

CUSTOMER SATISFACTION SURVEY

272 HIGH STREET • IPSWICH, MA 01938 • (978) 356-6635 • WWW.IPSWICHUTILITIES.ORG



As a community-owned utility, we're always exploring new opportunities to improve our service for our customers and the Town. By completing this survey, you'll be guiding our priorities and shaping the future of your Electric Light Department.

This survey should only take 3– 5 minutes and can be submitted by:

1. Dropping it off in either of our drop boxes,
2. Returning it to the staff at the Utilities Office,
3. Scanning and emailing it to Surveys@IpswichUtilities.org.

Rather submit online?

A link to the online version of this survey is available at:
www.IpswichMA.gov/369/Electric

What kind of customer are you?

1. Are you a residential, commercial, or industrial customer?

- Residential Industrial
 Commercial Other (please specify):

2. Please provide your electric service address or electric account number (i.e. E0123456).

How would you rate our performance?

	Very Poor	Poor	Satisfactory	Good	Excellent	N/A
3. How would you rate our performance in providing reliable electric service?	<input type="checkbox"/>					
4. How would you rate the quality of our customer service?	<input type="checkbox"/>					
5. How would you rate our ability to communicate with customers?	<input type="checkbox"/>					
6. How would you rate your overall satisfaction with the Electric Light Department?	<input type="checkbox"/>					

What do you think our priorities should be? (Try to limit selections to 2 or 3 items from each list)

7. What do you think are our greatest strengths?

- Cost of Electric Service
- Reliability of Electric Service
- Customer Service & Responsiveness
- Online Account Access & Billing Options
- Sustainable Sourcing of Energy
- Availability of Rebates & Incentives
- Other (please specify)

8. Where would you like to see us improve?

- Cost of Electric Service
- Reliability of Electric Service
- Customer Service & Responsiveness
- Online Account Access & Billing Options
- Sustainable Sourcing of Energy
- Availability of Rebates & Incentives
- Other (please specify)

Thank you for taking the time to complete this survey!

9. May we contact you to ask follow up questions about your experience with the Electric Light Dept.?

- Yes If yes, please provide the best phone number to reach you. () -
 No

10. If you have any additional feedback, please feel free to share it with us on the back of this page.

FINAL CUSTOMER SURVEY RESULTS

Question 1: Are you a residential, commercial, or industrial customer?

	All ELD Customers*	% of Total	Survey Responses	% of Total	% Customer Class
Residential	6073	87.1%	679	92.8%	11.2%
Commercial	685	9.8%	19	2.6%	2.8%
Industrial	214	3.1%	0	0.0%	0.0%
Total	6972	100.0%	732	95.4%	10.5%

Notes:

- **All ELD Customers*** does not include municipal customers since the ELD is a municipal entity.
- **% of Total** column does not total 100% because some respondents skipped this question.

All Survey Responses: Online vs. Paper

	Survey Responses	% of Total
Survey Monkey	156	21.3%
Paper Surveys	576	78.7%
Total	732	100%

