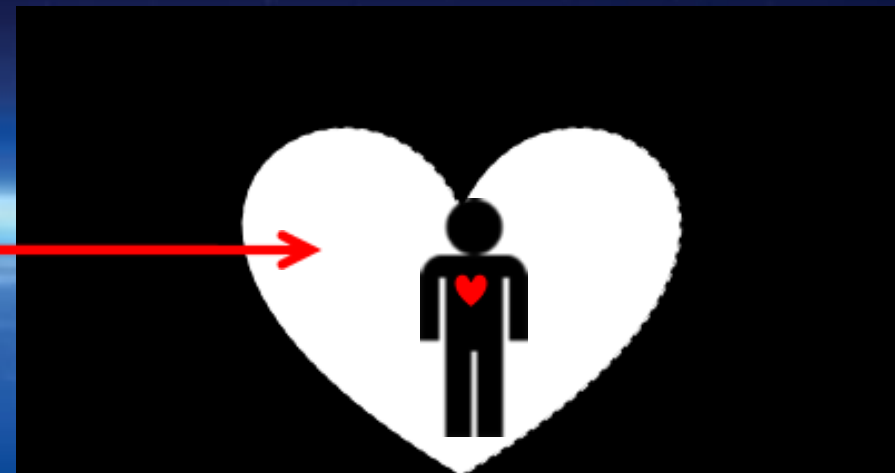
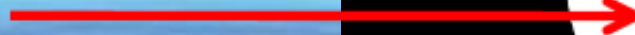


RICOH

Carrie T Murphy, M-EDP
Ricoh Production Print Solutions

DATA: THE KEY TO A WINNING STRATEGY



Agenda

- A New World
 - For Print Companies
 - For Consumers
 - For CMOs
- Precision Marketing
- Proof Points
- What Do You Need to Do?



The world has changed
for companies who print
(yeah....that's you and that's us)

Major Impacts

Global Economy

Green Initiatives

Role of the Internet

Regulatory Requirements

Implication:

A Transformation is Underway
From Print-Centric to Communications-Centric

Communications = Marketing

'Must-Read' Documents → Marketing Vehicles

The Consumer

The CMO



The world has changed
for the consumer

NOISE: know me or NO me

Transactions

Direct Mail

1:1 Marketing

flickr™

twitter

Newsletters

You Tube

TV

Linked in™

Advertising

WordPress

facebook.

BLOGS

meetup

Customers Are Defecting

- 91% are opting out of emails
- 63% may defect from brands due to irrelevant content:
 - ✓ 41% of consumers say they would consider ending a brand relationship due to irrelevance
 - ✓ 22% already have

Implication:

Get Relevant, Get Precise

Data, Data, Data

The Customer is in Control

Cut Through the Clutter

Data, Data, Data

New Capabilities Required



The world has changed
for the CMO

Only about half of all Companies have a formal marketing plan

- 55% have a formal marketing plan
- 45% Do not have a formal Marketing plan

Most Companies Outsource to fulfill at least some of the marketing needs

- In-house 48%
- Both 4%
- Outsource 4%

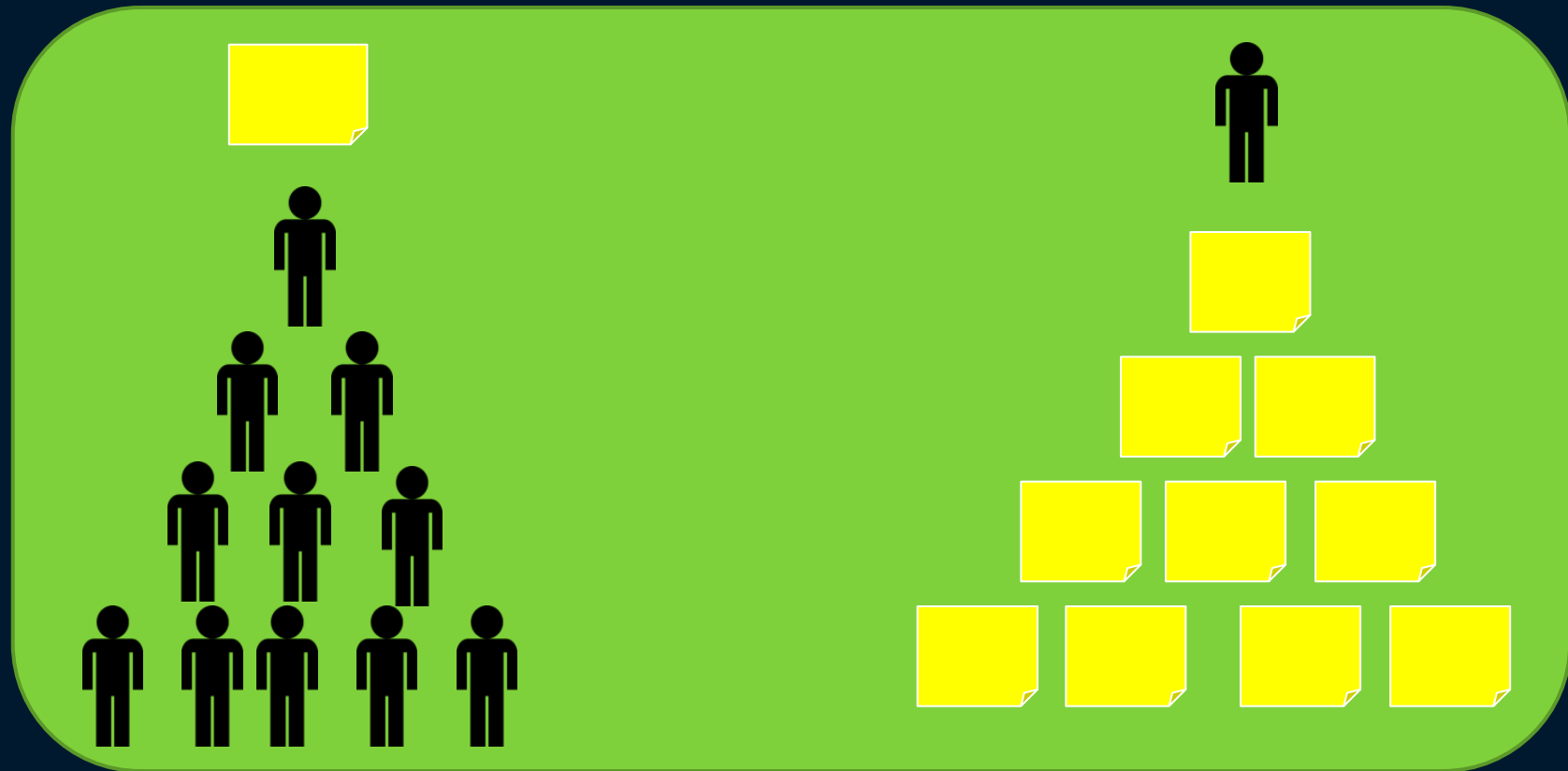
Most Companies Outsource to fulfill at least some of their marketing needs

- In-house 48%
- Both 48%
- Outsource 4%

40% of Companies expect their Marketing budgets to increase in 2012

- Stay the same 56%
- Increase 40%
- Decrease 4%

Traditional Marketing



One message to many

Marketing 2.0

Relevant to an Individual

Fewer yet more meaningful, targeted messaging and promotions to your loyal customers.

56% of marketers
perceive themselves as being
extremely customer-centric

Only 12% of
customers agree

CMO Top Challenges for 2011

- Turn loyal customers into Brand Advocates
- ROI - Prove value back to business
- Drive Relevancy
- Brand Consistency
- Build Trust
- Integrate all channels
- Stay employed

ROI

If you can't measure your marketing success, good luck.

Know your business impact.

Email, website, search engine, direct mail, social media, mobile marketing...

Implication:

New Capabilities Required Precision Marketing

Data-Driven Customer Insights

Integrated Multi-Channel Communications

Color, Personalization, Relevance

ROI

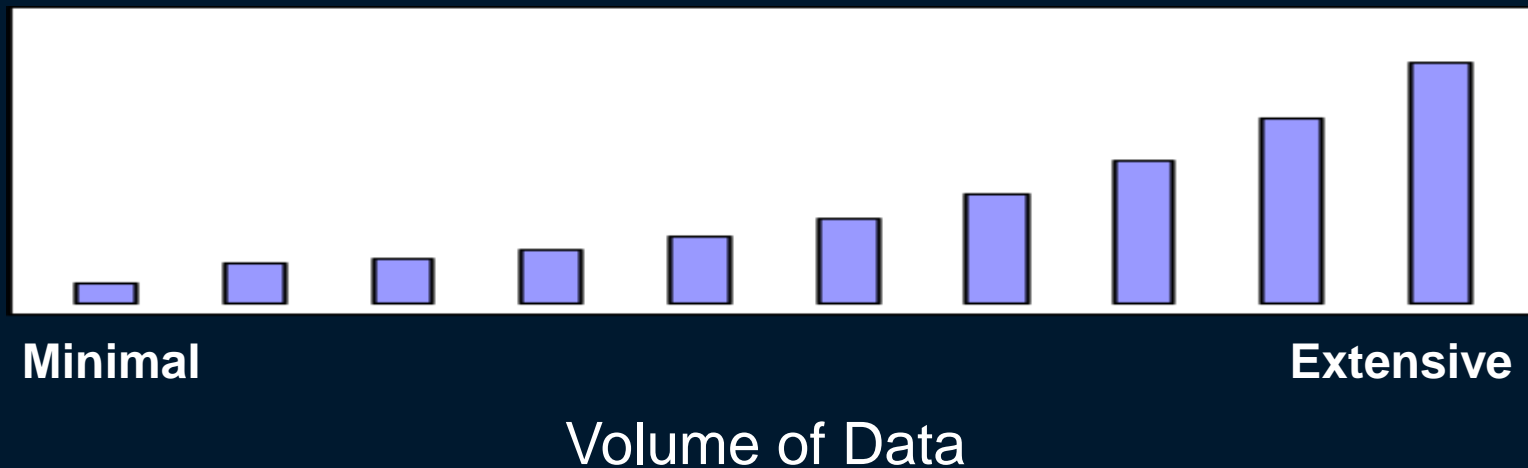
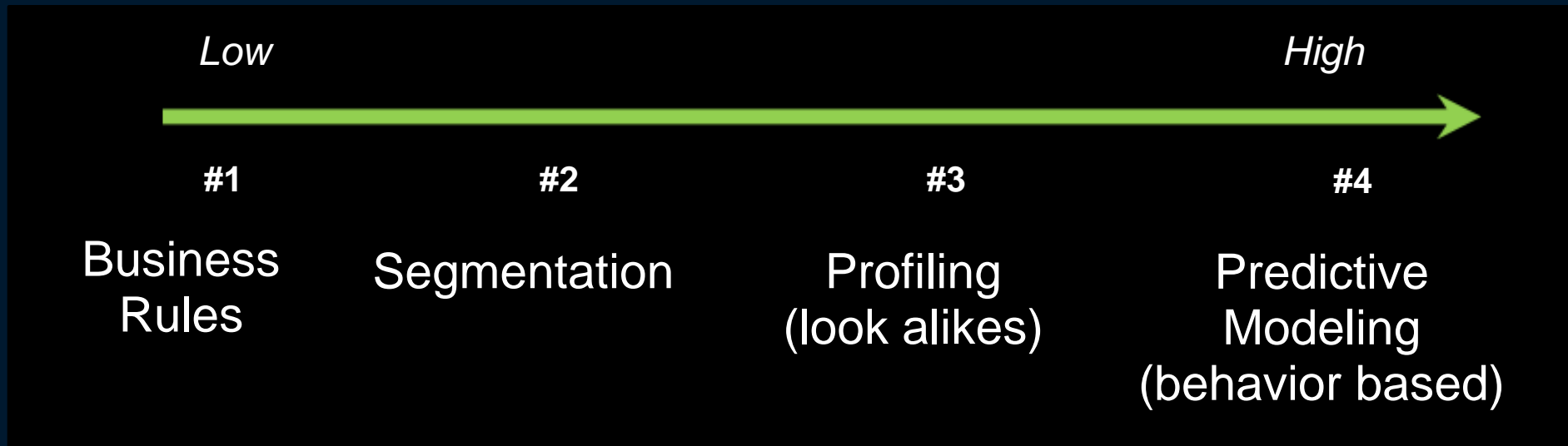
Precision Marketing

