



2018 QUALTRICS CUSTOMER SATISFACTION SURVEY RESULTS



GRU SURVEYS



- Relationship Email Surveys
Biannually
 - Transactional Surveys
Ongoing
 - Online Feedback Surveys
Ongoing
-

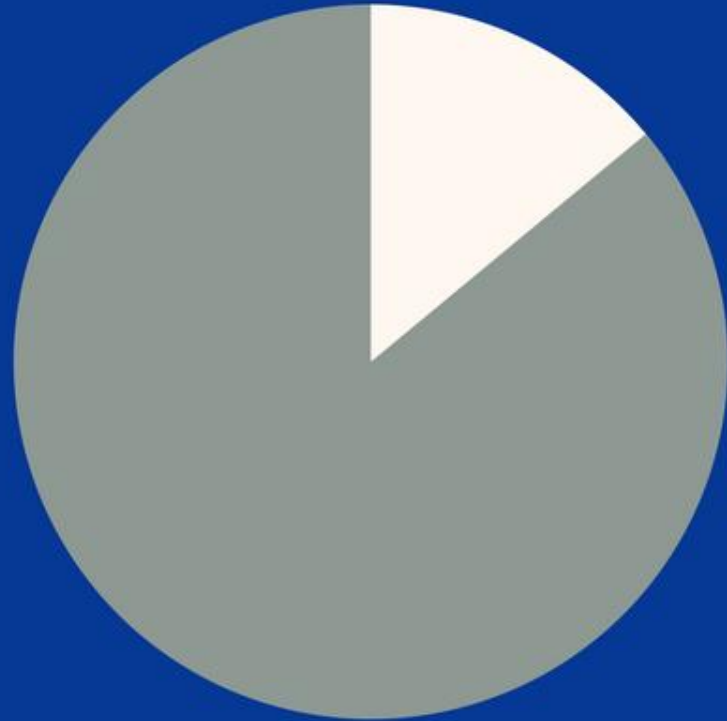
Total Response Count

7,605



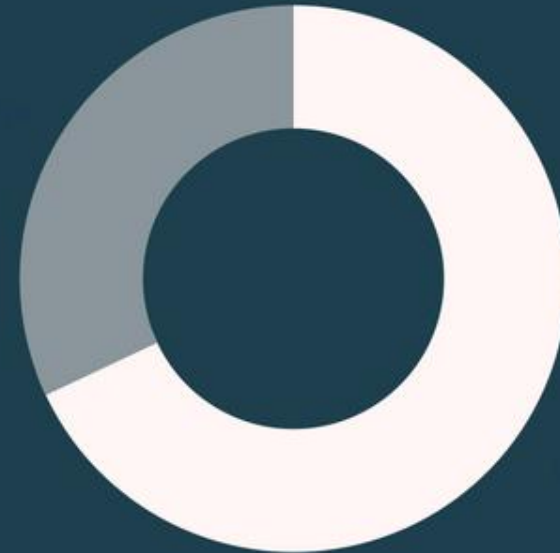
Total Response Rate

14%



