



TTD
Powering Your Neighborhood™

2015 CUSTOMER SATISFACTION SURVEY REPORT

Key Findings

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Prepared by

SDS
RESEARCH
Insight that drives business success

OVERVIEW

This report summarizes and highlights the findings of the Third Taxing District (TTD) 2015 Utility Customer Satisfaction Survey. This survey was conducted by SDS Research via telephone. For this project, SDS used simple random sampling, providing each customer in the database an equal opportunity to be selected for the survey. A total of 300 surveys were conducted with TTD utility customers (261 Residential and 39 Business) from the database of 2,808 provided by TTD:

Service	Frequency	Percent
RESIDENTIAL	261	87%
BUSINESS	39	13%
Total	300	100%

The survey addresses customer attitudes and opinions on their experience and satisfaction with utility services, TTD's employees, and awareness of services offered by TTD. The survey also collects opinions on the best way for TTD to contact customers; what problems customers have experienced and how well they were resolved; and how likely a customer would be to continue their services with TTD if given the opportunity to go with another provider.

The confidence level for this survey is 95%, with a margin of error of $\pm 5.35\%$. Please note that this margin of error is only applicable to aggregate results, and that the margin of error for subgroups is higher.

The first section of this report contains a top-line summary of key findings, including highlights and general conclusions. Following the top-line summary are the results of the survey on a question-by-question basis. Any verbatim analysis is included in this section. Following the question-by-question results are the Appendices, which include the verbatim comments received, cross tabulations by type, and the survey questionnaire.



Net Positive Index (NPI)

The NPI is the difference between combined *Top Box* and combined *Bottom Box* responses. This index gives an indication of the most satisfied versus the least satisfied customers.

In SDS' experience, customers who select a 5 response (*Top Box*) for general satisfaction questions have had some experience or interaction that has motivated a more defined, positive perception. These customers are much more likely to demonstrate short and long-term loyalty to their service provider, due to the level of their satisfaction. Respondents who select the 4 response may not be dissatisfied, but neither are they likely to demonstrate loyalty, while respondents who select a response between 3, 2 or 1 (*Bottom Box*) frequently have had some event or experience that has driven their perception to a lower level.

In short, an NPI above 100 means that more respondents selected a Top Box response than selected a Bottom Box response, while an NPI below 100 means the opposite – there were more Bottom Box responses than Top Box responses.

By focusing on the net difference between the most satisfied and least satisfied customers, the NPI shows in one number the entire range of responses to each question. Adding 100 eliminates negative NPI's and helps to eliminate confusion, as well as facilitating comparisons where scales may differ.

The equation is: **$[5 \text{ ratings} - (3 \text{ ratings} + 2 \text{ ratings} + 1 \text{ ratings})] + 100 = NPI$** .

Q1 Example: $[(71 - 8) + 100] = 162$ (Rounding to whole numbers)

5	4	3	2	1	Total	NPI
211/71%	62/21%	18/6%	3/1%	4/1%	300/100%	162

Conclusions and Highlights

The following are highlights and general conclusions developed by SDS Research for the 2015 Third Taxing District Utility Survey. These conclusions are subjective and intended to provide a broad overview of the survey results, including areas that appear to be customer “hot buttons.” TTD will no doubt find additional insight and priorities in reviewing the results of the survey.

