



Essential Ingredient for Sustainability: Consumer and Community Satisfaction

AES Eletropaulo Market

24 municipalities

4.526 km²

1,82% of SP state area

8,8% of BR population

12,2% of BR GDP

36,7% of SP GDP

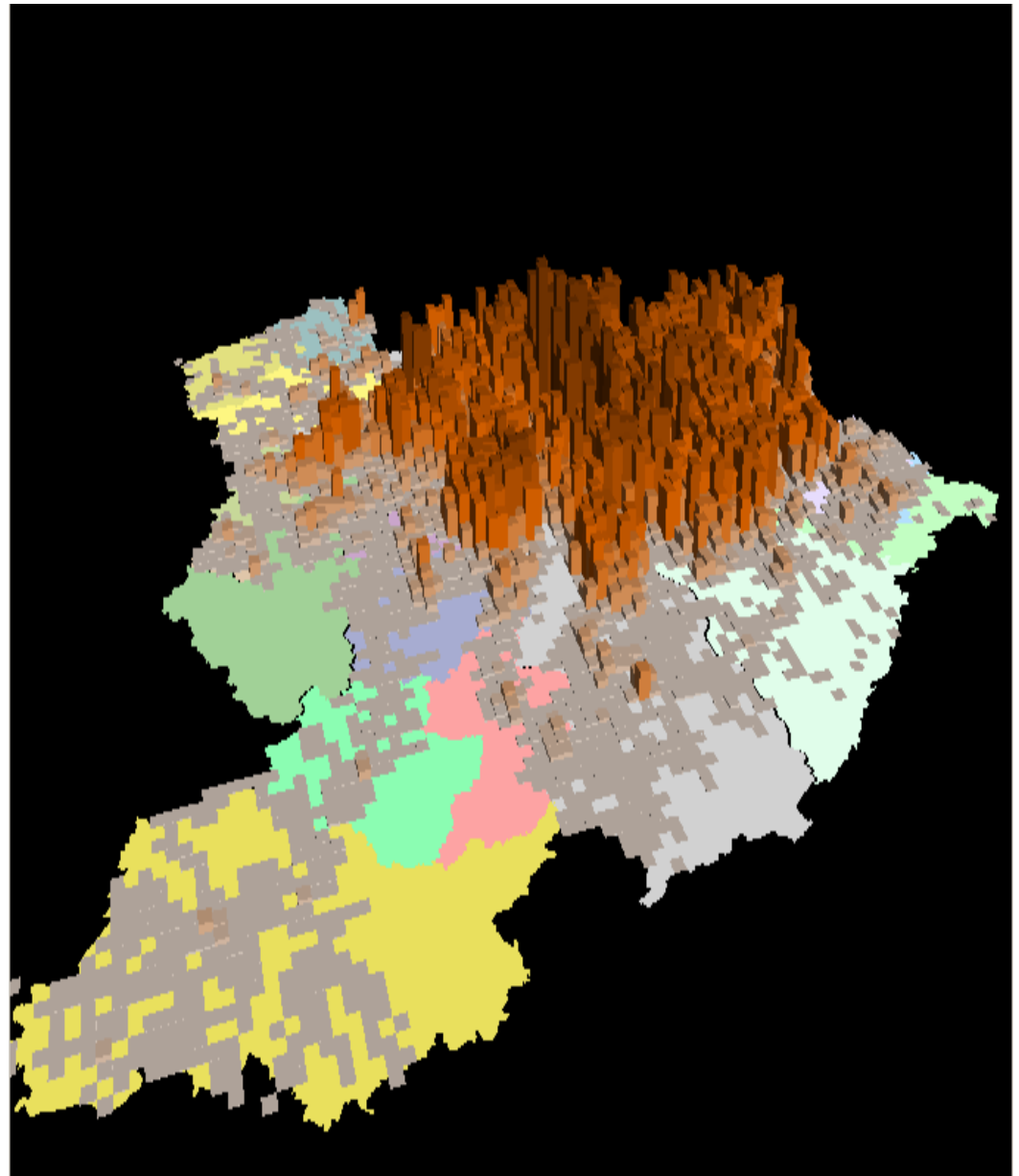
6,5 million clients

17,0 million inhabitants

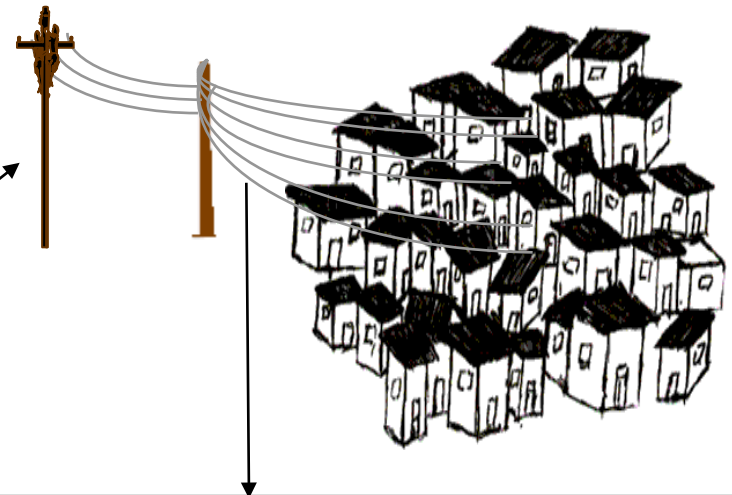
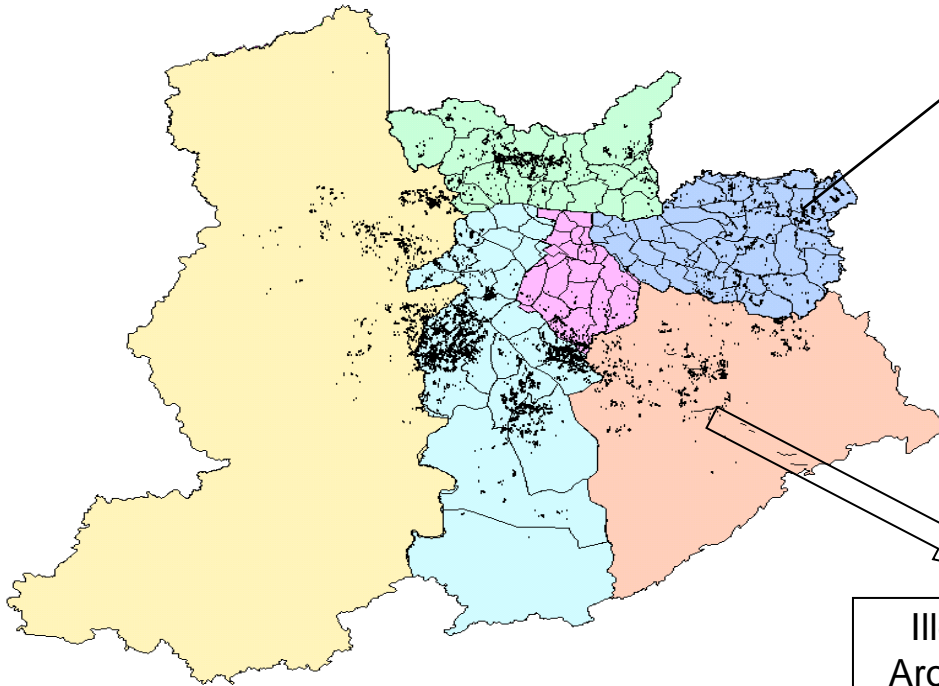
1.126 clients / km²

11% BR's consumption

35% SP's consumption



The beginning.....



Illegal Connections: Consumers that make their connections by themselves directly in the secondary network without metering

Illegal connections – 2004 situation
Around 2.000 slums with 480.000 illegal connections

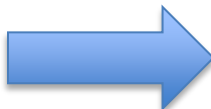
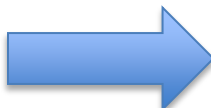
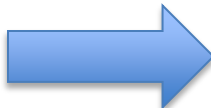
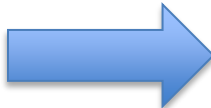
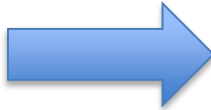
▪ Illegal connections – 2004 situation

- ✓ At least one fire per month and more than 50 houses burned in average
- ✓ Many accidents with electrical shock (without official data)
- ✓ Many domestic equipments burns because the poor quality of the electrical energy
- ✓ Inefficiency in the energy consumption level because the lack of culture for using and paying electricity
- ✓ People with low level of education and high level of unemployment



The communities want

- No more fires and accidents
- No more burns of equipments
- Information
- Be part of the decisions
- Orientation for the families
- Special commercial conditions
- Low price for the electricity
- AES Eletropaulo as a partner of the community



The AES Eletropaulo did.....

- New standard for the electrical network
- Negotiation and communication process
Partnerships
- Community campaigns and door by door orientation
- Special commercial policies, social tariff and energy efficiency program
- Social responsibility projects and new business opportunity

And Then.....to make business with the BOP is much more complex than just to have a package of solutions..... it is necessary to innovate and to adapted the regular business because....

- ✓ Those people hate our relationship channels
- ✓ They don't understand what they are buying and they they feel cheated
- ✓ They can't negotiate how to pay the electricity bills
- ✓ They don't understand what we say
- ✓ They want to be heard and negotiate all the time
- ✓ The communities are always asking for help





What we have done.....

- ✓ Training our community agents to speak “ their language”
- ✓ Developed new educational material with more visual information
- ✓ Mobile Attendance in the communities we have problems
- ✓ Innovation in the communication with the communities
- ✓ Contracting of people of the communities to furnish services
- ✓ New solutions for negotiation of the bad debt and cutting process
- ✓ Regular meeting with the main leaderships to discuss next steps
- ✓ And.....much more

THANK YOU !!

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