OVERALL CUSTOMER SATISFACTION

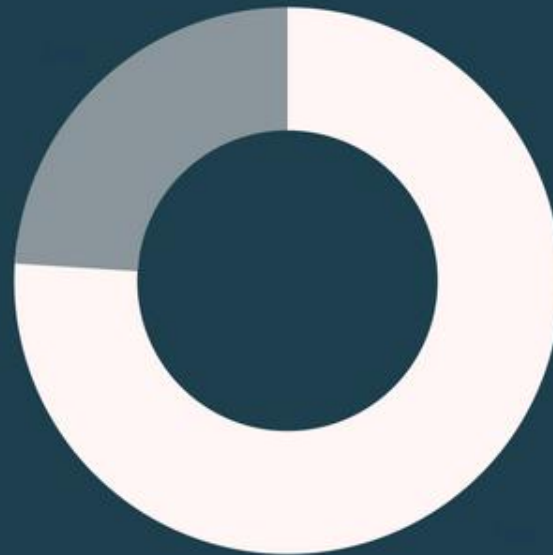
3.4/5



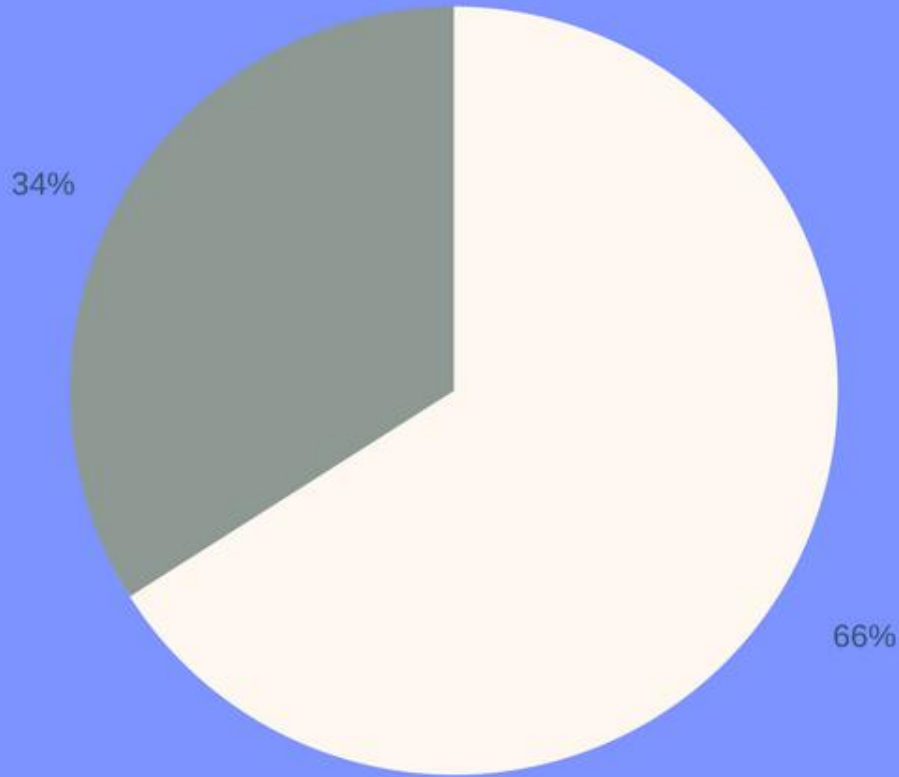


EMPLOYEE-CUSTOMER
INTERACTIONS

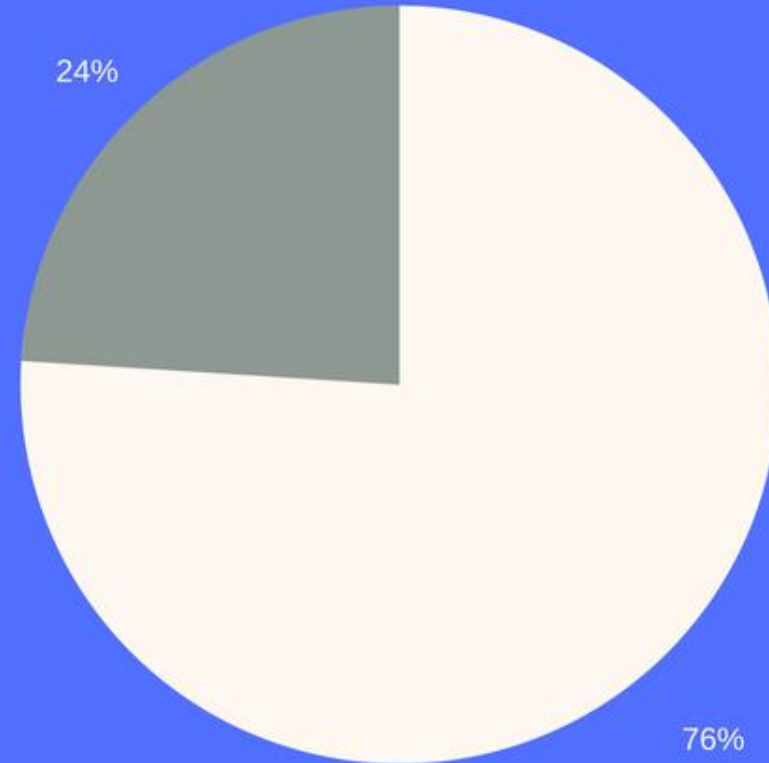
3.8/5



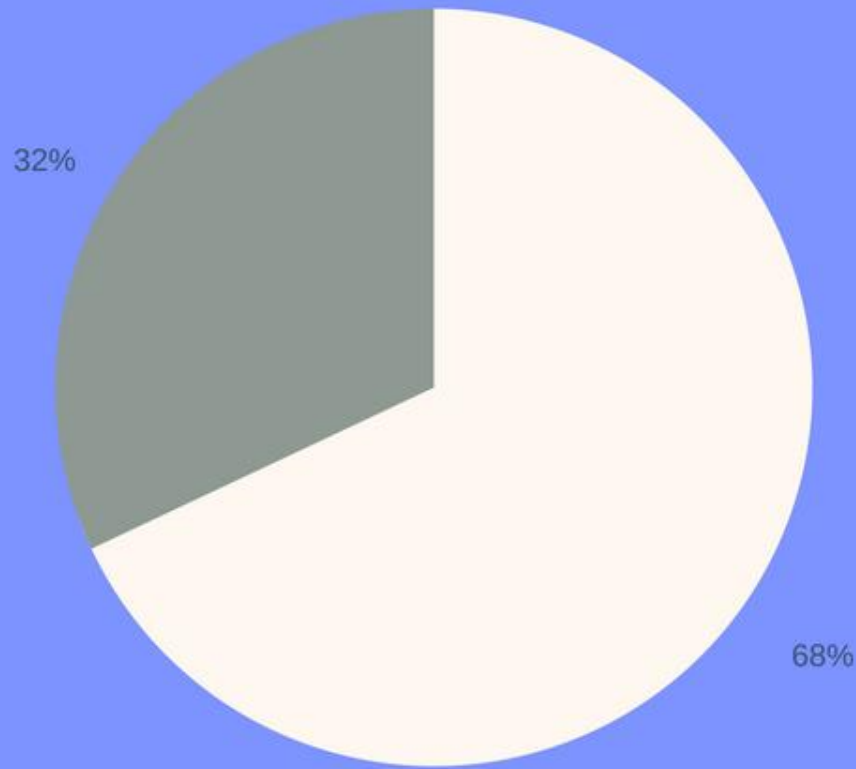
**Bill
Accuracy**
3.3/5



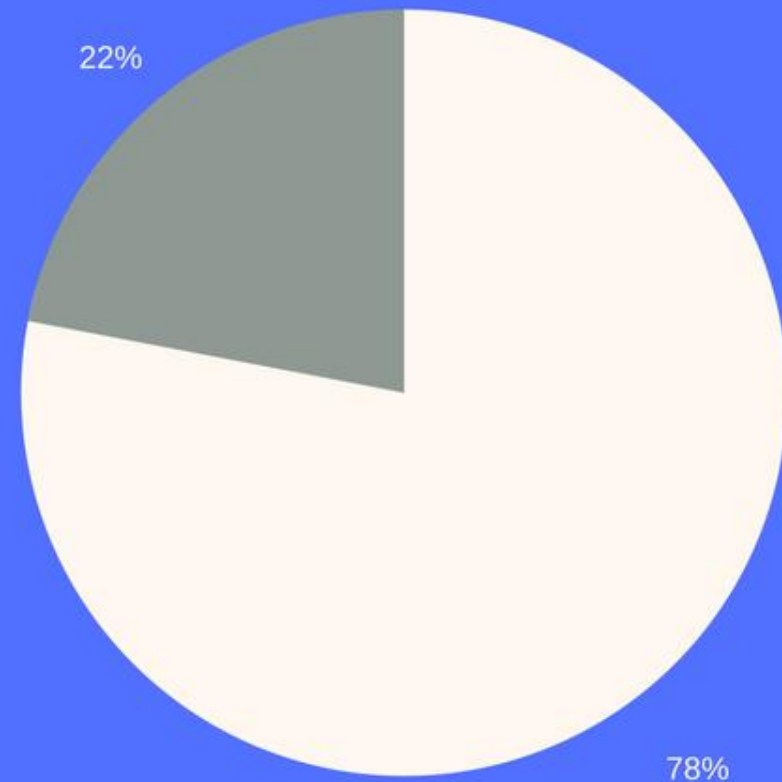
**Ease of
Business**
