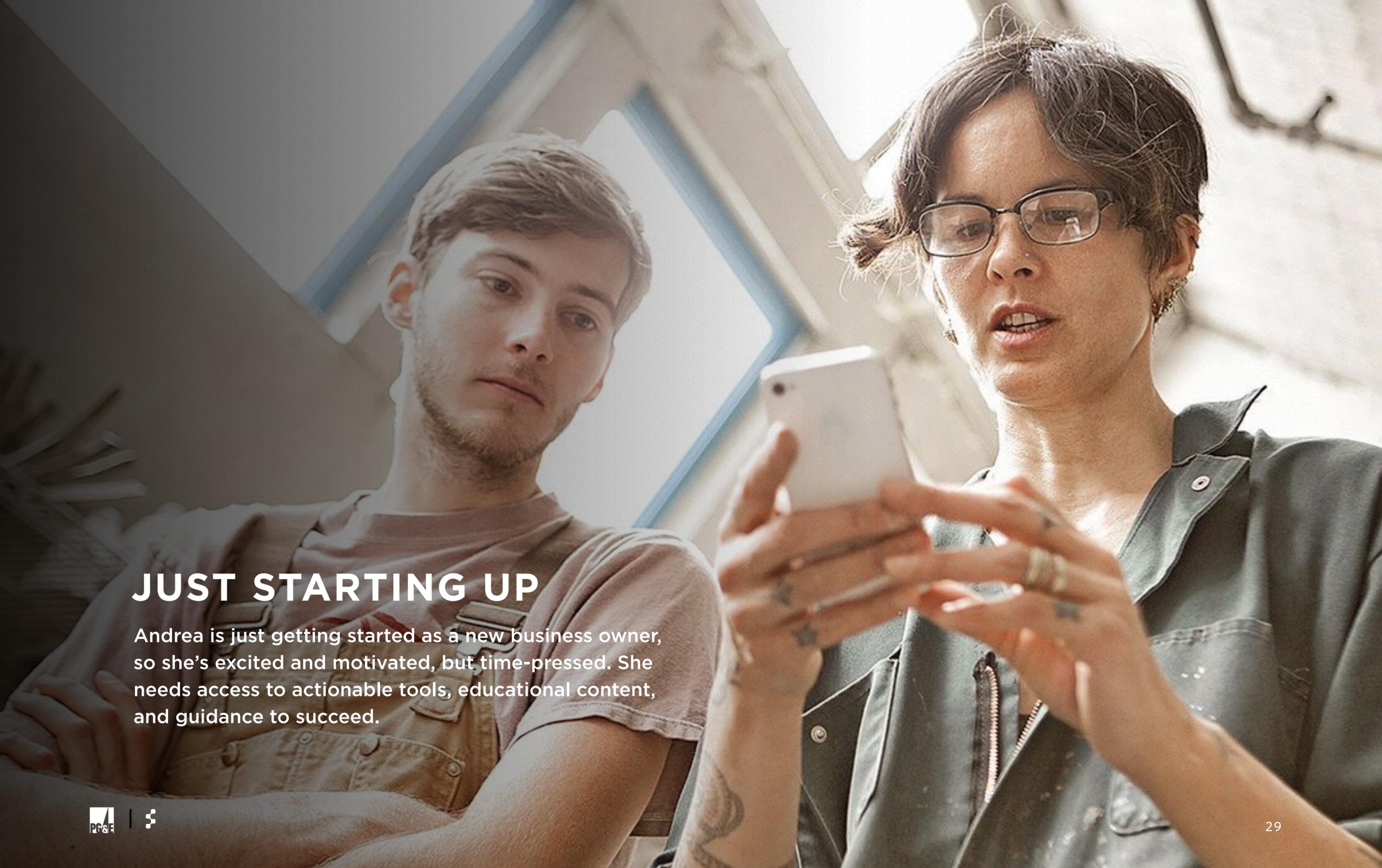


JOURNEYS AND CONCEPTS

A young man with short brown hair and a light beard, wearing a brown t-shirt and tan overalls, sits on the left. A young woman with dark hair and glasses, wearing a dark green button-down shirt, sits on the right, holding a white smartphone. They are both looking at the phone. The background shows a blue and white geometric structure, possibly a modern building or a large sculpture.

