



LDC Customer Satisfaction Scorecard

Residential Ratepayer Questionnaire

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LDC Customer Satisfaction Questionnaire

Internal Questionnaire Notes

Method: Telephone (Random Digit Dialling)

Questionnaire Length: Approximately 8 minutes

Language: English

Sample Frame: Residential Customers

Sample Size: Minimum of n=400, proportionate mix of low volume customers

Scorecard Objectives

To meet OEB scorecard requirements, a standardized set of customer satisfaction questions have been developed in consultation with Ontario distributors.

The scorecard surveys will canvass customer satisfaction in the following five key areas:

- (a) power quality and reliability;
- (b) price;
- (c) billing and payment;
- (d) communications; and
- (e) the customer service experience.

Customer Satisfaction Index Score

To optimize comparability, each distributor will receive a **Customer Satisfaction Index Score** bound between 0 and 100%. The chart below illustrates how the Customer Satisfaction Index Score will be calculated.

All section points bound between 0 and 1

Overall Satisfaction (B5)	0 to 1pts
Power Quality and Reliability (C6-C8)	0 to 1pts
Billing and Payment (D9-D10)	0 to 1pts
Customer Service Experience (E11)	0 to 1pts
Communications (F12)	0 to 1pts
Price (G14)	0 to 1pts

Step 1

Weight data to n=400 with each low volume rate class proportionate to its share of LDC customer base.



Step 2



The average results of the questions asked for **each OEB topic and the overall satisfaction score will be added together.**

Step 3



The sum of scores from **Step 2** will be divided by 6 to generate the **Customer Satisfaction Index Score.**

A. SCREENING AND QUALIFICATIONS

Hello, may I please speak to [customer name]?

Yes <speaking>

[go to INTRO]

Yes <transferred to contact>

[go to INTRO]

No <not available> "When is a good time to callback?"

[record callback time]

No <not interested in talking>

[THANK & TERMINATE]

Introduction

Hello, my name is _____ and I'm calling from [survey company] on behalf of [INSERT LDC NAME], your local electricity utility.

[Survey Company] is a [survey company description]. We have been hired by [INSERT LDC NAME] to find out how satisfied you are with their services and help them understand whether there are things they could be doing to better serve their customers.

We are simply interested in hearing your opinions – no attempt will be made to sell you anything.

- A1. Can I have roughly **8 minutes**¹ of your time to ask you some questions? All your responses will be kept strictly confidential.

Yes – I don't mind

1 [CONTINUE]

No – Not primary bill payer (i.e. not best person to speak to)

2 [go to TRANSFER-1]

No – BAD TIME

3 [ARRANGE CALLBACK]

No – HARD REFUSAL

4 [THANK & TERMINATE]

MONIT [INTERNAL]

This call may be monitored or audio taped for quality control and evaluation purposes.

PRESS TO CONTINUE

1

- A2. Can you confirm that your household receives an electricity or hydro bill from [LDC / Billing Entity]?

YES

1 [CONTINUE]

NO

2 [THANK & TERMINATE]

DK (volunteered)

98 [THANK & TERMINATE]

¹ Will depend on the length of the final OEB approved questionnaire and whether an LDC elects to add custom proprietary questions.

Only those who pay bill qualify to be interviewed.

A3. Are you the person primarily responsible for paying the electricity or hydro bill in your household?

- | | | |
|--------------------------------------|----|---------------------|
| YES – primary electricity bill payer | 1 | [CONTINUE TO B] |
| YES – shared responsibility | 2 | [CONTINUE TO B] |
| NO | 3 | [go to TRANSFER] |
| DK (volunteered) | 98 | [THANK & TERMINATE] |

TRANSFER

Can I speak with the person in your household who usually pays the electricity or hydro bill?