Precision Marketing:

using data to get the right message, to the right person, at the right time, in the right channel

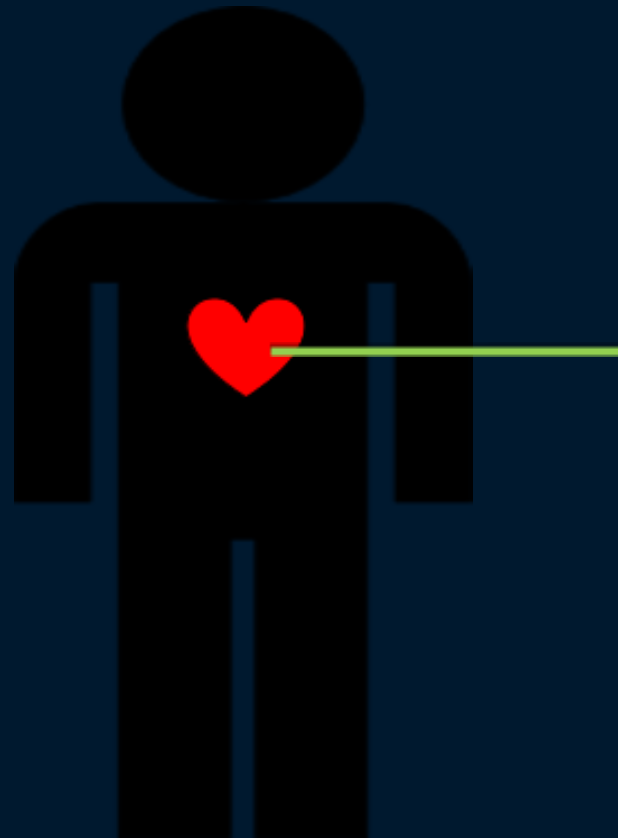
Provides the Foundation for
Targeted & Trusted Customer Communication

start small and grow loyalty



Precision Marketing

Data Drives Relevance
Relevance Drives Loyalty
Loyalty Drives Revenue



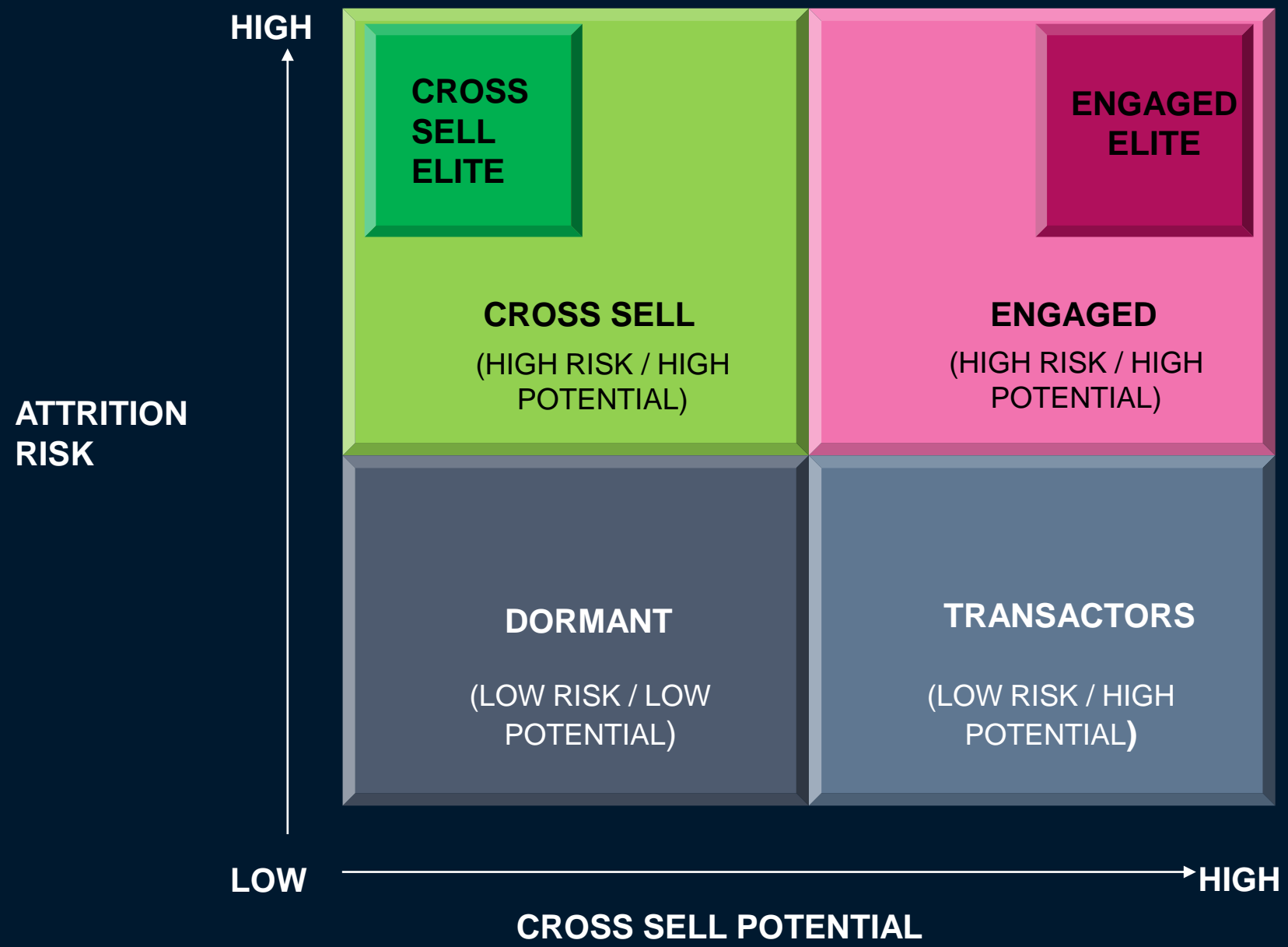
**Loyal Customers
spend more and
buy more than
non-loyal
customers**

Enables Achievement of CMO Top Priorities for 2011

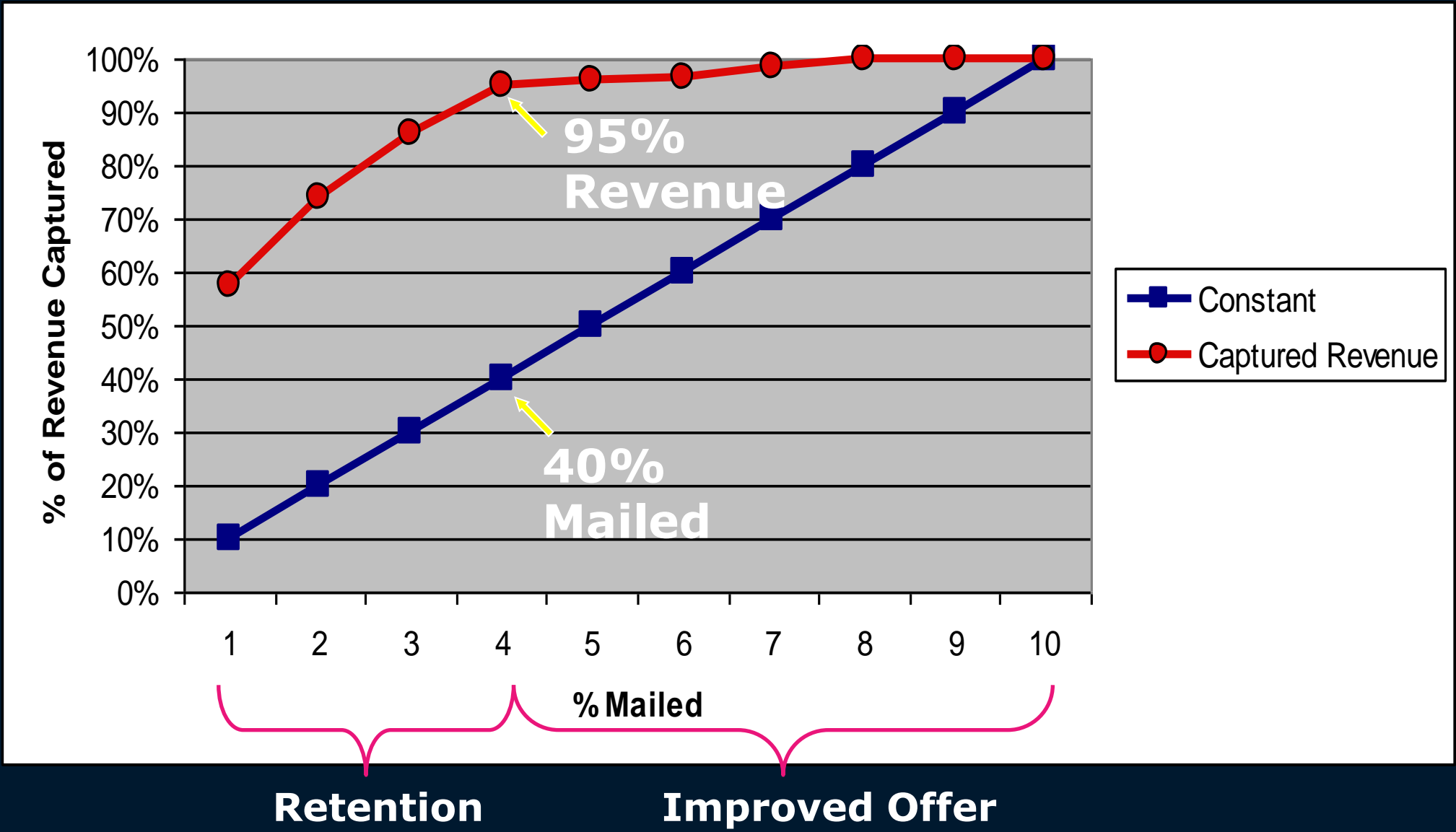
Example: Product Benchmark for Checking Account Customers