JUST STARTING UP

Andrea is just getting started as a new business owner, so she's excited and motivated, but time-pressed. She needs access to actionable tools, educational content, and guidance to succeed.

JUST STARTING UP

ANDREA



1

While waiting for a contractor to arrive, Andrea searches and finds on her mobile phone the **business portal for starting PG&E service.**

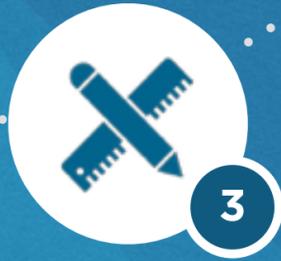


It's an easy process, so she completes it on her phone before her contractor arrives.



2

She receives a welcome email minutes later from Lisa, a PG&E representative. It contains her service confirmation and a link to **the Starter Kit.**



The next day, Andrea has time to explore the Starter Kit. It contains **helpful tools and resources** like links to set up other utilities (water, waste collection, internet, etc.), articles, rebates, community events, and services – **all tailored to her and her business segment.**





4

One case study describes **how an energy efficiency walk-through can help owners learn how to save energy and money.** She schedules her own walk-through online.



5

Tim, an energy efficiency rep, meets Andrea at her business. He identifies easy things she can do, like replacing light bulbs with CFLs, as well as bigger impact things like installing a better HVAC system. **He illustrates some of these ideas by showing her PG&E content on his tablet.**

JUST STARTING UP

ANDREA



She's interested in a new HVAC, but it sounds too expensive. **Tim tells her about a promotion for 0% financing,** as well as rebates for new businesses. **Using his tablet, he sends a link to her MyEnergy account to learn more.**

Andrea feels supported by PG&E, and excited about the future of her new business.

A man in a white t-shirt and a white apron stands in a commercial kitchen, holding a tray of food. He is smiling slightly. In the background, other workers in white uniforms and hats are visible, along with various kitchen equipment like a slicer and a rack of trays. The scene is brightly lit with overhead lights.

THE COMFORTABLE COASTER

Graham's business is going well, so he has a comfortable outlook. He's thinking about how he can take his business to the next level. He needs inspiration, resources, and content to match his drive.

THE COMFORTABLE COASTER

GRAHAM



1

Graham, a restaurant owner, **pays his bills using the PG&E app**, simply by signing in with his fingerprint, verifying the amount, and tapping “Pay” to confirm.



