



500 West Russell St
Sioux Falls, SD 57104

April 29, 2021

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

RE: UPDATES TO PREVIOUSLY APPROVED “WELCOME” BROCHURE
DOCKET NO. EL21-___

Dear Ms. Van Gerpen:

Northern States Power Company, doing business as Xcel Energy, has reviewed and updated all of its “Welcome” brochures, which includes both residential and business, and submits both versions for South Dakota Commission approval. These brochures, minus the proposed updates, were originally approved in Docket EL17-30 per the Order issued on October 13, 2017.

These “Welcome” brochures are furnished to each new South Dakota residential or business customer per rule 20:10:16:02. The brochures were redesigned to improve the customer experience while still including the required information outlined within the rule.

The key changes for 2021 are:

- Updated format with new branding (color, font, images) (RES and BIZ throughout).
- Updated hyperlinks to better direct customers to the correct place on our website (RES and BIZ throughout).
- Replaced previous “Powering your life starts here” content with “Who we are” page (RES and BIZ page 2).
- Reorganized and consolidated the “Billing and Payment” section (RES and BIZ pages 4-8).
- Condensed the “Energy Solutions” section and provided a website CTA that shows all energy efficiency program options (RES and BIZ page 9).

- Added “Additional Services” section that highlights other programs/ services Xcel Energy has available to residential customers (RES page 11).
- Reorganized the “Outage” page for a more customer-friendly view (RES page 12; BIZ page 10).
- Made small content changes to the “Data Privacy” section (RES page 19; BIZ page 17).
- Reorganized the “Contacts” section for a more customer-friendly resource guide (RES page 22; BIZ page 20).

We plan to start using the new brochures in May of 2021 if proper review has been completed.

The Company requests that the following persons be placed on the Commission’s official service list for this matter.

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Please contact me at 605-339-8350 if you have any questions regarding this filing.

Sincerely,



STEVE KOLBECK
PRINCIPAL MANAGER

Enclosures
c: Service List