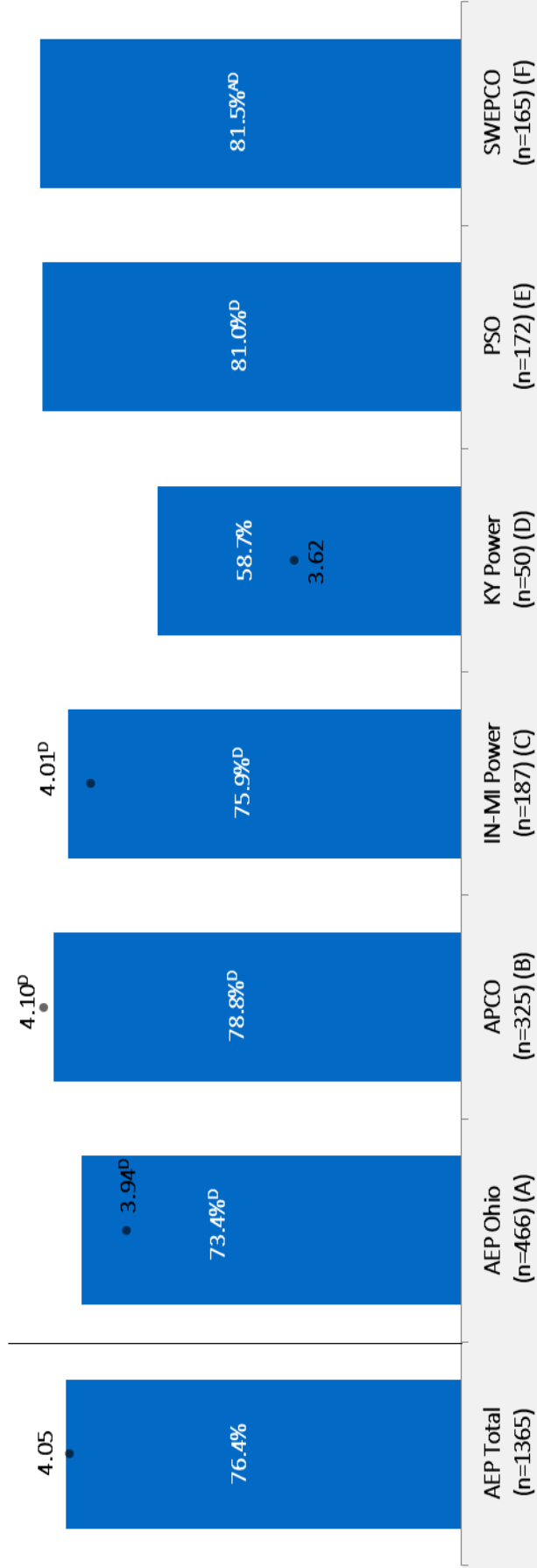
Appendix A: Bill Statement Satisfaction & Paperless Billing Usage

SATISFACTION WITH CURRENT BILL

- Over three-quarters of customers are very satisfied with their current bill statement
 - KY Power customers are less likely to be satisfied with their current bill statement

Current Bill Satisfaction

Total Respondents | Top-2 Box & Mean



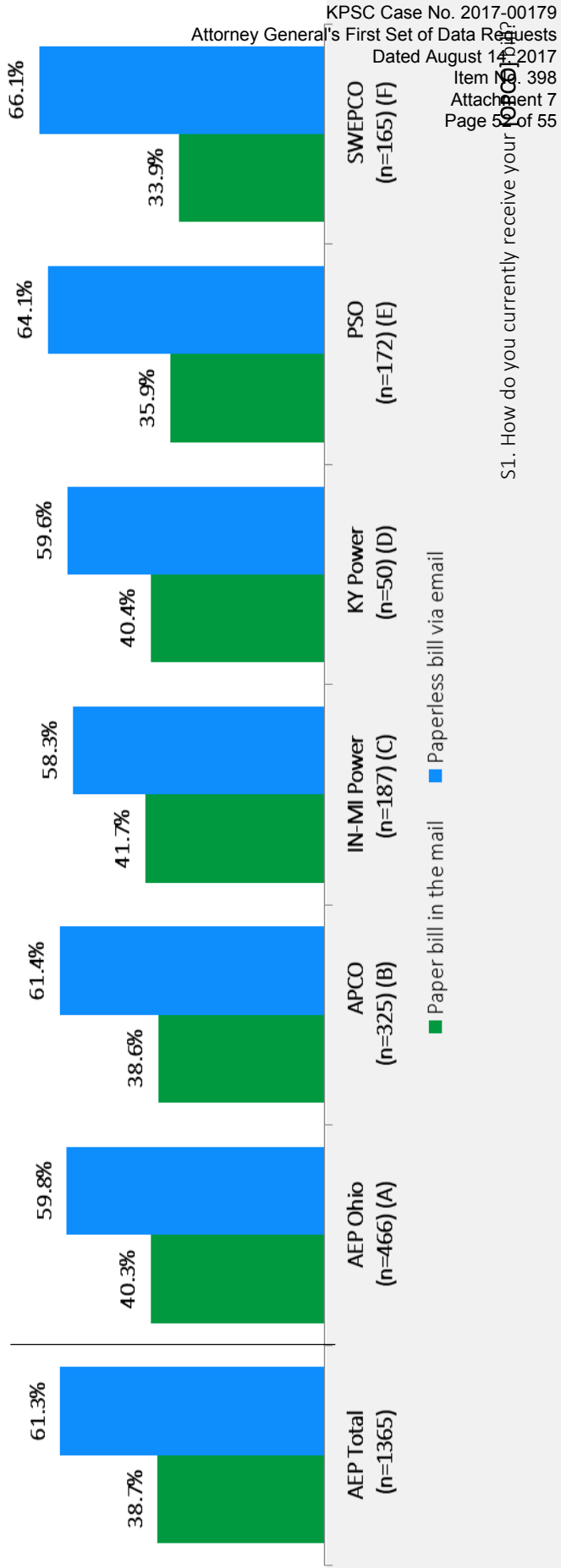
S2. Overall, how satisfied are you with your current bill statement from [OPCO]? Please use the following scale of 1 to 5, where 1 means "Not At All Satisfied" and 5 means "Extremely Satisfied"