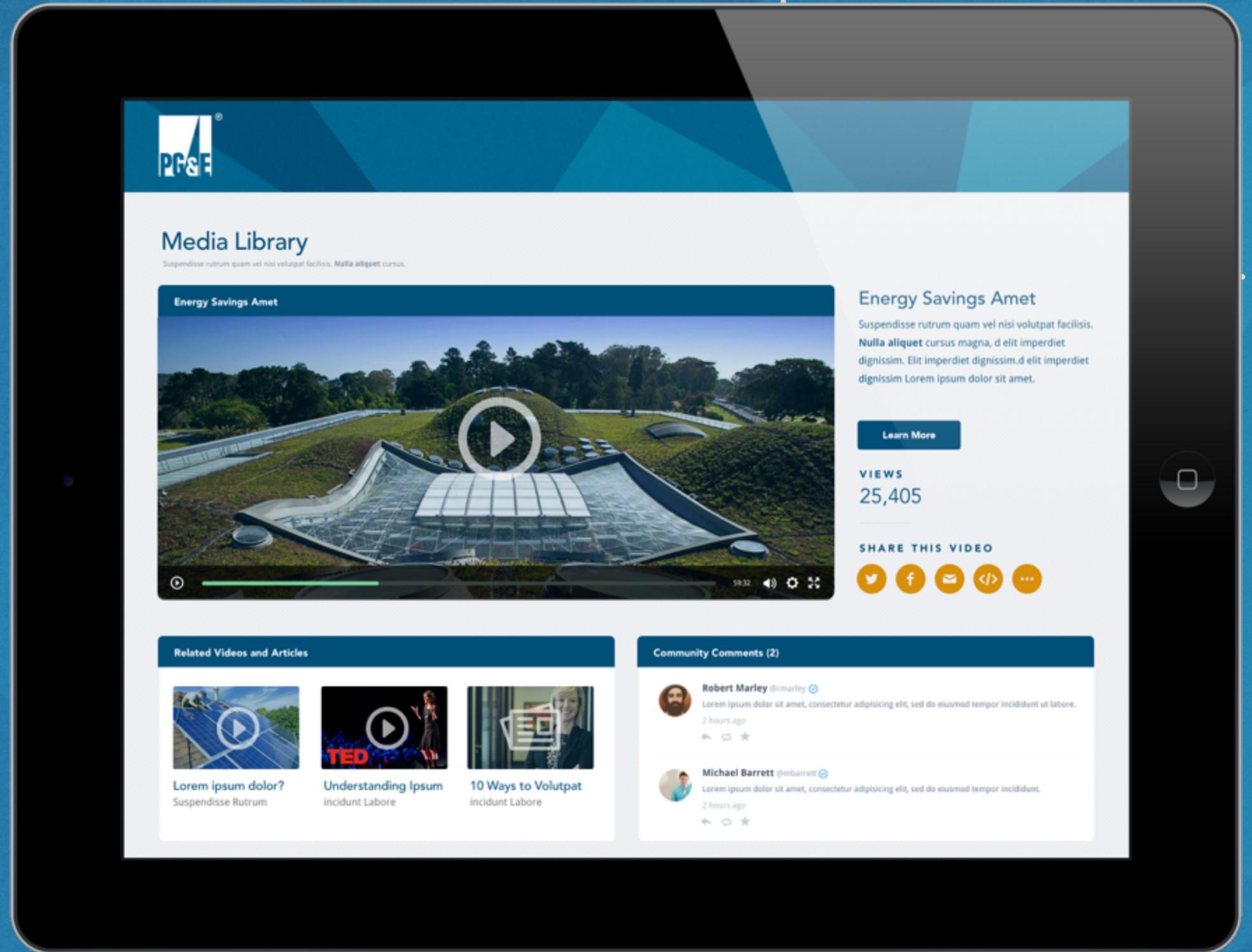
The app also offers a projection of his next bill. **This helps him to plan ahead.**

THE COMFORTABLE COASTER

GRAHAM



Following a link on his bill confirmation screen, Graham learns about how another local business has been saving \$100 each month by implementing energy efficiency measures. **This story links to related case studies, webinars, and events,** and he finds himself inspired by what others are doing.

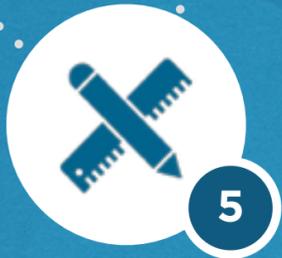




3 A certain PG&E sponsored event catches his eye. It features another restaurant near him that saved power by installing a green roof: something he's always been interested in, but not sure how to implement or afford.



4 Graham attends the event, which includes a walk-through of the restaurant, Q&A, and information on installation and financing. He exchanges contact information with the owners. He's excited because this event helps him envision how he might pull off a green roof for himself in the future.



5

While exploring financing and installation options at home, **Graham opens a tool linked in his MyEnergy account to help him optimize his rate plan, build an action plan for his energy usage, and see if he qualifies for any rebates or tax incentives.**



6

Graham builds an action plan of easy and inexpensive things he can do to save energy.



7

He learns that if he switches rate plans, he can save money by shutting power off to certain equipment when the restaurant is closed.

Graham has the sense that PG&E wants to help his business grow and succeed, and that they'll actively help him troubleshoot when he has problems.



OVERCOMING HURDLES

Despite his hard work, Bruce's business has recently fallen on some challenges. He's often in panic mode, feeling angry and frustrated. Costs are front-of-mind and he needs actionable help ASAP to prevent failure.

OVERCOMING HURDLES

BRUCE



1

Bruce's ski resort business has been slow lately due to the drought and, while he's still hopeful about the future, **he has been unable to pay his bills in full for the past two months.**



He receives an email from Tony, a PG&E customer service agent, **containing an Emergency Kit.**

OVERCOMING HURDLES

BRUCE



The Emergency Kit contains tools and assistance for bringing businesses back to their feet. It includes: payment assistance and plan information, tools for optimizing his energy use and rate plan, and supportive advice for businesses facing challenges.



