

# J.D. POWER



## 2018 Electric Utility Residential Customer Satisfaction Study

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*Bain Certified Net Promoter Score® by J.D. Power now available!*

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As the demands of electric utility residential customers continue to evolve, it is imperative that utility companies stay up to date regarding their customers' needs and expectations. Utilities that understand their customers' attitudes, behaviors, and preferences are better able to target performance improvement initiatives that can increase overall customer satisfaction.

### The Solution

Now in its 20th year, the *J.D. Power Electric Utility Residential Customer Satisfaction Study*<sup>SM</sup> measures satisfaction with large and midsize electric utility companies in four U.S. regions: East, Midwest, South, and West. The study also includes a segment that includes brands serving cooperative residential customers, which were previously included in regional segments. The study, which provides the electric industry with insights into the evolving needs and demands of residential customers, includes five objectives:

- Quantifying the factors that drive overall satisfaction among residential customers
- Establishing the relative performance of the major electric utility companies in the United States in terms of how well they satisfy their residential customers
- Capturing a nationwide footprint of electric utility performance by including as many utilities as possible
- Providing actionable information by developing insights about the needs of utility customers
- Comparing year-over-year performance

### How It Works

#### Sampling

To be included in the study, utilities must first meet the minimum market share criteria of having more than 100,000 residential customers. Utilities meeting that criterion are given a sample size quota to fulfill surveying requirements, after which an online survey is deployed in four waves of fielding.

For the 2018 study, more than 99,000 online interviews with electric utility residential customers are targeted. Respondents are weighted to reflect the experiences of more than 99 million residential customers served by 139 electric utilities ranked in the study.

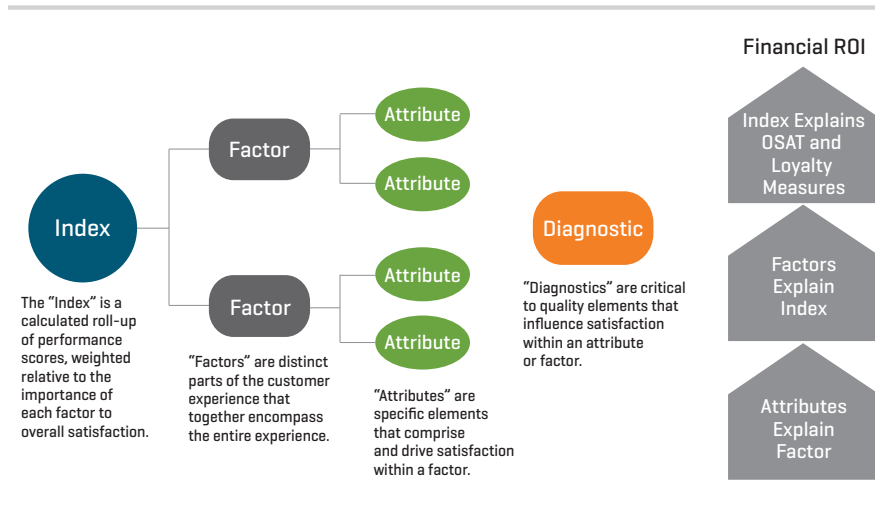
*Refer to the Appendix to see a list of utilities profiled in the study.*



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## J.D. Power Index

Based on data obtained from the survey, an index is created that quantifies the impact that the factors and the attributes within them have on customer satisfaction. Specifically, the relative weight that each attribute contributes to the factor index is first calculated, followed by calculating the relative weight each factor contributes to the overall satisfaction index. The results of those calculations are used to predict overall satisfaction based on a weighted sum of the factors, which constitutes the overall index.



Award recipients that subscribe to the study have the opportunity to publicly leverage this award through J.D. Power's award licensing program.

## Award Criteria

For a utility to be award eligible, it must meet a minimum of 100 completed surveys in a given region. The highest-ranked Large and Midsize utility in each region receives a trophy. The highest-ranked Cooperative utility in the study will also receive a trophy. Award recipients that subscribe to the study have the opportunity to publicly leverage this award through J.D. Power's award licensing program.

## Leveraging J.D. Power Data to Better Understand Competitive Position

### Satisfaction Drivers

The Electric Utility Residential Customer Satisfaction Index segments the customer experience into six factors:

- Power Quality and Reliability
- Price
- Billing and Payment
- Corporate Citizenship
- Communications
- Customer Service



## Industry Best Practices

Key Performance Indicators (KPIs)—or best practices—are diagnostics that provide in-depth analyses of customer needs and preferences at each service “moment of truth” by identifying the top service practices. This information has proven to be invaluable in helping companies prioritize strategies that target the areas most important to customers.

KPIs are individual diagnostic items that have the most significant relationship with a customer’s overall experience with their electric utility. The KPI break point is the specific point at which satisfaction significantly improves, indicating a best practice.

## Oversampling

J.D. Power offers a proprietary oversample opportunity allowing utilities that are not currently profiled in the syndicated study to obtain competitive data sets in order to benchmark their performance against peer utilities that are profiled in the study. This opportunity is also available for profiled utilities that would like to dive deeper into a specific topic covered in the study. The same questionnaire used for the syndicated study is used for the proprietary oversample study.

