

TACOMA PUBLIC UTILITIES

2016 Residential Customer Satisfaction Survey Highlights

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Objectives of Customer Research

TPU established the Customer Satisfaction research program in 2014 in order to:

- Assess customer satisfaction & evaluation of TPU performance
- Provide actionable guidance for customer-facing decisions, investments, programs
- Provide TPU the “voice-of-the-customer” with access to direct feedback about customer needs, preferences, concerns

Research findings help us make decisions, help set performance standards, highlight areas for attention in order to assist customers in having better overall experience.

Methodology

TPU works with an independent research firm to field the annual residential study:

- Telephone interviews conducted in the summer of 2016
- Random sample of 600 residential customers
 - Head or co-head of household familiar with their TPU services
 - Adult, 18 years of age and older
 - The margin of error for 600 telephone interviews is +/-4% at the 95% confidence level
- Independent research firm works with over 90 utilities nationally
- Many questions in the survey are used commonly among power, water, and natural gas utilities for benchmarking purposes

National Utility Benchmarking

	TPU's Rank	Number of Utilities Rated
Value of Electric Product Delivered	1	95
Reasonableness of Electric Rates	2	96
Providing Reliable Service	2	98
Promptly Fixing Customer Problems	2	86
Overall Satisfaction	3	97
Being a Good Citizen in the Communities Served	4	97
Helping Customers Use Energy Safely	4	91
Being an Organization You Can Trust	5	95
Following Through on Promises	5	88
Being Easy to Reach	6	86
Showing Concern and Caring Toward Customers	7	93
Having Friendly and Courteous Employees	7	92
Having Knowledgeable and Well-Trained Employees	7	92
Being Responsive to Customer Needs	7	88
Being Easy to Do Business with	9	98
Restoring Electric Service when Outages Occur	9	96
Overall Favorability	9	94
Being Well-Managed	9	94
Providing Accurate Bills	10	97
Having Bills that Are Easy to Understand	10	93
Satisfaction with Most Recent Call	12	85
Programs to Help Customers Use Energy More Efficiently	16	90

Many regional and large utilities participate in the study such as:

- Seattle City Light
- Puget Sound Energy
- Portland General Electric
- Idaho Power
- LA Dpt of Water & Power
- SMUD
- Duke Energy
- FPL Energy
- SRP

