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A Customer Owned Utility
Serving Our Community Since 1894

2007 Customer Satisfaction Study

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Introduction

The Customer Satisfaction Survey included the following areas for investigation:

- ❖ **Rating area organizations;**
- ❖ **Rating North Attleborough Electric Department;**
- ❖ **Collecting information and awareness on Key Issues, and**
- ❖ **Demographics.**



Methodology

- ❖ **The survey included 400 interviews with customers of North Attleborough Electric Department.**
- ❖ **Research was conducted primarily during the hours of 5:00 p.m. and 9:00 p.m. weekdays and 10:00 a.m. and 4:00 p.m. on weekends.**
- ❖ **The survey was conducted September 12 – 15, 2007.**
- ❖ **CRPP maintained an 82% completion rate on all calls made to customers during the survey.**
- ❖ **Statistically, a sample of 400 surveys represents a margin for error of +/-5.0% at a 95% confidence level.**



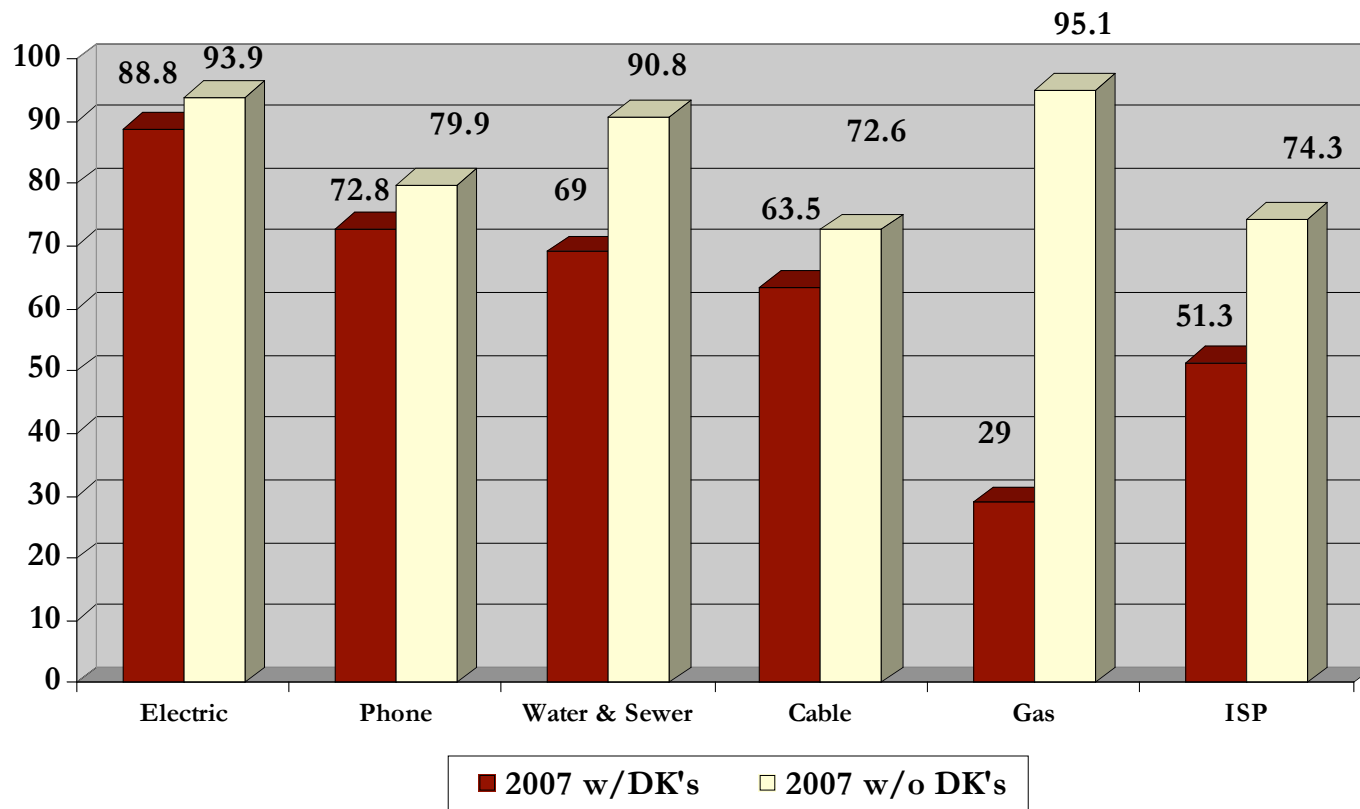
Highlights

On Rating Area Organizations...

