



## What is ASAP?

**ASAP** is Entergy's Apartment Simplified Application Plan designed especially for apartment communities and their residents. ASAP eliminates the manager's need to call Entergy to verify power has been established in the resident's name. That's because new residents will establish service via the on line form located at [www.entergy.com](http://www.entergy.com) in the manager's office.

**ASAP Extra** is an optional service that can save the apartment community money by eliminating the standard two-day window to read the new resident's meter and establish the new account. That's because managers and new residents will send the initial meter reading along with the application via email to the ASAP department on the move in date.

**Benefits to the apartment management company:**

- Allows apartment management to offer new residents an attractive customer service feature: immediate move-in and no need for new resident to call Entergy.
- Saves time and effort for apartment management. There will be no need to call the 1-800 –ENTERGY number to check on the resident's status in establishing service.
- Puts apartment management in control of the service transfer. There will be no concern over the new resident's timeliness in transferring service to his/her name.
- Requires no out-of-pocket cost.
- Increases the level of service available to the apartment community. Apartment management will have a special toll-free line to the Entergy ASAP Help Desk for technical support.

**Benefits to the new apartment resident:**

- Enables immediate move-in.
- Saves time and effort. ASAP will help eliminate the need for the new resident to call Entergy for service.

**Benefits to the apartment management company using ASAP Extra:**

- Saves the apartment company money. Service will be transferred immediately (including weekends) to the new resident's name, saving approximately \$3 per day in energy costs.\*

**Conventional Process**

Customer leaves apartment, begins move, calls Entergy for service	Power remains in apt name, customer consumes energy, Apt Cost \$3	Same as Saturday Apt. Cost \$3	Same as Saturday Apt. Cost \$3	Entergy reads meter at noon. Apt. Cost \$1.50
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**Approximate Savings\*  
\$10.50/Unit**

**With Entergy's ASAP Extra**

Customer leases Apt, begins to Move. Manager completes ASAP Application and the meter reading Form, then sends both to Entergy's ASAP department

Entergy sets up new account using meter reading form

**Cost savings of \$3 per day is an example of kilowatt-hour used by a typical residential customer. Cost savings will vary with energy usage and rates. Applies only if apartment management obtains meter reading.**