



Monitoring Report SD-5: Customer Satisfaction

April 16, 2024



SD-5: CUSTOMER SATISFACTION

Achieving a high level of customer satisfaction is key to OPPD's vision.

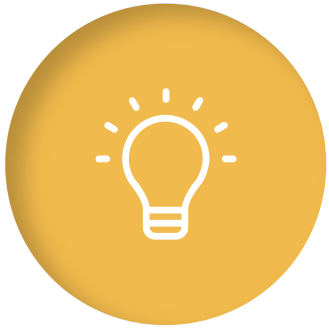
The Board will ensure that OPPD shall obtain feedback from its customer-owners through nationally syndicated studies, which allow OPPD to evaluate and prioritize its strategic plans, and to guide investments and operational activities to ensure high satisfaction in all aspects of OPPD's interactions with our customer-owners.

OPPD establishes a goal to achieve top quartile performance in customer satisfaction for similar-sized utilities in the region across customer classes.

AS A PART OF THIS POLICY:

- Interact with customer-owners in a respectful, dignified and civilized manner.
- Communicate a procedure to customers who believe they have not received fair treatment from OPPD.
- Provide periodic customer-owner trend updates to the Board.

SD-5 ACCOUNTABILITIES TO ACHIEVE EXCELLENT CUSTOMER SATISFACTION



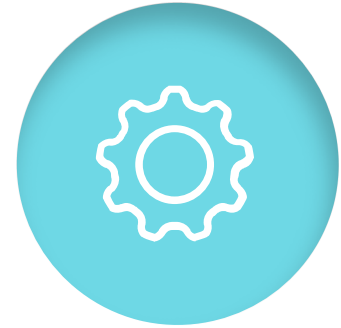
Share the big picture

Provide periodic customer-owner trend updates to the Board.



Give customers a voice

Communicate a procedure to customers who believe they have not received fair treatment from OPPD.



Measure, learn, respond

Achieve top quartile performance in customer satisfaction for similar-sized utilities in the region across customer classes.



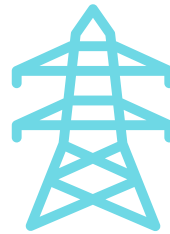
Share the big picture

Provide periodic customer-owner trend updates to the Board.



Macro

Inflation, decreased energy assistance funding and other economic pressures continue to have an impact on customers' lives.



Industry

Industrywide, total customer satisfaction was down in 2023, largely due to perceptions of price and affordability.



OPPD

OPPD performed well in customer satisfaction in 2023 but has not been immune from the impacts of macro economic forces.

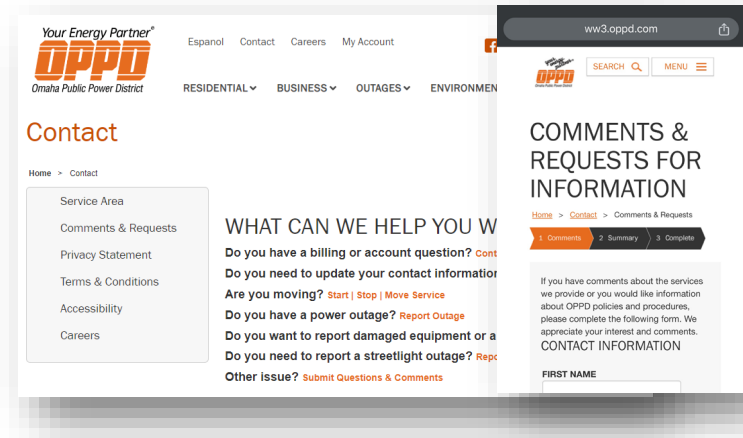


Give customers a voice

Communicate a procedure to customers who believe they have not received fair treatment from OPPD.



Online, mobile, email

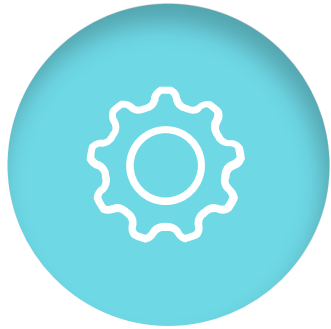


Phone



In-person





Measure, learn, respond

Achieve top quartile performance in customer satisfaction for similar-sized utilities in the region across customer classes.



