UNDERSTANDING YOUR INDIVIDUAL REPORT

FRONT

Margin of Error

Located directly under your utility name, shows the margin of error, which is the degree of sampling error in your survey results.

In the top right corner, find details about the surveys conducted in your community:

Testville Utilities — n=XXX

(the number of surveys completed in your community)

Community Size Category — n=XXX

Member utilities were categorized into three segments based on the size of the community they serve: under 2,000, between 2,000 and 5,000, and over 5,000 residents. This section indicates your community's size category and the total number of customers contacted in your area to participate in the survey.

All Participating WPPI Utilities – n =8,252

Total number of surveys collected from customers across WPPI membership.

Satisfaction Results

Explore your utility's results in Overall Satisfaction, Value of Services, and Net Promoter Score (Likelihood to Recommend).

Compare your scores against all WPPI member utilities and others in your community size category.
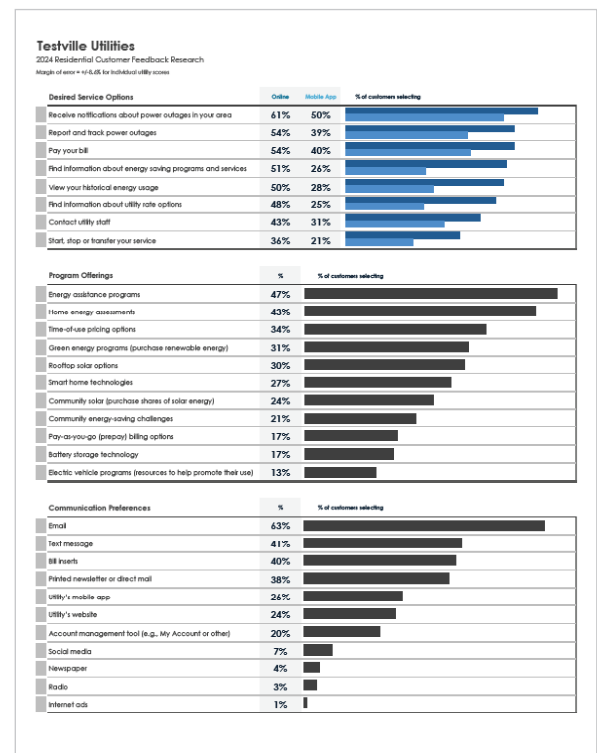
Utility Performance Ratings

This is the results from the Gap Analysis conducted in your utility's survey. See how your customers value certain attributes and their satisfaction with your utility's performance.

The Performance Gap is the difference between importance and satisfaction, with larger gaps highlighted in red.
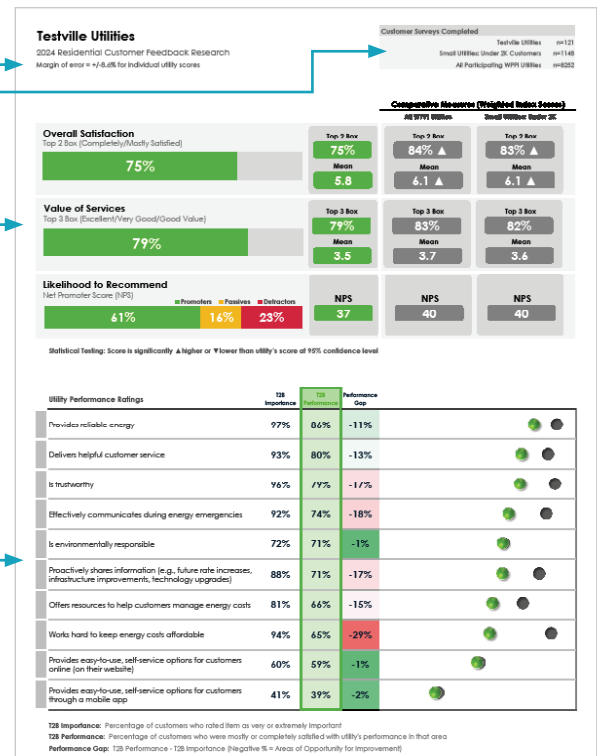
BACK

The back of your individual report includes additional insights such as Desired Service Options, Program Offerings, and Communication Preferences.

APPENDIX & RESEARCH TERMINOLOGY

Margin of Error: Degree of sampling error in survey results.
- A lower margin of error indicates higher confidence in the results.
- More responses lead to a lower margin of error.

Rating Scales
- Throughout the survey, respondents were asked to rate the level of importance and satisfaction with their utility using 7-point labeled Likert scales.
- Value was assessed using a 5-point Likert scale.
- Loyalty was measure using the traditional 0-10 Net Promoter Scale.

Top 2 Box(T2B)/Bottom 2 Box (B2B)
- For safistaction and importance measures, results are displayed using Top 2 Box scores to focus on identifing those giving high ratings (mostly or completely satisfied, very or extremely importance) or very low ratings (B2B).

Top 3 Box (T3B)
- Value measures are displayed using Top 3 Box scores (good, very good, or excellent value).
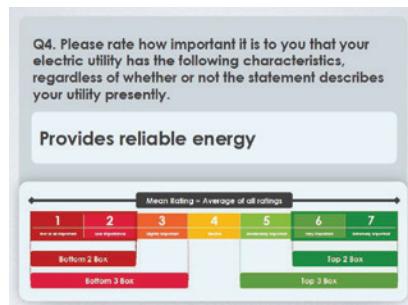
Net Promoter Score/Likelihood to Recommend
- Net Promoter Score (NPS) measures customer loyalty and satisfaction by asking how likely customers are to recommend a company to others on a scale of 0–10. The score is calculated by subtracting the percentage of detractors (scores 0–6) from the percentage of promoters (scores 9–10). The result ranges from -100 to +100, with higher scores indicating better customer satisfaction. Customers are categorized as promoters, passives, or detractors based on their responses.
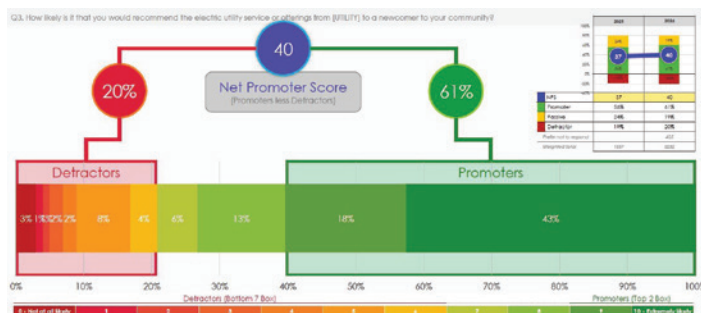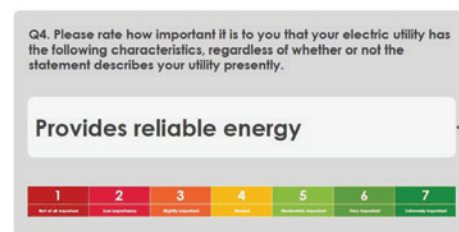

Gap Analysis
- A gap analysis can help utilities understand if their customers are satisfied with their performance in areas customers conder to be important.
- This analysis quantifies the difference between customer satisfaction and the importance on specific attributes.
- Areas with the largest negative gaps should be prioritized for improvement, as they require the most attention and resources.