

# **Real Data About Customer Wants and Needs**



## **NARUC Summer Committee Meetings New York City - July 13, 2015**

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# What Most Impacts Satisfaction?

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## Key Drivers of Overall Satisfaction

- **Reliability/Restoration/Power Quality.**
- **Price**
- **Billing/Payment**
- **Communications**
- **Customer Service**
- **Corporate Identity/Citizenship**

*Sources: Market Strategies International, 2014 AEP Survey Data*

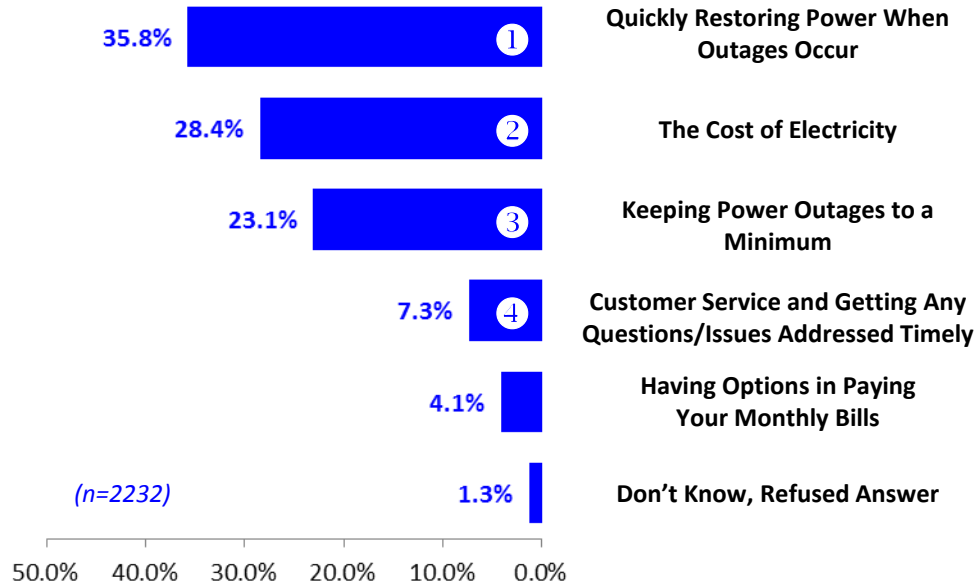
*J.D. Power 2015 Electric Utility Residential Customer Satisfaction Study*



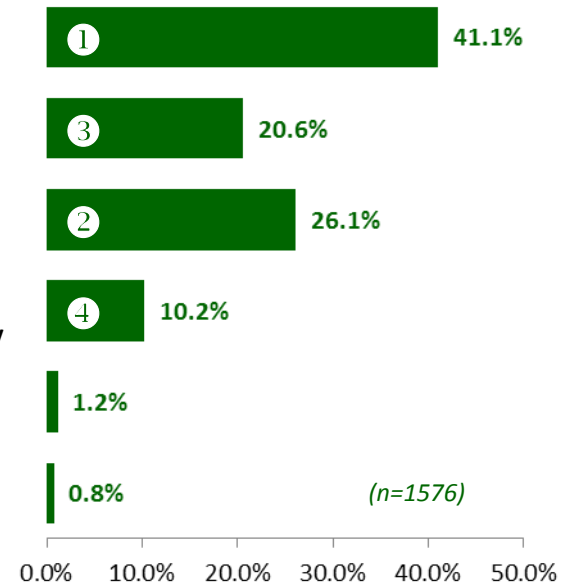
# What is Most Important?

“Next, when thinking about the service you receive from AEP, please tell me which one of the following statements is the most important to you as a customer?”

## Residential Customer Survey Data



## Commercial Customer Survey Data



Source: Market Strategies International, 2014 AEP Survey Data



# What Else Do Customers Want?

“What service or services does AEP not currently offer to customers that your (household/business) would like to see them offer in the next five years?” (OPEN ENDED)

2014 Residential Customer Survey Data (n=1770)			
Don't Know	32.1%		(33.8%)
Refused Answer	1.7%		
Nothing/None	21.5%		(27.1%)
Satisfied As Is	5.6%		
Lower Prices/Discounts	12.4%		
Improved Reliability/Maintenance	4.9%		
Other	3.8%		
Renewable/Clean Energy	3.7%		
Better Billing/Payment Options	3.1%		
Underground Power Lines	2.0%		
EE Programs/Usage Info	1.9%		
Internet/Cable/Phone	1.7%		
Improved Customer Service	1.6%		
Better Response Time	1.0%		
Offer Natural Gas	1.0%		
Smart Meters	0.6%		
Better Service	0.5%		
Portable Power Generators	0.4%		
Local Representatives/Offices	0.4%		
More Community Involvement	0.2%		

2014 Commercial Customer Survey Data (n=1038)			
Don't Know	26.0%		(29.5%)
Refused Answer	3.5%		
Nothing/None	33.7%		(39.4%)
Satisfied As Is	5.7%		
Lower Prices/Discounts	9.9%		
Improved Reliability/Maintenance	3.2%		
Better Billing/Payment Options	3.4%		
Other	3.0%		
Renewable/Clean Energy	2.6%		
Improved Customer Service	2.0%		
Local Representatives/Offices	1.7%		
EE Programs/Usage Info	1.5%		
Better Response Time	0.9%		
Internet/Cable/Phone	0.8%		
Smart Meters	0.6%		
More Community Involvement	0.6%		
Better Service	0.4%		
Portable Power Generators	0.4%		
Underground Power Lines	0.2%		
Offer Natural Gas	0.0%		

