

Publishing Straight Talk with PG& E: Caesar Rodriguez

Episode 1: Simple actions to improve your business

Hi, I'm Tatihana Manning, senior program manager at PG&E with our voice of a customer team and your host of Straight-Talk with PG&E. Our show's all about giving our small business customers throughout our hometowns the answers they need to save money and connect them to some really great resources along the way. Today, I have Cesar Rodriguez from PG&E's Small Business Engagement Team with me. How are you doing today?

Hi, Tatihana. I'm doing well. Thank you for having me. How are you?

I'm doing great. Thanks for asking. It's great to see you again. Just for background for our listeners, I actually used to be a part of Cesar's team, so it's really great to be doing this podcast with you today. So thanks for being on the show. Let's jump right into it. Can you start by telling us what the Small Business Engagement Team does?

A lot of what the team does do is we provide proactive outreach. So we're calling customers directly and really honing in on what their needs are with their accounts. We're also out in the communities, we're hosting workshops where we're talking about different products, different resources, different opportunities that customers can have to save, or ways to improve, or ways to make some quick changes that are either low cost or no cost. And then also sitting down with our customers, help them set up their accounts online and set up their energy alerts, or bill alerts, or paperless billing, reoccurring payment, all those fun features that are available to our customers on our website. So a lot of that is what we're actually taking the time to do with customers, in addition to any other requests that they might have.

I love that it's really personalized service, that handholding, getting them very familiar with the tools and resources that they do have

I agree

at their fingertips. And also just being able to educate them on how they can use them in the future. So I think that's really great, important work that you're doing. So kudos to the team, as you said. Okay, Cesar, so your team's on the ground, holding workshops and educating customers. If I'm a small business customer, what is the best resource you would recommend that can help improve operations and my bottom line?

Yeah, good question. I think probably the best one, and I would say probably my favorite really is the website, right? So enrolling online, www.pg.com. The nice thing about it is that you have a lot of different tools within your reach. You can log on whenever's convenient for you. You can check out the website, check out your account, pay your bill online, set up paperless billing, set

up reoccurring payment. Reoccurring payment is one of my favorites because I don't like to feel that stress about, oh, did I miss a due date? This does it for me automatically.

Set it and forget it.

Set it and forget it. Exactly. One of the other key features that we have on there is rate comparison. So as a business customer, it's wise to run a rate comparison annually, and then the reason for that is because it allows you as a business owner to understand that you are on the most optimal rate for your business. So we as PG&E understand that your business needs might change, your hours of operation, maybe you've expanded. And a lot of times we don't really double check the rate as a business owner 'cause we're so busy doing a million other things. So this is a big one that I definitely would highly recommend. And then last but not least, create a facility profile. A nice thing about this is that it allows a customer to fill out a couple of questions about their business and then receive low cost or no cost recommendations that they can put into place. Some of 'em are just thermostat settings, or maybe changing filters periodically, or maybe reinvesting in the business by maybe swapping out equipment or taking advantage of like an on-bill financing program. So a lot of really good stuff available to customers at your fingertips when it's convenient for you. So it's really cool.

It does sound really cool. It's like a one-stop shop for everything. And it sounds great, that personal touch, that one-on-one with the customer. I'm sure they're really appreciating it. Now that you mention it, I actually do remember seeing a commercial regarding Full Circle Brewery. Can you tell us how that came about?

One of the things that happened with Full Circle Brewery is one of my reps, Gilbert Santos, who is the customer relationship manager that supported Full Circle Brewery, they reached out to the customer, had an opportunity to hear some of their pain points, and Gilbert really spent that quality time to understand what type of resources and products we can offer them. And so out of that conversation, our customer over at Full Circle Brewery took advantage of the on-bill financing. So during that time, that allowed the customer to really reinvest back into their business. And now Full Circle Brewery is the largest Black-owned brewery and distributor in the United States. And it just feels so great to be part of that customer partnership and customer story.

I can tell for the listeners, you can't see how Cesar's face is lighting up, but that's amazing. I'm pretty sure that Full Circle Brewery actually really appreciated Gilbert reaching out, being able to take advantage of such a amazing program that the company offers. So thank you for that. What is the best way for folks to reach out to our Small Business Engagement Team?

Yeah, good question. So definitely stay in contact with us, smallbusinessresources@pg.com. We'll get an email and one of our customer relationship managers will follow up with anything

that you might need. We're here to serve and we're in the business for small business, so excited to continue to engage with all of our customers.

Thank you so much for being on the show today, Cesar, it's been great chatting with you and catching up.

Likewise, likewise. I love being here. Thank you so much for having me. It's great to catch up and I love talking about the Small Business Team, so thank you.

I bet. For the folks out there listening on our streaming platforms, stay tuned for upcoming episodes of Straight-Talk with PG&E, where we will share more helpful tips and resources, as well as other programs that can help business customers save energy and money. You can learn more at pge.com/straighttalk. See you all next time.