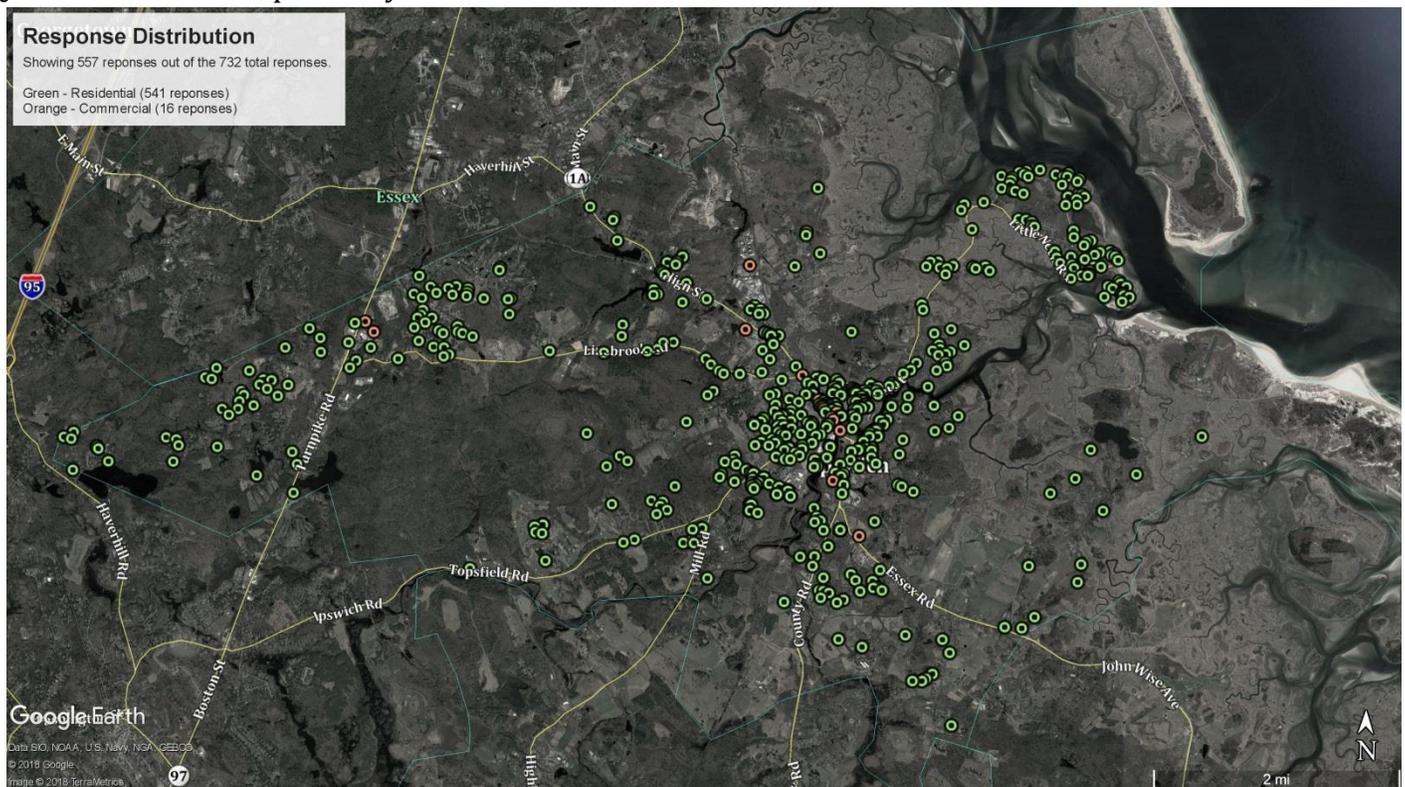
Paper Survey Responses: Return Methods

	Survey Responses	% of Total Paper Surveys
Dropped Off at Utilities Office	417	72.4%
Mailed to Lockbox	142	24.7%
Emailed Picture or Scan	13	2.3%
Filled Out at Utilities Office	4	0.7%
Total Paper Surveys	576	100%

Notes:

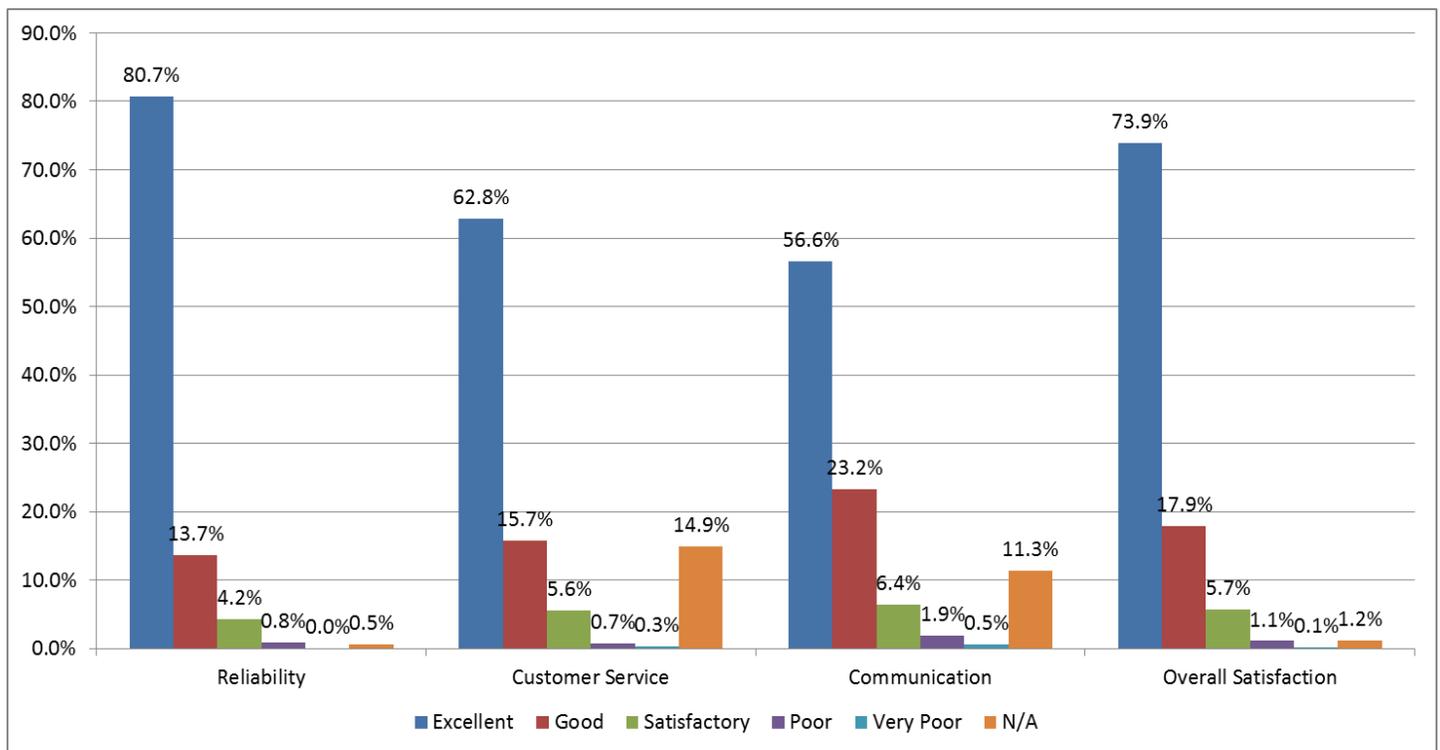
- Customers could find our survey by (1) accessing the Survey Monkey version which was embedded on our website, (2) completing the paper copy included with their bills, and (3) completing a paper copy at the Utilities Office front desk.