1. The results of the 2015 TTD Utility Survey exceed the SDS Industry Benchmarks in all areas but one. We have used the combined NPI for comparison with the Benchmarks. We have also analyzed the difference between the business and residential responses to give more clarity to the results.
2. **Reliability** is the highest rated overall category at an NPI of 185, with almost nine-of-ten respondents choosing the Top Box. While reliability is the highest of the Industry Benchmarks, TTD ratings for reliability exceed the Benchmark by 15 points. Residential customers rate reliability higher by five points than business. Less than one-of-ten respondents have experienced a service interruption in the last six months. Nine-of-ten respondents feel the problem was corrected in a reasonable amount of time.
3. Respondents rate their **Overall Satisfaction** with TTD at an NPI of 162, the same for residential and business. Slightly more than seven-of-ten choose the Top Box, with the combined NPI eight points higher than the Benchmark.
4. Comments regarding the reasons a respondent chose the rating option that was chosen for Overall Satisfaction are stratified by response choice and shown in tables in the question-by-question section of this report. SDS Recommends a thorough review of these tables as well as all verbatim comments in Appendix A to determine what specific factors drive satisfaction with TTD service.
5. **Employees** are rated overall at an NPI of 176, with eight-of-ten respondents choosing the Top Box. Ratings for employees surpass the Benchmark by 13 points. Residential customers rate employees six points higher than business. Customer Service Representatives are rated at a combined NPI of 176 in the four service behaviors. The business rating for CSRs is from nine to 18 points lower than residential in the service behaviors.

Conclusions and Highlights (Continued)

6. **Customer Service** is rated seven points higher than the Benchmark at 168, with more than three-fourths of respondents choosing the Top Box. Residential ratings are nine points higher than business.
7. **Communication** is rated eight points above the Benchmark at an NPI of 150, with almost two-thirds in the Top Box. Residential customers rate communication six points higher than business. 37% of respondents chose email as the preferred method of communication, while 23% selected bill stuffer, and 14% said regular mail.
8. The combined NPI for **Loyalty** is 155, higher than the Benchmark by 10 points, with almost three-fourths of all respondents choosing the Top Box rating. Business customers rate their loyalty six points higher than residential.
9. The **Value** rating has increased incrementally over the past two or three years in utility surveys with a current Benchmark of 121. Although the rating for TTD value is the lowest rated overall category at a combined NPI of 114, business customers give value a much higher rating of 126.
10. Customers feel that the bill they receive from TTD is easy to understand with an NPI of 163. Business customers rate the bill nine points higher than residential.
11. More than six-of-ten respondents are aware of the non-utility services provided by TTD, with the Summer Concert Series rated at an NPI of 158 and the Christmas Tree Lighting rated at 157. Likelihood of participating in these and future events is rated at an NPI of just 100.
12. Share the results of this survey with both employees and customers to create awareness and engagement with TTD goals and objectives.
13. Continue to monitor the attitudes and opinions of customers and employees on a regular basis.
14. SDS Research is available to help with the implementation of any additional customer or employee research and customer service training.



Top-line Results

Overall Ratings

The following table shows overall category ratings for TTD with the 2015 NPI ratings from highest to lowest, as well as an average in the last row:

Overall Ratings				
	5	4	3+2+1	NPI 2015
Reliability (Q3)	87	11	2	185
Employees (Q12)	80	16	4	176
Customer Service (Q7)	77	15	9	168
Overall Satisfaction (Q1)	71	21	8	162
Loyalty (Q17)	73	9	18	155
Communication (Q14)	64	23	13	150
Value (Q13)	41	31	27	114
Average	70	18	12	159

All numbers in tables are percentages rounded to the nearest whole number.

The rating for **Reliability (Q3)** is the highest of the overall ratings with an NPI of 185 and 87% rating in the Top Box. **Employees (Q12)** is next at 176 and **Value (Q13)** is rated lowest at an NPI of 114. The average of the overall categories is very positive with an NPI of 159 and 70% rating in the Top Box.

Overall (continued)

In question 4, respondents were asked if they have experienced any problem with their service within the last six months and about 7% selected *Yes*. These customers were asked what the problem was related to (Q5), and 60% said it was an *Outage*, 30% selected *Service*, and 10% selected something *Other* than the options listed. When asked if the problem was corrected in a reasonable amount of time (Q6), the majority (90%) said *Yes*.

Please see the question-by-question section for a brief analysis of verbatim comments as well as all verbatim responses received in Appendix A.

Employees

The following table shows ratings of Customer Service Representatives in four service behaviors. The table shows the NPI for each with a combined average in the last row:

About 65% rated CSR's.

