

Hello, my name is _____ with SDS Research calling on behalf of ABC Utilities. The utility has asked that we contact some of their customers to have them participate in a short survey regarding the service they provide. This is not a sales call. The survey only takes about 7 minutes to complete. Would you be willing to help me with the survey? *[Continue if given permission]*

[Benchmark Questions]

(b_ovsat) **1. Overall, how satisfied are you with ABC Utilities? Please use a scale of 1 to 5, where 1 is “Very Unsatisfied” and 5 is “Very Satisfied”. 1 – 5 rating**

[Stratified into 3 groups: 1 – 3, 4 and 5]

(ovsver3) **Can you please tell me why you rated the Utility 1 - 3?**

(ovsver4) **Can you please tell me why you rated the Utility 4?**

(ovsver5) **Can you please tell me why you rated the Utility 5?**

(b_ideal) **2. Imagine the ideal provider. How does ABC Utility compare to that ideal provider? Use a 1-5 scale where 1 is “Not very close to the ideal” and 5 is “Very close to the ideal”. 1 – 5 rating**

(elecprob) **3. Have you experienced a service interruption with your electric service within the last 3 months? Yes No**

[If Yes, ask questions 5 – 6, otherwise go to 7]

(recuriss) **4. Has this been a recurring issue? Yes No**

(reastime) **5. Was the problem corrected in a reasonable amount of time? Yes No**

(rstmverb) **6. *[If No]* Please Explain:**

(reliable) **7. How reliable is the service you receive from ABC Utility? Please use a scale of 1 to 5 where 1 is “Not Reliable” and 5 is “Very Reliable”. 1 – 5 rating**

(b_expect) **8. To what extent has ABC Utility met your expectations? Use a 1-5 scale where 1 is “Falls short of your expectations” and 5 is “Exceeds your expectations”. 1 – 5 rating**

(b_value) **9. Considering what you pay for what you receive, how do you rate the value of the services provided by ABC Utility? 1 – 5 rating**

(b_cserv) **10. How do you rate the overall customer service provided by ABC Utility?**
1 – 5 rating

(b_employ) **11. Considering all of your experiences with ABC Utility employees, how do you rate the employees overall?**

[Stratified into 3 groups: 1 – 3, 4 and 5]

(empver3) **Can you please tell me why you rated the Utility employees 1 - 3?**
 (empver4) **Can you please tell me why you rated the Utility employees 4?**
 (empver5) **Can you please tell me why you rated the Utility employees 5?**

Please rate ABC’s customer service representatives throughout the organization in the following areas: 1 – 5 rating

(csrv) 12. Courtesy
 (csrvr) 13. Responsiveness
 (csrvpf) 14. Professionalism
 (csrvps) 15. Problem Solving

Please rate ABC’s installation and repair employees in the following areas: 1 – 5 rating

(repinsc) 16. Courtesy
 (repinsr) 17. Responsiveness
 (repinspf) 18. Professionalism
 (repinsfp) 19. Fixing Problems

(b_comm) **20. How do you rate ABC Utility on informing and communicating with you as a customer?**
1 – 5 rating

Are you aware of the following services currently offered by ABC? Yes No

(awwebst) 21. Utility Web Site
 (awpayopt) 22. Bill Payment Options (i.e. level pay, payment by credit card)
 (awrebate) 23. Utility Rebates
 (awsurge) 24. Surge Protection Devices

(billeasy) **25. How do you rate the monthly utility bill you receive from ABC in terms of being easy to understand?**
1 – 5 rating

(nltrate) **26. How would you rate the ABC quarterly newsletter?** 1 – 5 rating

(b_refer) **27. How likely are you to refer ABC Utility to a friend or family member? A 1 means "Very Unlikely" and a 5 "Very Likely".** 1 – 5 rating

[Stratified into 3 groups: 1 – 3, 4 and 5]

(refver3) **Can you please tell me why you rated the Utility 1 - 3?**

(refver4) **Can you please tell me why you rated the Utility 4?**

(refver5) **Can you please tell me why you rated the Utility 5?**

(b_loyal) **28. If given the opportunity to go with another company, how likely are you to continue as a customer of ABC Utility? A 1 rating means "Very Unlikely" and 5 "Very Likely".** 1 – 5 rating

(b_perc) **29. What is your overall perception of ABC Utility? Use a 1-5 scale where 1 is "Very Negative" and 5 is "Very Positive".** 1 – 5 rating

(improve) **30. What is the single most important thing that ABC can do to improve the way they deal with customer concerns?**

(comsug) **31. Do you have any further comments or suggestions?**