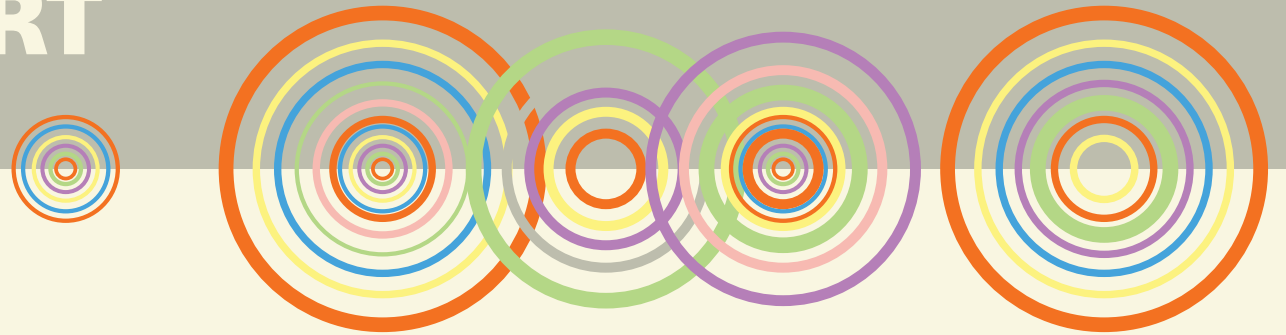







SD-5: CUSTOMER SATISFACTION | MONITORING REPORT

▶4.15.2025▶



PHYSICAL SAFETY CHECKPOINT

-  Feeling Ill?
-  Locate AED's, Exits, and First Aid
-  Environmental Hazards
-  Identify Help
-  Active Shooter (Run, Hide, Fight)

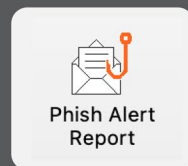
PSYCHOLOGICAL SAFETY CHECKPOINT

-  Respect
-  Healthy Conflict
-  Multiple Perspectives
-  Trust
-  Culture of Curiosity

CYBER SECURITY

SEE SOMETHING, SAY SOMETHING

- The Sooner The Better
- Identify unknown phone number(s) or person(s) in virtual meetings



CONTACT

CENTRAL STATION: 531-226-3700 for an emergency
SAFETY: 531-226-7233 (SAFE) to report a safety issue
OPPD SERVICE DESK: 531-226-3848
HUDDLE SPACE SECURITY: 402-982-8200

AGENDA

- **SD-5 Customer Satisfaction Overview**
- **Residential Results**
- **Business Results**

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



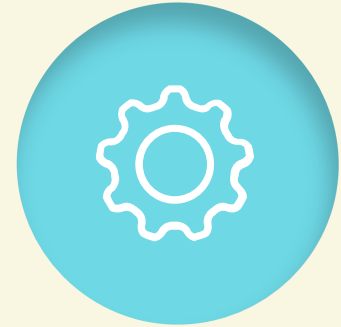
Share the big picture

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

Weather and economic pressures (inflation, decreased energy assistance funding, etc.) continue to have an impact on customers' lives.



Industry

The industry saw opposing results in 2024 with residential customer satisfaction dropping for the 4th straight year and business customer satisfaction saw an increase buoyed by a more optimistic business outlook.



OPPD

OPPD performed well in customer satisfaction in 2024 but has not been immune from the impacts of macro economic forces and weather impacts.

