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WA-18

Customer Satisfaction is High

This month, I would like to provide you with an overview of the 2011 Klickitat PUD Customer Satisfaction survey results.

There were 414 surveys returned. I don't know if that makes the results statistically sound, but it is what we have to work with. The highlights are as follows:

- 85 percent of the respondents were more than 50 years old.
- 60 percent thought our outage frequency was less than last year; 90 percent thought outages were fewer or the same as last year.
- 85 percent thought the length of outages was reasonable or less than expected.
- 90 percent of respondents are satisfied or very satisfied with our electric service. Very satisfied increased 5 percent to almost 60 percent.
- 65 percent think our rates are reasonable, 15 percent somewhat reasonable; 9 percent think rates are too high. The remainder did not express an opinion.
- 60 percent think rates should be held constant and not adjusted often, while 35 percent think we should have more frequent, smaller increases.
- 90 percent are satisfied with our customer service.
- 80 percent are satisfied or very satisfied with our efforts to keep our customers informed; 30 percent of our customers are very satisfied. That is up from 20 percent two years ago.



• 85 percent prefer that we use Ruralite and bill stuffers to communicate with them. I was surprised to learn that fewer than 5 percent prefer customer meetings, and that radio and newspapers only account for 10 percent.

- 10 percent of our customers say they would be very likely, likely or somewhat likely to switch electric providers; 75 percent are somewhat unlikely or unlikely to switch providers.
- Of those willing to switch electric providers, 45 percent would need a rate reduction of less than 20 percent to switch.

I have some thoughts on these results. First, I am proud of the employees who work at KPUD. While there was negative feedback in some of the comments submitted, which we will endeavor to address, there was far more positive feedback. There is always room for improvement, and that is what we strive for every day.

I appreciate the time and effort our customers put in to responding to our surveys, although I would encourage more of you to respond to future surveys. We will increase the types of communications media to collect comments, and you can expect our customer service staff to ask for your input in general and on specific items. We also will continue to strive to improve our services and keep electric rates as low as possible.

Thank you for your input and, as always, please feel free to contact me directly should you have any further thoughts.

Jim Smith, General Manager