- ❖ **North Attleborough Electric Department (NAED) customers provided strong overall positive ratings for “their electric company.” Of the 6 organizations rated, such as phone, water and sewer, cable TV, internet provider and gas – customers provided “their electric company” with an overall positive rating of 93.9% in 2007 (without “don’t know” responses). This number came in just slightly behind “their gas company” which received a positive rating of 95.1%.**



Positive Ratings for Service Organizations



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Highlights

On Rating NAED...

- ❖ When rated on eight company characteristics, customers provided North Attleborough Electric Department with an overall positive rating of 75.6% in 2007. This number is down slightly from 80.8% recorded previously in 2002, 86.0% in 2000 and also 77.1% in 1997.
- ❖ NAED continues to enjoy its highest positive rating as a company in the area of “reliable service” (95.8%), while its lowest positive rating as a company continues to be recorded for “community service” (57.8%).



Organizational Characteristics

<i>Organizational Characteristics</i>	<i>1997</i>	<i>2000</i>	<i>2002</i>	<i>2007</i>
Reliable service	95.3%	96.3	94.8	95.8
Responsiveness to customers	92.0	83.8	77.8	74.8
Honesty/integrity	82.1	94.5	84.3	77.3
Rates	75.6	79.8	82.5	73.5
Communicating with customers	82.1	84.5	87.8	77.3
Helping customers conserve electricity	74.1	80.0	72.1	79.3
Helpful and knowledgeable staff	69.9	89.0	73.3	68.8
*Community involvement/community service	61.9	80.3	73.8	57.8
<i>Average</i>	<i>77.1</i>	<i>86.0</i>	<i>80.8</i>	<i>75.6</i>

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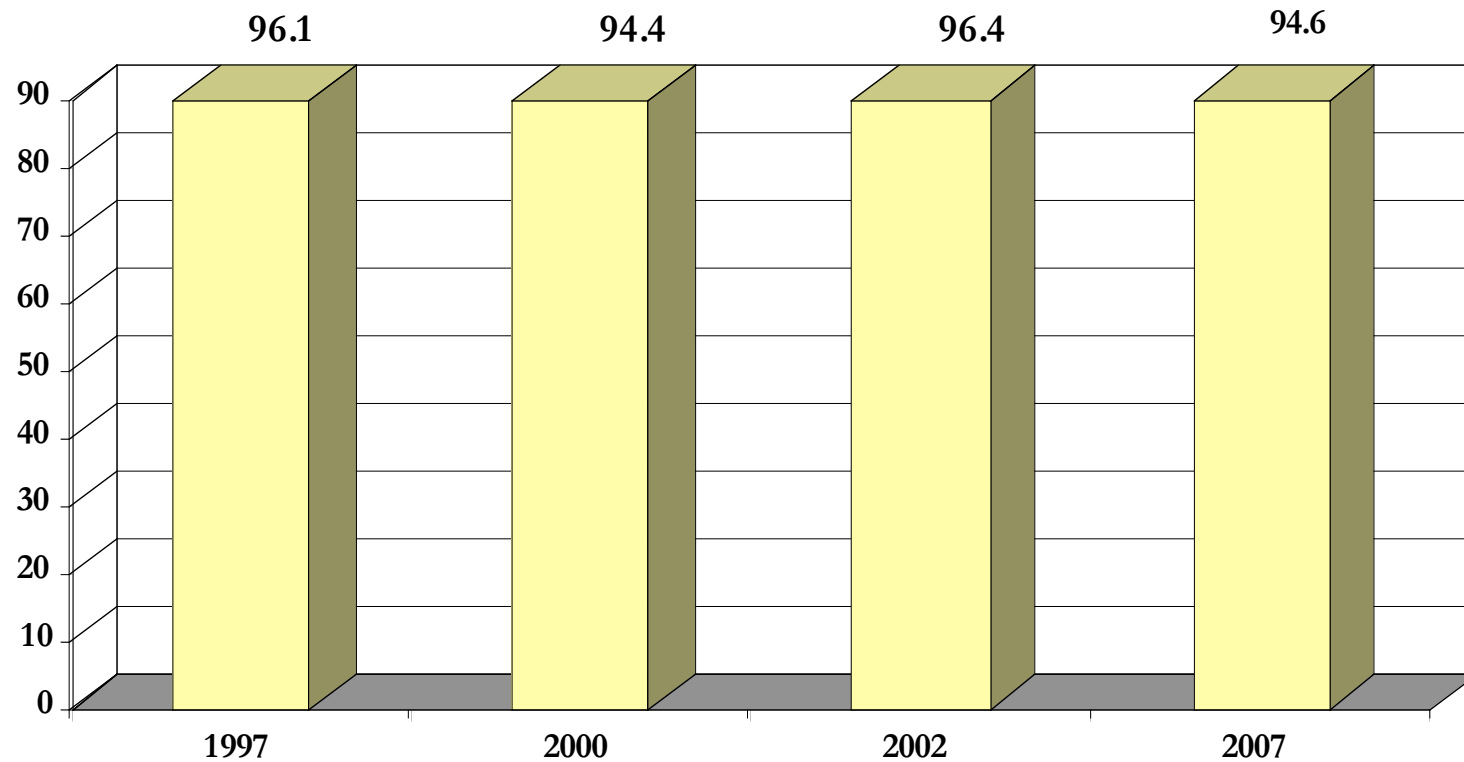