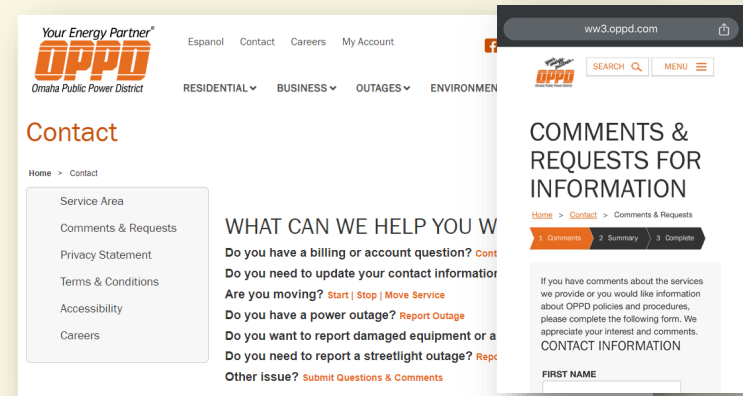


Give customers a voice

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



Online, mobile,
email



Phone



In-person





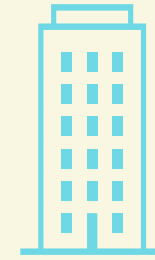
Measure, learn, respond

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



Residential

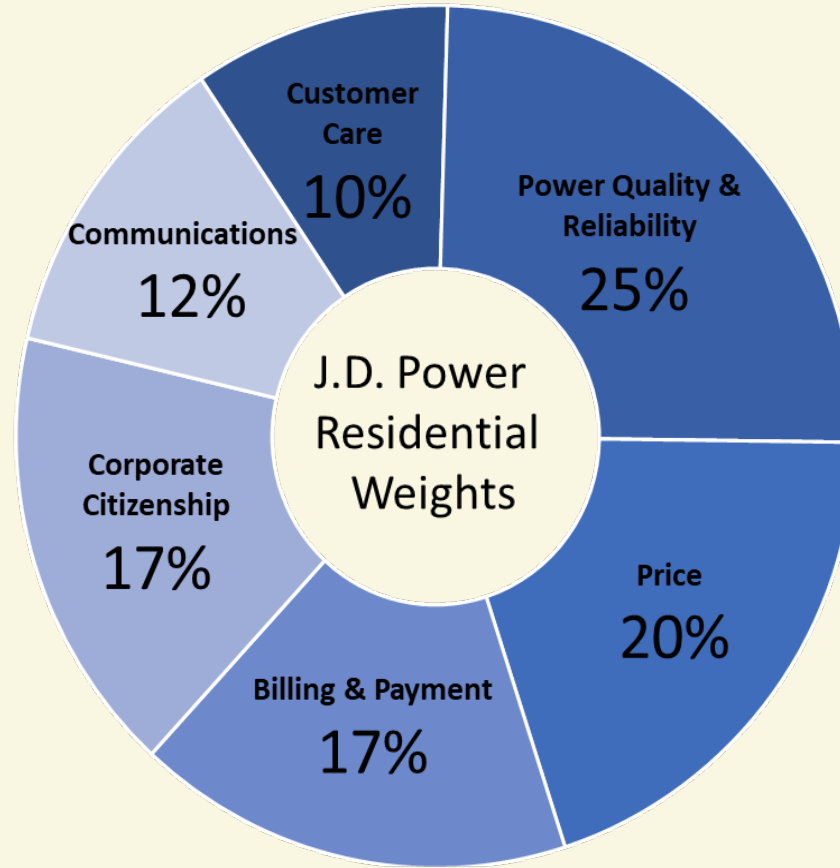
- JD Power Associates Electric Utility Residential Customer Satisfaction StudySM
- Customer care representative transaction study
- Customer communication study
- Custom studies related to brand, customer experience and product development



