



# Customer relations

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While our customer base is diverse and varied, our approach to customer service is not. Our unwavering focus on safe, reliable operations is critical to our customers and to our business success.

## Business context and our approach

Our customers are a fundamental priority for us and we work hard every day to meet or exceed their expectations. For our business customers, we recognize the role we play in their value chain and we strive to build strong partnerships. For residential customers, we prioritize safe, reliable energy delivery and responsive customer service, knowing they count on us to meet their day-to-day energy needs. We're also focused on meeting our customers' growing expectations to decrease negative—and increase positive—impacts on society and the environment. Enbridge's sustainability performance, along with our services and programs for customers, illustrate how seriously we take our commitment to be the first choice of our customers.

Our customer base is varied and includes:

- **LP:** oil producers, marketers and refiners
- **GTM:** onshore and offshore gas shippers, including local distribution companies, producers, marketers, power plants and end users
- **GDS:** approximately 3.8 million residential, commercial, institutional and industrial gas users, producers and marketers

## Our role in society

To learn how we deliver the energy that fuels peoples quality of life, please read [Our Role in Society](#) chapter.



Providing the energy our customers need and want has been a focus at Enbridge throughout our history. We understand that access to affordable energy is a need for many in North America, and Enbridge believes that everyone deserves the same opportunities.

Our values guide us in how we manage and treat all our customers: delivering energy safely; doing business with integrity, as a responsible business partner and member of society; and

respecting our customers' needs, concerns and expectations. We put these values into practice through our customer-facing teams across the Company who aim to provide respectful and reliable service and identify opportunities for improvement. Enbridge's teams listen to customers to understand their needs and priorities, so they may respond appropriately.

We take a varied approach with each of our customer groups to respond to their needs:

<b>LP</b>	<ul style="list-style-type: none"> <li>Numerous meetings with top-ranked customers</li> <li>Regular meetings with our broader customer base</li> <li>Quarterly shipper meetings</li> </ul>	<ul style="list-style-type: none"> <li>Annual customer conference</li> <li>Online systems for convenient scheduling</li> <li>Regular reporting and monitoring of their service</li> </ul>
<b>GTM</b>	<ul style="list-style-type: none"> <li>Online systems for convenient contracting, scheduling, reporting and monitoring service</li> <li>Annual marketing/business development meetings</li> <li>Webinars throughout the year to keep customers apprised of capacity implications resulting from system maintenance and integrity work</li> </ul>	<ul style="list-style-type: none"> <li>Annual customer service users group meeting with LINK® customer interface system users</li> <li>24/7 hotline for system issues</li> </ul>
<b>GDS</b>	<ul style="list-style-type: none"> <li>Qualtrics customer tool</li> <li>My Account tool on <a href="http://enbridgegas.com">enbridgegas.com</a></li> <li>Chatbot – enabling customer inquiries to be handled automatically</li> </ul>	<ul style="list-style-type: none"> <li>Energy conservation programs</li> <li>Customer satisfaction surveys conducted by third parties</li> <li>Office of the Ombudsman provides impartial review of unresolved complaints</li> </ul>

## Supporting our utility customers in challenging times

We recognize the first half of 2020 was a particularly difficult time for our natural gas utility customers who may be facing unexpected financial challenges from work interruptions or slowdowns due to the pandemic.

We didn't want anyone to worry about keeping their homes cool or warm, or if there would be enough hot water to take a shower or do the dishes. That is why we did not disconnect residential or small business customers for non-payment from the onset of the pandemic to August 1, 2020. We also offered enhanced payment plans for customers to avoid late fees for their utility bills. To read more please, visit [Enbridge Gas](http://Enbridge Gas).

## Providing energy to the community

With almost 4 million natural gas utility customers relying on us for their energy needs, we take seriously the role we play in providing it safely and reliably. Yet, not all people can afford – or have access to – the energy they need.

We are leveraging our knowledge and our capacity to deliver energy to the individual needs of isolated communities. One example is in Ontario, where, throughout 2019, Enbridge expanded access to affordable energy to 5,000 customers in Ontario communities, including several First Nations, with an ultimate goal of expanding access to as many communities and households as possible over the next three years. Given these communities are farther away from an existing infrastructure and have lower energy densities, there are greater hurdles to overcome, but we are working diligently to deliver natural gas to those who have been relying on propane, electricity, oil or wood for their energy.

In another example, and reaffirming its commitment to the communities it serves, GDS presented in early 2020 a rebate payment of approximately \$95,000 to the Canadian Mental Health Association (CMHA) Sudbury/Manitoulin to apply toward the recent installation of new heat recovery systems and higher-efficiency space heating boilers. The equipment installations were part of the building retrofit project recently repurposed by the CMHA to provide 38 housing units for the homeless and feature space for nurse practitioners and rehabilitation services. These new high-efficiency systems have the potential to save as much as 41,000 cubic meters of natural gas per year compared to standard efficiency equipment, with possible annual cost savings of \$14,350. In addition to these savings, the project helps to avoid 1.86 kg of GHG emissions with every cubic meter of natural gas saved.

We believe everyone should have the same opportunities and providing affordable, accessible energy supplies individuals and families with what they need to succeed.