Customer Service Representatives (Q8 – Q11)				
	5	4	3+2+1	NPI
Courtesy	85	9	7	178
Responsiveness	84	10	6	178
Professionalism	82	12	6	176
Problem Solving	81	10	9	173
2015 Average	83	10	7	176

All numbers in tables are percentages rounded to the nearest whole number.

The average NPI for Customer Service Representatives is 176. The highest rating is a tie between **Courtesy** and **Responsiveness**, each with an NPI of 178 and at least 84% in the Top Box. The overall employee rating (Q12) has an NPI of 176, 13 points above the SDS Benchmark at 163.

Billing & Awareness of Services / Ratings

For most customers, the bill they receive from TTD is easy to understand, as shown below:

Bill Rating				
	5	4	3+2+1	NPI 2014
(Q16)	73	17	10	163

All numbers in tables are percentages rounded to the nearest whole number.

Are you aware of the non-utility related services that TTD provides?	
	2015 %Yes
Q18. Summer Concert Series:	60%
Q19. Christmas Tree Lighting:	66%

All numbers in tables are percentages rounded to the nearest whole number.

Non-Utility Related Services Rating (Q21 – Q23)				
	5	4	3+2+1	NPI 2015
Q21. Summer Concert Series:	64	30	6	158
Q22. Christmas Tree Lighting:	68	21	11	157
Please use a scale of 1 to 5, where 1 is "Very Unlikely" and 5 is "Very Likely".				
Q23. How likely are you to participate in these and future events?	40	20	40	100

All numbers in tables are percentages rounded to the nearest whole number.

About 86 rated Q21, and about 103 rated Q22.

About two-thirds of customers are aware of the non-utility related services offered by TTD. Of those who are aware, over two-thirds are in the Top Box. The NPI's are quite positive at 158 and 157 respectively. Respondents were then asked how likely they are to participate in these and future events (Q23). An NPI of just 100 was given for the likelihood of future participation.



Additional Questions

When asked what the best way for the utility to communicate with them, 37% said *Email*, 23% selected a *Bill Stuffer*, 14% said regular *Mail*, and 6% selected something *Other* than the options listed in the survey (Q15).

Finally, the last question (Q24) asked respondents to provide any additional comments or suggestions for improving the utility service they receive from TTD. Out of the 81 total respondents, 24 mentioned positives like 'Keep up the good work', and 'Good service' while 23 referred to lowering rates and other 'cost' issues.

Please see Appendix A for all comments received.

Industry Benchmark

The following is a comparison between the TTD 2015 utility survey ratings and the SDS Industry Benchmark in all applicable key areas. The SDS Benchmark numbers include data collected by SDS Research over the previous 18 months, with data coming from approximately 50 utility surveys throughout the country.