Highlights

- ❖ **Those respondents reporting a contact with North Attleborough Electric Department in the past provided an overall positive rating of 94.6% for the customer service employee that handled their call or visit in 2007. This number remains statistically unchanged from 96.4% recorded in 2002, 94.4% in 2000 and also 96.1% in 1997.**
- ❖ **Respondents also provided high satisfaction levels for North Attleborough Electric Department field representatives. Those reporting a visit from a NAED field representative in the past provided an overall positive rating of 94.9% in 2007. This number remains consistent with 100.0% previously recorded in 2002, 94.2% in 2000 and remains up from 85.0% originally recorded in 1997.**



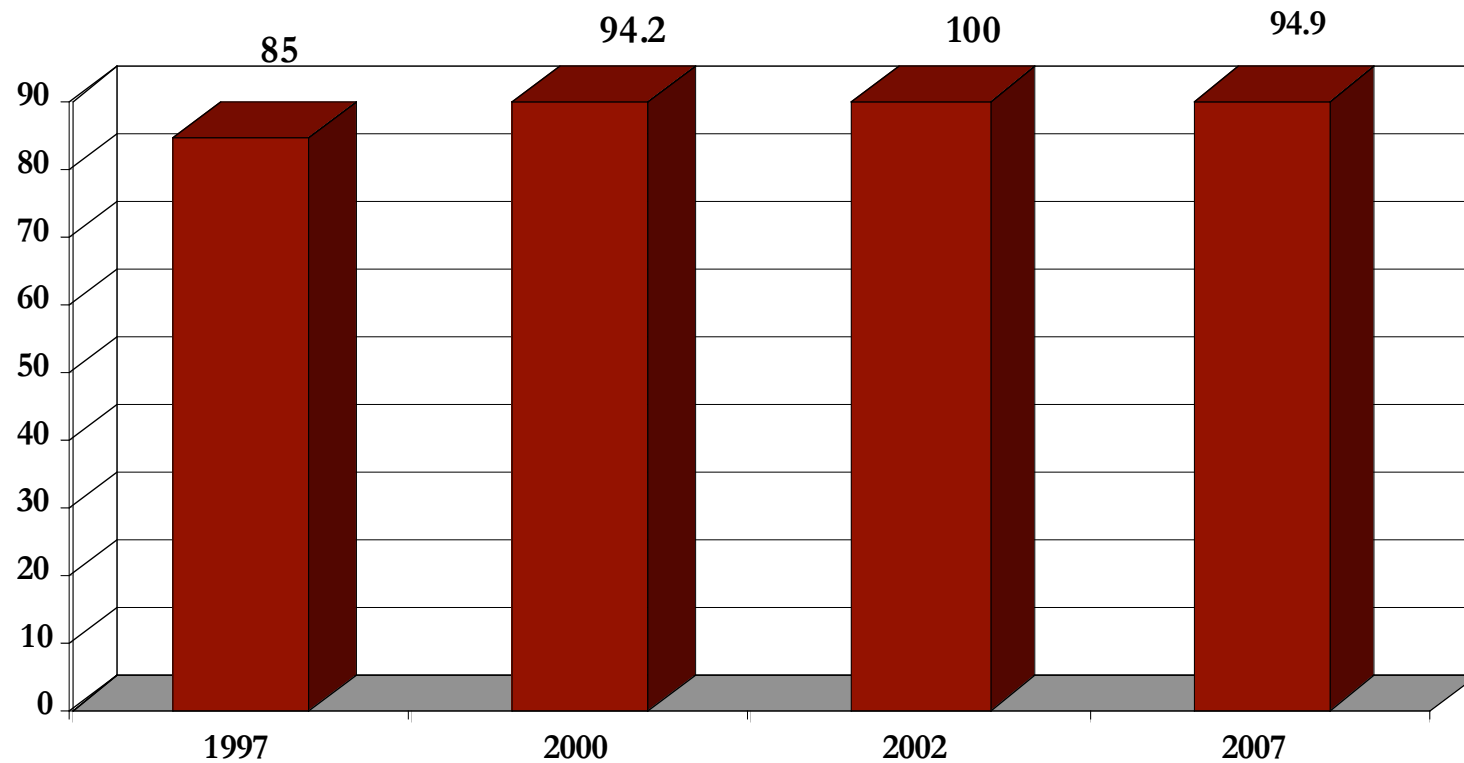
Customer Service Satisfaction (Very & Somewhat Satisfied)