<i>2009</i>	<i>Avg. # of Accts.</i>	<i>Tenure</i>	<i>2 Accts</i>	<i>2+ Accounts</i>	<i>Average HH Bal</i>	<i>Average HH Dep</i>
With DDA	4.4	14 yr	23%	77%	\$16,578	\$12,520
No DDA	2.1	12 yr	76%	24%	\$12,459	\$10,639

Creating the customer strategy



The Power of Analytics



Deploy Your Message to the Right Channel

Mobile

Statement

Web / Email

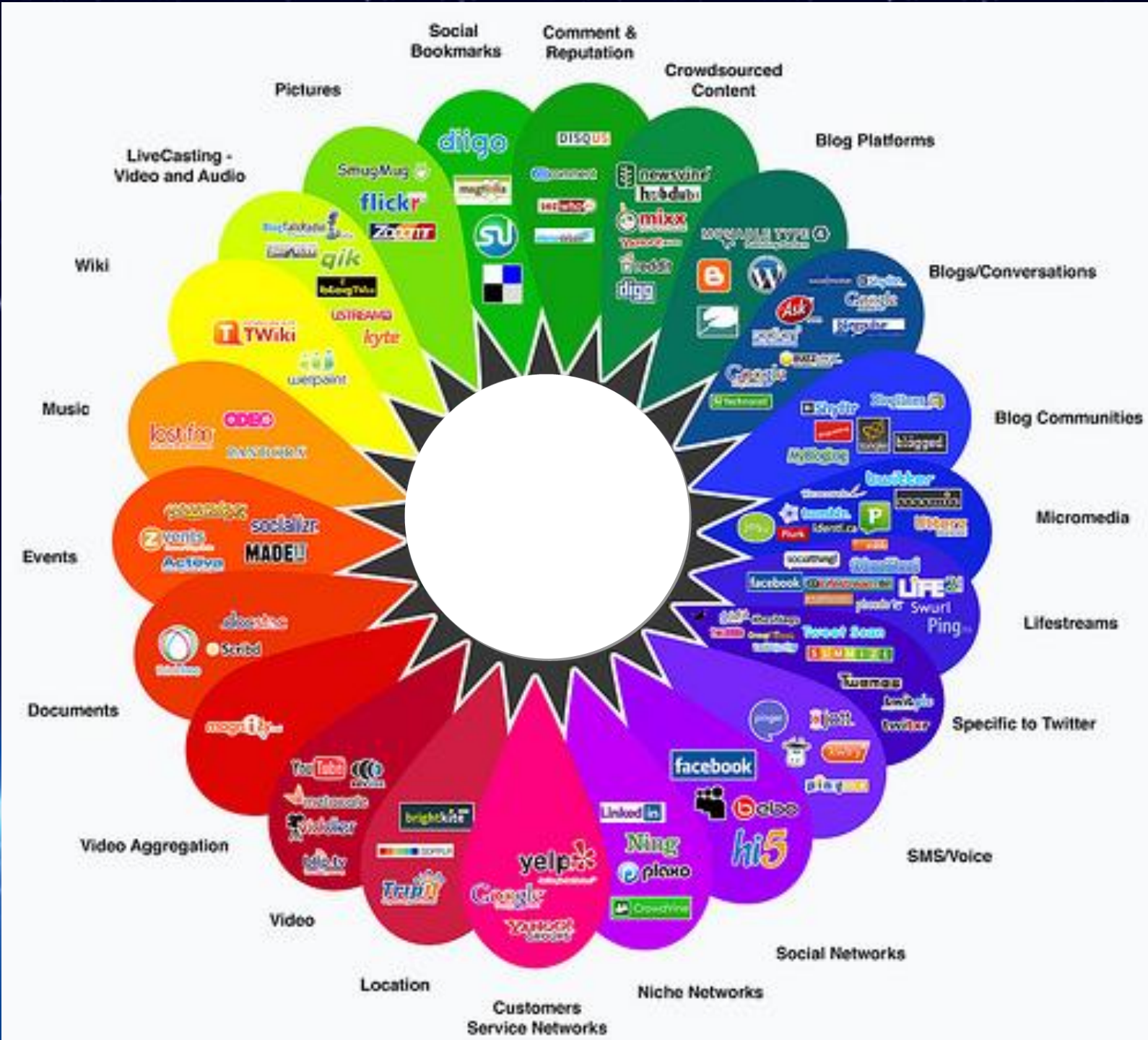


**Engaged
Elite**

**High
Volume
Elite**

Precision Marketing

Social Network Landscape



The Question:

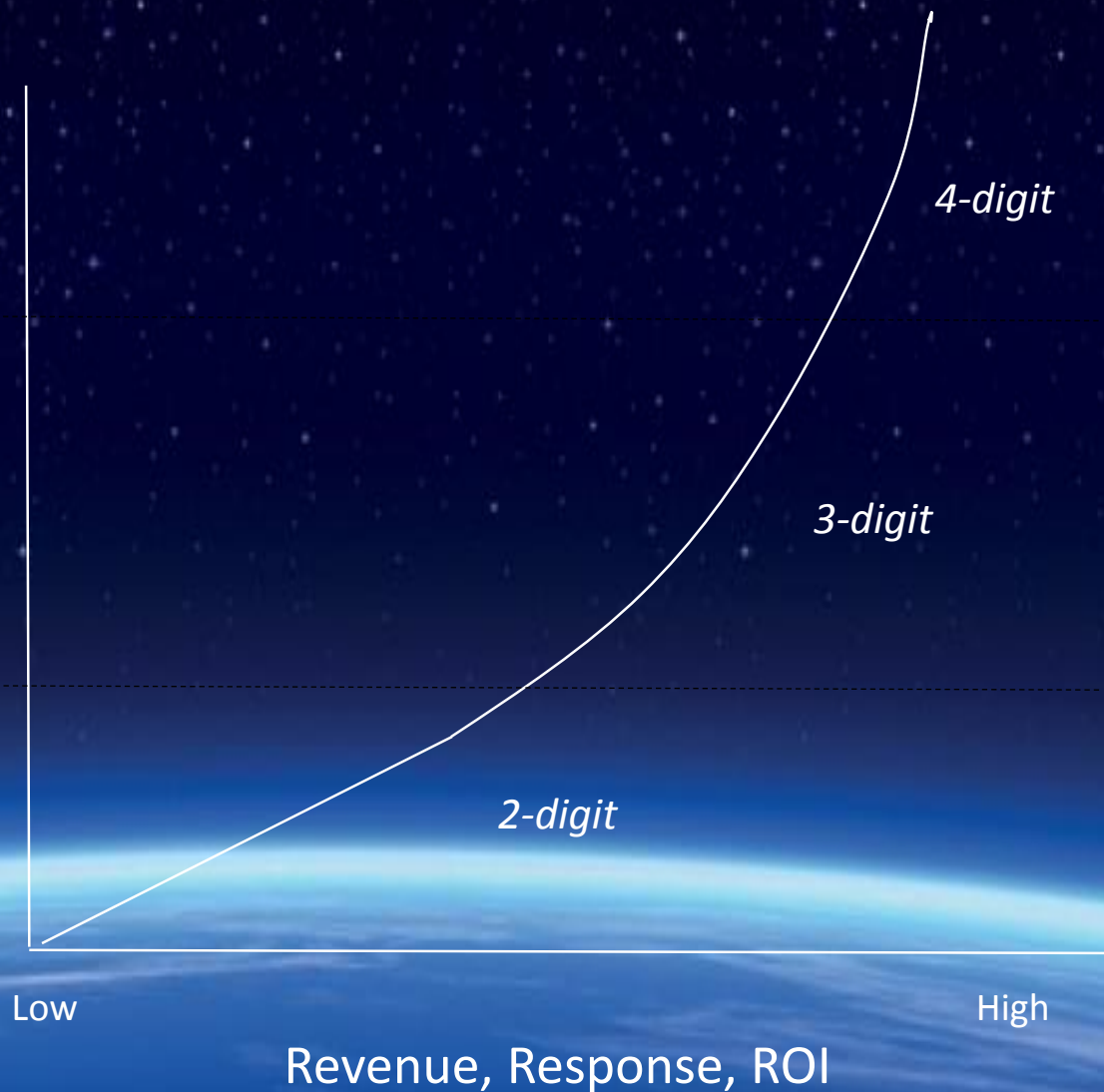
How does a company get communications to more effectively drive Revenue, Response and ROI?