- | | | |
|--------------------------------------------------|----|-------------------------|
| Yes | 1 | [BACK TO <u>INTRO</u>] |
| No – NOT AVAILABLE/BAD TIME – (ARRANGE CALLBACK) | 2 | [ARRANGE CALLBACK] |
| No – HARD REFUSAL | 3 | [THANK & TERMINATE] |
| Don't know (DNR) | 98 | [THANK & TERMINATE] |

B. INTRODUCTION AND CORE MEASURE

The introduction is designed to prime respondents to start thinking about electricity and the part of the system that LDCs own and operate.

[PREAMBLE]

To begin, I'd like to ask you some questions about your electricity service.

Today we want to talk about [INSERT LDC NAME] and the local electricity system in your community. This is the system that takes the electricity from provincial transmission towers and brings it to your home through a network of wires, poles and other equipment that is owned and operated by [INSERT LDC NAME].

Familiarity: Good opportunity to ensure respondents consider the description they have just heard.

- B4. How familiar are you with [INSERT LDC NAME], which operates the electricity distribution system in your community? Would you say you are *very familiar*, *somewhat familiar*, *not familiar* or would you say you *don't know*?

Very familiar	1
Somewhat familiar	2
Not familiar	3
Don't know	98
Refused (DNR)	99

Core Measure

- B5. Thinking specifically about the services provided to you and your community by [INSERT LDC NAME], overall, how **satisfied** are you with the services that you receive from [INSERT LDC NAME]. Would you say you are *very satisfied*, *somewhat satisfied*, *neither satisfied nor dissatisfied*, *somewhat dissatisfied*, *very dissatisfied* or would you say you *don't know*?

Code	Response	Score
01	Very satisfied	1.00 pts
02	Somewhat satisfied	0.75 pts
03	Neither satisfied or dissatisfied	0.50 pts
04	Somewhat dissatisfied	0.25 pts
05	Very dissatisfied	0.00 pts
98	Don't know	0.50 pts
99	Refused [DNR]	0.50 pts

C. POWER QUALITY AND RELIABILITY

I'd now like to read you a few statements about the electrical service that you receive from **[INSERT LDC NAME]**.

For each of the following statements, please tell me if you are *very satisfied*, *somewhat satisfied*, *neither satisfied nor dissatisfied*, *somewhat dissatisfied*, *very dissatisfied*, or would you say you *don't know*?

Code	Response	Score
01	Very satisfied	1.00 pts
02	Somewhat satisfied	0.75 pts
03	Neither satisfied or dissatisfied	0.50 pts
04	Somewhat dissatisfied	0.25 pts
05	Very dissatisfied	0.00 pts
98	Don't know	0.50 pts
99	Refused [DNR]	0.50 pts

- C6. The reliability of your electricity service – as judged by the number of power outages you experience.
- C7. The amount of time it takes to restore power when power outages occur.
- C8. The quality of the power delivered to you as judged by the absence of voltage fluctuations that can result in the flickering or dimming of lights.

[END BATTERY]

D. BILLING AND PAYMENT

I am now going to read you a few statements about the bills that you receive from [INSERT LDC NAME].

For each of the following statements, please tell me if you are *very satisfied*, *somewhat satisfied*, *neither satisfied nor dissatisfied*, *somewhat dissatisfied*, *very dissatisfied*, or would you say you *don't know*?

Code	Response	Score
01	Very satisfied	1.00 pts
02	Somewhat satisfied	0.75 pts
03	Neither satisfied or dissatisfied	0.50 pts
04	Somewhat dissatisfied	0.25 pts
05	Very dissatisfied	0.00 pts
98	Don't know	0.50 pts
99	Refused [DNR]	0.50 pts

[ROTATE D9 & D10]

D9. Provides accurate bills.

D10. Provides convenient options to both **receive and pay my bills**.

[END BATTERY]

E. CUSTOMER SERVICE EXPERIENCE

Now I'd like to ask you about the customer service you have received when dealing with employees of **[INSERT LDC NAME]**, whether on the telephone, via email, in person or through online conversations including social media.