Overall Satisfaction with TPU

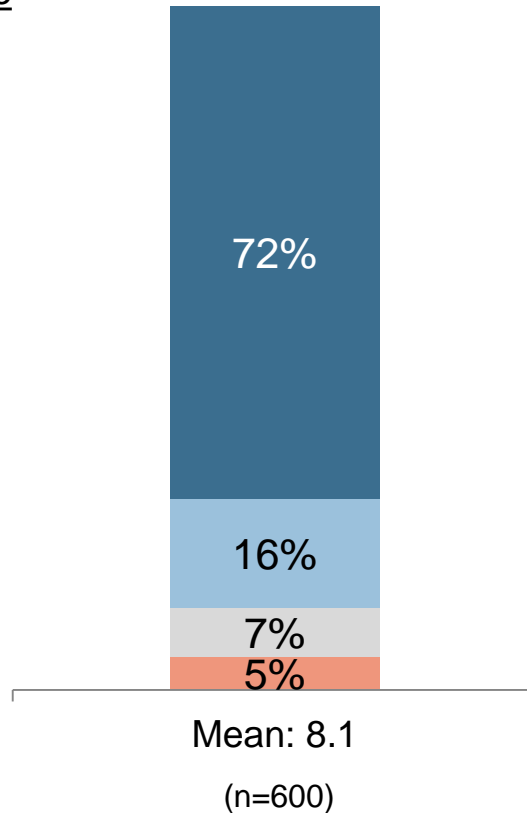
Rating Scale

■ 8 to 10

■ 6 to 7

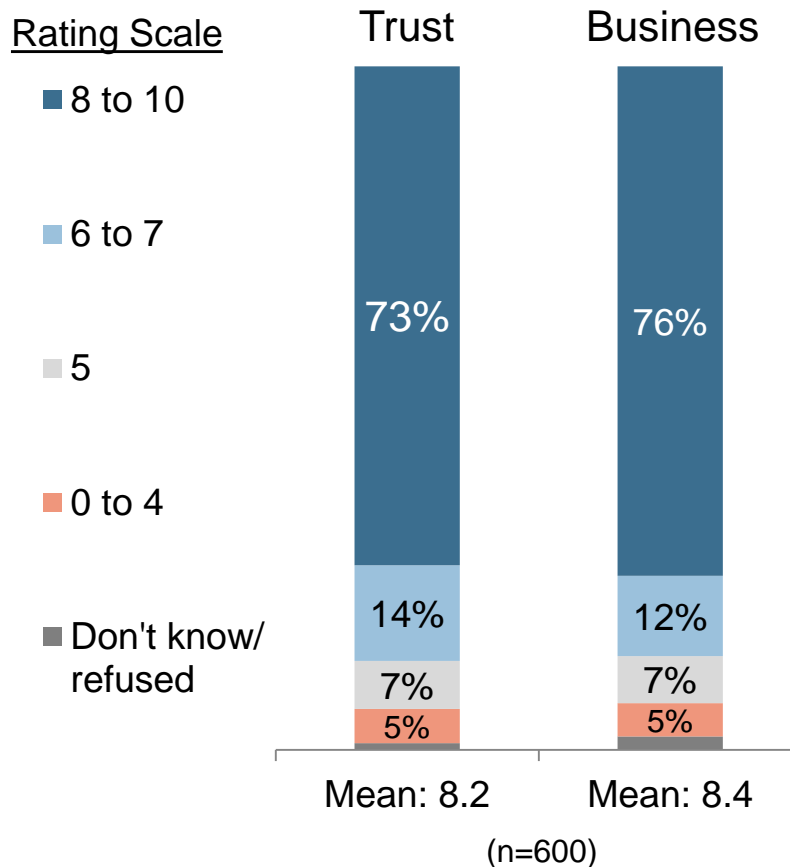
■ 5

■ 0 to 4



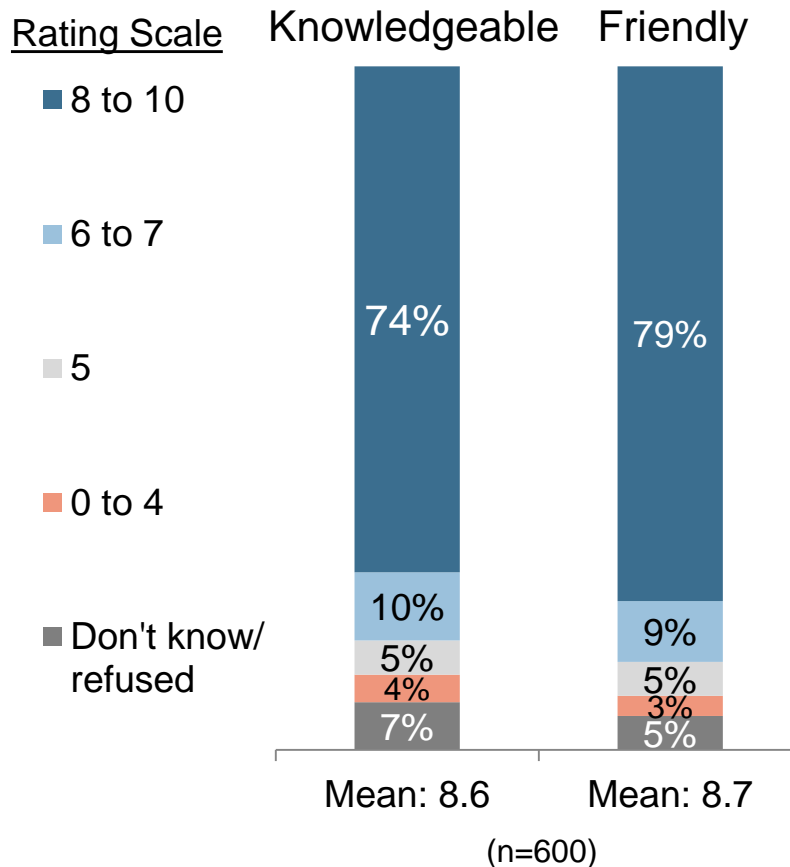
- Customer satisfaction ratings for TPU are positive and stable
- 72% indicate high level of satisfaction