Maximizing Revenue, Response, ROI Via Three Levers

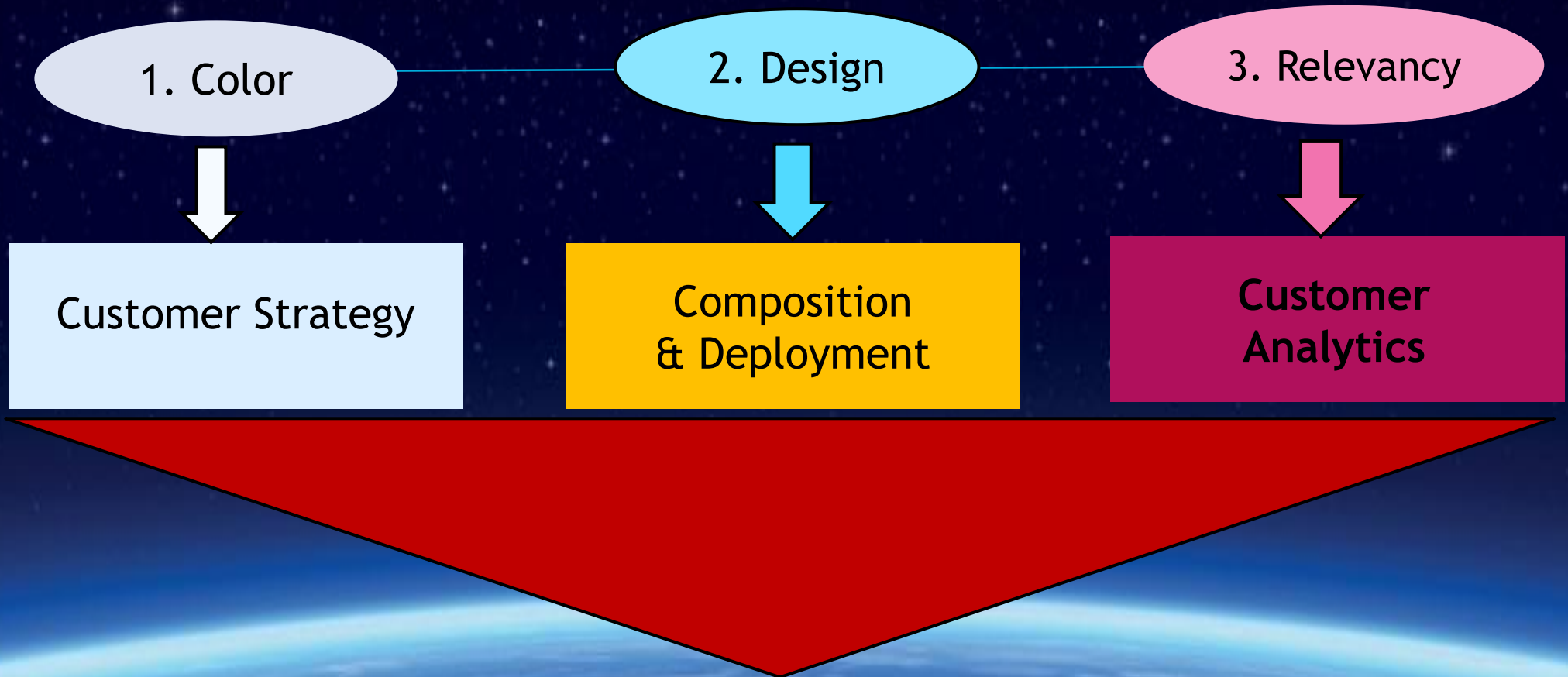
**3. Relevant Content
(Analytics)**

**2. Statement Design
(Composition)**

**1. Color Monochrome
(Strategy)**



Mapping Needs/Levers to Solutions



PRECISION MARKETING

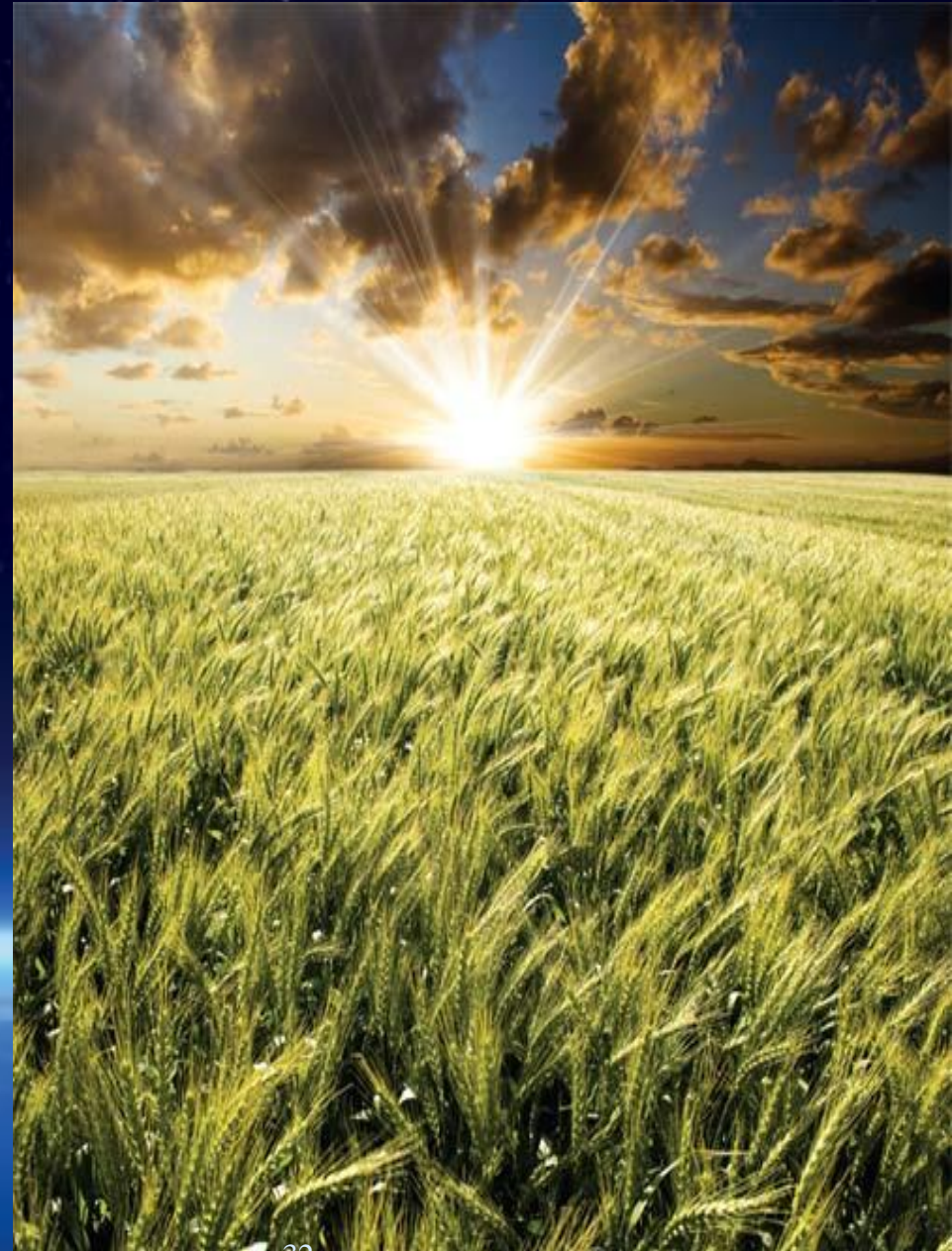
Precision Marketing In Action:

Proof Points

- Proof Points

Large Cable Provider

1. Color Monochrome (Strategy)
2. Statement Design (Composition)
3. Relevant Content (Analytics)



Large Digital Cable Provider

The challenge:

- Promote VOIP to customers that did not have the service
- Reduce direct mail costs by including in the cable transaction statement
- Measure and prove ROI
- Color vs. Monochrome

Color vs. Monochrome Case Study



KENT CLARK

For service at:
555 MAIN STREET
ANYTOWN ST 12345-0001

News from LexCom!



Big fan of Football? You'll love Football ON DEMAND. Watch replays, press conferences and more! Tune to Channel 1, go to Sports & Fitness, then NFL Network ON DEMAND and select from the ON DEMAND menu. You must have the Sports Entertainment Package for access.

Parents: do you know you have options to help determine which programming is appropriate for your family? Visit www.timewarnercable.com and click on "Parental Controls" to learn more about the types of parental control features that are available as part of your Time Warner service.



Detach and enclose the portion below with your payment. Ple



1234 BUSINESS AVE CITYNAME ST 12345-6789
0000 0000 BC RP 10 04192002 NYNNN 0016175

KENT CLARK
555 MAIN STREET
ANYTOWN ST 12345-0001



99991122333333300769372



0000 0000 BC RP 10 04192002 0016175

Account Details

Previous Balance		89
Payment Received	05/15	-20
Payment Received	05/24	-20
Balance Forward		\$49



Cable Television

Additional Digital Outlet	06/03 - 07/02	12
Digital box, remote and digital access		
Franchise-Related Cost	06/03 - 07/02	0
Cost associated with local access programming, facilities, equipment or other related license requirements		
Rambo XXVII	9:23pm 05/14	3
Total Cable Television		\$13



Digital Voice

Telephone(s)	(555) 123-4567	
Voice / Data Equipment	06/03 - 07/02	2
Universal Connectivity Charge	02/01 - 02/31	1
Recurring		
Regulatory Recovery Fee	02/01 - 02/31	1
Recurring		

The Regulatory Recovery Fee is not a tax of government mandated charge. It defrays regulatory costs such as state universal services, relay services, 911 and state/local utility fees.

View your Digital Voice Detail at www.LexCom.com

Total Digital Voice		\$6
----------------------------	--	------------

Talk a big game for a small price.

Home Phone Service with unlimited nationwide calling.

\$19⁹⁹
Only a month for 6 months



LexCom Digital Voice overpowers the competition with HUGE SAVINGS and MORE FEATURES.

- **Unlimited Local Long-Distance Calling!** Unlimited calling from your home, including calls throughout the U.S., Canada, and Puerto Rico.
- **Save Big Over BigPhone!** Drop your big phone bill and pick up LexCom Digital Voice*. **Save 25% over BigPhone!**
- **12 Popular Features Included with Service!** Enjoy Voice Mail, Caller ID, Call Waiting, and other popular features.
- **Switching to LexCom is Easy!** Access and view your complete call details online. Plus, you can keep your current number and phones.*

Switch to LexCom and SAVE BIG!
Call 1-888-000-0000 today!

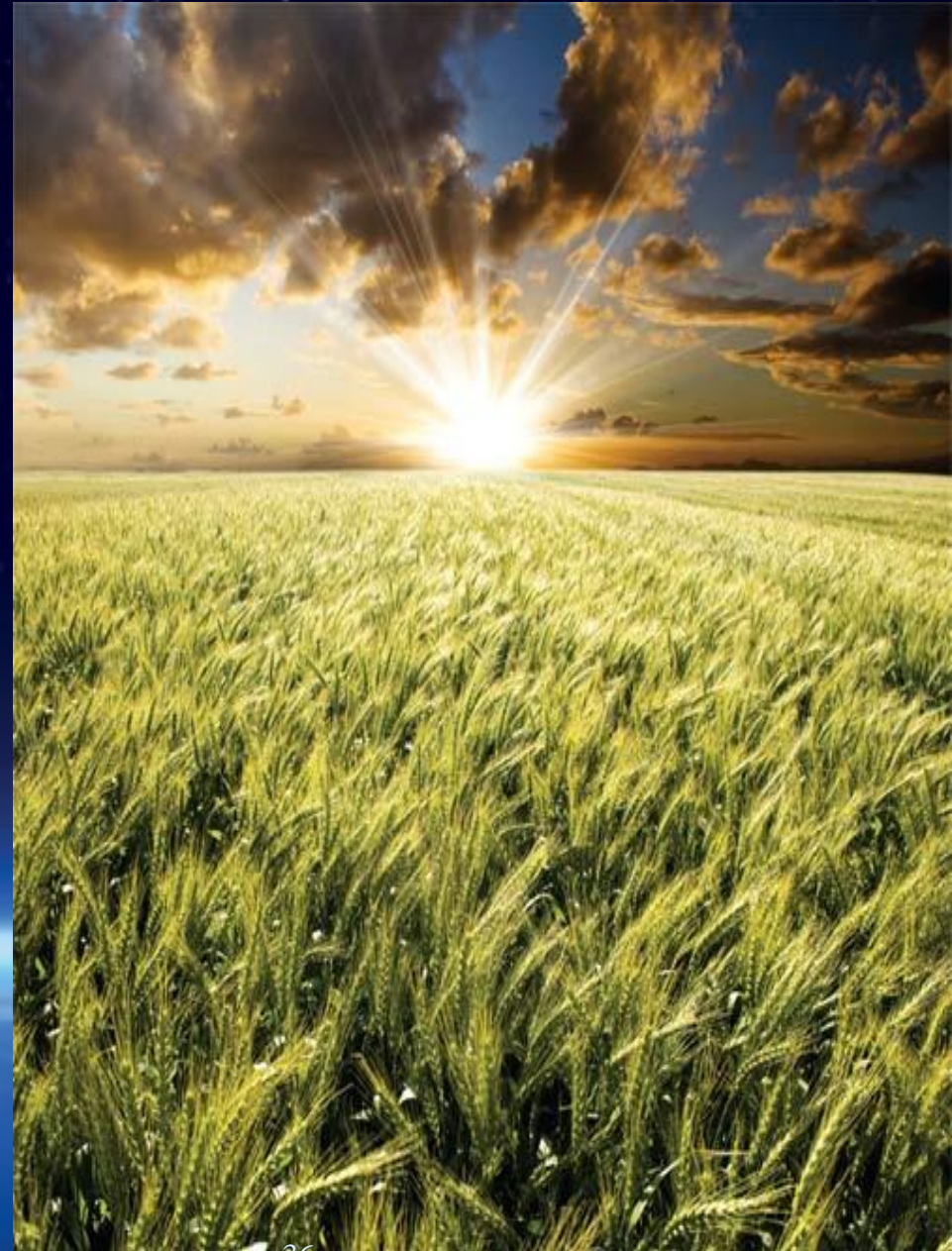
27%

Color Adds Value

- Cable Operator experienced **27%** increase in the number of customers responding to the color images
 - 50% of the color offers replied in the first 2 weeks of the 4 week campaign
 - 2% of the black & white offers replied in the first 2 weeks of the 4 week campaign

