Investments In Technology Support Reliability and the Customer Experience

Because access to information and online tools is crucial to our business, we're investing in technology to help improve service reliability and our customer experience. Technology plays a key role in many of the day-to-day activities at Atlantic City Electric and not all are visible to our customers. Our investment in technology is made with one main objective in mind – to improve service and reliability to our customers.

Over the last few years, we have been investing in technology in a number of ways. We have upgraded existing online tools like our website, developed new applications like our mobile app and incorporated new smart grid technologies as we continued to upgrade and build new substations.

New, Customer-Focused Website

In May, we launched a new website that enhances the user experience on desktops, tablets and smartphones. The site now dynamically adapt to any device or screen resolution, eliminating the need for resizing and scrolling on mobile devices.

To support the hundreds of pages of content on the site, numerous improvements in technology were implemented to improve the customer experience. "The new website was designed with the customer in mind and intends to provide important information such as storm preparation and safety, company news, *My Account* customer account features and energy and money savings tips," said Brett Holland, Manager, Interactive Communications and Marketing. "In the event of a storm or other emergency, alert messages will now appear on the homepage to help customers and other key audiences stay connected to the most current information should an outage occur."

We have also upgraded the site to accommodate large increases in traffic, such as during a major storm.

Mobile App Provides Easy and Fast Information

The Atlantic City Electric app has also undergone changes to make it quicker and easier to use, while integrating more features. Customers can:

- Report outages and get status updates
- Access My Account tools
- Monitor energy usage
- Use interactive outage maps to check the status of outages and view estimated restoration times
- Pay their bill
- Call Atlantic City Electric through a direct dial link
- View important company news
- Set up push notifications for outage info*

The app is free and available for the iPhone, Android and Blackberry. The app can be downloaded by visiting atlanticcityelectric.com/mobile app on mobile devices.

* Push notifications currently available on iOS devices only

Online Streetlight Reporting System Now Includes Mapping Features

With the launch of the new website, we have also added improvements to our online Streetlight Reporting System by integrating a map-based tool.

The new system offers a convenient way for customers to let us know when a streetlight is out on their street or in their neighborhood. To report a streetlight outage, customers just need to go to atlanticcityelectric.com, click "my home" then "report an outage or safety hazard" then "report streetlight outage." In just a few clicks, the information is entered into the system and into the repair queue. Updates on the status of the reported streetlights are also provided through the tool.

Streetlight issues can also still be reported by calling the Atlantic City Electric Customer Care Center at 1-800-642-3780.

Substation Technology Upgrades

Substations are the main hubs where power arrives and voltage levels are maintained as electricity makes its way into homes and businesses. Without efficient substations, service levels can suffer. Over the last three years, we have invested millions in upgrading and building new substations so that we can meet the energy needs of our customers.

As we work to improve our substations, we incorporate the most current technology into our operational systems. These technologies help to ensure we can route and deliver power quickly and safely. They also help to provide redundancy so that when outages occur, we can lessen the impact within our service territory and make them less frequent and of shorter duration.

One example of a substation technology upgrade is Distribution Automation, which uses microprocessors to digitally capture and analyze real-time information about the power distribution system, including when and where outages occur – all in a matter of seconds. When an outage is detected, the technology will automatically shut down the damaged section and transfer the remaining customers. The transfer of power results in fewer customer outages and faster restoration time.

By upgrading to Distribution Automation, restoration tasks that used to have to be done manually and take two hours to complete can now be done digitally in less than two minutes. Engineers will now be able to better plan and operate the distribution system using real time rather than historical information.

750 Words