## Subscription Details

The *2018 Electric Utility Residential Customer Satisfaction Study* provides access to the insights and tools needed to gain a comprehensive, in-depth understanding of how your utility is performing and to identify key areas needing improvement. Study deliverables include:

- J.D. Power Online VoX portal [our online communications tool and download site]
  - Active portal: Data elements in the portal include all study data and such items as key charts and tables that highlight KPIs and rankings
  - Performance analysis: Allows users to easily view key metrics against multiple points of reference, providing users with more control when performing root-cause analyses and benchmarking
  - Verbatim comments: Full search functionality allows rapid access to verbatims of interest
- Industry detailed findings: Competitive performance overview by factor
- Access to a personalized competitive data set allowing you to see how your utility stacks up against your peers, the industry, and the highest performers across six factors and 36 attributes at both the national and regional levels
  - SPSS File
- An on-site executive presentation with management insights, which includes customized strategic recommendations, study results, ongoing best practices, and analyses of high-performing electric utilities



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- Calculator: A tool for identifying improvement opportunities by executing what-if scenarios in order to model changes to a given attribute or set of attributes. The simulator and calculator can be used jointly
- Simulator: Allows users to model the cause/effect of employing improvement initiatives and how this may impact overall customer satisfaction
- Swoop gap analysis: Highlights improvement opportunities which have the greatest impact on customer satisfaction if improved
- Electric utility summaries: A four-page detailed summary of an electric utility's performance on key management metrics as well as factor and attribute scores including a gap analysis
- Regional and industry overview
- Copy of the current questionnaire
- Bain Certified NPS® by J.D. Power: This independent and Bain certified measurement of NPS includes the brand level Net Promoter Score® and verbatims, an NPS rank chart and verbatim text analytics. More advanced analytics are available at an additional cost. Contact your J.D. Power representative to learn more, or visit [jdpower.com/nps](http://jdpower.com/nps)

### About J.D. Power

J.D. Power is a global leader in consumer insights, advisory services, and data and analytics that help clients measure and improve the key performance metrics that drive growth and profitability. J.D. Power's industry benchmarks, robust proprietary data, advanced analytics capabilities, and reputation for independence and integrity has established the company as one of the world's most well-known and trusted providers of consumer and market insights for more than a dozen industries. Established in 1968, J.D. Power is headquartered in Costa Mesa, California, and has 17 global locations serving North/South America, Asia Pacific, and Europe. J.D. Power is a portfolio company of XIO Group, a global alternative investments and private equity firm headquartered in London.



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## APPENDIX: Profiled Brands

Profiled brands listed alphabetically and categorized by segment:

### East Large

- Appalachian Power
- BGE
- Central Maine Power
- Con Edison
- Duquesne Light
- Eversource Energy
- Jersey Central Power & Light
- National Grid
- NYSEG
- PECO
- Penelec
- Pepco
- PPL Electric Utilities
- PSE&G
- PSEG Long Island
- West Penn Power

### East Midsize

- Atlantic City Electric
- Central Hudson Gas & Electric
- Delmarva Power
- Emera Maine
- Green Mountain Power
- Met-Ed
- Mon Power
- Orange & Rockland
- Penn Power
- Potomac Edison
- Rochester Gas & Electric
- United Illuminating

### Midwest Large

- AEP Ohio
- Alliant Energy
- Ameren Illinois
- Ameren Missouri
- ComEd
- Consumers Energy
- DTE Energy
- Duke Energy-Midwest

- Indiana Michigan Power
- KCP&L
- MidAmerican Energy
- Ohio Edison
- The Illuminating Company
- We Energies
- Westar Energy
- Xcel Energy-Midwest

### Midwest Midsize

- Dayton Power & Light
- Empire District Electric
- Indianapolis Power & Light
- Kentucky Power
- Kentucky Utilities
- Lincoln Electric System
- Louisville Gas & Electric
- Madison Gas & Electric
- Minnesota Power
- NIPSCO
- Omaha Public Power District
- Otter Tail Power Company
- Toledo Edison
- Vectren
- Wisconsin Public Service

### South Large

- Alabama Power
- CPS Energy
- Dominion Virginia Power
- Duke Energy-Carolinas
- Duke Energy-Florida
- Duke Energy-Progress
- Entergy Arkansas
- Entergy Louisiana
- Florida Power & Light
- Georgia Power
- OGE
- South Carolina Electric & Gas
- Tampa Electric

### South Midsize

- Austin Energy
- Cleco Power
- Entergy Mississippi
- Entergy New Orleans
- Entergy Texas
- EPB
- Gulf Power
- Huntsville Utilities
- JEA
- Knoxville Utilities Board
- Lakeland Electric
- Mississippi Power
- MLGW
- NES
- OUC
- Public Service Co. of Oklahoma
- Santee Cooper
- Southwestern Electric Power
- Xcel Energy-South

### West Large

- APS
- L.A. Dept. of Water & Power
- NV Energy
- Pacific Gas and Electric
- Pacific Power
- Portland General Electric
- Puget Sound Energy
- Rocky Mountain Power
- San Diego Gas & Electric
- SMUD
- Southern California Edison
- SRP
- Xcel Energy-West

### West Midsize

- Avista
- Black Hills Energy
- Clark Public Utilities
- Colorado Springs Utilities

- El Paso Electric
- Hawaiian Electric
- Idaho Power
- Imperial Irrigation District
- Montana-Dakota Utilities
- NorthWestern Energy
- PNM
- Seattle City Light
- Snohomish County PUD
- Tacoma Power
- Tucson Electric Power

### Cooperatives

- Clay Electric Cooperative
- Cobb EMC
- Connexus Energy
- CoServ
- EnergyUnited
- Great Lakes Energy
- GreyStone Power
- Intermountain Rural Electric Assoc.
- Jackson EMC
- Lee County Electric Cooperative
- Middle Tennessee EMC
- NOVEC
- Pedernales Electric
- Rappahannock Electric Cooperative
- Sawnee EMC
- SECO Energy
- South Central Power
- Southern Maryland Electric Cooperative
- Walton EMC
- Withlacoochee River Electric Cooperative