BILL TYPE

- The majority of customers receive a paperless bill via email

Bill Type

Total Respondents | Frequency

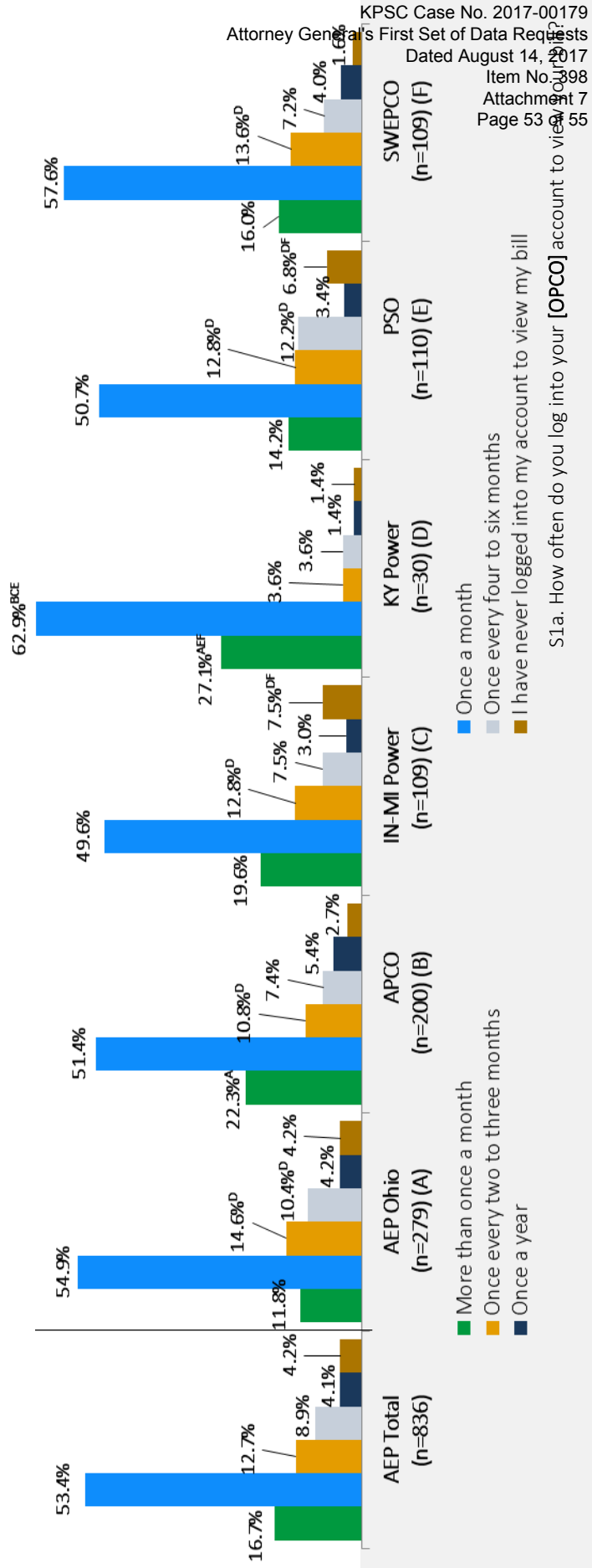


S1. How do you currently receive your bill?

ONLINE BILL VIEWING

- Among paperless bill customers, over two-thirds log into their account to view their bill once a month or more
 - KY Power customers log into their account most frequently

Frequency of Logging Into Account to View Bill
Paperless Bill Customers | Frequency



S1a. How often do you log into your [OPCO] account to view your bill?

Appendix B: Methodology & Analysis

METHODOLOGY & ANALYSIS

Methodology

1,365 interviews were conducted among residential customers from Wednesday, February 8th – Friday, February 17th, 2017 using an online survey, which took an average of just under 14 minutes to complete.

All interviews were conducted among residential customers who are currently active members of the American Electric Power (AEP) Insight Panel, excluding AEP Texas customers.

	Respondents	Percentage	Weighted Respondents	Weighted Percentage
AEP Ohio	n=241	17.7%	n=466	34.2%
APCO	n=241	17.7%	n=325	23.8%
IN-MI Power	n=228	16.7%	n=187	13.7%
KY Power	n=235	17.2%	n=50	3.7%
PSO	n=231	16.9%	n=172	12.6%
SWEPSCO	n=189	13.8%	n=165	12.1%

Analysis

Throughout the study respondents were allowed to provide a “Don’t Know/ Not Sure” response for certain questions. These responses are excluded from the base size and noted throughout the report.

Low base sizes (n < 30) are noted throughout the report with an asterisk (*), and caution should be used when interpreting data on these slides.

All significance testing was conducted at the 95% confidence level. Significant differences are indicated throughout the report in call-out boxes. The subgroups analyzed in this report include:

- **Bill Type** (shown in green boxes)

All six AEP OPCOs were weighted to reflect their proportion of the AEP system total, excluding AEP Texas.