Question 2: Please provide your electric service address or account number.



FINAL CUSTOMER SURVEY RESULTS

Questions 3-6: How would you rate our performance in the following areas?



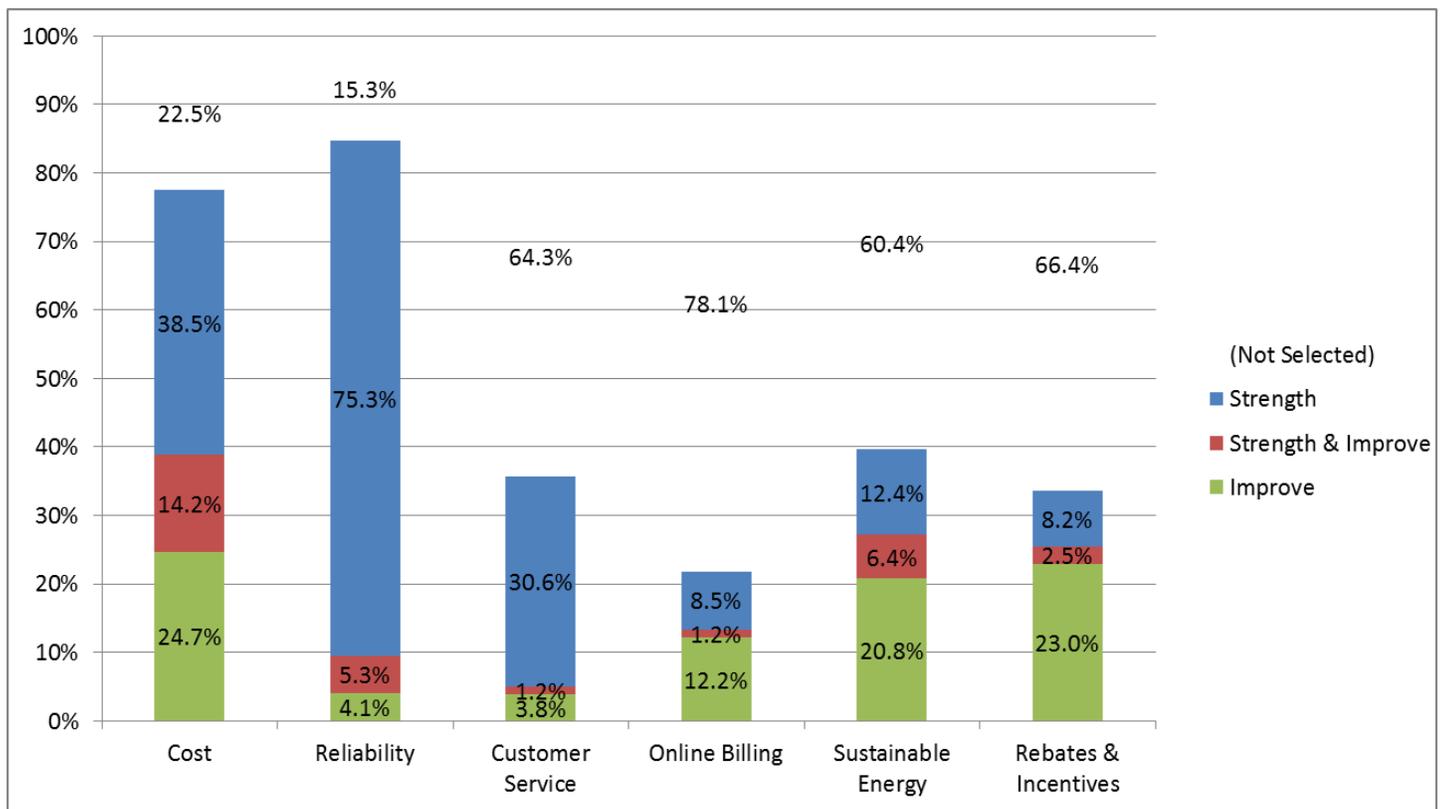
Rating	Reliability		Customer Service		Communication		Overall Satisfaction	
Excellent	591	80.7%	460	62.8%	414	56.6%	541	73.9%
Good	100	13.7%	115	15.7%	170	23.2%	131	17.9%
Satisfactory	31	4.2%	41	5.6%	47	6.4%	42	5.7%
Poor	6	0.8%	5	0.7%	14	1.9%	8	1.1%
Very Poor	0	0.0%	2	0.3%	4	0.5%	1	0.1%
N/A	4	0.5%	109	14.9%	83	11.3%	9	1.2%
Total	732	100%	732	100%	732	100%	732	100%

