



# MEMORANDUM

EUGENE WATER & ELECTRIC BOARD

*Rely on us.*

TO: Commissioners Helgeson, Brown, Mital, Simpson and Carlson  
FROM: Erin Erben, Chief Customer Officer, and Monica Shovlin, Communications,  
Marketing & Research Supervisor  
DATE: May 22, 2017  
SUBJECT: Quarterly Customer Satisfaction & Engagement Dashboard  
OBJECTIVE: Information Only

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## **Issue**

The Board of Commissioners, executive team and frontline customer service employees share a need to be informed about our customer-owners' perceptions of what is most important to them about our work, how they rate our performance of those high-priority functions, and how we handle major projects and issues. Where we are aware of any significant gaps, we can take steps to improve our performance and communicate our plans with customers.

## **Background**

EWEB staff characterize the "voice of the customer" through a variety of quantitative and qualitative research, to supplement direct (but not necessarily representative) customer and stakeholder input and anecdotal feedback. Traditionally, we have conducted an annual survey of residential customers, as well as focus groups on a variety of topics, and provided separate board backgrounders on each activity. However, there hasn't been a comprehensive summary of all of the various customer touch points available for reference.

## **Discussion**

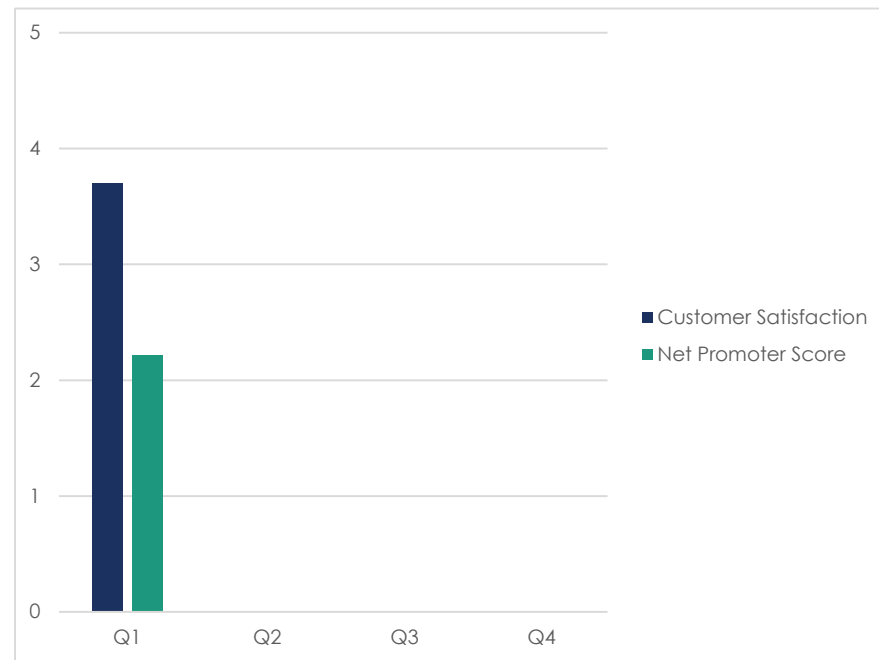
For context and convenience, we've developed the Quarterly Customer Satisfaction & Engagement Dashboard. The dashboard summarizes on a more frequent basis the high level results of our quantitative and qualitative customer research and outreach efforts, including:

- Overall EWEB customer satisfaction based on quarterly surveys (vs. annual)
- Specific results for residential and commercial customers surveyed
- Net Promoter Score (sum of those who would recommend EWEB programs and services less detractors)
- Transactional survey results for residential and commercial resource efficiency programs
- Baseline results from a survey of building contractors/developers, plumbers and electricians who contact EWEB for new or expanded distribution services
- Effectiveness metrics for various customer communication channels
- Key themes identified through ongoing qualitative conversations, including awareness of major projects and initiatives.

The first quarterly dashboard is attached for your review, and highlights of first quarter research used to compile the dashboard will be presented at the board meeting.

**Requested Board Action:** None – information only.

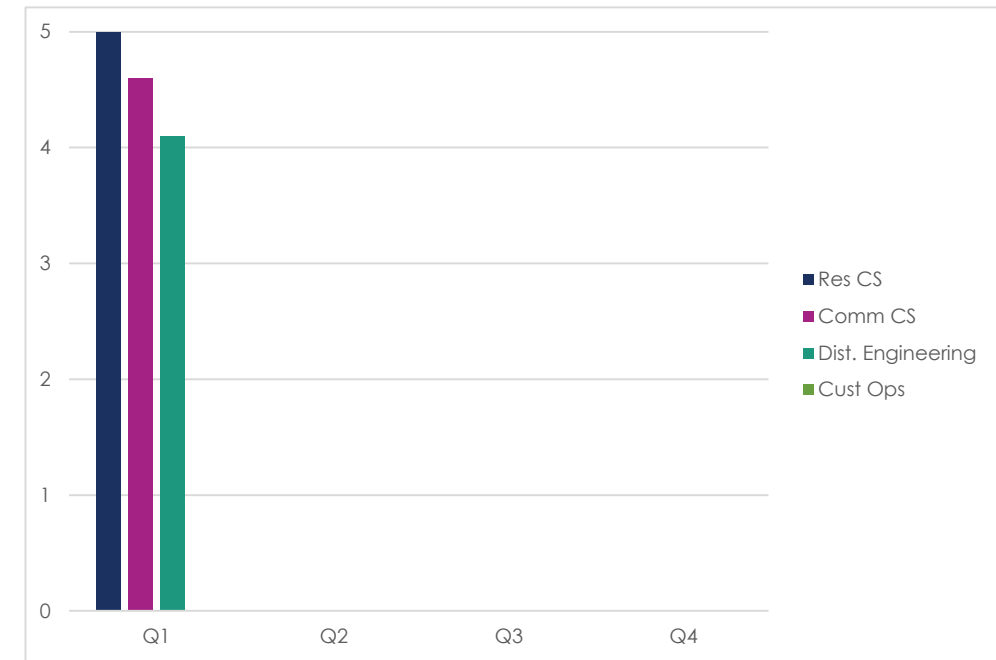
## Quarterly customer satisfaction surveys



### Enablers for improvement next quarter:

1. Communications about affordability target and AMI project
2. Test other tactics to increase business customer response rate

## Transactional CSAT surveys



### Enablers for improvement next quarter:

1. Implement post-transaction distribution engineering survey
2. Customer Operations transaction surveys began Apr. 4
3. Begin water conservation rebate surveys

## Customer communication & engagement



**eweb.org**

Pageviews: 351,710

Visitors: 110,159



**Contact center**

Call center volume: 40,631

Top three wrap codes:

1. Billing (18,532)
2. Collections (4,773)
3. Other (4,507)

Atrium traffic: 15,987

EWEB.answers volume: 3,000

**Social media**



Engagement: 17,841



Impressions: 204,689

**News coverage**

74 total stories

95% positive tone

5% negative tone

### Upcoming campaigns & events:

1. Update your account info
2. Budget billing enrollment through June
3. Drinking Water Week and water container distribution

## Qualitative customer research

Summary of themes from AWS Blue Ribbon Panel discussion



### Current discussion topic:

Electric pricing redesign