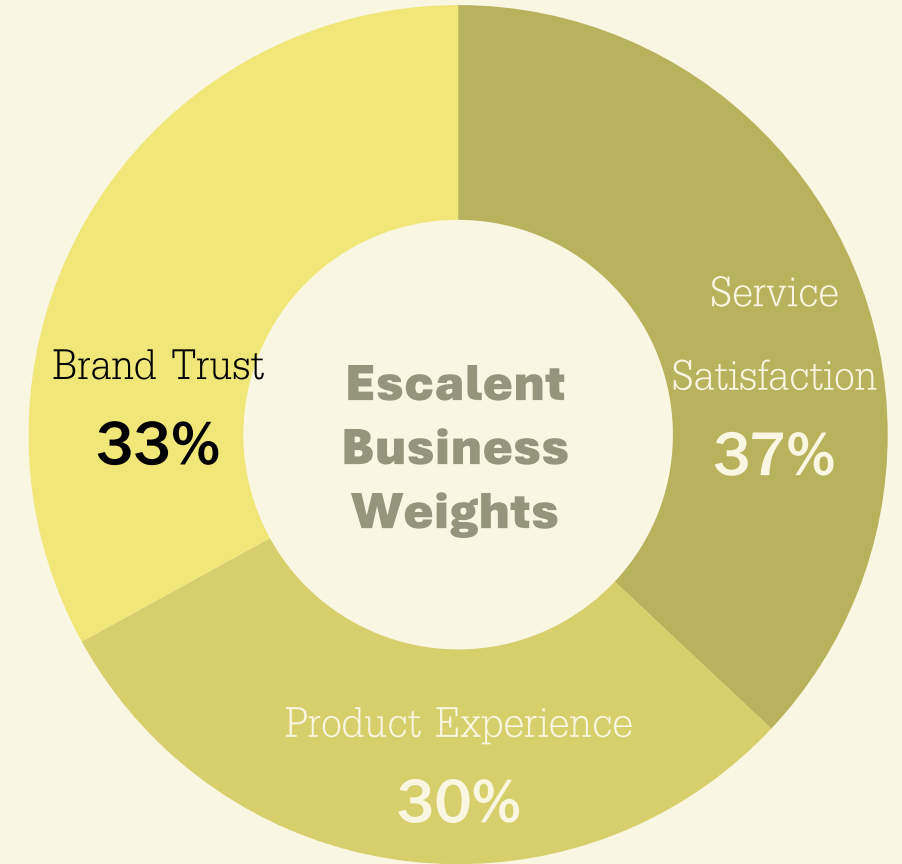
Business

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

The J.D. Power residential study and Escalent's business study point to both OPPD-specific and electric utility industry trends, **retrospectively**