- M&G Investments

1. Color Monochrome (Strategy)
2. Statement Design (Composition)
3. Relevant Content (Analytics)



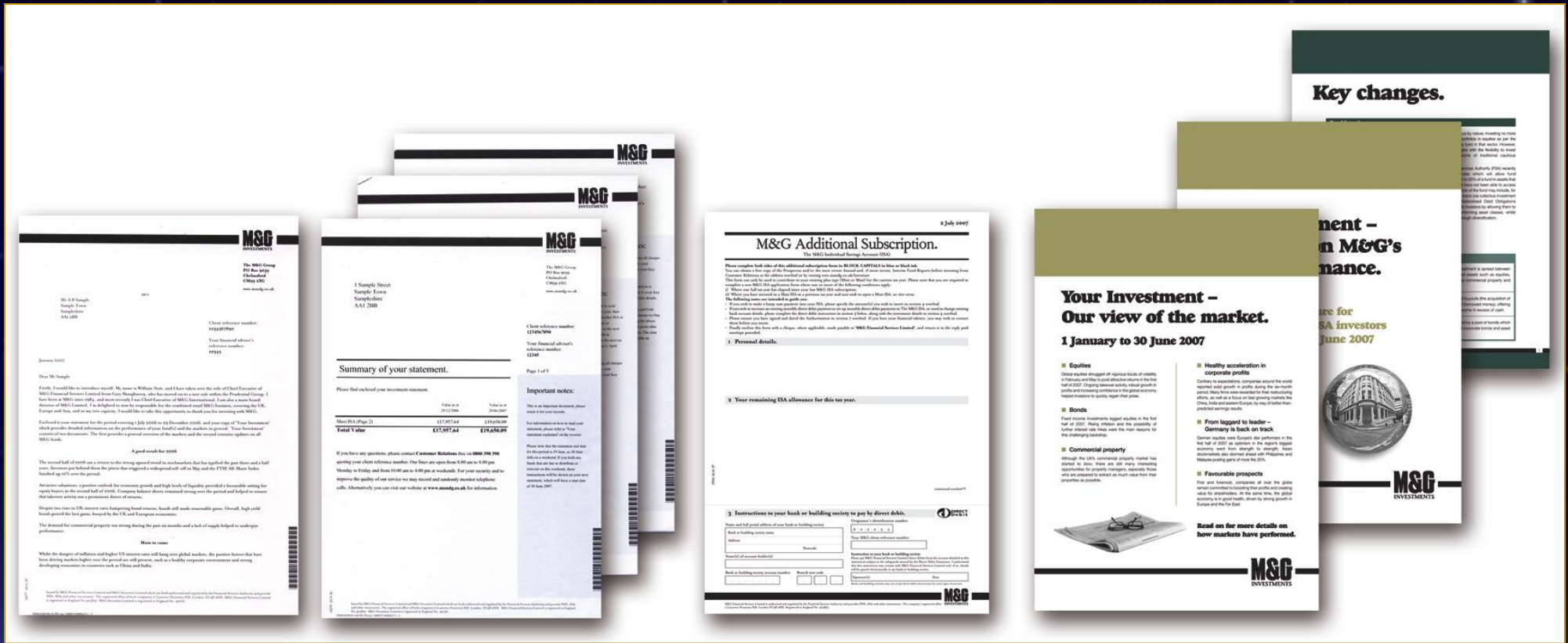
Financial Services

The challenge:

- M&G Investments, one of the world's biggest financial services company with more than \$320 billion under management.
- In response to client feedback, M&G wanted to reengineer its client documents from the existing non-personalized 100-page Fund Manager's Report to a highly personalized communication to be sent to 450,000 clients.
- Reduce costs



Statement Prior to Redesign



Letter

- Laser print on Preprinted stock
- Double-sided page

Statement

- Laser print on Preprinted stock
- Minimum 3 double-sided pages

Form

- Laser print on Preprinted stock
- 1 page duplex

Booklets

- 3 Generic preprinted
- 8 pages
- 36 pages
- 4 pages

Redesign: Integrated & Personalized

Investment update for
Professor Malcolm Gidley Hayes
29 June to 31 December 2007

**Keeping you in touch
with your investments**



**M&G
INVESTMENTS**

Contents

- Our view of the market 2-5
- Investment summary 6-13
- Fund details 14
- Investment performance information 15
- Understanding your fund detail pages 16
- Funds in the spotlight 16
- How to contact us 20

M&G Global Basics Fund

Investment update 29 June to 31 December 2007 Page 10

Graham French Overall Morningstar rating ★★★★★ S&P Fund Management rating AA

Global equities may have fallen sharply in the second half of the year but we have seen a return to fast-growing economies like China and India. We also invest in emerging markets like Africa and South East Asia which are starting to enjoy the advantage of the greater spending power that people in these regions have. Such countries are also the focus of our investment strategy.

Performance last 6 months last 5 years

M&G Global Basics Fund	4.3%	231.8%
FTSE Global Basics Composite Index*	6.5%	122.3%

Clear Performance graphs

Re-enforced Branding

Equity

Performance last 6 months last 5 years

M&G Global Basics Fund	4.3%	231.8%
FTSE Global Basics Composite Index*	6.5%	122.3%

*Comprising FTSE World Index excluding Healthcare, Financials, Technology and Telecommunications sectors.

Single year performance (5 years ending December)

From	29.12.06	30.12.06	31.12.06	31.12.07	31.12.08	31.12.09
To	31.12.07	29.12.06	30.12.05	31.12.04	31.12.03	31.12.02
	21.0%	15.1%	40.5%	24.6%	36.1%	

Distribution dates

Payment type	XD date	Payment date
Final	01.09.08	31.10.08

**Personalized
Funds summary**

M&G Global Basics Fund

Maxi ISA transactions

Number of shares: 589,477

Share price: 565.29p

Value on 31 December 2007: £3,332.25

Date	Transaction	Amount	Initial charge (if applicable)	Discount (if applicable)	Amount invested	Share price	Number of shares
31/12/07	Distribution Reinvestment	68.58	68.53	0.05%	68.59	562.10p	589,477

Total shares carried forward: 589,477

How to contact us

Whenever you contact us please quote your M&G client reference 0360923918

If you have a query about your investment update or M&G investments call Customer Relations on 0800 390 390 or for more information on M&G products and services call our Investment Helpline on 0800 389 8600

Visit our website at www.mandg.co.uk/info

Email us at info@mandg.co.uk


Write to us at M&G Customer Relations, PO Box 9078, Chalfont St Giles, Bucks HP8 4JG

Up Sell Cross Sell

An investment classic for over 38 years

The M&G Recovery Fund

To find out more visit www.mandg.co.uk/shares or call us on 0800 389 8600 quoting T89



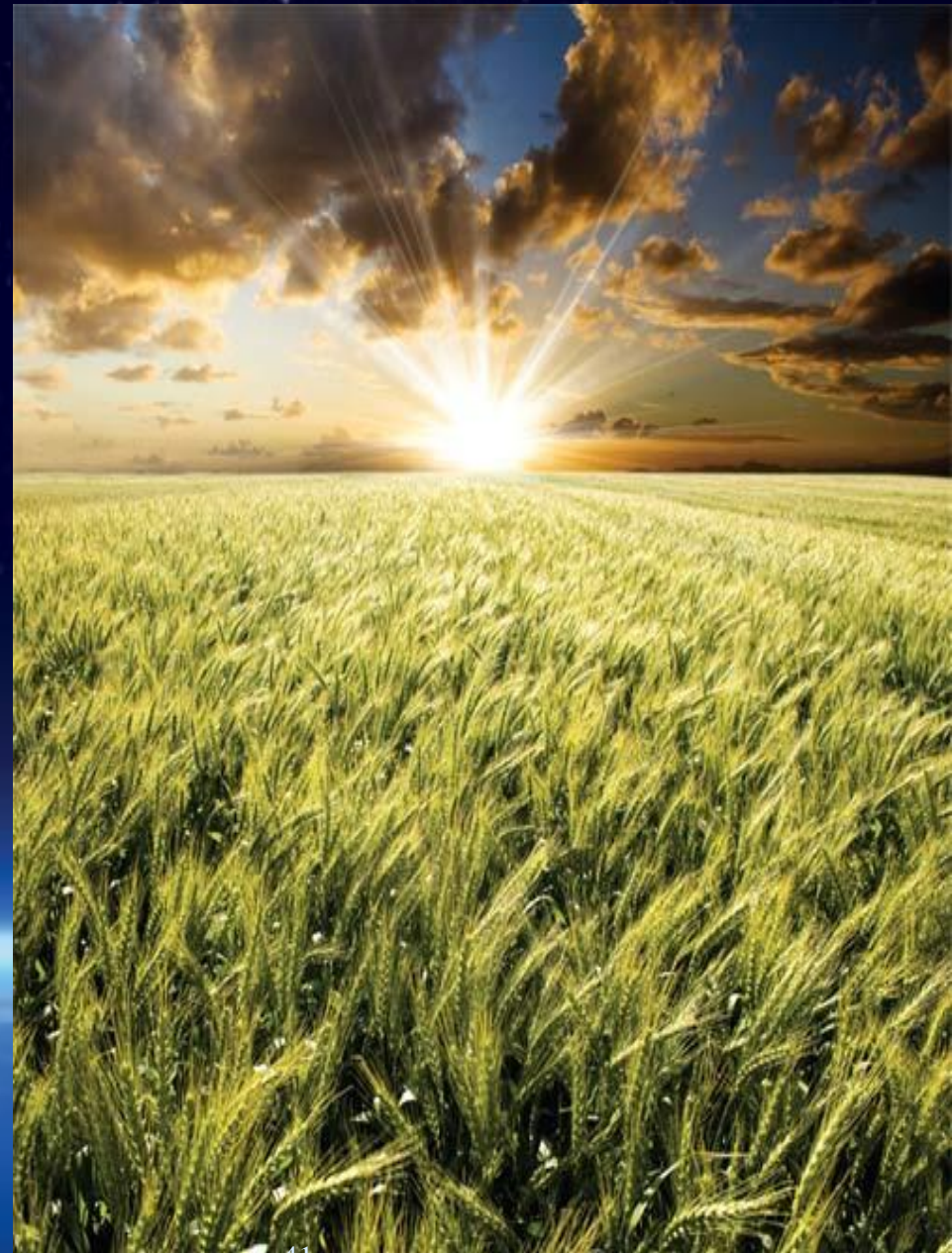
The Result

- Improved branding, personalization, and customer satisfaction
- Reduced Costs: 44 Tons Per Year
- Increased Customer Satisfaction
- Dramatically Reduced Inbound Call Center Volume

Los Angeles Dept. of Water and Power (LADWP)



1. Color Monochrome (Strategy)
2. Statement Design (Composition)
3. Relevant Content (Analytics)



Utility: Los Angeles Dept. of Water & Power



Challenges:

- Improve Customer Engagement, Experience, Satisfaction
- Reduce Call Center Volume by 20%

- 1. Color vs. Monochrome
- 2. Statement Design
- 3. Relevant Content (Phase 2)

Wall Street Journal, September 7, 2010, Probes Find Energy Meters Accurate, Service Lacking “...the probe found that some utilities are falling down in the way they handle customer complaints and monitor data transmitted by the new digital meters...commission to investigate the matter faulted the firm for doing too little to educate customers about the switch and for failing to respond to the full suite of data it gets from the meters.”