Residential

- JD Power Associates Electric Utility Residential Customer Satisfaction StudySM
- Customer care representative transaction study
- Customer communication study
- Custom studies related to brand, customer experience and product development



Business

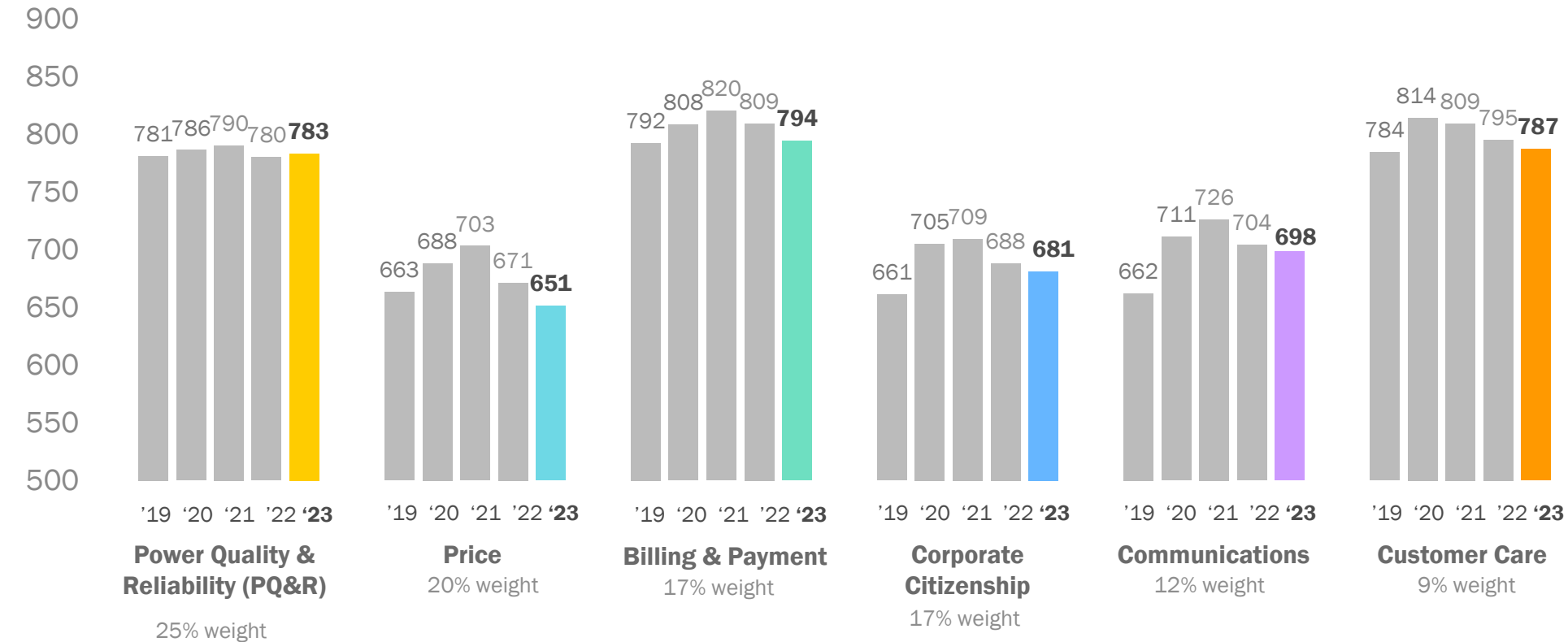
- Escalent, Cogent Syndicated Electric Utility Business Customer Satisfaction StudySM
- Small to medium business study
- Daily account executive business interactions and insights



- 731 (-8) total Customer Satisfaction Index for OPPD
- Ranked **first quartile** in Midwest Midsize Utility segment for 2023