## Enbridge Gas Demand-side Management Programs

Enbridge Gas Distribution has created a variety of programs and rebates to help homes and businesses save energy, money and the environment. These programs include:

- **Rebates for upgrades** – customers may receive up to \$5,000 for upgrades such as insulation, window replacements and other changes
- **Free upgrades and winter proofing** – if income thresholds are met, customers may receive free insulation, draft proofing or a smart thermostat to reduce heating and cooling costs

- **Rebate for smart thermostats** – customers can qualify for a \$75 rebate when purchasing ecobee, Emerson, Honeywell or Nest smart thermostats.
- **Education** – tips and information on how to save energy around the home or in a business
- **Expert help for businesses** – energy experts provide advice on equipment upgrades, retrofit projects, long-term energy management plans and more

## Safeguarding customer privacy and data

At all levels of our company, we have robust systems, policies and processes in place to protect our customers' and stakeholders' privacy and data. Enbridge employs a comprehensive privacy governance program and is committed to earning and maintaining our customers' trust by continuing to:

- Ensure we respect legal privacy requirements in collecting, handling and safeguarding personal information
- Provide transparency to our customers and stakeholders on Enbridge's personal information handling practices
- Work in conjunction with cybersecurity team to carefully consider privacy and data security risks on new projects, system upgrades and/or initiatives
- Provide privacy training and awareness to personnel who handle personal information

Through our risk management process, we identified cybersecurity as a top risk for the Company. Therefore, Enbridge has developed and implemented a risk-based Cybersecurity control framework to manage its cybersecurity risks, and measure the effectiveness of controls. It addresses cybersecurity threats unique to Enbridge, and in keeping with best practice. Specific areas of focus in 2019 included:

- Improving Cyber Incident Response process and operating procedures
- Increased security awareness and training for employees and contractors
- Enhanced Cybersecurity Program for Enbridge vendors and partners
- Conducted external independent assessments to validate our controls

## Our performance

### Customer service

Our LP business delivered more than 3.98 billion barrels of crude with a safe delivery record of 99.9999%. We also transported approximately 7.7 Tcf of natural gas in our GTM business to our customers in North America, while our GDS business transported and distributed roughly 1.8 Tcf of natural gas to our 3.8 million customers. We used several metrics to gauge customer satisfaction in 2019, as outlined in the table below.

	Our customers	Engagement tactics used	Customer satisfaction
<b>LP</b>	<ul style="list-style-type: none"> <li>Producers</li> <li>Marketers</li> <li>Refiners</li> </ul>	<ul style="list-style-type: none"> <li>&gt;500 meetings with top-ranked customers</li> <li>&gt;1,000 meetings with broader customer base</li> <li>Annual customer conference</li> <li>Quarterly shipper meetings</li> <li>Online systems for convenient scheduling</li> </ul>	<ul style="list-style-type: none"> <li>Received positive feedback on LP's ability to safely and reliably operate the network and resolve issues collaboratively. Based on that feedback, LP believes that its customer satisfaction continues to be achieved. Going forward, it intends to continue its efforts to meet and exceed its customers' expectations.</li> </ul>
<b>GTM</b>	<ul style="list-style-type: none"> <li>Onshore and offshore gas shippers, including local distribution companies, producers, marketers, power plants, and end users</li> </ul>	<ul style="list-style-type: none"> <li>Holds regular, informal conversations</li> <li>Annual Marketing/Business Development customer meetings</li> <li>Webinars throughout the year with presentation materials to keep customers apprised of capacity implications resulting from system maintenance and integrity work</li> <li>Annual Customer Service Users Group Meeting with LINK® Customer Interface System users, along with periodic customer training sessions throughout the year</li> <li>24/7 hotline for LINK® system issues</li> <li>Regular communications with customers in advance of and during rate proceedings to work towards collaborative solutions</li> </ul>	<ul style="list-style-type: none"> <li>Anecdotal feedback from our customers indicates an appreciation for GTM's responsiveness to their changing needs and its customer-focused approach</li> <li>Continuous innovative improvement of LINK® system</li> <li>Received positive feedback on communication style and transparency during maintenance and integrity activities over the past year</li> <li>High contract renewal rates</li> </ul>
<b>GDS</b>	<ul style="list-style-type: none"> <li>Residential</li> <li>Commercial</li> <li>Institutional</li> <li>Industrial users</li> </ul>	<ul style="list-style-type: none"> <li>Qualtrics customer tool</li> <li>My Account tool on <a href="http://enbridgegas.com">enbridgegas.com</a></li> <li>Chatbot – enabling customer inquiries to be handled automatically</li> </ul>	<ul style="list-style-type: none"> <li>Residential customer satisfaction tracking studies for EGD and Union Gas were consolidated starting in July 2019. Seventy-five percent of customers provided a Top 3 Box rating (score of 8, 9, or 10 out of 10) for overall satisfaction with the call centre and field service experiences during the July–December 2019 period.</li> <li>In the 2019/2020 Mastio Study that measures and benchmarks customer perceptions of major pipelines and gathering systems across North America, the Enbridge Gas Energy Service group was ranked first among Canadian pipelines for customer satisfaction.</li> <li>Customer Care responded to approximately 2.1 million customer inquiries and approximately 13,000 issues went through EGI's Office of the Ombudsman.</li> </ul>

### Cybersecurity

No significant substantiated cybersecurity complaints were received by any of our business units regarding breaches of customer privacy or losses of customer data in 2019.