J.D. Power Associates Residential Electric Utility Customer Satisfaction Study

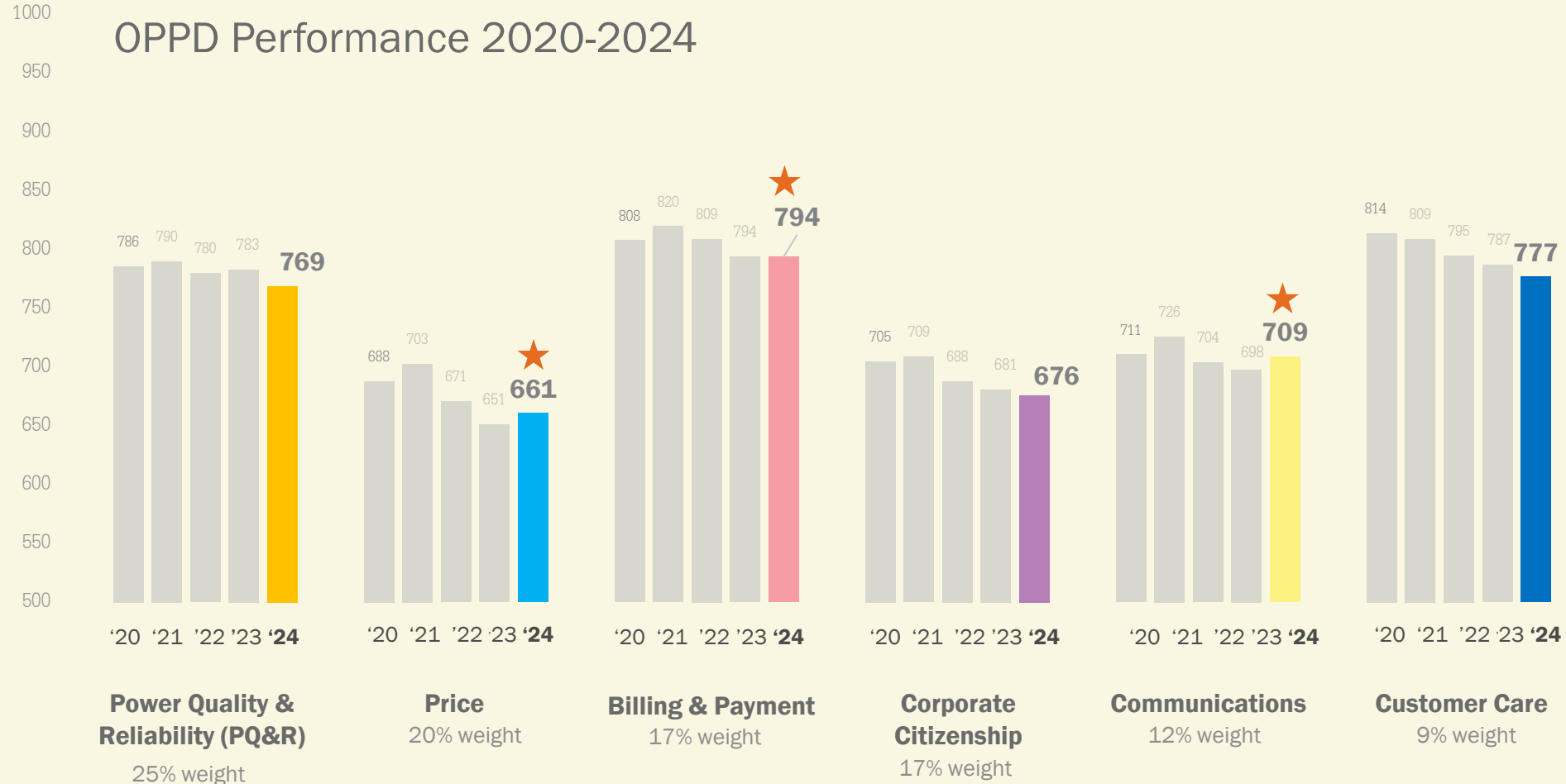


Escalent's Cogent Business Customer Engagement Evaluation

Note: Values may not total 100% due to rounding

JD Power Residential Customer Satisfaction

OPPD Performance 2020-2024

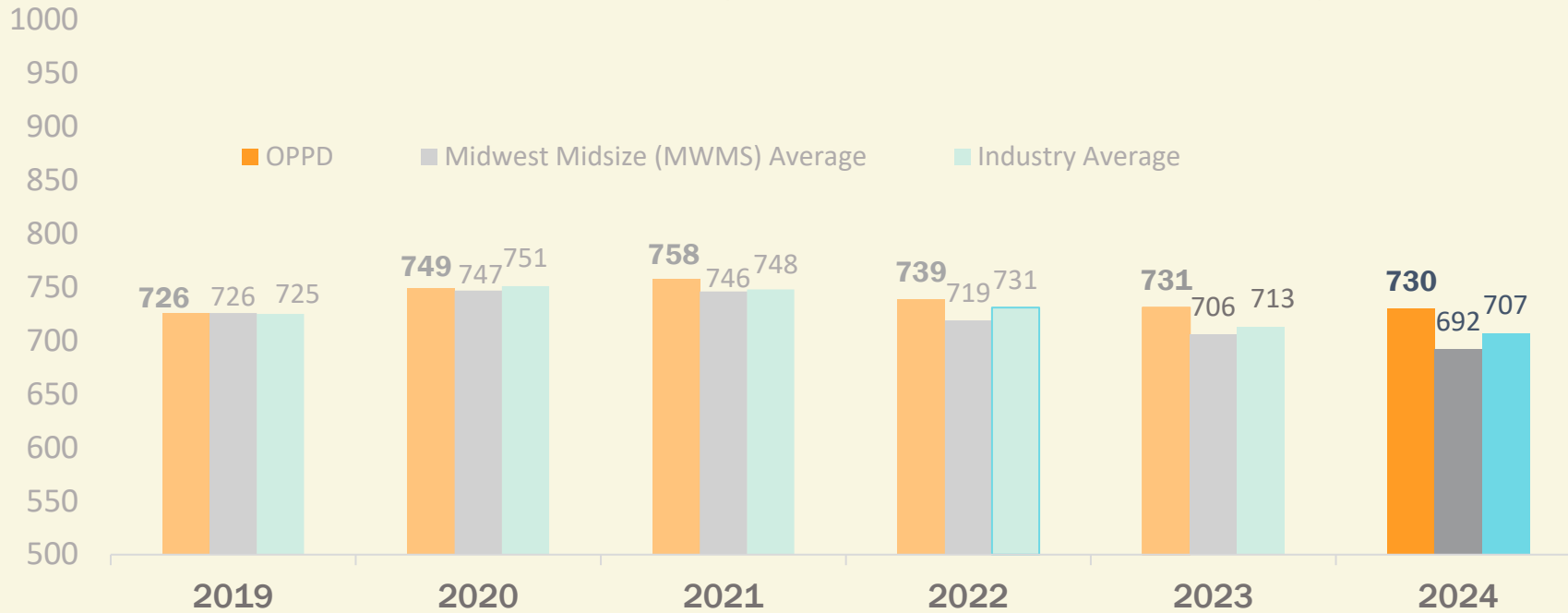


- 730 (-1) total Customer Satisfaction Index for OPPD
- Ranked **first** in Midwest Midsize Utility segment for 2024

Source: 2020-2024 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



	2019	2020	2021	2022	2023	2024
MWMS / Industry Quartile Ranking	3 / 3	2 / 3	1 / 2	2 / 2	1 / 2	1 / 2