OVERCOMING HURDLES

BRUCE



3

Bruce reads a story about another local business owner in his industry, who experiences cyclical periods of struggle and who has learned some strategies for working with a smaller budget. Bruce can relate, so he's encouraged and feels armed with some new ideas.



4

Bruce decides to apply for payment assistance. The application is simple enough that he's able to do it from his mobile phone. Much of the application is pre-populated with his information.

OVERCOMING HURDLES

BRUCE



5

The app also alerts Bruce that he might qualify for grant assistance from organizations related to his industry, like the National Ski Areas Association (NSAA). Links to information on NSAA grants are added to his My Energy dashboard.



6

Bruce uses some of the other tools in the **Emergency Kit**, learning that by changing his energy use behavior and rate plan, he could save on his energy costs.

Bruce has the feeling PG&E genuinely wants to help him succeed and support him through his business's challenges.



BUILDING ON MY SUCCESS

Mikela owns a thriving business with a rich heritage in her community. She's opportunity-driven, motivated to continue her success, and anticipating future growth. She and her business are in a position to serve as a source of content and mentorship for others.

BUILDING ON MY SUCCESS

MIKELA



Mikela owns a business that is thriving and well loved by her small town community. Her energy bills are around the same amount each month, so **she has set up automatic bill-pay.**



One day Mikela receives a text and email alert: PG&E has noticed a spike in her energy usage that is out of character for her pattern. She visits her premises and discovers that a piece of equipment which should be running intermittently has been running continuously for several days.

BUILDING ON MY SUCCESS

MIKELA



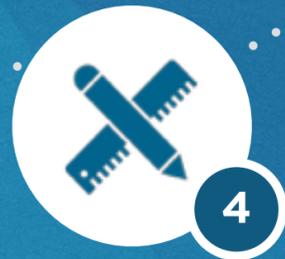
With her mobile phone, **she's able to easily identify a replacement piece that's more energy-efficient** and qualifies for an energy rebate, as well as a PG&E partner to install it for her.



She is able to **order the equipment, apply for the rebate, and schedule service,** all from the mobile app.

