

February 26, 2018

FOR IMMEDIATE RELEASE

**North Attleborough Electric Light Commissioners Receive and Review
NAED Customer Survey**

I. OVERVIEW

At its meeting of February 22, 2018, the Board of Electric Light Commissioners reviewed the results of a recent customer survey involving NAED's Residential customers. The Board met and discussed the survey results with Seamus McNamee, Project Director for GreatBlue (the firm which conducted the survey).

The survey of Five Hundred and Thirteen (513) residential customers was performed by GreatBlue in October, 2017.

The survey was the sixth time over the past eleven years that NAED has conducted a survey specifically of its residential customers.

Brett Langille, Chairman of the Board of Electric Commissioners, noted at the time of the commencement of the survey that, "The annual survey is a cornerstone of the efforts of the Board of Electric Commissioners to improve the program offerings and services of NAED. The Commissioners believe that NAED overall does a great job, but public input is always valued and improvements can always be made. The annual survey information is an important component for the Board of Electric Commissioners and NAED's administration as we consider and assess the value of our current programs and offerings."

James Moynihan, General Manager, noted that the department annually performs a customer survey. The department plans to conduct its bi-annual survey of commercial & industrial customers in 2018 with the next survey of residential customers scheduled for 2019.

The survey addressed several subject areas involving NAED, including the following:

II. CUSTOMER SATISFACTION

The survey results indicated a high level of **customer satisfaction** with NAED among residents.

Mr. McNamee, in his presentation to the Board noted that 93.8% of those sampled believe that "NAED is a well-run business". The survey also noted that 86.5% of the respondents felt that NAED does an "excellent" job of keeping power interruptions to a minimum.

The survey found that NAED was rated higher (95.7% satisfaction) than other local utility services (as compared to gas, water & sewer, phone, cable and internet provider).

The survey also found that NAED was rated the highest when compared to other municipal North Attleborough departments. NAED received the a rating of 96.5% from those sampled.

Customer Service and field service representatives also received high satisfaction ratings among customers who had an interaction with either personnel (87.8% for Customer Service and 78.3% for Field Service personnel).

Areas where future efforts by NAED were suggested by the survey results included customer communications via mobile devices and "helping customers conserve electricity".

III. RATES

The survey, per GreatBlue, indicated that customers value "quality of service (46.0%) and "low rates" (43.1%) as the most important aspects they value in NAED.

IV. OTHER INFORMATION

A majority of the customers sampled (78.4%) were aware that NAED was a community owned municipal utility with 87.0% believing that this factor was an important feature about NAED.

Almost three quarters of the respondents were aware of the electronic bill payment option on NAED's website (73.5%).

Most customers thought that the current community support provided to the Town and community via its annual Payment In Lieu of Taxes, or other services should remain the same (78.6%). Another 20.3% of the customers sampled believed that the support level should increase.

The survey results suggested interest by those sampled in solar energy and its implementation through NAED. More than half of the respondents stated that they would purchase electricity from NAED, if NAED offered a community solar site (59.1%). Customers however suggested that cost of rates was a concern; with less than half of those sampled stating that they would be interested in purchasing solar power if the cost for that power was \$5, or more, per month

IV. CONCLUSION

Mr. Moynihan stated said that he believes that the bi-annual survey of North Attleborough residential customers performs a vital function, particularly when compared to the survey every other year of NAED's commercial and industrial customers. Mr. Moynihan noted that while there are questions which garner similar response (i.e. customer satisfaction with NAED) the surveys do present differing comments/interests, depending upon the customer group being sampled. The results are considered and incorporated into NAED's project planning and budget considerations.