JD Power Residential Customer Satisfaction

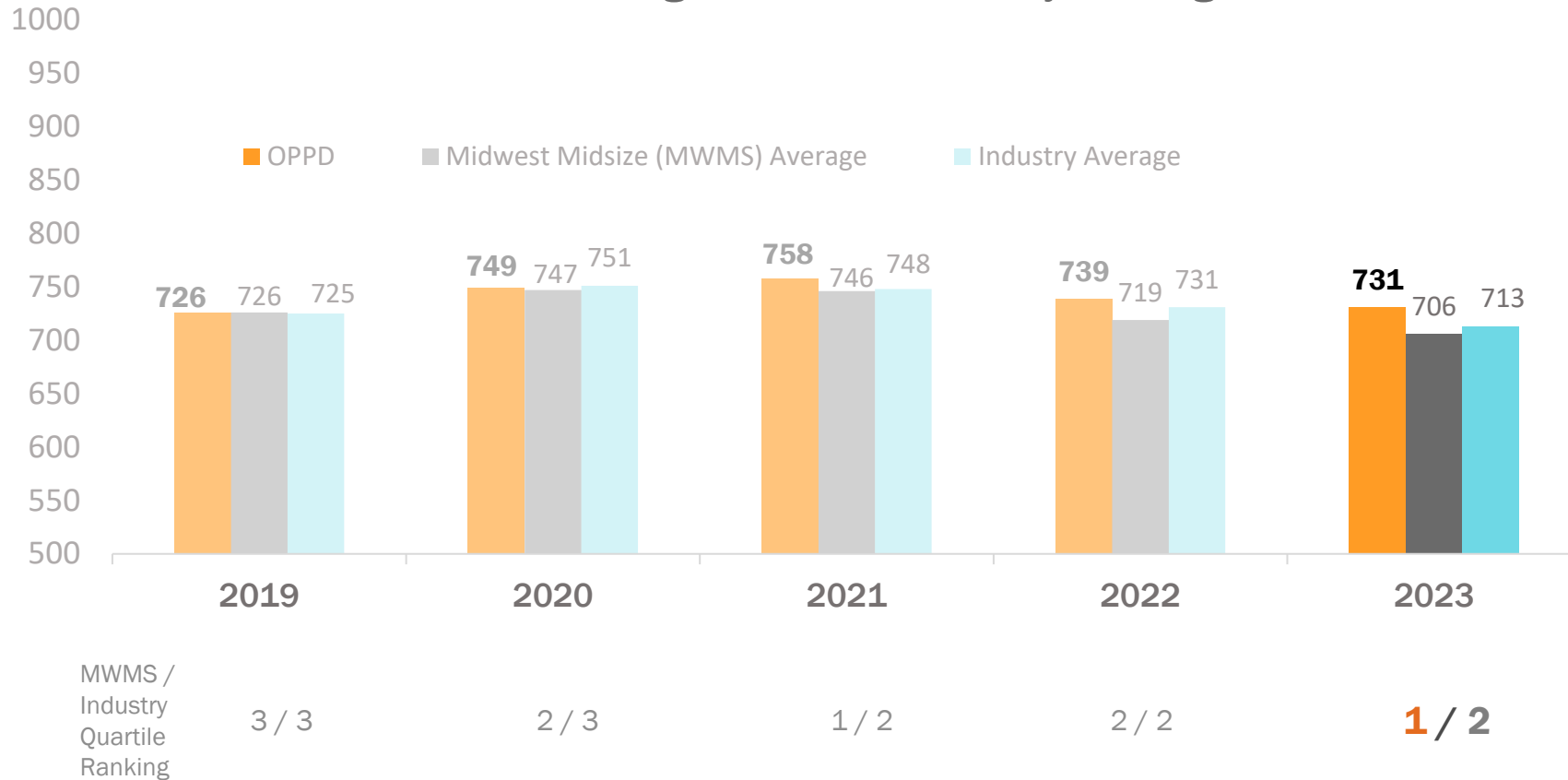
OPPD Performance 2019-2023



Source: 2019-2023 JD Power Associates Electric Utility Residential Customer Satisfaction StudySM. OPPD annual sample sizes are sufficient for statistically meaningful analysis.