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Field Representative Satisfaction (Very & Somewhat Satisfied)



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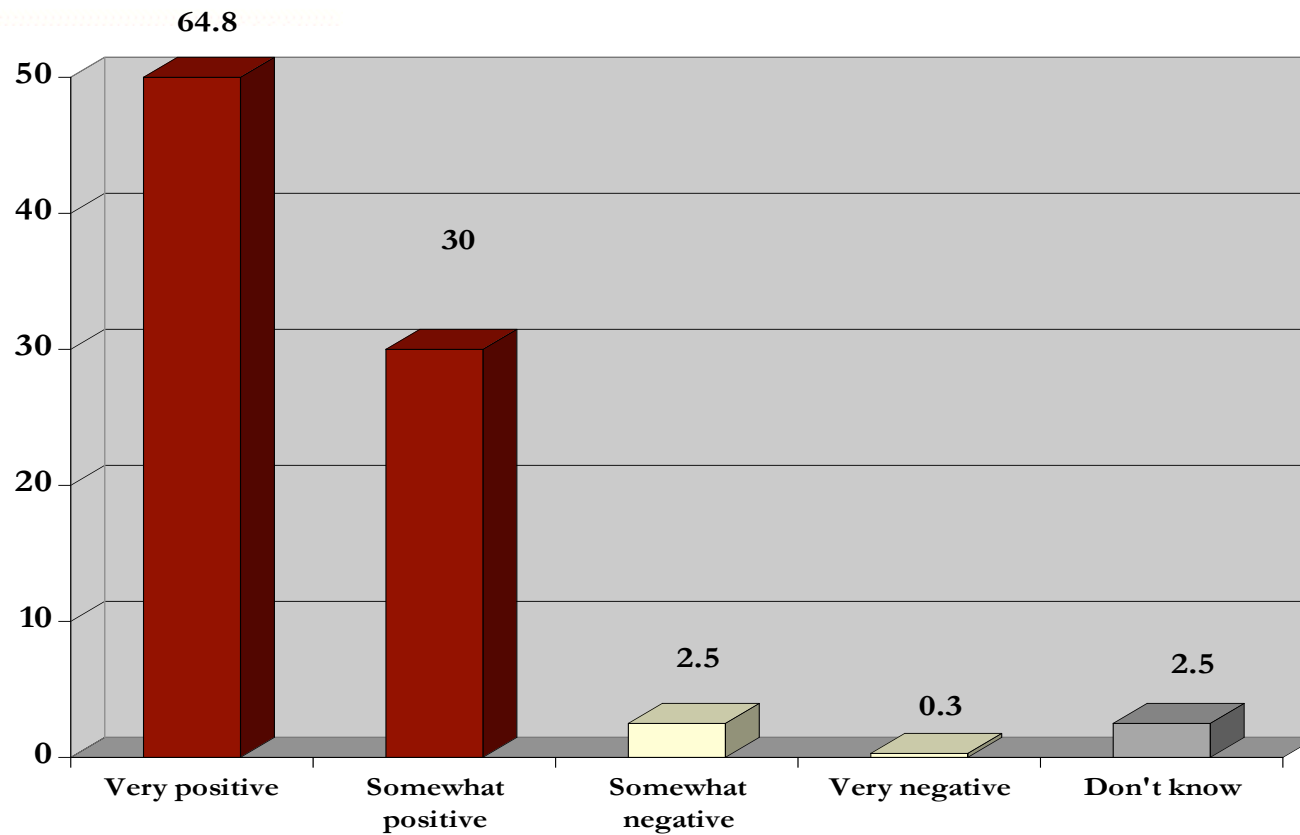