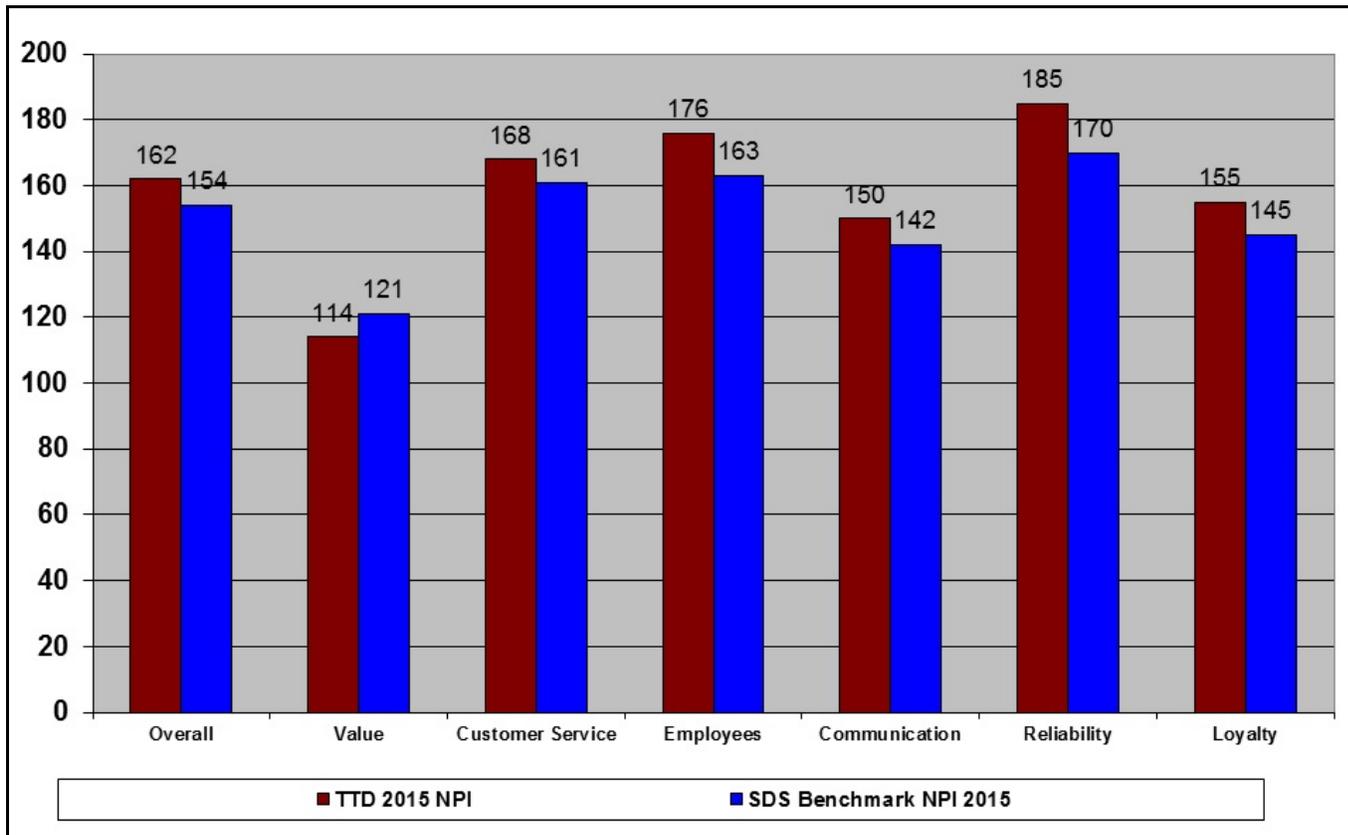
In order to make these comparisons, key questions were selected which *best* match those included in the Industry Benchmark. Please note that some differences may exist between question phrasing and content. However, the general nature of this comparison is relevant to the TTD ratings. The following questions from this project are included:

Benchmark Comparisons			
	TTD NPI 2014	SDS - BM NPI	Difference
Overall Satisfaction (Q1)	162	154	+8
Reliability (Q3)	185	170	+15
Customer Service (Q7)	168	161	+7
Employees (Q12)	176	163	+13
Value (Q13)	114	121	-7
Communication (Q14)	150	142	+8
Loyalty (Q17)	155	145	+10

All numbers in tables are percentages rounded to the nearest whole number.
Previous NPI scores have been updated by +100. Notables; Decrease, Increase. (≥5)

Just one area is below Benchmark and all other areas are at least 7 points above the Benchmarks, with the most notable variances being: **Reliability (+15)**, **Employees (+13)**, and **Loyalty (+10)**. The area below the Benchmark is **Value (-7)**.

Third Taxing District (TTD) vs. Industry Benchmark



Industry benchmark results are based on responses from approximately 50 utility customer satisfaction surveys performed by SDS Research. Because response scales on individual surveys may vary, the NPI is most appropriate for comparison purposes.

As shown above, TTD ratings are above the SDS Industry Benchmarks in all but one area (Value).