Before: 6 pages of Billing Information

Los Angeles Department of Water and Power
P.O. Box 30808, Los Angeles CA 90030-0808 Web site at http://www.ladwp.com

CAN 1143672234 PAGE 1
ACCT# [REDACTED]

Bill Issued 03/09/10
Past Due Balance As Of 01/09/10 \$ 157.10

DWP SERVICES- 1(800)342-5397
WATER RESIDENTIAL RATE A-06-00 SERVICE DATES
Serves PRIVATE MTR MTR-A 11/03/09 To 01/07/10
1 INCH Service

Total Water Used 24 HCF
Delayed Bill
Meter 02-Water Total \$ 0.00
Your First Tier Water Allotment is 29 HCF

WATER RESIDENTIAL RATE A-06-00 SERVICE DATES
1 INCH Service 11/03/09 To 01/07/10

First Tier Water Used 29 HCF X \$ 3.51465 \$ 101.92
Second Tier Water Used 7 HCF X \$ 5.50077 38.51
Total Water Used 36 HCF
Delayed Bill
Meter 01-Water Total \$ 140.43
Your First Tier Water Allotment is 29 HCF

DWP SUBTOTAL \$ 140.43

METERING INFORMATION	02-WATER	01-WATER
Meter Number	90202922	90090825
Current Read	0560	1425
Previous Read	0536	1389
Constant	1	1
This Year-Use	24 HCF	36 HCF
Days Billed	65	65
Daily Average	276 GAL	414 GAL
Last Year-Use	16 HCF	30 HCF
Days Billed	65	65
Daily Average	184 GAL	345 GAL

*KNH(KILOWATT HOUR) IS 1,000 WATT HOURS ** 1 HCF = 748 GALLONS

MAIL PAYMENT STUB ON LAST PAGE OR BRING ENTIRE BILL TO OFFICE.
CHECKS OR MONEY ORDERS TO BE PAYABLE TO LA DWP.

-SEE NEXT PAGE-

EASY PAY PLAN - 1-800-478-9200

STATELINE NV 89449



THANK YOU FOR THE OPPORTUNITY TO SERVE YOU

CUSTOMER SERVICE AND PAYMENT INFORMATION

WHEN TO PAY YOUR BILL
Your bill is due and payable on presentation and shall become delinquent nineteen days after the date of presentation. The payment due on your bill applies to the current charges only and does not extend the due date on any unpaid previous balance. Current City of Los Angeles policy provides for ten (10) days notification prior to discontinuance of service for nonpayment.

LATE PAYMENT CHARGE
A Late Payment Charge amounting to an 18% annual rate, computed on a daily basis, may be assessed on electric and water balances which remain unpaid at the time the next bill is calculated. The charge is made for each day of the billing period shown on the current bill. Service may be discontinued for nonpayment.

IF YOU QUESTION YOUR DWP ELECTRIC AND WATER CHARGES, please contact a representative by calling the Customer Service Telephone Number for your area or by going into any of the Department of Water and Power Branch Offices listed below or by email at ccenter@ladwp.com. After receiving an explanation, you may ask for more information from a supervisor. If you still disagree with the electric and water charges, the Customer Relations Office for the Department of Water and Power will review the account and make recommendations to settle the dispute. If the matter remains unsettled, you have a right to a management-level review. You must pay the bill within 7 days of the request for a management-level review. Your account will be reviewed and you will be informed of the result. To ask for a management-level review, send a written request to: LA DWP Customer Relations Office, P.O. Box 51111, Los Angeles, CA 90051-0100.

DWP CORRESPONDENCE ADDRESS: P.O. Box 515407, Los Angeles, CA 90051-6707

IMPORTANT TELEPHONE NUMBERS

DWP 24 Hour Customer Service:	Solid Resources Fee:
	1 (800) 773-2489
	Sewer Service Charge:
All Service Areas	(213) 473-4180 1 (800) 540-0952
Hearing or Speech-Impaired Customer	City Utility Tax
(TDD) ... 1 (800) HEAR DWP (432-7397)	(213) 626-9271
DWP Commercial and Industrial Customers: Monday - Friday Only	
Service ... 1 (800) 499-8840 (Hours 7:00 a.m. to 6:00 p.m.)	Deposits ... 1 (888) 922-4467 (Hours 8:00 a.m. to 5:00 p.m.)

DEFINITIONS

Minimum charge - The smallest monthly charge a customer may receive in maintaining an active service.
Constant - A multiplier applied to the difference between the present and prior meter reads to derive actual usage.
Demand Charge - A charge reflecting the maximum power level reached during the billing period, measured in kilowatts (KW).
ESA - (Electric Subsidy Adjustment) applied to customers on a KW or KWH basis to recover special customer subsidies such as Lifeline, Low-income, etc.
Facilities Charge - A charge for the value of installed transformer and line capacity used in meeting customer's maximum demand.
Factor - A cost per unit (ex. KWH) of consumption. The factors may change several times in a year.
HCF - (Hundred Cubic Feet) Billing unit of water. One HCF is equal to 748 gallons.
KWH - (Kilowatt-Hour) Electric energy equal to 1000 watts of power supplied from an electric circuit for one hour.
N/A - Non-Applicable
P.F. - Power Factor.
Service Charge - A monthly charge for administering active services (meter reading, billing, postage, etc.)
Water and Energy Cost Adjustments - Adjustments reflecting variations in the costs of fuel, energy and/or purchased water.

SEWER SERVICE CHARGE INFORMATION

Your Sewer Service Charge (SSC) bill will not change until July 1 of each year. The SSC pays to clean up your wastewater before it enters the ocean. The low-income surcharge, as required by state and federal regulations, offsets the discount of low-income customers.
***** Dry Winter Compensation Factor:** a number, less than or equal to one (1), that ensures revenue neutrality and accounts for winter irrigation.

WHERE TO PAY YOUR BILL - Your LA DWP/Municipal Services bill may be paid at any of the Department of Water and Power Offices listed below. Offices are open Monday through Friday, except holidays from 9:00 a.m. to 5:00 p.m. After hours payment depositories are located at all offices.

METROPOLITAN LOS ANGELES	HARBOR AREA
Main Office 111 N. Hope St.	San Pedro 535 W. 9th St.
Boyle Heights 919 S. Soto St., #10	Wilmington 931 N. Avalon Blvd.
Central 4619 S. Central Ave.	SAN FERNANDO VALLEY
Crenshaw-Baldwin Hills 4030 Crenshaw Blvd.	Mission Hills 11100 Sepulveda Blvd., #3
Hollywood 6547-B Sunset Blvd.	Van Nuys 6550 Van Nuys Blvd.
Lincoln Heights 2417 Daly St.	Winnetka/Canoga Park 7229 Winnetka Ave.
Slauson-Vermont 5928 S. Vermont Ave.	WEST LOS ANGELES
Watts 1686 E. 103rd St.	West Los Angeles 1394 S. Sepulveda Blvd.

PLEASE MAKE PAYMENTS
PAYABLE TO LA DWP
AND MAIL TO:

LA. DEPARTMENT OF WATER AND POWER
PO BOX 30808
LOS ANGELES CA 90030-0808

87-03-100
REV 06/08

After: Reduced 6 to 4 Pages of Billing

Los Angeles  Department of Water & Power

www.ladwp.com

BILL DATE
Sep 10, 2009
ACCOUNT NUMBER
3-99-54321-65567-00-3321-1-00

DATE DUE
Oct 2, 2009
AMOUNT DUE
\$ 912.55

Page 1 of 4

CUSTOMER ACCESS NUMBER (CAN)
1719844701

Use this number to access your account online, use self-serve options online or by phone and when you have inquiries about your account.

CUSTOMER SERVICE – 24 HOURS A DAY
1-800-DIAL-DWP (342-5397)

Paying Your Bill

PAPERLESS BILLING

To choose paperless billing, go to www.ladwp.com/paperless

ELECTRONIC PAYMENT

For electronic, automatic, or credit card payment options, visit www.ladwp.com/epayment

PAYING IN PERSON

Pay at any LADWP Customer Service Center shown on the back of the payment stub. For a list, visit www.ladwp.com/payment_centers

SERVICE FOR RICHARD P SMITHERMAN, 2268 VALLEY CANYON RD


Account Summary

Amount of Previous Bill dated 7/10/09 \$ 900.00
Payment Received 7/28/09 - 900.00 Thank you
New Charges + 912.55
Total Amount Due \$ 912.55

Summary of New Charges


Details begin on next page.

Los Angeles Department of Water and Power Charges

	Electric Charges	7/8/09 - 9/4/09	3,377 kWh	\$ 513.43
	Water Charges	7/8/09 - 9/4/09	76 HCF	\$ 268.30
	Total LADWP Charges			\$ 781.73

LADWP provides billing services for the Bureau of Sanitation. All money collected for the services listed below is passed on to the Bureau of Sanitation.

City of Los Angeles Bureau of Sanitation Charges

	Sanitation Charges	7/8/09 - 9/4/09		\$ 130.82
	Total Sanitation Charges			\$ 130.82

Total New Charges \$912.55

INFO LINK

Saving with Shades

Blinds and draperies are an affordable way to block up to 65 percent of the heat that would enter your house. To learn more about saving money with window treatments, visit www.ladwp.com/energy_tips

PLEASE KEEP THIS PORTION FOR YOUR RECORD. IF PAYING IN PERSON, BRING ENTIRE BILL TO CUSTOMER SERVICE CENTER.

PLEASE RETURN THIS PORTION WITH YOUR PAYMENT, MAKING SURE THE RETURN ADDRESS SHOWS IN THE ENVELOPE WINDOW.

Los Angeles  Department of Water & Power

P.O. Box 30808 • Los Angeles, CA 90030-0808

ADDRESS SERVICE REQUESTED

THIS IS YOUR BILL

ACCOUNT NUMBER

3-99-54321-65567-00-3321-1-00

DATE DUE

Oct 2, 2009

AMOUNT DUE

\$ 912.55

RICHARD P SMITHERMAN
2268 VALLEY CANYON RD
LOS ANGELES CA 90024-5268

Please enter amount enclosed.