Highlights

- ❖ **Impressively, while the clear majority of all respondents, 94.8%, reported having either a “very positive” (64.8%) or “somewhat positive” (30.0%) impression of the North Attleborough Electric Department, only a small number, 2.8%, reported having either a “somewhat negative” (2.5%) or “very negative” (0.3%) impression of the utility.**



Personal Impression of NAED?



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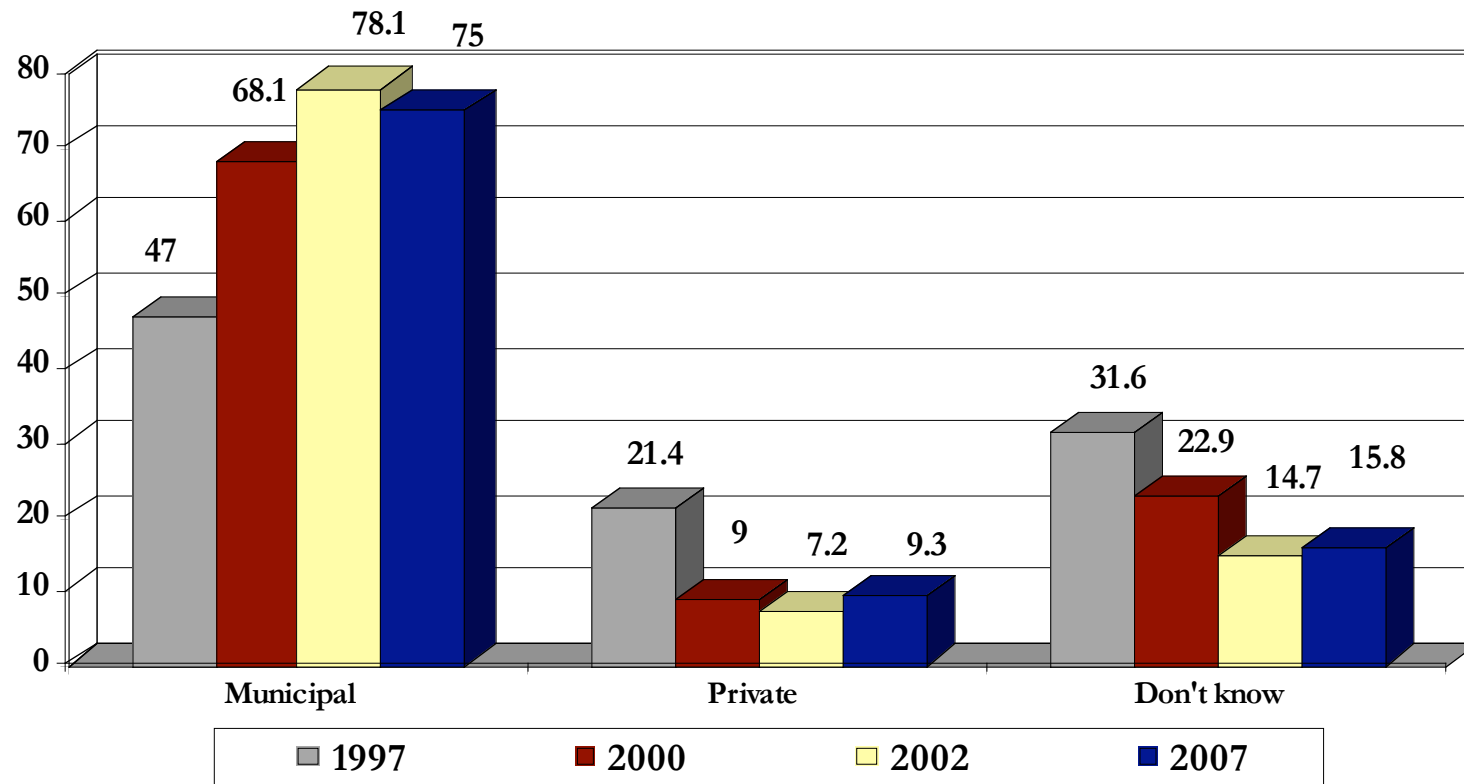
Highlights