3.7/5



**Problem
Resolution**
3.4/5



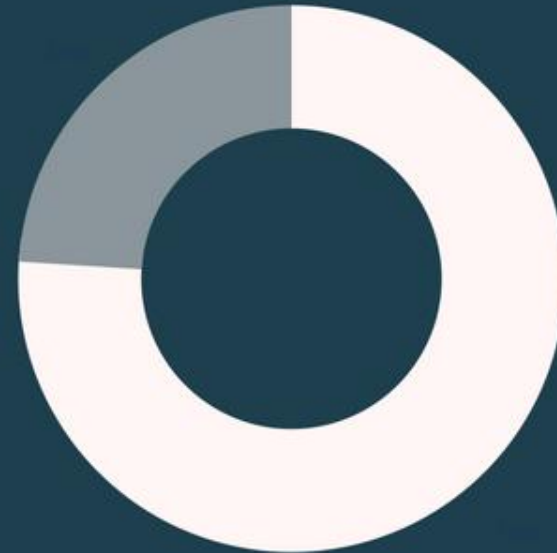
**Service
Quality**
3.9/5



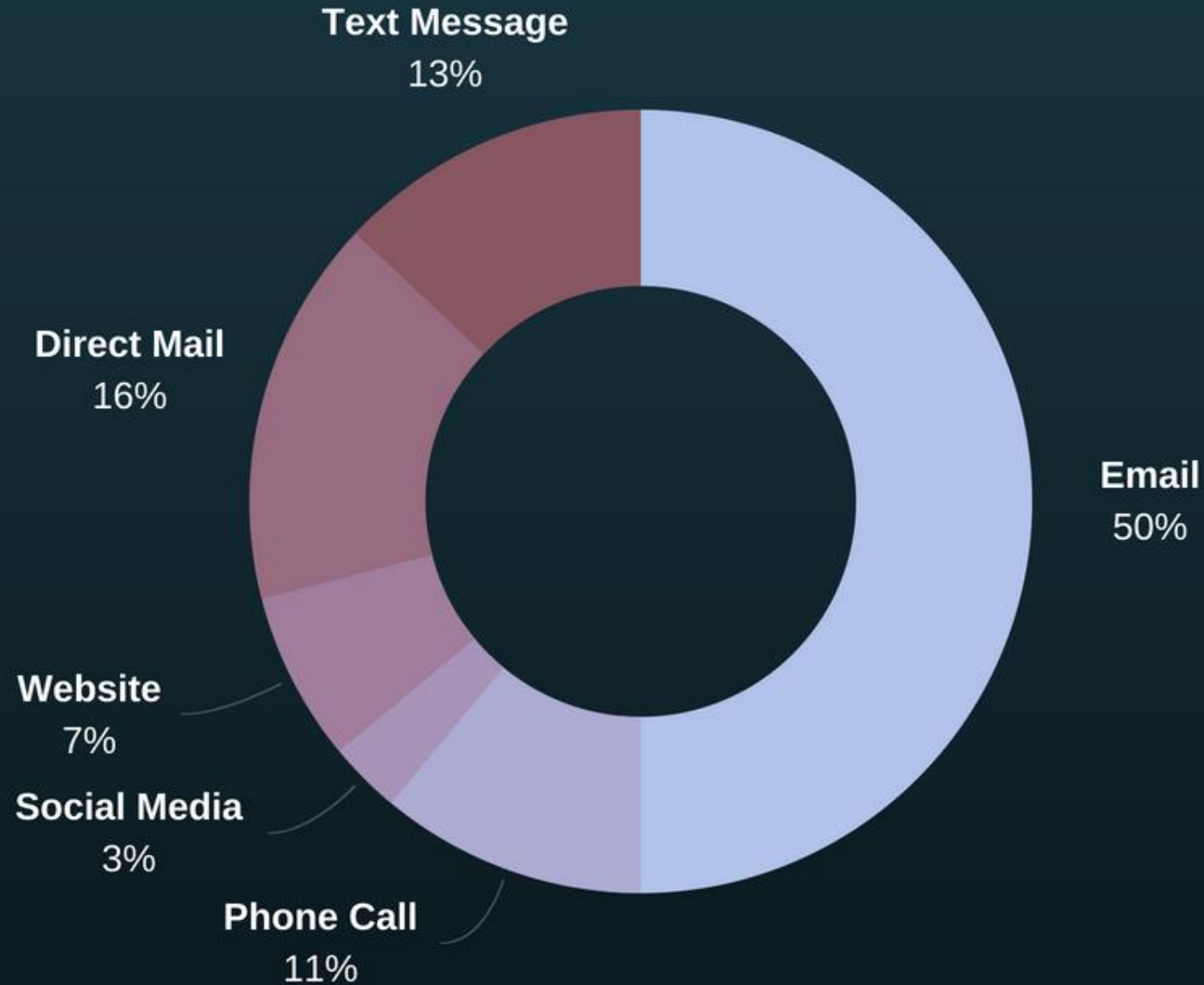


**OVERALL SATISFACTION WITH
CUSTOMER SERVICE
REPRESENTATIVES**

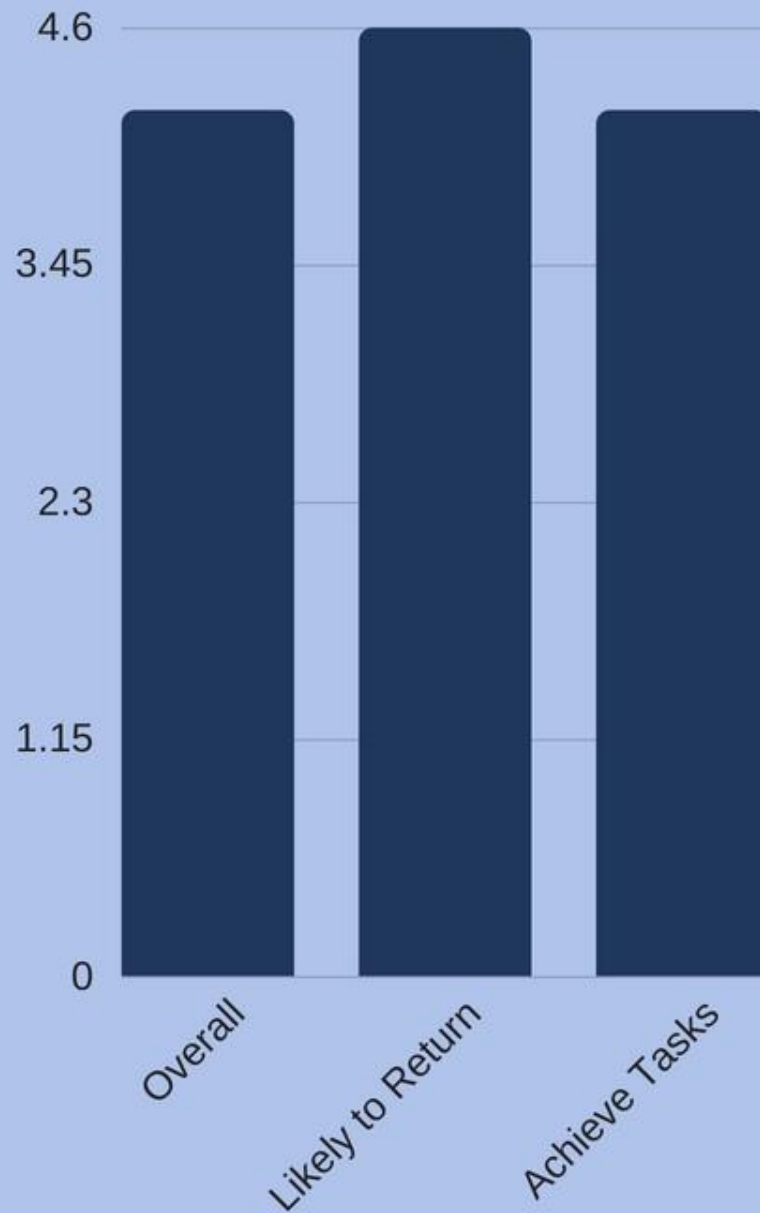
3.7/5



Preferred Method of Communication



GRU WEBSITE RATINGS

[FOR MY HOME](#)[FOR MY BUSINESS](#)[ENVIRONMENT & COMMUNITY](#)[ABOUT GRU](#)[WORK WITH GRU](#)[CONTACT US](#)[PAY MY BILL](#)[Log In To My Account](#)

on the potential purchase of GREC and public meetings related to the topic.

[Report An Outage »](#)

Report any service interruptions you are experiencing.

[Start, Stop, Move »](#)

Start, stop or move residential electric or water service.

ve

providing its customers with valuable information about reducing
Using our featured tips can translate into a reduced carbon footprint

ve energy.
WIN

we'd
seasonal
tips.

RU

time



One leaky faucet can
waste more than
3,000
gallons of water
per year.