Being an Organization You Can Trust; Being Easy to Do Business with



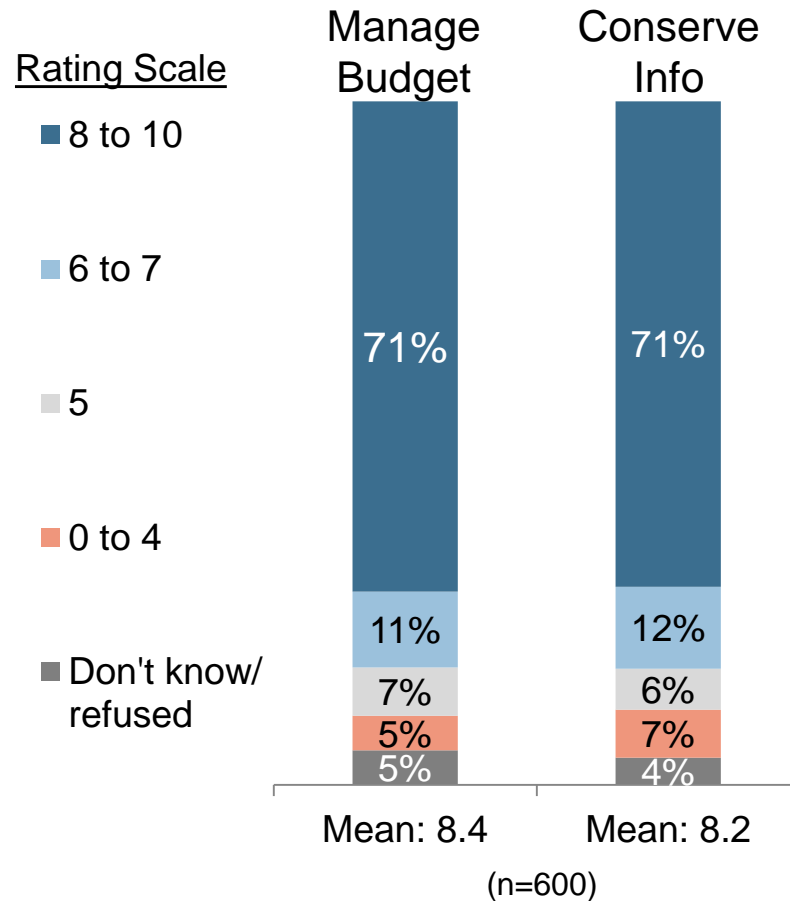
- 7 in 10 customers provide very positive ratings for *trust* and *being easy to do business with*
- Important indicator for communications efforts, conservation adoption, customer services & programs engagement

Knowledgeable and Well Trained Employees; Friendly and Courteous Employees



- Customers are very satisfied with employees' knowledge and affect
- Indicates employees conduct business with customers in mind

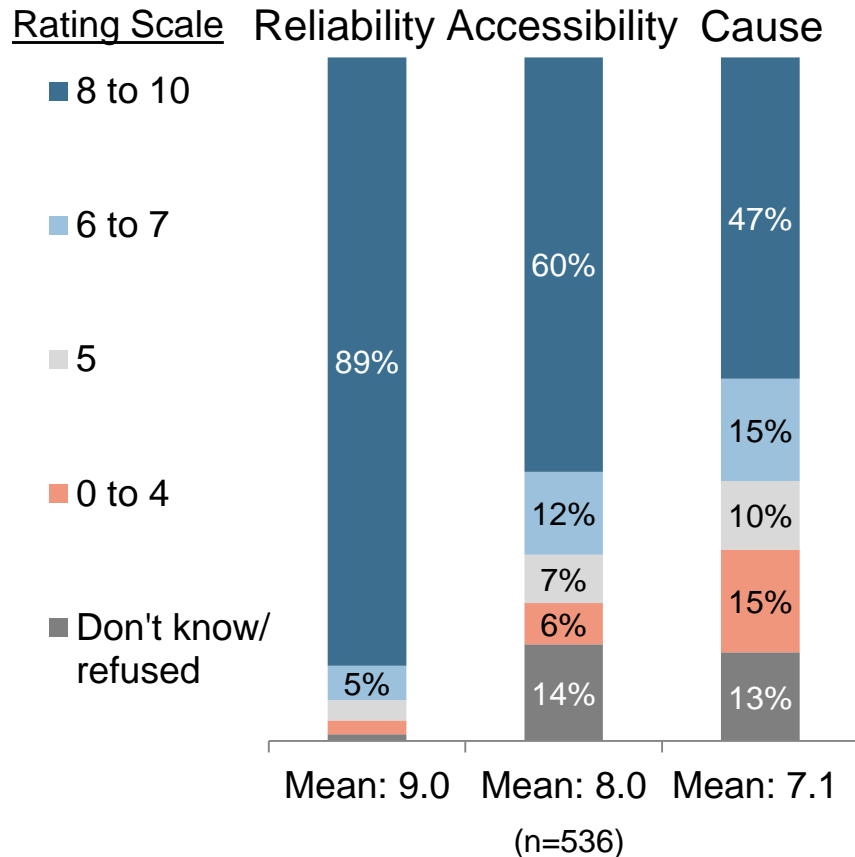
Billing & Payment Options to Help Manage Budget; Information on How to Conserve & Lower Utility Bills



