



## Legislation Text

---

**File #:** 180295., **Version:** 1

---

### **Discuss Results of GRU's Customer Relationship Survey (B)**

At the August 9, 2018, regular UAB meeting, the subject of GRU's recent customer relationship survey campaign arose. For this campaign, which started on May 23, 2018, GRU partnered with Qualtrics, an industry leader in marketing platforms for customer experience strategy improvement. The surveys allow GRU to monitor, analyze, respond, and improve key moments along the customer journey and incorporate customer feedback and recommendations into every decision. The feedback received will help the organization gain a baseline for continuous improvement before beginning transactional surveys.

The board asked staff to present the survey results for discussion at their next workshop.

None.

Hear a presentation from staff and discuss.