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?
3. How would you rate our performance in providing reliable electric service?
   - Very Poor
   - Poor
   - Satisfactory
   - Good
   - Excellent
   - N/A

4. How would you rate the quality of our customer service?

5. How would you rate our ability to communicate with customers?

6. How would you rate your overall satisfaction with the Electric Light Department?

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

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?

<table>
<thead>
<tr>
<th></th>
<th>All ELD Customers*</th>
<th>% of Total</th>
<th>Survey Responses</th>
<th>% of Total</th>
<th>% Customer Class</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residential</td>
<td>6073</td>
<td>87.1%</td>
<td>679</td>
<td>92.8%</td>
<td>11.2%</td>
</tr>
<tr>
<td>Commercial</td>
<td>685</td>
<td>9.8%</td>
<td>19</td>
<td>2.6%</td>
<td>2.8%</td>
</tr>
<tr>
<td>Industrial</td>
<td>214</td>
<td>3.1%</td>
<td>0</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>6972</strong></td>
<td><strong>100.0%</strong></td>
<td><strong>732</strong></td>
<td><strong>95.4%</strong></td>
<td><strong>10.5%</strong></td>
</tr>
</tbody>
</table>

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**

<table>
<thead>
<tr>
<th></th>
<th>Survey Responses</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Survey Monkey</td>
<td>156</td>
<td>21.3%</td>
</tr>
<tr>
<td>Paper Surveys</td>
<td>576</td>
<td>78.7%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>732</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

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.

**Paper Survey Responses: Return Methods**

<table>
<thead>
<tr>
<th></th>
<th>Survey Responses</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dropped Off at Utilities Office</td>
<td>417</td>
<td>72.4%</td>
</tr>
<tr>
<td>Mailed to Lockbox</td>
<td>142</td>
<td>24.7%</td>
</tr>
<tr>
<td>Emailed Picture or Scan</td>
<td>13</td>
<td>2.3%</td>
</tr>
<tr>
<td>Filled Out at Utilities Office</td>
<td>4</td>
<td>0.7%</td>
</tr>
<tr>
<td><strong>Total Paper Surveys</strong></td>
<td><strong>576</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>
Questions 3-6: How would you rate our performance in the following areas?

### Final Customer Survey Results

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

Notes:
- If a respondent didn’t check any boxes for a question in this section, it was interpreted as N/A.
Questions 7-8: What do you think are our greatest strengths/opportunities for improvement?

![Chart showing survey results]

**Notes:**
- Respondents were encouraged to limit selections to 2-3 items from each list (i.e., 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).
Additional Insights

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

<table>
<thead>
<tr>
<th></th>
<th>Reliability</th>
<th>Customer Service</th>
<th>Communication</th>
<th>Overall Satisfaction</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Scale</td>
<td>Scale</td>
<td>Scale</td>
<td>Scale</td>
</tr>
<tr>
<td>NPI</td>
<td>Incl. N/A</td>
<td>Incl. N/A</td>
<td>Incl. N/A</td>
<td>Incl. N/A</td>
</tr>
<tr>
<td>175.7</td>
<td>175.1</td>
<td>156.3</td>
<td>141.4</td>
<td>166.9</td>
</tr>
<tr>
<td>147.7</td>
<td>136.3</td>
<td>147.7</td>
<td>166.9</td>
<td>165.7</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Comparable ELD Survey Term</th>
<th>SDS Term</th>
<th>SDS Benchmarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reliability</td>
<td>Reliability</td>
<td>167</td>
</tr>
<tr>
<td>Customer Service</td>
<td>Employees</td>
<td>161</td>
</tr>
<tr>
<td>Communication</td>
<td>Communication</td>
<td>147</td>
</tr>
<tr>
<td>Overall Satisfaction</td>
<td>Value</td>
<td>124</td>
</tr>
</tbody>
</table>

![Chart showing NPI (5 pt scale), NPI (w N/A), and SDS Benchmarks for Reliability, Customer Service, Communication, and Overall Satisfaction]