SAVE WATER

Information and tools to help you save money
and reduce water use.

[Learn More](#)

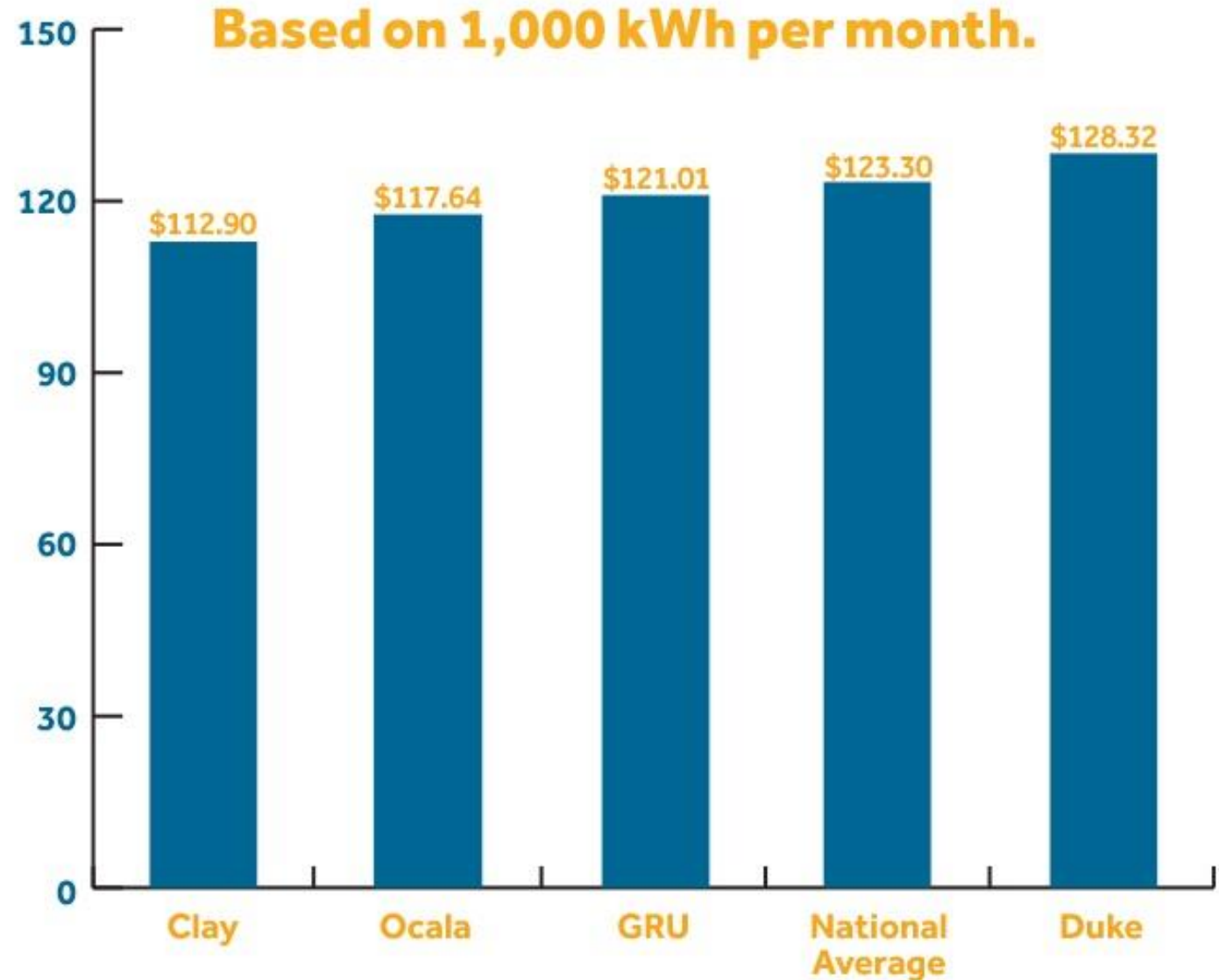
ACTION ITEMS



- How to read your meter page
 - How to read your bill handout
 - Rate comparison handout
 - Biomass educational handout
 - Improved customer outage map
 - Customer email campaigns
 - Monthly customer emails from GM
-

GRU's residential electric rates are competitive.

Take a look at this chart to see how we compare to other local utilities.



QUESTIONS?