JD Power Residential Customer Satisfaction

OPPD Performance v. Segment and Industry Averages 2019-2023

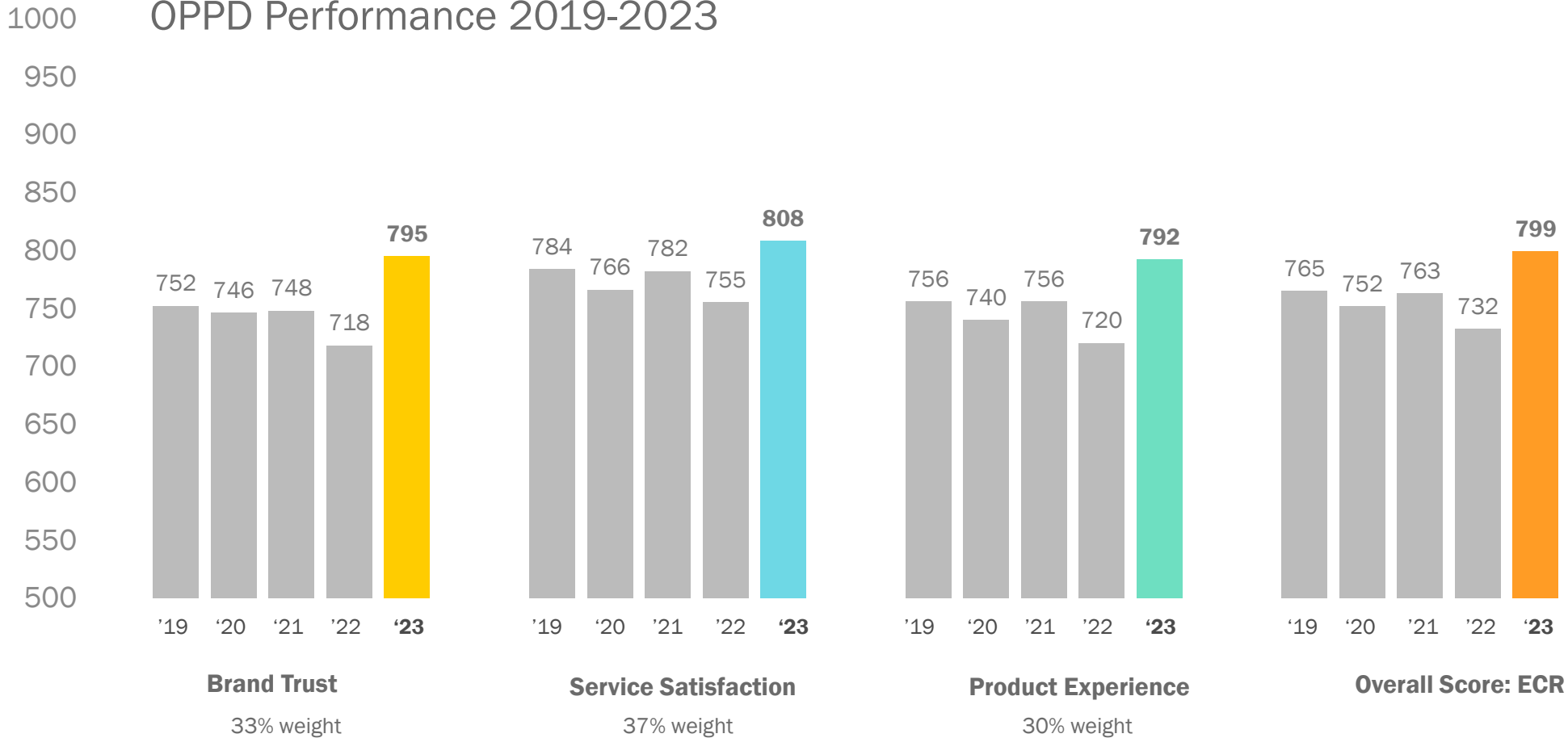


- Ranked **first quartile** in segment, ranking third in comparative set.
- Ranked second quartile across all ranked utilities.

Source: 2019-2023 JD Power Associates Electric Utility Residential Customer Satisfaction StudySM. OPPD and peer set annual sample sizes are sufficient for statistically meaningful analysis.

