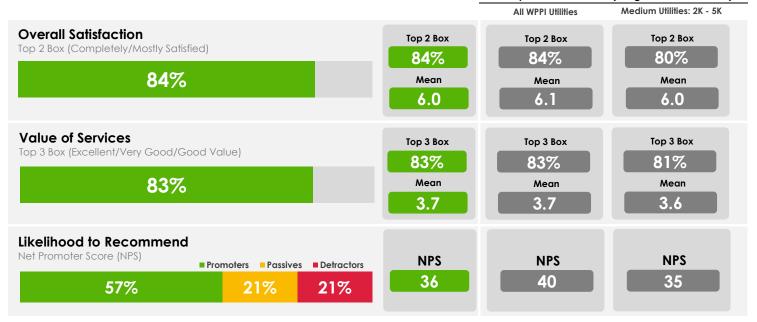
Columbus Utilities

2024 Residential Customer Feedback Research Margin of error = +/-11.6% for individual utility scores Columbus Utilities n=111

Medium Utilities: 2K - 5K Customers n=2215

All Participating WPPI Utilities n=8252

Comparative Measures (Weighted Index Scores)



Statistical Testing: Score is significantly ▲ higher or ▼lower than utility's score at 95% confidence level

Utility Performance Ratings	T2B Importance	T2B Performance	Performance Gap	
Provides reliable energy	98%	88%	-10%	• • • • • • • • • • • • • • • • • • •
Is trustworthy	98%	81%	-17%	•
Delivers helpful customer service	92%	77%	-15%	9
Effectively communicates during energy emergencies	95%	73%	-22%	9
Proactively shares information (e.g., future rate increases, infrastructure improvements, technology upgrades)	89%	70%	-19%	•
Provides easy-to-use, self-service options for customers online (on their website)	69%	70%	1%	
ls environmentally responsible	80%	69%	-11%	•
Offers resources to help customers manage energy costs	73%	68%	-5%	90
Works hard to keep energy costs affordable	95%	66%	-29%	•
Provides easy-to-use, self-service options for customers through a mobile app	34%	44%	10%	• •

 $\textbf{72B Importance:} \ \ \text{Percentage of customers who rated item as very or extremely Important}$

T2B Performance: Percentage of customers who were mostly or completely satisfied with utility's performance in that area

Performance Gap: T2B Performance - T2B Importance (Negative % = Areas of Opportunity for Improvement)

Columbus Utilities

2024 Residential Customer Feedback Research

Margin of error = +/-11.6% for individual utility scores

Desired Service Options	Online	Mobile App	% of customers selecting
Pay your bill	67%	41%	
Receive notifications about power outages in your area	65%	49%	
Report and track power outages	62%	41%	
Find information about energy saving programs and services	61%	22%	
View your historical energy usage	60%	33%	
Find information about utility rate options	55%	24%	
Contact utility staff	52%	31%	
Start, stop or transfer your service	41%	21%	

Program Offerings	%	% of customers selecting
Energy assistance programs	50%	
Home energy assessments	48%	
Rooftop solar options	37%	
Time-of-use pricing options	35%	
Green energy programs (purchase renewable energy)	35%	
Community solar (purchase shares of solar energy)	32%	
Community energy-saving challenges	31%	
Smart home technologies	29%	
Battery storage technology	24%	
Pay-as-you-go (prepay) billing options	18%	
Electric vehicle programs (resources to help promote their use)	18%	