Notes:

- If a respondent didn't check any boxes for a question in this section, it was interpreted as N/A.

FINAL CUSTOMER SURVEY RESULTS

Questions 7-8: What do you think are our greatest strengths/opportunities for improvement?



	Cost	Reliability	Customer Service	Online Billing	Sustainable Energy	Rebates & Incentives
Strength	282	551	224	62	91	60
Strength & Improve	104	39	9	9	47	18
Improve	181	30	28	89	152	168
<i># of times not selected</i>	165	112	471	572	442	486
Total	732	732	732	732	732	732

Notes:

- Respondents were encouraged to limit selections to 2-3 items from each list (ie. 2-3 strengths and 2-3 areas of improvement). All responses were counted regardless of adherence to this recommendation.
- Some respondents selected categories both as a strength and an area of improvement which is indicated as **Strength & Improve** in the chart and table above.
- In addition to the 6 categories provided, 20 respondents wrote in an **Other Strength** and 83 wrote in an **Other Improvement** (all listed in the appendix).

Questions 9-10: Additional Feedback

- **325 respondents** provided a phone number to be contacted with follow up questions.
- **192 respondents** submitted additional feedback (listed in the appendix).

FINAL CUSTOMER SURVEY RESULTS

Additional Insights

“Rate our Performance”: The Impact of N/A on Net Positive Index

	Reliability		Customer Service		Communication		Overall Satisfaction	
	5 pt. scale	Incl. N/A	5 pt. scale	Incl. N/A	5 pt. scale	Incl. N/A	5 pt. scale	Incl. N/A
NPI	175.7	175.1	156.3	141.4	147.7	136.3	166.9	165.7

Questions 3-6 of the survey asked respondents to rate our performance in three core areas as well as overall satisfaction with the Electric Light Department (ELD). Respondents could choose from a 5-point scale (Very Poor – Excellent) or select Not Applicable (N/A).

SDS Research has established Net Positive Index (NPI) benchmarks for the Public Power industry which were obtained from Concord Municipal Light Plant’s [2017 Customer Satisfaction Survey Report](#). The areas for which benchmarks are provided in Concord’s report are comparable to the terms used in the ELD’s survey.

Using the standard model of calculating NPI based solely on the 5-point scale, the ELD meets or exceeds most of the SDS benchmarks with Customer Service falling short. However, if N/A responses are included in the calculation of NPI as customers that are “less satisfied”, the ELD falls significantly below the SDS benchmarks in Customer Service and Communication.

Comparable ELD Survey Term	SDS Term	SDS Benchmarks
Reliability	Reliability	167
Customer Service	Employees	161
Communication	Communication	147
Overall Satisfaction	Value	124

