

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

- (csrvc) 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?**