\$

Write account number on check or money order and make payable to LADWP

399543216556700332110000000912550

Proto A 7/30/10

Los Angeles  Department of Water & Power

www.ladwp.com

BILL DATE
Sep 10, 2009
ACCOUNT NUMBER
3-99-54321-65567-00-3321-1-00

DATE DUE
Oct 2, 2009
AMOUNT DUE
\$ 912.55

Page 2 of 4

Los Angeles  Department of Water & Power

www.ladwp.com 1-800-342-5397

Hours of operation - 24 hours a day, 365 days

DEFINITIONS

Electric Subsidy Adjustment – a charge, based on usage, to help cover costs of special customer subsidies including senior, disabled and low income.

Energy Cost Adjustment – an adjustment that reflects the variations in what LADWP pays for the energy they deliver to customers.

kWh – (kilowatt-hours) the units in which electric meters measure usage. 1 kWh equals 1000 watts of electricity supplied for one hour.

Minimum Charge – an amount charged for service if your usage falls below a certain minimum level.

Rate Schedule – rates, based on type of use, fixed by the Board of Water and Power Commissioners and approved by the City Council. For a list, visit www.ladwp.com/tes_elec_rates

Service Charge – a charge for non-measured services provided (meter reading, billing, postage, etc.)

Tier – one of three usage ranges, based on zone, in a pricing method that provides an incentive to conserve electricity. You pay the lowest rate for usage in Tier 1, a higher rate in Tier 2, and the highest rate in Tier 3. Tiered billing is in effect Jun 1 - Sep 30. During Oct 1 - May 31, the rates for the three tiers are the same. For more information, visit www.ladwp.com/tes_tiers

Zone – one of two areas (Zones 1 and 2), based on generally common average temperatures, used to determine a customer's electricity allotment for each pricing tier.

Electric Charges

Questions about these charges? 1-800-342-5397

BILLING PERIOD
7/8/09 - 9/4/09

DAYS
58

ZONE
2

RATE SCHEDULE

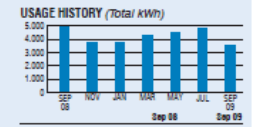
R-1A - Residential Standard Service

DEFINITIONS

NEXT SCHEDULED READ DATE

11/4/09

METER NUMBER	CURRENT READ	PREVIOUS READ	TOTAL USED
CWNYSJ 9-199011	11927	85501	3,377 kWh
Tier 1 Energy	1,000 kWh x \$0.07020		70.20
Tier 2 Energy	2,000 kWh x \$0.08520		170.40
Tier 3 Energy	3,377 kWh x \$0.12000		45.24
Energy Cost Adjustment	3,377 kWh x \$0.04890		165.14
Electric Subsidy Adjustment	3,377 kWh x \$0.00447		15.10
Subtotal of Electric Charges			\$ 466.08
City of Los Angeles Utility Tax			46.61
State of California Energy Surcharge			.74
Total Electric Charges			\$ 513.43



Your Electric Usage by Tier

Tier 1 \$0.0702/kWh	Tier 2 \$0.0852/kWh	Tier 3 \$0.12/kWh
First 1,000 kWh	Next 2,000 kWh	More than 3,000 kWh

Usage is billed at 3 different rates, depending on how much you use. This graph shows how your energy usage relates to these tiers, and the rate you paid in each tier. For more, visit www.ladwp.com/tes

Green Power for a Green LA—LADWP's Green Power program replaces electricity from polluting power plants with energy generated from renewable resources. To learn more and sign up, visit www.GreenLA.com

Mail payments to LADWP PO Box 30808, Los Angeles CA 90030-0808

WHERE TO PAY YOUR BILL

All LADWP Customer Service Centers below are open Monday through Friday, except holidays, from 9:00 am to 5:00 pm. After hours payment depositories are located at all offices.

METROPOLITAN LOS ANGELES

Main Office.....111 N. Hope St.
Boyle Heights.....919 S. Solo St., #10
Central.....4619 S. Central Ave.
Crenshaw-Baldwin Hills 4030 Crenshaw Blvd.
Hollywood.....6547-B Sunset Blvd.
Lincoln Heights.....2417 Daly St.
Stauson-Vermont.....5928 S. Vermont Ave.
Watts.....1686 E. 103rd St.

SAN FERNANDO VALLEY

Canoga Park.....7229 Winnetka Ave.
Mission Hills.....11100 Sepulveda Blvd., #3
Van Nuys.....6550 Van Nuys Blvd.

WEST LOS ANGELES

West Los Angeles.....1394 S. Sepulveda Blvd.

HARBOR AREA

San Pedro.....535 W. 9th St.
Wilmington.....931 N. Avalon Blvd.

PO BOX 30808
LOS ANGELES, CA 90030-0808



Please do not fold, staple, tape or paper clip your payment to the stub.

Proto A 7/30/10

Plus: Two Pages of Relevant Marketing To Grow Program Awareness & Value

Los Angeles  Department of Water & Power

CONNECTIONS

March - April 2010



Take part in a global revolution and join hundreds of millions of people around the world in the fight against climate change. On April 22, we celebrate the 40th Anniversary of Earth Day. Stop by LADWP Headquarters, 111 North Hope Street in Downtown Los Angeles, to learn how you too can help conserve our precious resources. Join the Los Angeles Department of Water and Power in its commitment to protect the environment, reduce our carbon footprint and create a cleaner, greener Los Angeles for future generations.

Celebrate this Earth Day by saving water, energy and money with LADWP Water Conservation and Energy Efficiency Rebates.

LADWP Residential customers can receive rebates on a variety of water and energy saving products. LADWP's cash rebates make purchasing water and energy efficient products EASY and more AFFORDABLE. Simply log on to www.ladwp.com and select the tab "Rebates & Programs" to see program details. Additional information on Water Conservation Rebates is also available by calling 1-800-544-4498. For more information on Energy Efficiency Rebates, please call 1-800-374-2224.

Water Conservation Rebates include:

- High Efficiency Toilets: \$100 per upgrade*
- Weather-Based Irrigation Controllers: \$200 per controller*
- Rotating Nozzles: \$7 per nozzle*
- Synthetic Turf: \$1 per square foot*
- Residential Drought Resistant Landscape Incentive Program: \$1.00 per square foot*
- High Efficiency Clothes Washers: \$300*



Energy Efficiency Rebates include:

- Energy Efficient Refrigerators: \$100 combined rebate when you purchase a new Energy Star® refrigerator and recycle your old one*
- Pool Pump and Motor Replacement Variable-Speed or Multi-Speed: \$300.00/Limit 1 Unit*
- Low E - Dual Pane Windows: \$1.00 per sq ft*
- Energy Efficient Air Conditioners: \$50 per unit*

*Before purchasing any water or energy saving product, visit www.ladwp.com for program details and for a complete list of qualifying products and models. All programs and rebates are subject to change and availability.

It's Arbor Day! Plant A FREE Shade Tree

LADWP's Trees for a Green LA Program is partnering with Million Trees LA to expand the City's urban forest. To date, the program has delivered over 182,800 trees to qualifying customers. Both residential and commercial customers can participate.

To get your free home shade trees, complete either an online workshop at www.ladwp.com/trees or call 1-800-GREENLA (1-800-473-3652) for a DVD based workshop.

You must be an electric customer of the Los Angeles Department of Water and Power to receive the trees.



Make LA Count in 2010

By checking your mail.

Look for the 10-question Census form in your mailbox from March 15-17. Fill it out, and return it in the enclosed prepaid postage envelope. That's all you need to do to ensure LA gets its fair share of federal and state funding.

The Census is safe, confidential, and helps decide how to allocate resources for the next decade.

The 2010 Census will be one of the shortest and simplest in U.S. history. It will ask basic questions including:

- Name
- Sex
- Age and date of birth
- Hispanic origin
- Race
- Household relationship
- If you own or rent your home

It requires less personal information than a typical credit card application. For example, the 2010 Census does NOT ask about bank account information, salary or income, citizenship or immigration status, and will never ask you for your Social Security number.

Call (213) 978-0301 for more information or visit our website at



Mayer Antonio B. Villariglesias
OFFICE OF CELEBRITY
1-800-DIAL DWP
www.ladwp.com



No Charge for One-Time Credit Card Payments

Managing your LADWP account is now easier than ever before!

As a residential customer, you may now use your credit or debit card, as well as an ACH (electronic check), at no charge when you make one-time payments online or by phone using the self-serve options. Making a credit card payment is convenient and secure, and there is no need to register your financial information.

This new offer complements LADWP's paperless billing and online bill pay services, allowing you to quickly and easily access your account while saving paper, stamps and fees. Simply log on to www.ladwp.com and register your DWP account if you have not done so already, then use the automated features online or at 1-800-DIAL DWP to make payments or handle a variety of service options.

At this time, one-time payments by credit card, debit card and electronic checks are available only when using the automated services.

Convenient. Efficient.
Environmentally-Friendly.



The LADWP urges all motorists to drive safely and pay special attention when maneuvering through construction zones.

- Slow down and obey posted speed limits.
 - Be patient and avoid excessive lane changing. Merge early.
 - Keep a safe distance between you and the vehicle in front of you.
 - Heed signs and obey traffic officers.
 - Most important, stay alert and watch for work crew and construction vehicles.
- Remember - LADWP crews are working for you. Let's make sure everyone gets home safely.

Opening the Gates of Opportunity

The Los Angeles Department of Water and Power purchases a significant amount of goods and services each year. We strongly encourage all of our customers who are also business owners to register at both www.ladwp.com/ersp and www.ladwp.com to receive notices of upcoming bid opportunities.



Para nuestros lectores del idioma español

Día de la Tierra 2010

Apoye al LADWP a celebrar y proteger el medio ambiente al conservar agua, energía y dinero con los programas de reembolso del LADWP. Clientes residenciales pueden recibir reembolsos en una variedad de productos que ayudan a conservar agua y energía. Simplemente visite www.ladwp.com y seleccione "Rebates & Programas."

SIEMPRE UN ÁRBOL DE SOMBRA GRATIS

Clientes de energía residenciales y comerciales pueden recibir árboles de sombra gratis a través de nuestro programa Trees for a Green LA (Árboles para un Los Angeles Verde). Para recibir sus árboles gratuitos complete una clase de Internet en www.ladwp.com/trees o llame al 1-800-GREENLA (1-800-473-3652).

PAGOS A TRAVÉS DE TARJETA DE CRÉDITO GRATUITOS

Los clientes residenciales ahora pueden usar su tarjeta de crédito o débito, o cheques electrónicos (ACH) sin cobro, cuando hacen pagos por Internet o por teléfono, usando el sistema automatizado. Visite www.ladwp.com y registre su cuenta del LADWP para hacer pagos por Internet, o llame al 1-800-DIAL DWP para hacer pagos telefónicos o para recibir otros servicios.

¡CUIDADO CON TRABAJADORES DEL LADWP!

El LADWP le ruega a todos los motoristas el manejar con mucho cuidado en zonas de construcción.

- Reduzca su velocidad. Mantenga una buena distancia entre usted y el vehículo de adelante.
- Obedezca los carteles y señales de tránsito.
- Importante - Manténgase alerta y observe si hay trabajadores o equipo de construcción.

Los equipos de construcción trabajan para usted. Cuidemos de que todos vuelvan a casa sanos y salvos.

HELP MOW DOWN

POLLUTION

Turn in a working gas lawn mower to the South Coast Air Quality Management District (AQMD), and get a new cordless electric mower at a greatly reduced price.