- E11. Overall, how satisfied or dissatisfied are you with the customer service provided by **[INSERT LDC NAME]**? Would you say you are *very satisfied*, *somewhat satisfied*, *neither satisfied nor dissatisfied*, *somewhat dissatisfied*, *very dissatisfied*, or would you say you *don't know*. If you have not been in contact with your distributor just let me know?

Code	Response	Score
01	Very satisfied	1.00 pts
02	Somewhat satisfied	0.75 pts
03	Neither satisfied or dissatisfied	0.50 pts
04	Somewhat dissatisfied	0.25 pts
05	Very dissatisfied	0.00 pts
06	Not applicable – Have not been in contact with LDC	0.50 pts
98	Don't know	0.50 pts
99	Refused [DNR]	0.50 pts

F. COMMUNICATIONS

I would now like you to think about the communications that you may receive from your **[INSERT LDC NAME]** without talking directly to an employee. This may include information found on their website, bill inserts, advertising, notices, emails, or social media sites.

- F12. Overall, how satisfied or dissatisfied are you with the communications that you receive from **[INSERT LDC NAME]** related specifically to your electrical service? Would you say you are *very satisfied, somewhat satisfied, neither satisfied nor dissatisfied, somewhat dissatisfied, very dissatisfied* or would you say you *don't know*?

Code	Response	Score
01	Very satisfied	1.00 pts
02	Somewhat satisfied	0.75 pts
03	Neither satisfied or dissatisfied	0.50 pts
04	Somewhat dissatisfied	0.25 pts
05	Very dissatisfied	0.00 pts
98	Don't know	0.50 pts

G. PRICE

NOTE: G13 is designed to ensure all respondents are aware of the basic concept of an electricity distributor so they don't confuse issues from other parts of the system with distributor performance.

- G13. While [INSERT LDC NAME] is responsible for collecting payment for the entire electricity bill, they retain only about [%%]% of the average residential customer's bill. The rest of the bill goes to power generation companies, transmission companies, the provincial government and regulatory agencies.

Before this survey, how familiar were you with the percentage of your electricity bill that went to [INSERT LDC NAME]? Would you say you were *very familiar*, *somewhat familiar*, *not familiar* or would you say you *don't know*?

Code	Response
01	Very familiar
02	Somewhat familiar
03	Not familiar
98	Don't know
99	Refused [DNR]

- G14. Do you feel that the [%%]% of your total electricity bill that you pay to [INSERT LDC NAME] for the services they provide is *very reasonable*, *somewhat reasonable*, *somewhat unreasonable*, *very unreasonable* or would you say you *don't know*?

Code	Response	Score
01	Very reasonable	1.00 pts
02	Somewhat reasonable	0.66 pts
03	Somewhat unreasonable	0.33 pts
04	Very unreasonable	0.00 pts
98	Don't know	0.50 pts
99	Refused [DNR]	0.50 pts

Service Improvement Probe

- G15. Is there anything in particular you would like [INSERT LDC NAME] to do to improve its services to you? [OPEN]

Don't know (DNR)	98
Refused (DNR)	99

Note: This is the end of the core Customer Satisfaction Scorecard questions. Should LDCs wish to ask additional, customized questions, they would follow G15. All supplemental questions will be excluded from the publicly reported Customer Satisfaction Index Score and remain proprietary to the LDC.

H. ENVIRONMENTAL CONTROLS (CORE Q's)

Lastly, I'd like to ask you some general questions about the electricity system in Ontario.

For each statement please tell me if you would strongly agree, somewhat agree, somewhat disagree or strongly disagree. If you don't know enough to say or don't have an opinion just let me know.

01	Strongly agree
02	Somewhat agree
03	Somewhat disagree
04	Strongly disagree
98	Don't know/No opinion
99	Refused [DNR]

[ROTATE H16 & H17]

H16. The cost of my electricity bill has a major impact on my finances and requires I do without some other important priorities.

H17. Customers are well served by the electricity system in Ontario.

[END BATTERY]

THANK and END SURVEY

Thank you very much for taking the time to complete this survey.