

**STATE OF SOUTH DAKOTA  
BEFORE THE  
SOUTH DAKOTA PUBLIC UTILITIES COMMISSION**

IN THE MATTER OF THE PETITION OF  
NORTHERN STATES POWER COMPANY  
FOR APPROVAL OF A MODIFICATION TO  
THE BACK OF THE COMPANY'S  
STANDARD BILLING FORM AND  
DISCONNECTION NOTICE

DOCKET NO. EL20-\_\_\_\_\_

**PETITION**

**INTRODUCTION**

Northern States Power Company, doing business as Xcel Energy, submits to the South Dakota Public Utilities Commission this Petition for approval to modify the back of the Standard Billing Form and the back of the Disconnection Notice as set forth in Section 8 of the Company's South Dakota Electric Rate Book.

Specifically, we request that the Commission approve the proposed tariff sheets containing the modified backs of the Standard Billing Form and the Disconnection Notice to include a change in the telephone number provided therein to customers as an option for making bill payments when using a credit or debit card. The Company has recently contracted with a new vendor that will process customers' credit card payments, necessitating the change in telephone number, effective February 21, 2021. We are making this change to update and improve the information available to our customers. We are not proposing additional changes to the Standard Billing Form and the Disconnection Notice at this time.

The following attachments are included with this Petition in clean and redline formats:

- Attachment A: Back of the Standard Billing Form
- Attachment B: Back of the Disconnection Notice
- Attachment C: Tariff Sheets

We provide the following information in accordance with South Dakota Administrative Rule 20:10:13:26, the tariff schedule change notification requirements.

**(1) Name and Address of the Public Utility.**

Northern States Power Company  
500 West Russell Street  
Sioux Falls, South Dakota 57104  
(605) 339-8350

**(2) Section and Sheet Number of Tariff Schedule.**

We provide our proposed Section 8 tariff updates as Attachment C to this filing in both redline and clean formats, as follows:

Sheet No. 8-2.3, revision 6 – Back of the Standard Billing Form  
Sheet No. 8-6, revision 6 – Back of the Disconnection Notice

**(3) Description of the Tariff Change.**

We seek approval to revise the back of our Standard Billing Form and the back of our Disconnection Notice.

**(4) Reason for the Requested Change.**

The Company contracted with a new customer experience management solutions vendor in August 2020 to process credit card payments for services across all Xcel Energy's service territories. KUBRA, headquartered in Tempe, Arizona, will replace our current vendor Fiserv, Inc., effective February 21, 2021.

We are partnering with Kubra to reduce the credit/debit card processing transaction fee that is charged by the vendor to customers who pay by this method. Additionally, the Kubra EZPay platform provides customers with a better, more streamlined customer experience, with additional payment methods such as Apple Pay and Google Pay for customers on their mobile devices.

We are planning to go live with the new fees, portal, and an updated customer service telephone number for credit card payments on February 21, 2021.

The above-discussed change in vendors necessitates an update to the phone number provided to customers as an option for making bill payments when using a credit or debit card. We seek approval to modify that telephone number from the Fiserv BillMatrix IVR number as it currently appears on the backs of our Standard Billing Form and Disconnection Notice to KUBRA's EZPay IVR number, effective February 21, 2021.

Each customer billing in the Company's service territories includes general information about corporate telephone numbers and addresses, regulating agencies, rates, cost recovery and payment options on the back of our Standard Billing Form. The back of our Disconnection Notice includes information regarding telephone numbers and addresses, regulating agencies and payment options. In addition to accepting payments via checking or savings account withdrawals, check via mail, or online through a third-party vendor, we also accept payments using debit cards<sup>1</sup> and VISA, MasterCard and Discover credit cards from non-commercial and commercial customers. The backs of the Standard Billing Form and Disconnection Notice provide detail about paying bills electronically in the Company's My Account/eBill/Mobile App or by calling a designated telephone number and using a credit or debit card. We also note a processing fee is charged for each credit/debit card payment.

We request to change the telephone number included in the "Payment Options" paragraph in the "Credit/Debit Card Payment" section on the back of our Standard Billing Form and the back of the Disconnection Notice from 888.747.1523 to 833.660.1365. A copy of the redline and clean versions of the proposed back of the Standard Billing Form is included as Attachment A to this filing. A copy of the redline and clean versions of the proposed back of the Disconnection Notice is included as Attachment B to this filing.

**(5) Present Rate.**

Not applicable.

**(6) Proposed Rate.**

Not applicable.

**(7) Proposed effective date of modified rate.**

Xcel Energy proposes that the revised tariffs be effective February 21, 2021.

**(8) Approximation of annual amount of increase or decrease in revenue.**

Not applicable.

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<sup>1</sup> All debit cards are non-commercial cards.

**(9) Points affected.**

Approximately 96,000 South Dakota customers.

**(10) Estimation of the number of customers whose cost of service will be affected and annual amounts of either increases or decreases, or both, in cost of service to those customers.**

Not applicable.

**(11) Statement of facts, expert opinions, documents, and exhibits to support the proposed changes.**

Please see the Company's response to Section 4, Reason for the Requested Change.

**COMMUNICATIONS REGARDING FILING**

**Utility Employee Responsible for Filing**

Steve T. Kolbeck  
Principal Manager  
Xcel Energy Services Inc.  
500 W. Russell Street  
Sioux Falls, SD 57104  
[steven.t.kolbecki@xcelenergy.com](mailto:steven.t.kolbecki@xcelenergy.com)  
(605) 339-8350

We request that all communications regarding this proceeding, including data requests, pleadings, documents and other filings also be directed to:

Lynnette Sweet  
Regulatory Administrator  
Xcel Energy Services Inc.  
414 Nicollet Mall, 401 - 7th Floor  
Minneapolis, MN 55401  
[Regulatory.Records@xcelenergy.com](mailto:Regulatory.Records@xcelenergy.com)

## CONCLUSION

Xcel Energy respectfully requests that the Commission approve the Company's proposed modification to the back of the Standard Billing Form and the back of the Disconnection Notice to update and improve the information available to our customers.

Dated: December 14, 2020

Northern States Power Company