- Ranked first place in the Midwest Midsize segment.
- 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.

MSR SURVEYS RESULTS - RESIDENTIAL

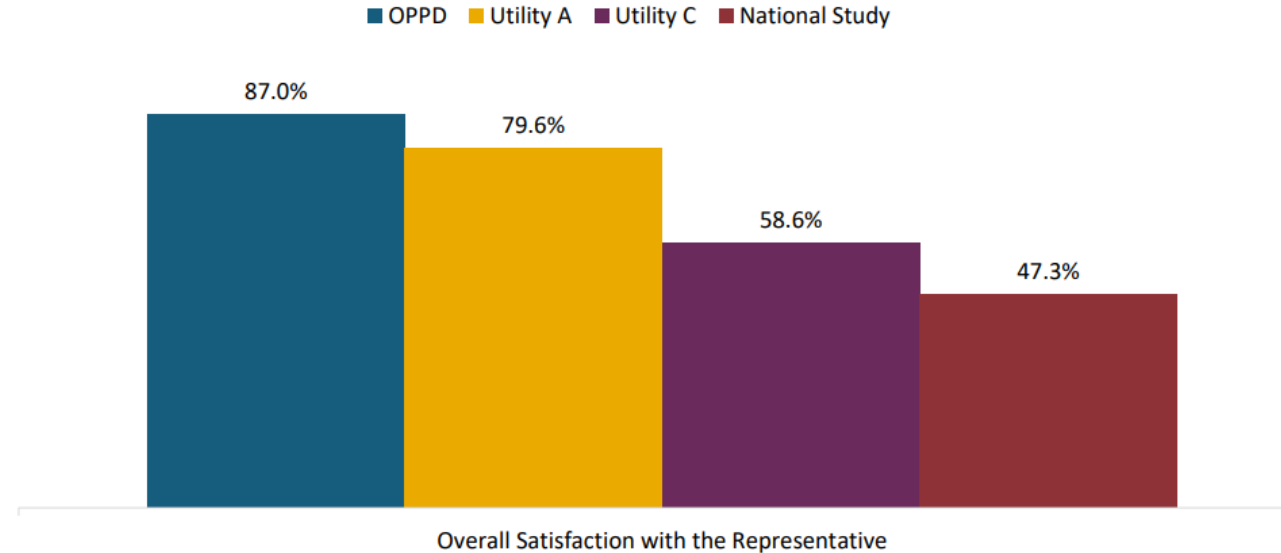


Customers are Highly Satisfied With OPPD's Customer Service Representatives

- OPPD holds the top spot among other APECS utilities evaluated in terms of customers' satisfaction with their utility's customer service representatives.
- Nearly nine in ten customers were very satisfied with the OPPD customer service representative they spoke with, compared to less than half of customers on a national level who were very satisfied with their utility's representative.



