

# RESIDENTIAL FEEDBACK SURVEY

## UNDERSTANDING YOUR INDIVIDUAL REPORT

### 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).

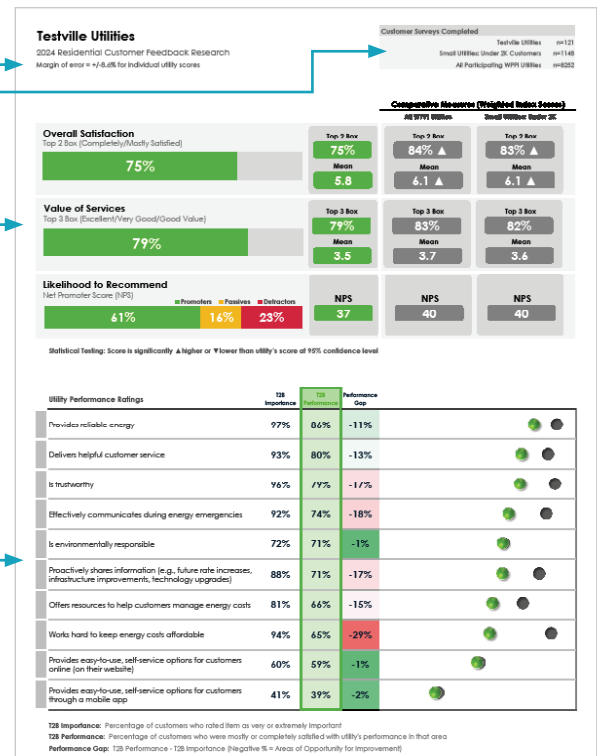
Compare your scores against all WPPI member utilities and others in your community size category.

### Utility Performance Ratings

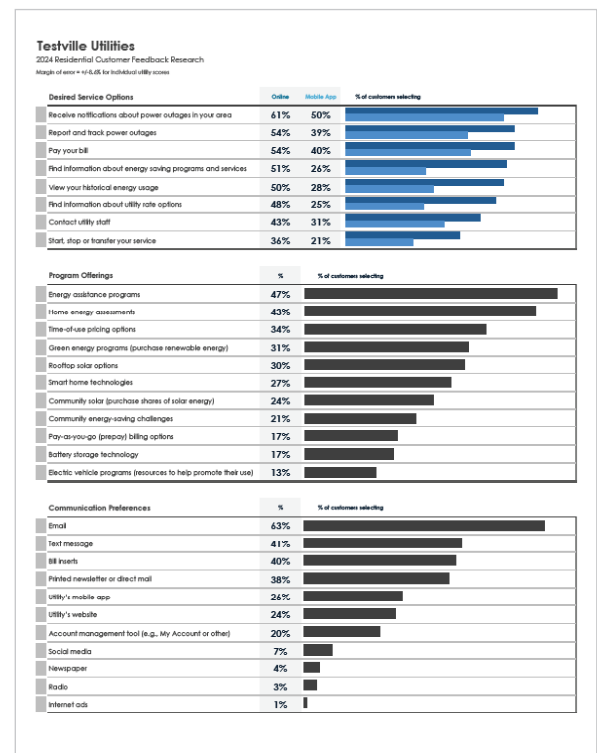
This is the results from the Gap Analysis conducted in your utility's survey. See how your customers value certain attributes and their satisfaction with your utility's performance.

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

FRONT



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

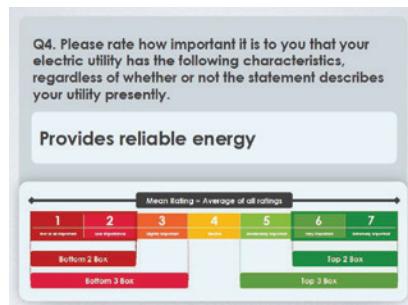
- Throughout the survey, respondents were asked to rate the level of importance and satisfaction with their utility using 7-point labeled Likert scales.
- Value was assessed using a 5-point Likert scale.
- Loyalty was measured using the traditional 0-10 Net Promoter Scale.

### Top 2 Box(T2B)/Bottom 2 Box (B2B)

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

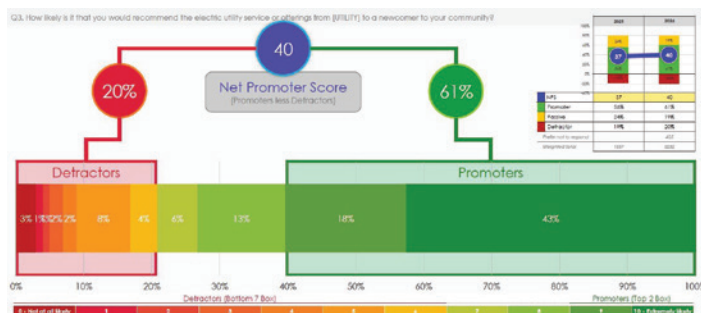
### Top 3 Box (T3B)

- 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.

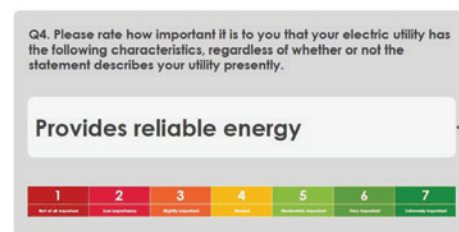


### Gap Analysis

- A gap analysis can help utilities understand if their customers are satisfied with their performance in areas customers consider 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.

#### Importance to Customers

Customer were asked to rate 11 attributes for importance.



Importance Attributes
Works hard to keep energy costs affordable
Provides reliable energy
Is environmentally responsible
Delivers helpful (customer/member) service
Is trustworthy
Effectively communicates during energy emergencies
Proactively shares information (e.g., future rate increases, infrastructure improvements, technology upgrades)
Offers resources to help (customer/member) manage energy costs
Provides easy-to-use, self-service options for (customer/member) online (on their website)
Provides easy-to-use, self-service options for (customer/member) through a mobile app
Is locally owned

#### Satisfaction with Utility Performance

Customers were later asked to rate their satisfaction with their utility's performance in 10 of the 11 areas list attributes except 'locally owned'.



Performance Attributes
Working hard to keep energy costs affordable
Providing reliable energy
Being environmentally responsible
Delivering helpful (customer/member) service
Being trustworthy
Effectively communicating during energy emergencies
Proactively sharing information (e.g., future rate increases, infrastructure improvements, technology upgrades)
Offering resources to help (customer/member) manage energy costs
Providing easy-to-use, self-service options for (customer/member) online (on their website)
Providing easy-to-use, self-service options for (customer/member) through a mobile app

Q5. Now, please rate your satisfaction with the performance of [UTILITY] in the following areas. How satisfied are you with [UTILITY] for...	Total Sample		
	Importance: Top 2 Box	Performance: Top 2 Box	Gap Score
Working hard to keep energy costs affordable	95%	64%	-31% ▼
Effectively communicating during energy emergencies	93%	72%	-21% ▼
Delivering helpful (customer/member) service	91%	77%	-14% ▼
Proactively sharing information (e.g., future rate increases, infrastructure improvements, technology upgrades)	85%	71%	-14% ▼
Being trustworthy	94%	81%	-13% ▼
Offering resources to help (customer/member) manage energy costs	73%	64%	-9% ▼
Providing reliable energy	97%	89%	-8% ▼
Being environmentally responsible	74%	68%	-6% ▼
Providing easy-to-use, self-service options for (customer/member) online (on their website)	72%	68%	-4% ▼
Providing easy-to-use, self-service options for (customer/member) through a mobile app	45%	47%	2%