Prices start at \$100. Registration is on a first-come, first-served basis and starts on April 21 at 8 a.m. No reservations will be taken prior to that date.



For information, or to register, contact the AQMD at www.aqmd.gov, or call (951) 425-6247.

Summary of New Statement Design Features

- Improved Bill Remittance: Customer total due presented clearly on page 1
- Color: Color used to draw attention to key sections of bill as well as payment.
- Graphical Diagrams: Graphs to show history patterns and peak usage.
 - Visually show when product is used at what times it is optimal
- Improved Clarity: Clear, crisp font makes reading easier on the eye.
 - Swiss font allows for more content to fit in less space, thus saving paper
- Sustainability: Eliminate inserts by using onserts.
 - Messaging nearly guaranteed to be read (as opposed to throwing away a piece of paper)
 - and reduces paper (supporting green practices)

Reduce Customer Call Center volume by 20%

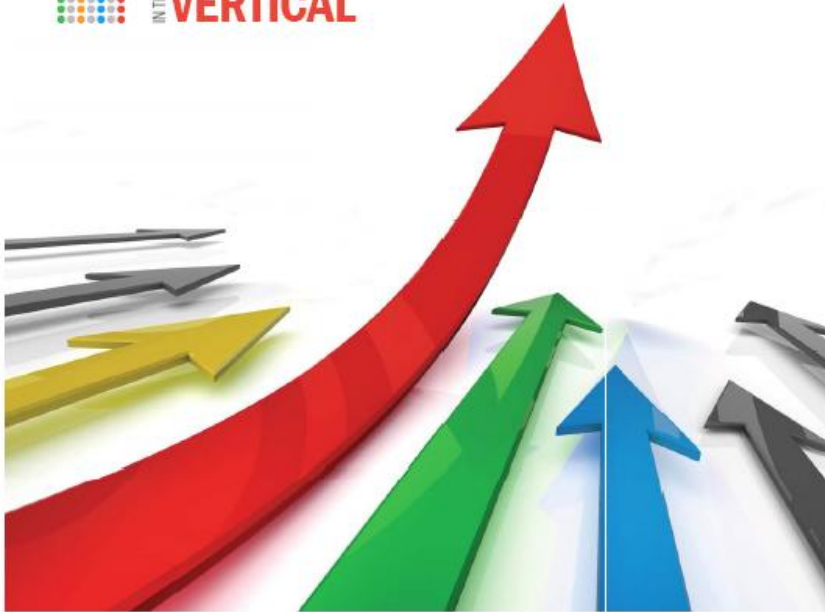
The background of the slide is a deep blue space filled with numerous small, bright white stars. At the bottom of the frame, a curved horizon line of the Earth is visible, showing a bright blue glow from the atmosphere and a darker blue surface below. The text is centered in the upper half of the image.

Precision Marketing

Thought Leadership

Insurance Research: September 2010

WHAT'S CRITICAL
IN THE
VERTICAL



What's Critical in the Vertical | Insurance

A thought leadership program with the CMO Council and the special interest network, the Customer Experience Board

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Presented by:



P&C National Underwriter

BREAKING NEWS

Existing Customers A Lush Market For Added Sales, Study Finds

By ARTHUR D. POSTAL

Published 9/20/2010

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NU Online News Service, Sept. 20, 2:10 p.m. EDT

Insurers shouldn't overlook existing customers as a fertile field for additional revenues, according to a new study by the Chief Marketing Officer Council.

The study found that consumers are open to consolidating policies with insurers and buying additional products if marketers focus more on retaining current customers and on cross-selling and up-selling.

The study also found that those involved in marketing insurance products feel a "sense of frustration" over budgetary constraints that have stalled investment in data analytics programs, which in reality could help jump-start robust lead flow through more targeted and engaged prospect and client opportunities.

The study by the Palo-Alto, Calif.-based group found that while some insurance providers do this well, many are overlooking opportunities to multiply their business with existing customers. Instead they are focused on acquiring or poaching new accounts.

The findings were included in a study titled "What's Critical in the Insurance Vertical," sponsored by InfoPrint Solutions Company.

It found that marketers in the insurance industry have a "tremendous opportunity to increase customer lifetime value by executing data-driven, targeted retention marketing strategies."

What's Critical in the Vertical: Insurance

- CMO Council and InfoPrint Solutions study titled: “What’s Critical in the Insurance Vertical”?
 - 7% - 21% - 93%
 - 40% of respondents valued easy-to-understand policies, contracts, and billing statements.
 - 55% of consumers have held policy(s) 5+ years
 - But, 42% “shopped around” in the past 12 months

Thought Leadership and Resources

TransPromo Made Simple

When you are talking
about...

■ **TRANSPROMO**

- Tools - ROI calculator and Case Studies
- Discussing the benefits of TransPromo

To educate IT and print production managers in service bureaus about the TransPromo opportunity that is emerging worldwide

Download at
transpromomadesimple.com

Tools At Your Disposal

When you are talking about...

■ DATA & CUSTOMER INSIGHTS

- Connecting with existing or dormant customers
- Finding new revenue opportunities
- Activating through engaging

Download at
precisionpromotion.org



PRECISION
PROMOTION

ROUTES *to* REVENUE AUDIT



CMO
COUNCIL

IRM-CNTR

Presented by:

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InfoPrint Solutions Company™

Tools At Your Disposal

When you are talking about...

■ RETENTION & REACTIVATION

- Engaging with your most loyal customers
- Building engagements to create loyal advocates
- Reactivating loyalty through personalization

Download at
loyaltyleaders.org



GETTING
A BUSINESS LIFT
FROM
LOYALTY

LEADING LOYALTY:

*Feeling the Love From
The Loyalty Clubs*

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CMO COUNCIL

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Tools At Your Disposal

When you are talking about...


▪RELEVANCE

- Customer demands for relevance and engagement
- Over messaging without stimulating
- Valued channels of communication

Download at
precisionpromotion.org




CMO COUNCIL



WHY RELEVANCE DRIVES RESPONSE.
AND RELATIONSHIPS

USING THE POWER OF PRECISION MARKETING TO BETTER ENGAGE CUSTOMERS



Presented by:

RICOH | **IBM**
InfoPrint Solutions Company™

A view of Earth from space, showing the curvature of the planet and the atmosphere. The background is a deep blue space filled with numerous small, bright stars. The text is centered in the upper half of the image.

What Do You
Need To Do?

Evaluate and Commit

Opportunity | Investigate the Following

Strategy

- Evaluate your Data
- Execute Focus Group and Survey
- Determine Goals

Marketing Analytics

- Understand Churn, retention issues and opportunity for cross sell
- Execute analysis and modeling
- Determine Specific Campaign Objectives

Delivery

- Design and Composition
- Integrated composition with workflow
- Multi-Channel delivery

Measurement

- Establish Document Integrity - Trackability
- Collect Responses to Call to Action
- Analyze and Report on Results

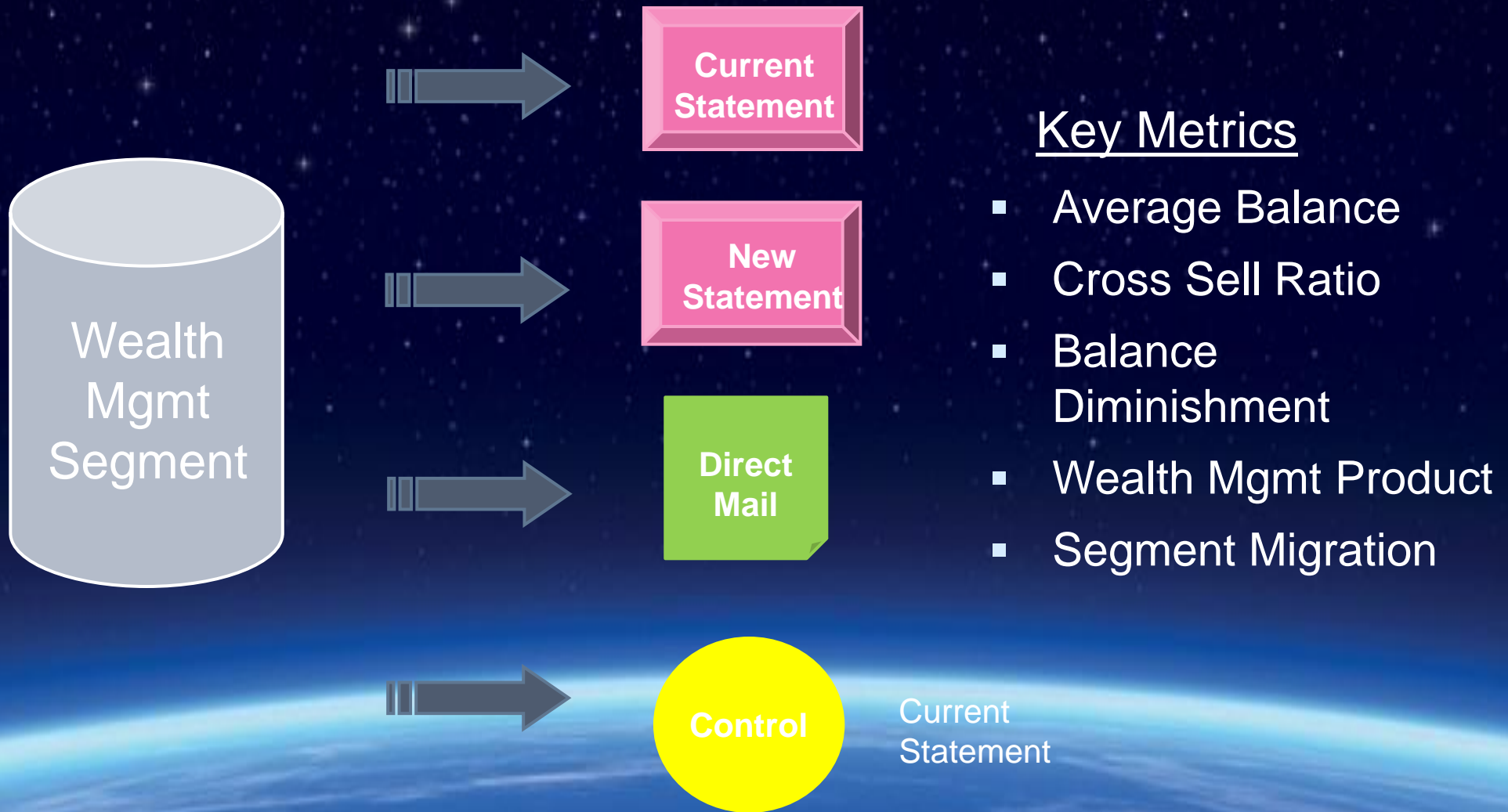
Education

- Learn to Talk the Talk of a CMO
- SMEs to meet with your customers
- Understand your customer's needs

Pilot and Implementation

- Conduct Pilot to "Try it", Measure Results
- Implement Components "as needed"
- Deploy full solution

A Potential Starting Point



RICOH

Thank You!

Carrie T. Murphy, M-EDP
carrie.murphy@infoprint.com
Twitter: CarrieTMurphy
339.236.0764

www.infoprint.com