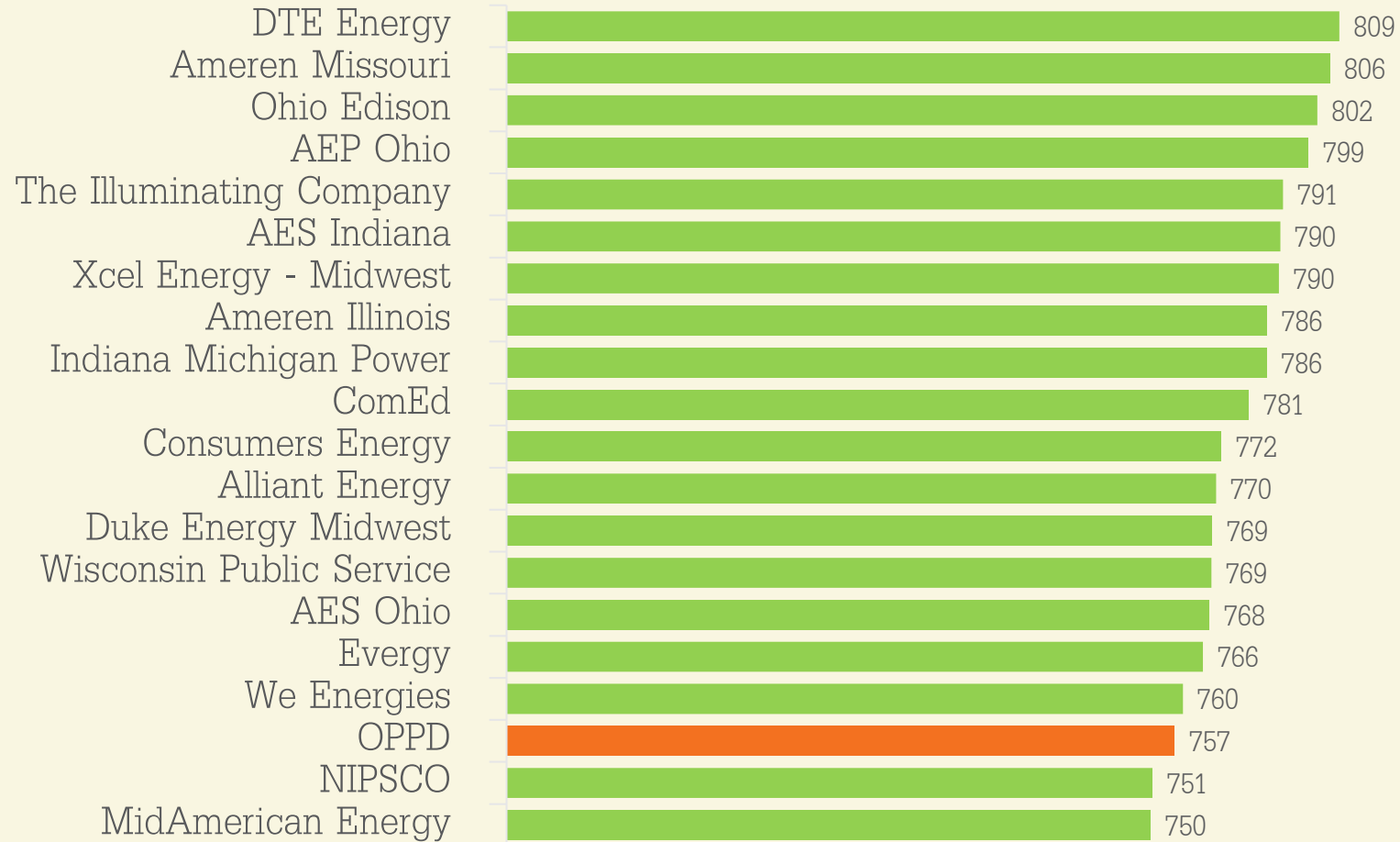
2024 OSAT with Rep
% Very Satisfied



Reference: Q12. Overall, how satisfied are you with the customer service representative that you spoke with?

