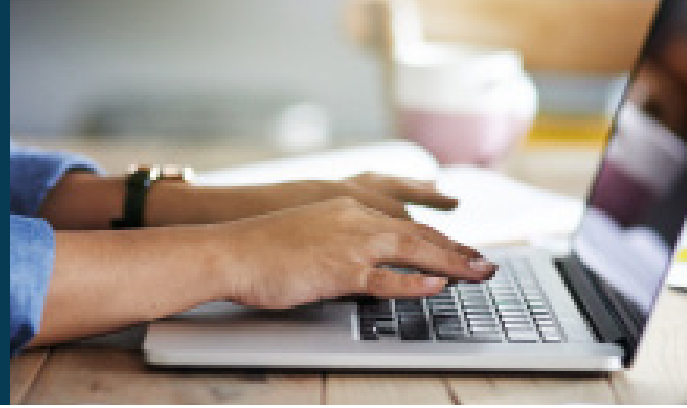


RESIDENTIAL FEEDBACK SURVEY

AGGREGATE RESULTS SUMMARY



In 2024, WPPI Energy conducted a residential customer feedback survey on behalf of its member utilities. This flyer provides an overview of the aggregated survey findings and highlights key areas for enhancing customer satisfaction within member communities. For detailed results and specific recommendations, please refer to your individual report.

SURVEY OVERVIEW:



Conducted By:
Sunseed Research, Inc.



Method:
Online survey (email & postcard)



Total Responses:
8,252

KEY FINDINGS:

Overall Satisfaction:

84% of customers are mostly or completely satisfied with their local utility.

Value for Services:

83% believe the value they receive relative to the price they pay is good, very good, or excellent.

Net Promoter Score (NPS):

NPS is 40, up from 37 in 2021.

GAP ANALYSIS

A gap analysis enables utilities to assess how effectively they're meeting customer expectations by comparing the importance of certain attributes to customer satisfaction with the utility's performance in those areas. The 2024 survey once again included a comprehensive gap analysis across several key attributes.

WHAT MATTERS MOST TO CUSTOMERS

Customers value these the most from their utility:

- Reliable energy
- Efforts to keep costs affordable
- Trustworthiness
- Clear communication during energy emergencies

CUSTOMER SATISFACTION

Customers are most satisfied when utilities:

- Provide reliable energy
- Maintain trustworthiness

However, they're less satisfied when it comes to:

- Keeping energy costs affordable

PERFORMANCE GAPS

The biggest gaps between importance and satisfaction are in:

- Keeping energy costs affordable
- Communicating effectively during energy emergencies
- Delivering helpful customer service
- Proactively sharing information

RESIDENTIAL FEEDBACK SURVEY

AGGREGATE RESULTS SUMMARY

(CONTINUED)



AREAS FOR IMPROVEMENT:

Strengthen Affordability Initiatives:

Highlight the utility's commitment to reducing costs and share the specific strategies to keep utility expenses manageable for customers.

Enhance Emergency Communication:

Improve approach to communicating during emergencies to ensure timely, clear, and effective updates.

Expand Resources for Energy Cost Management:

Provide additional tools and programs to help customers better manage energy costs.

Engage Younger Customers (under age 45):

Develop ways to connect with younger customers to increase satisfaction and meet their expectations, specifically with seamless digital customer service interactions.

Optimize Communication:

Tailor outreach by leveraging customer preferences, sending critical and satisfaction-driving information via email and text for a more effective and engaging experience with your local utility.

ADDITIONAL INSIGHTS:

Satisfaction by Age:

Across all community sizes served by member utilities, overall satisfaction increases as the age of the customer increases.

Younger Customers (under age 45):

Overall satisfaction for younger customers is driven largely by affordability, being trustworthy, and helpful customer services.

Preferred Communication:

Email (72%) and text message (40%) regardless of age or community size.

FOR FULL REPORT:

Contact Kelly Davis
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EXPLORE YOUR INDIVIDUAL REPORT TO UNDERSTAND YOUR UTILITY'S PERFORMANCE AND IDENTIFY AREAS FOR IMPROVEMENT!



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