On Information and Awareness...

- ❖ **Ownership awareness among North Attleborough Electric Department customers remains steady in 2007. Today, while the majority of all respondents, 75.0%, are reporting awareness of NAED being a “Public Power or Community owned municipal utility,” a smaller number, 9.3%, believe NAED is a “Business or privately owned company” and 15.8% are “unsure” of the actual ownership status for the utility.**
- ❖ **In addition, the majority of all respondents surveyed, 87.3%, reported it is either “very important” (66.5%) or “somewhat important” (20.8%) that their electric company be locally owned and operated.**



Publicly or Privately Owned?



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Highlights

- ❖ For purposes of bringing “Green or Renewable Electricity” to electric customers, a similar percentage of respondents, 87.8%, also believe it is either “very important” (64.3%) or “somewhat important” (23.5%) for NAED to research wind power or some other alternative energy source for future use with its customers.

- ❖ When asked how important it was for NAED to offer three additional products and/or services, respondents reported the following levels of importance:
 - ❖ Rebates on energy efficient appliances (95.3%)
 - ❖ Lighting rebates (92.3%)
 - ❖ Education programs on energy conservation (92.0%)



Importance of NAED Researching Wind Power?

<i>Importance of NAED researching wind power structures?</i>	<i>2007</i>
Very important	64.3%
Somewhat important	23.5
Somewhat unimportant	1.5
Not at all important	4.3
Don't know/unsure	6.5
<i>Total important</i>	<i>87.8</i>
<i>Total unimportant</i>	<i>5.8</i>



Highlights

On Communication & Strategic Issues...

- ❖ **Importantly, among those respondents (83.8%) who recalled seeing NAED’s monthly update newsletter from the General Manager included with their bills, a majority, 86.6%, reported the newsletter was either “very informative” (48.4%) or “somewhat informative” (38.2%).**
- ❖ **When read a list of characteristics associated with electric service organizations and asked to rate the importance of each, respondents reported their top three service characteristics, in declining order, to be: “cost of electricity” (44.5%), “reliability” (34.8%) and “customer service” (6.5%).**



Rating the GM's Monthly Update...

<i>Rate the General Manager's monthly update?</i>	<i>2007</i>
Very informative	48.4%
Somewhat informative	38.2
Somewhat uninformative	8.1
Not at all informative	4.2
Don't know/unsure	1.2
<i>Total informative</i>	86.6
<i>Total uninformative</i>	12.3

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Electric Service Organization Characteristics of Importance

<i>Characteristics</i>	<i>2007 Importance</i>
Cost of electricity	44.5%
Reliability	34.8
Customer service	6.5
Assistance to help me reduce my electric/energy expense	4.8
Don't know/unsure	3.3
Other	2.5
Flexible payment options	1.3
Assistance with energy issues	1.0
Community involvement	0.8
Other products & services available	0.8



Highlights

- ❖ Interestingly, while more than two-thirds of all customers surveyed, 67.3%, believe NAED's electric rates are either "lower than surrounding towns" (43.8%) or "about the same as surrounding towns" (23.5%), another 27.0% are "unsure" of how their electric rates compare with surrounding towns.
- ❖ While slightly more than one-quarter of those surveyed, 28.8%, reported to be either "very aware" (17.8%) or "somewhat aware" (11.0%) of NAED's annual payment of \$300,000 to the Town in Lieu of Taxes (PILOT), the majority of respondents, 71.3%, reported to be "somewhat unaware" (2.8%), "not at all aware" (66.0%) or "unsure" (2.5%) of the payment made to the Town.