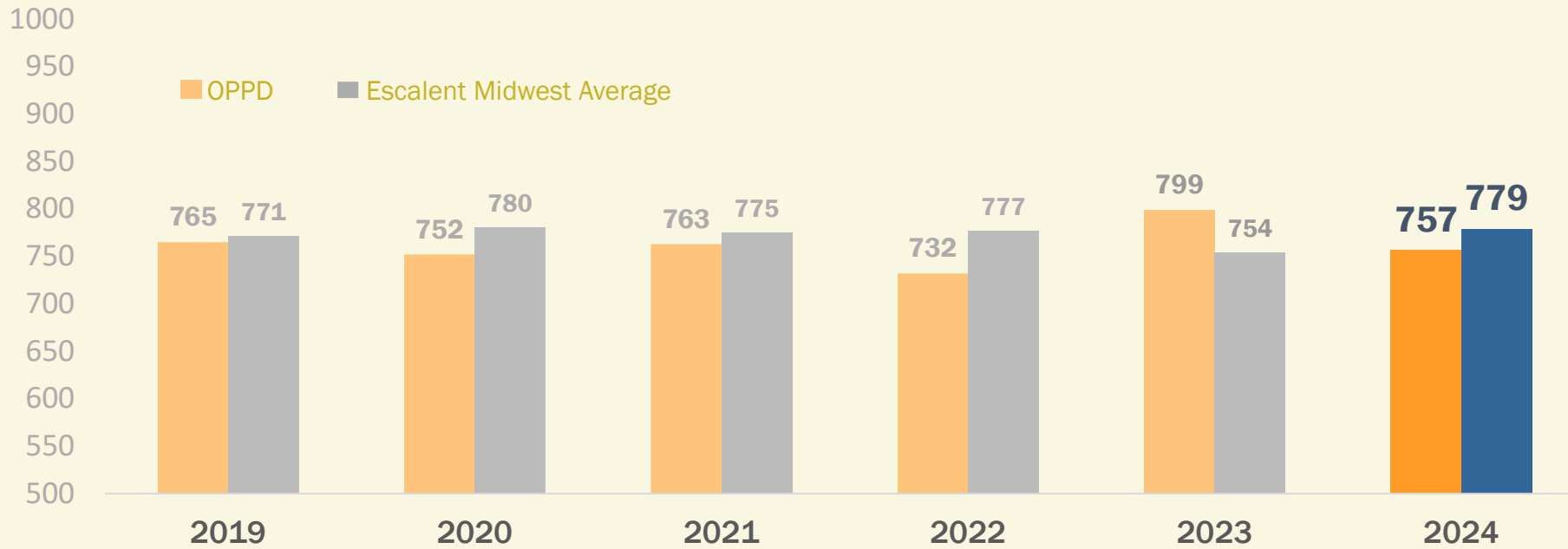
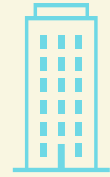
BUSINESS CUSTOMER ENGAGEMENT BENCHMARKING

Midwest Engaged Customer Relationship Scores



Escalent Business Customer Engagement

OPPD Performance v. Segment Averages 2019-2024



Ranked fourth quartile in Midwest Region segment for 2024

Midwest
/
Industry
Quartile
Ranking

3/2

3/2

4/4

3/4

1/2

4/4

MSR SURVEYS RESULTS - BUSINESS

- OPPD's internally developed and externally executed small to medium business study results saw a 2% **increase** in overall satisfaction from 2023.
- 93% of the interviewed small to medium business customers stated they were “satisfied to very satisfied” with OPPD
- Customer quote:
 - ***“OPPD is always quick to respond to any troubles that I am having. The customer service department stays on top of things and reaches out to assure that things are going well. The engineering department always helps out when their services are required.”***

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?