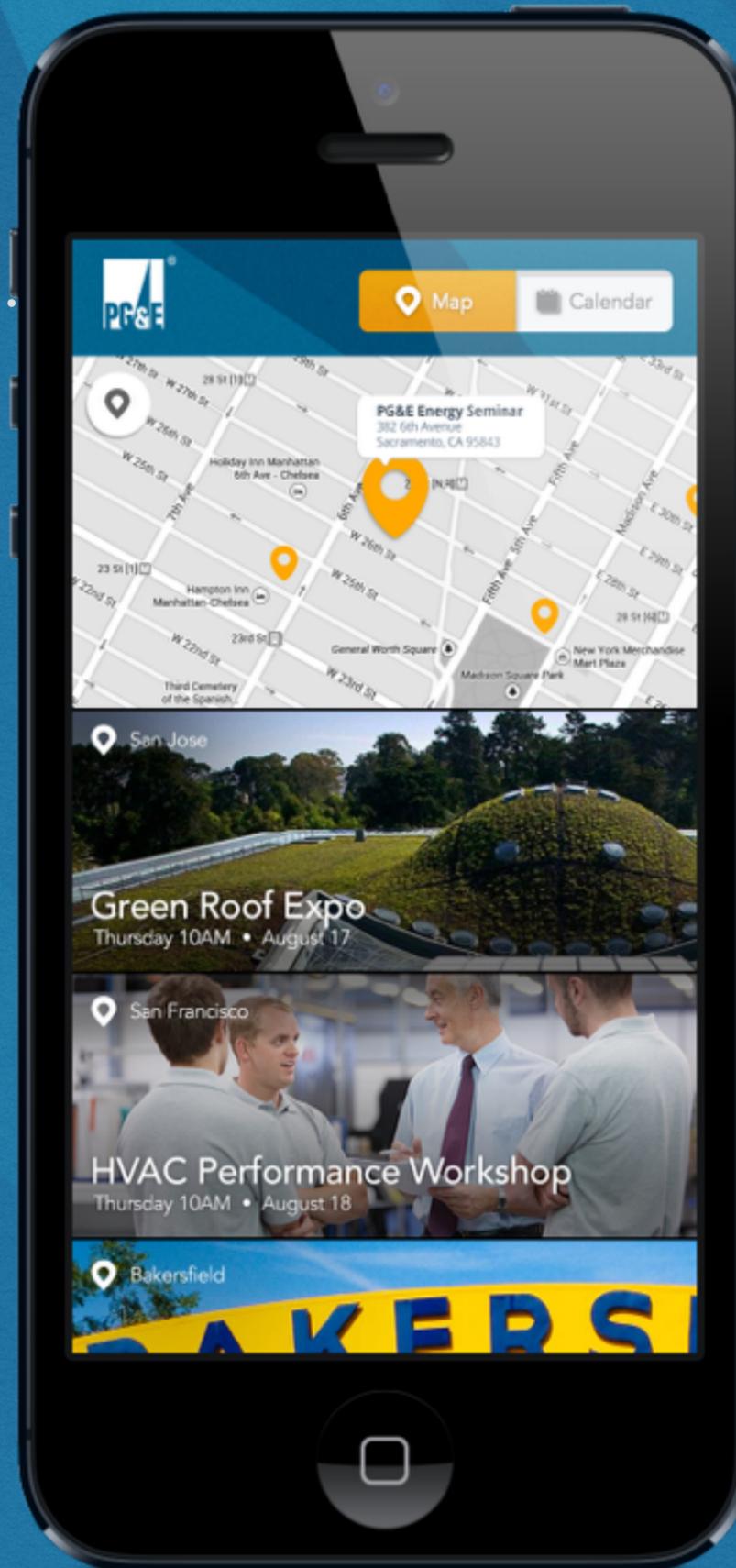
BUILDING ON MY SUCCESS

MIKELA



Mikela's dashboard is customized to her selected interests, and to what PG&E knows about her business.

It contains insights about her local area, relevant trends and voices in social media, and a map of events and activities nearby.



She uses the insights, and attends events to feel better-connected to her community.

She can vary her product offering, relate her messaging, and start conversations based on what's happening and what people are talking about.

BUILDING ON MY SUCCESS

MIKELA



6

One day Mikela is approached by PG&E to ask for her participation in a community block party. She loves giving input to the idea.



7

PG&E creates a story about the block party with video and photos. This content is used to continue to inspire communities and small business owners throughout Northern California.

Mikela feels like PG&E values her as a special customer and looks to her for guidance in supporting her community.



NOTIFICATIONS & ALERTS

PG&E engages with SMB customers in multiple ways to make sure they get the information they need - in the context they need it.

NOTIFICATIONS & ALERTS



While Bruce is away from the resort, he gets a notification from the app on his phone that there is an outage in the resort area.

.....▶ The alert lets him know the outage should be resolved within an hour, so he expects the impact on business to be low. He calls his employees to make sure the resort guests are notified and taken care of.

.....▶ Forty-five minutes later, Bruce receives another notification letting him know power has been restored, putting his mind at ease.



Andrea receives an email about construction scheduled in her neighborhood in two weeks.

.....▶ While there may be short power outages, she learns that the work is intended for installing extra street lights, which she is pleased will help her business.

.....▶ Once construction begins, she receives daily notifications through her mobile app about the progress of the construction and scheduled outages, so she can prepare signs for customers and plan her activities around the outages.



Graham has just bought a new energy-efficient HVAC for his restaurant. It's being installed via a PG&E partner.

.....▶ He gets an email with care and maintenance tips as well as information about rebates and tax incentives he is qualified to receive.

.....▶ Links to the rebate and incentive information are added to his account dashboard.



On the day of the block party event, Mikela and other local businesses receive a reminder of the event on their apps, as well as an email with a detailed schedule of events.

.....▶ Mikela notices one of the businesses participating is marked "New Business!" on the schedule. She makes sure to find their business stand at the block party so she can say hello and introduce herself.