NAED Prices Higher, Lower or Same as Surrounding Towns?

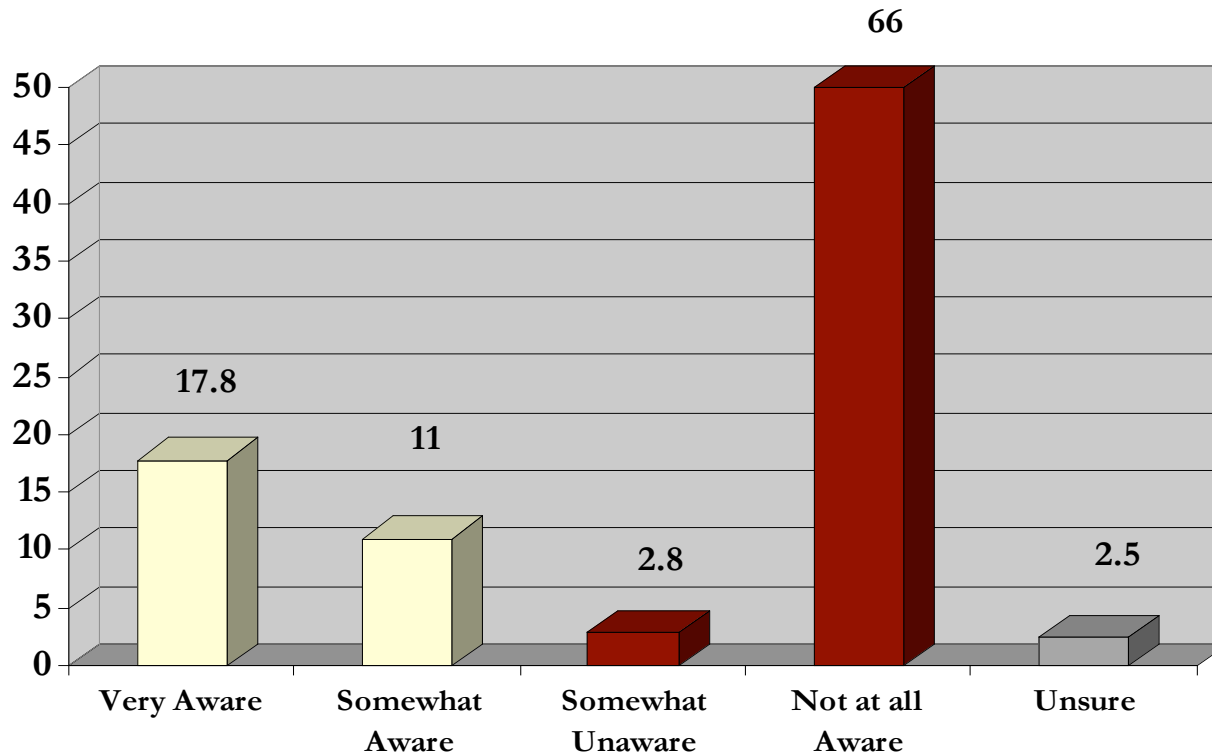
<i>NAED prices higher, lower, or about the same as surrounding towns?</i>	<i>1997</i>	<i>2000</i>	<i>2002</i>	<i>2007</i>
Lower than surrounding towns	40.5%	22.4	36.9	43.8
About the same	26.1	34.7	19.2	23.5
Higher than surrounding towns	7.2	6.5	11.5	5.8
Don't know/unsure	26.1	36.4	32.4	27.0

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Awareness of \$300,000 Payment to Town?

Awareness of \$300,000 payment from NAED in lieu of taxes?