- Customers indicate high satisfaction with resources to help manage their bill
- Regular communications regarding conservation increase both program adoption and overall satisfaction

Research In Action: Outage Communications

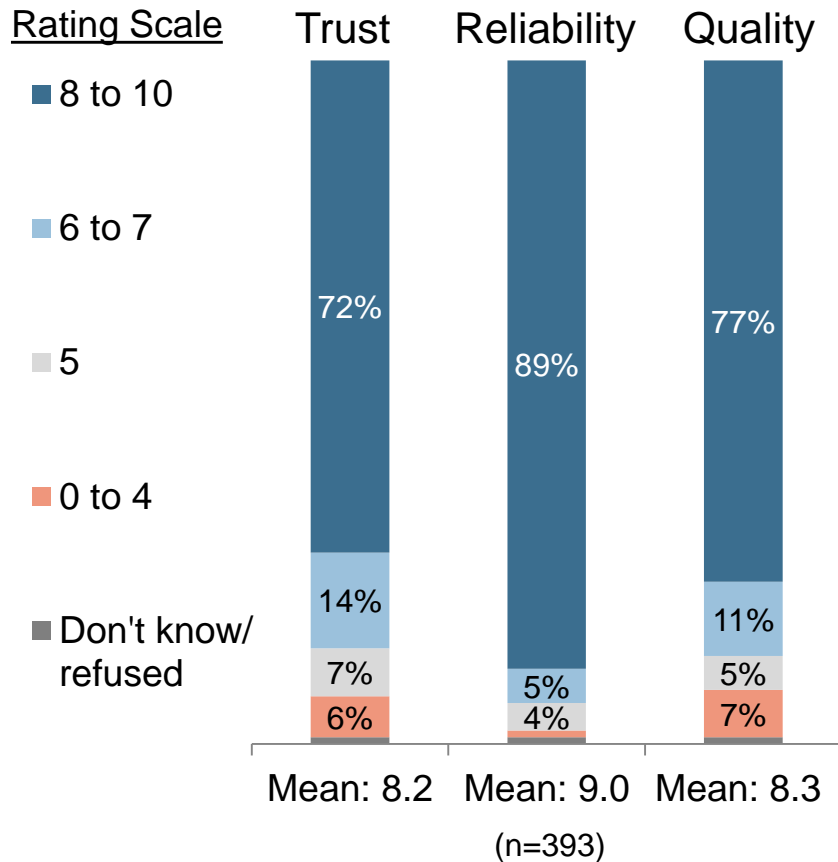
Power Reliability, Accessibility During Outages, & Providing Information on Cause of Outage



- Example of customer research revealing an area of attention
- High perceived reliability, but scores drop for *accessibility during an outage* and relaying *the cause of an outage*
- Research helped spur new outage communications project to improve customer experience; live later this year

Research In Action: 2016 Lead Gooseneck Issue

Trust Among Water Customers, Water Reliability & Quality



- Tacoma Water's lead gooseneck issue could have had significant negative impacts
- Study fielded 7 weeks after issue arose
- Research indicates that perceived trust, reliability of service, and water quality sustained high satisfaction despite issue
- Indicates proactive and urgent response in customer communications helped mitigate potential issues

Customer Research Summary

- TPU is focused on improving our customers' experience
- Customer feedback and research help drive continuous improvement
- TPU will continue to measure and monitor customer satisfaction to identify emerging needs or issues with their services
- Thank you!