2017 Electric Utility Residential Customer Satisfaction Study

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

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 may increase overall customer satisfaction.

The Solution

The J.D. Power 2017 Electric Utility Residential Customer Satisfaction Study™ measures residential customer satisfaction with large and midsize electric utility companies in four US regions: East, Midwest, South, and West. The study examines satisfaction across six factors—Power Quality and Reliability; Price; Billing and Payment; Communications; Corporate Citizenship; and Customer Service. The study allows utilities to:

• Measure critical components driving overall satisfaction among electric utility residential customers
• Align strategic planning and improvement initiatives with core customer expectations, desires, and needs
• Benchmark customer satisfaction performance among large and midsize electric utilities throughout the United States

The Benefits

Study subscription will provide access to the tools needed to gain a comprehensive, in-depth understanding of how your utility company is performing from the perspective of residential customers and to identify areas needing improvement. Deliverables include:

• Third-party evaluations provide unbiased information that measures customer satisfaction, operations effectiveness, corporate outreach, and company brand qualities, which may be used in corporate goal setting
• On-site executive presentation and management insights to improve performance, which include customized strategic recommendations, study results, ongoing best practices, and analyses of high-performing electric utilities
• Access to information through unparalleled reporting tools, data access, what-if simulators, raw data, and quarterly reporting on all 140-plus survey questions, which enables customized score optimization, and peer set and benchmark analyses
• Bain Certified NPS® by J.D. Power that includes the brand level NPS® and verbatims, a NPS rank chart and verbatim text analytics.

Beyond Measure jdpower.com

For more information about J.D. Power products and services, please contact:

Enrique Genao at 248-229-4366 or Enrique.Genao@jdpa.com
Tim Fox at 248-680-6480 or Tim.Fox@jdpa.com
Brian Lawrence at 732-637-3723 or Brian.Lawrence@jdpa.com
Jennifer Jarrett at 925-922-4920 or Jennifer.Jarrett@jdpa.com

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Industry Benchmarks: the measure of success

J.D. Power Benchmarks are the key indicators, drivers, and comparisons of how companies perform relative to their competitors. Only J.D. Power delivers the actionable insights across industries that help businesses improve quality, engagement, and growth. Industries served include:

- Automotive
- Financial Services
- Insurance
- Utilities & Infrastructure
- Travel
- Technology, Media & Telecom
- • Healthcare
- • Home Improvement
- • Government
- • Sports
- • ...and more

Now Available! Bain Certified Net Promoter Score® by J.D. Power

This independent, trusted, and Bain certified measure of NPS® provides brands with accurate scores they can use with confidence as they seek ways to improve the customer experience, assess their competition, increase brand advocacy, and ultimately deliver positive financial results. To access it, you must subscribe to the respective J.D. Power syndicated study. Learn more at jdpower.com/NPS

Solutions that measure up

Integrating the voice of the consumer, your vision, plus our industry-specific expertise, J.D. Power creates customized solutions that drive a better customer experience—and better business results.

Data & Analytics

J.D. Power’s data and analytics are powered by the Power Information Network® (PIN). PIN gathers millions of automotive retail transactions covering 250 data points from more than 12,000 franchise dealerships across North America with updates daily.

- Automotive Industry & OEM Solutions—PIN
- Automotive Retail Solutions—PowerDealer
- Automotive Valuations—NADA Used Car Guide
- Automotive Media & Marketing Solutions
- Insurance—Total Loss Valuation
- Financial Services—Auto Lending: PIN Navigator

Advisory Services

J.D. Power’s advisory services leverage our proprietary benchmarks, analytics, models and our vast array of data. Our global team of experts are recognized as industry leaders.

- Customer Experience Management
  — Measurement & Management
  — Customer Experience Strategic Assessment
  — Contact Center Solutions
  — Mystery Shopping
  — VoX 360
- Automotive Product Consulting
- Automotive Retail Consulting
- Automotive Pricing & Incentives
- Automotive Media & Marketing
- Airline/Airport Consulting

Learn more about how J.D. Power can create solutions that drive a better customer experience—and better business results at:

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