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Highlights

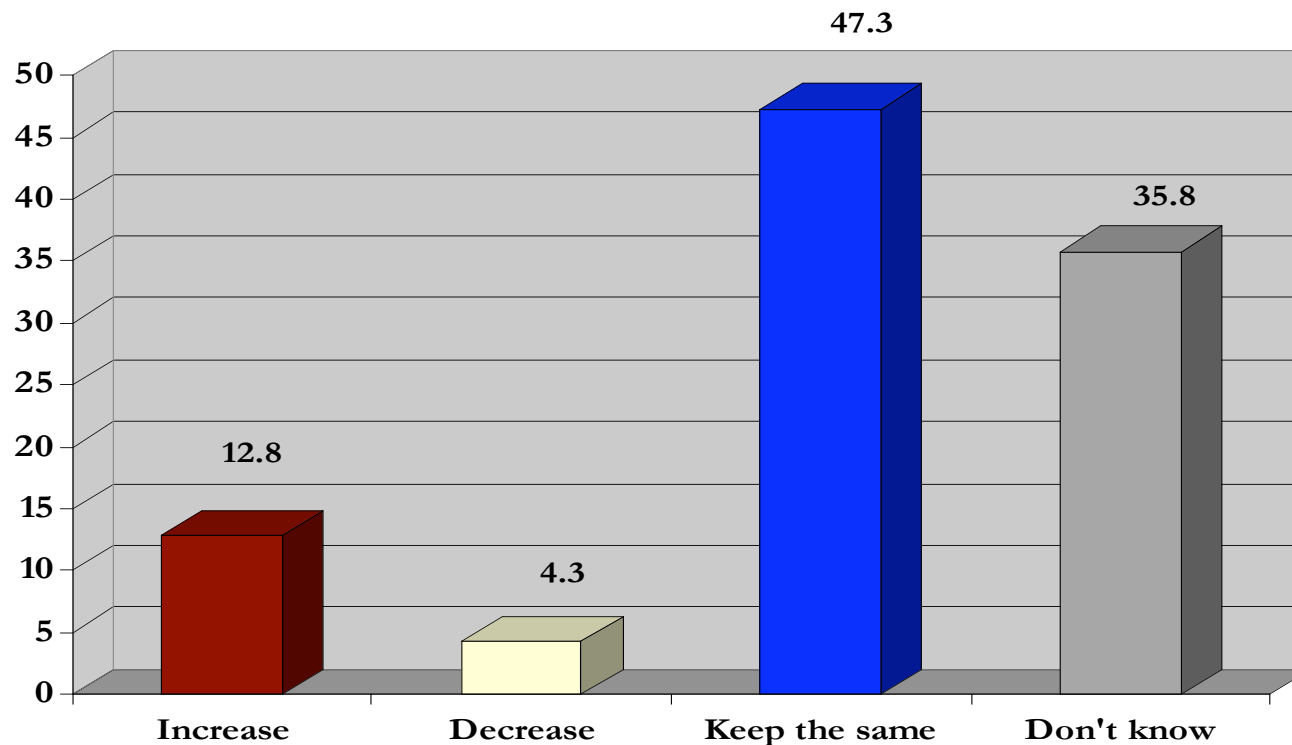
- ❖ Moving forward, while nearly half of all respondents, 47.3%, reported NAED should keep the annual payment of \$300,000 to the Town in Lieu of Taxes the same, another 12.8% suggested the dollar amount should be increased, 4.3% believe the dollar amount should be decreased and 35.8% reported to be “unsure” of any adjustment made to the annual payment.
- ❖ Finally, while more than two-thirds of all respondents, 67.8%, believe all revenue generated by NAED should be used solely for use in electric department needs and/or projects as well as keeping rates stable for customers, another 12.5% believe a portion of NAED’s revenue should be used to fund town services other than the electric department. In addition, a small number of respondents, 8.8%, believe revenue generated by NAED should be used for both electric department needs as well as Town services.

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How Should NAED Adjust Payment Moving Forward?

How would you prefer NAED adjust the current \$300,000 payment to the Town in lieu of taxes?



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How Should NAED Revenue be Utilized?

<i>How should NAED revenue be utilized?</i>	<i>2007</i>
Use NAED revenue for electric department needs such as projects as well as keeping rates stable for customers	67.8%
Utilize NAED revenue to fund Town services	12.5
Use NAED revenue for both Town services & electric department needs	8.8
Don't know/unsure	7.3
Have not thought about it/no opinion	3.8



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Any Questions?