Escalent Business Customer Engagement

OPPD Performance 2019-2023

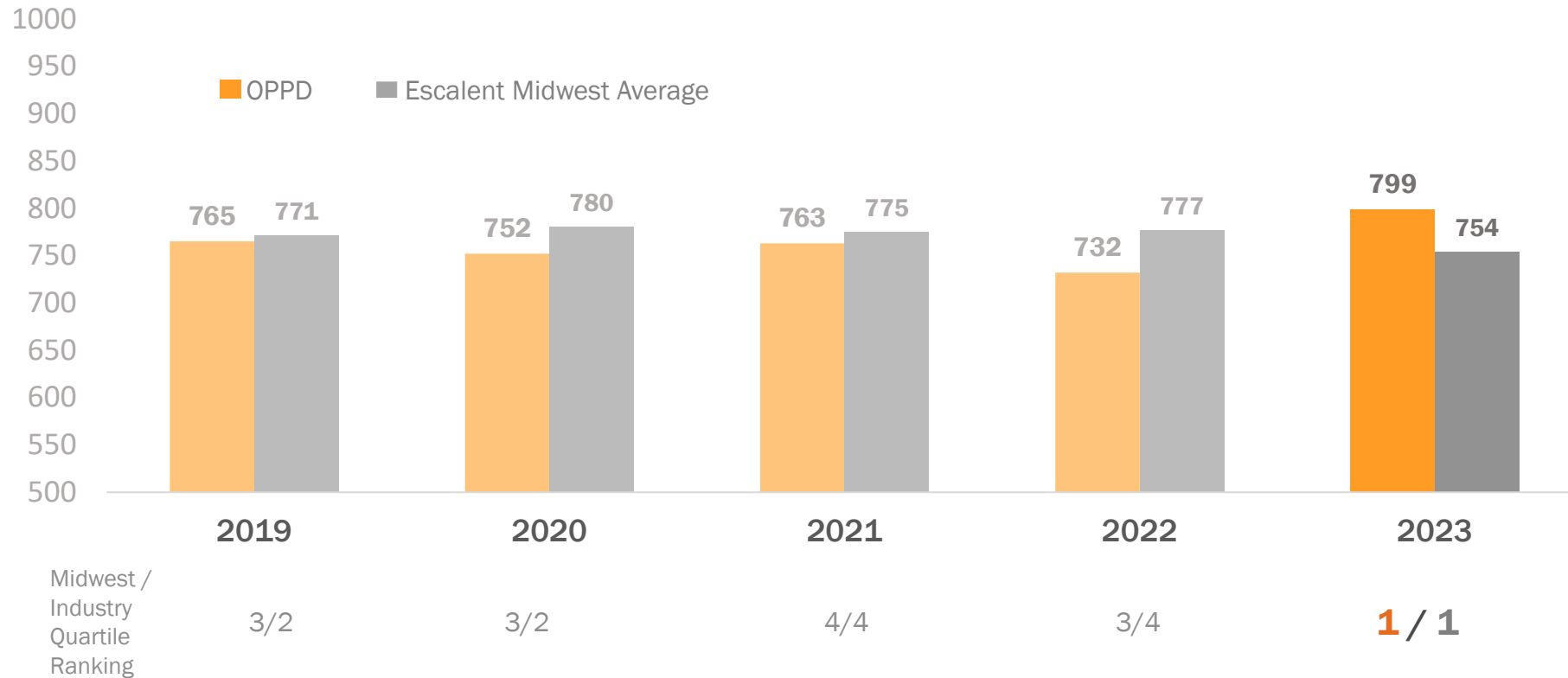


- 799 total Engaged (Business) Customer Relationship Score
- Ranked **first quartile** in Midwest Region segment for 2023

Source: 2019-2023 Escalent, Cogent Syndicated Electric Utility Business Customer Satisfaction StudySM

Escalent Business Customer Engagement

OPPD Performance v. Segment Averages 2019-2023



- Ranked **first quartile** in Midwest Region segment for 2023
- Ranked **first quartile** across all ranked utilities

Source: 2019-2023 Escalent, Cogent Syndicated Electric Utility Business Customer Satisfaction StudySM

Recommendation

The Customer & Public Engagement Committee has reviewed and accepted this Monitoring Report for SD-5 and recommends that the Board find OPPD to be sufficiently in compliance with Board Policy SD-5.

Any reflections on

**what has been
accomplished, challenges
and/or strategic
implications?**

