



Eric Pauli, Community Relations Manager
500 West Russell Street
P.O. Box 988
Sioux Falls, SD 57101-0988
(o) 605 339-8303; (f) 605-339-8204; (c) 605-321-6006
Email: eric.pauli@xcelenergy.com

June 8, 2015

Ms. Patty Van Gerpen, Executive Director
South Dakota Public Utilities Commission
State Capitol Building
500 East Capitol Avenue
Pierre, South Dakota 57501-5070

Re: APPLICATION OF NORTHERN STATES POWER COMPANY FOR
APPROVAL OF ITS REDESIGNED WELCOME BROCHURES.

Dear Ms. Van Gerpen:

Northern States Power Company, doing business as Xcel Energy, submits the enclosed petition to the South Dakota Public Utilities Commission for approval of its redesigned "Welcome" brochures.

This "Welcome" brochure is furnished to each new South Dakota customer per rule 20:10:16:02. The brochure was redesigned to improve the customer experience while still including the required information outlined within the rule.

The key changes are:

- **Create separate residential & business brochures:** The current brochure is used for both residential and business customers. Creating separate brochures allows us to provide content that is unique to each group's needs.
- **Clear descriptions:** This often involves referring customers to xcelenergy.com for the details on a particular topic. We anticipate this will make it easier for customers to digest the information, and receive the most up-to-date information.
- **Offer only products and services that are most relevant and helpful to customers who are moving.**

- **Updated content:** Information that is impacting our customers since the last update, such as Data Privacy and Scam Alerts.
- **New look and feel:** After testing different concepts, our customers selected this look as the most attention-grabbing and engaging.

Please contact me at (605) 339-8303 if you have any questions regarding these updates.

Sincerely,

A handwritten signature in cursive script that reads "Eric Pauli".

Eric Pauli

Community Relations Manager