Source: Market Strategies International, 2014 AEP Survey Data



# Preferred Communication Channels

*“How would you most prefer that AEP communicate with your (household/business) when you have a question or an issue that needs to be addressed?” (OPEN ENDED)*

2014 Residential Customer Survey Data (n=2231)	
Phone Calls (AEP Cust. Service Rep)	66.6%
Email	10.5%
Regular Mail	9.5%
Phone Calls (Interactive Response)	3.1%
Phone Calls (Recorded Messages)	2.4%
Bill Inserts	2.2%
Don't Know, Refused Answer	2.2%
In Person	1.6%
Text Message	0.9%
AEP's Website	0.5%
Another Way	0.3%
Social Media Sites	0.2%
Smartphone App	0.1%
Prefer No Communications At All	0.1%

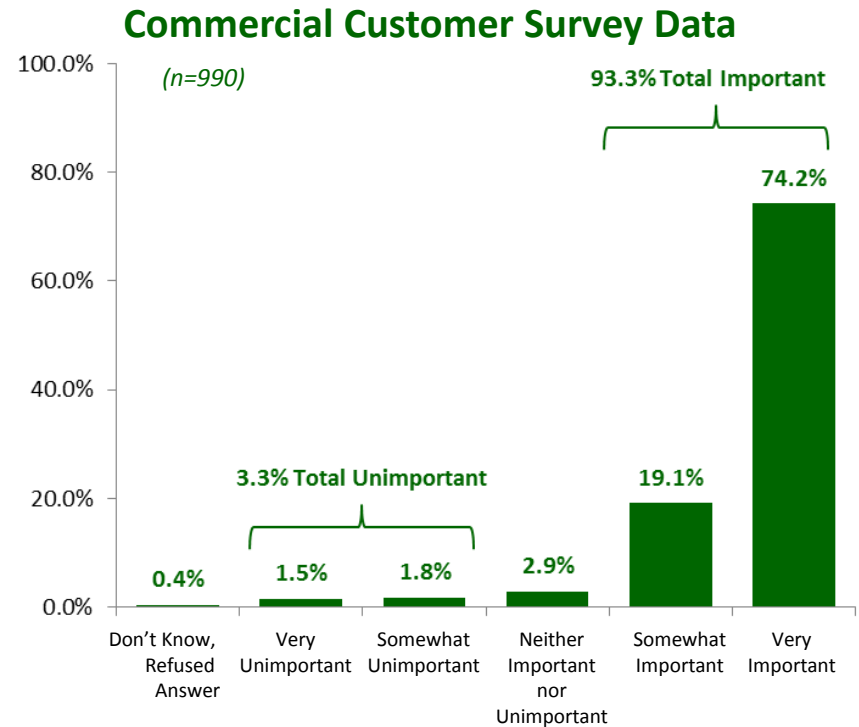
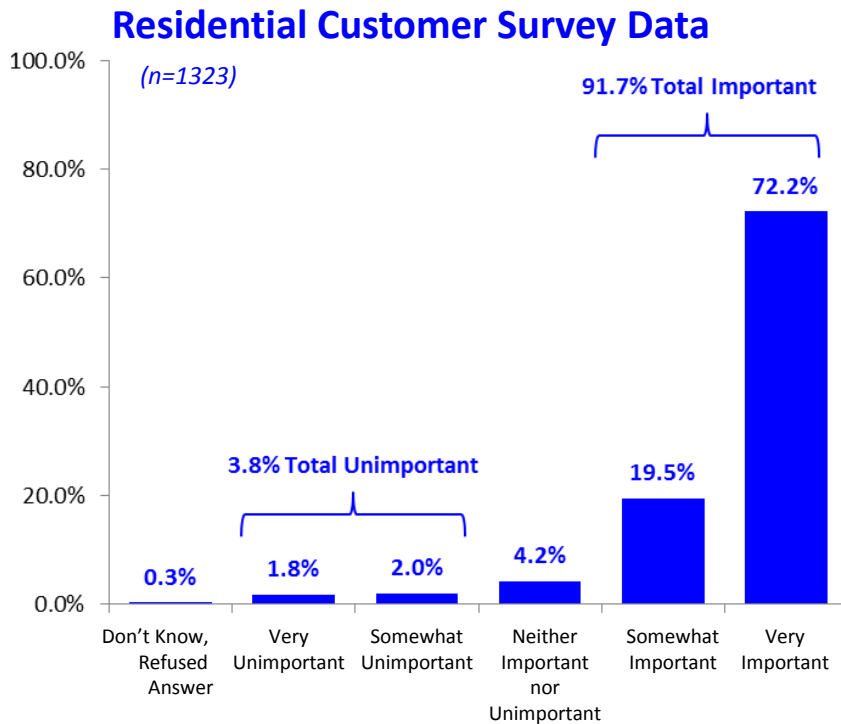
2014 Commercial Customer Survey Data (n=1576)	
Phone Calls (AEP Cust. Service Rep)	68.6%
Email	16.4%
Regular Mail	6.0%
Phone Calls (Interactive Response)	2.2%
In Person	1.7%
Don't Know, Refused Answer	1.5%
Phone Calls (Recorded Messages)	1.3%
Bill Inserts	0.9%
Another Way	0.4%
Text Message	0.3%
AEP's Website	0.3%
Social Media Sites	0.3%
Smartphone App	0.1%
Prefer No Communications At All	0.1%

Source: Market Strategies International, 2014 AEP Survey Data



# Importance of Outage Communications

“How important is it for you to receive information from AEP such as informing you of approaching storms, communicating with you during power outages about the cause and expected length of the outage, and letting you know when power has been restored? Would you say it is...”



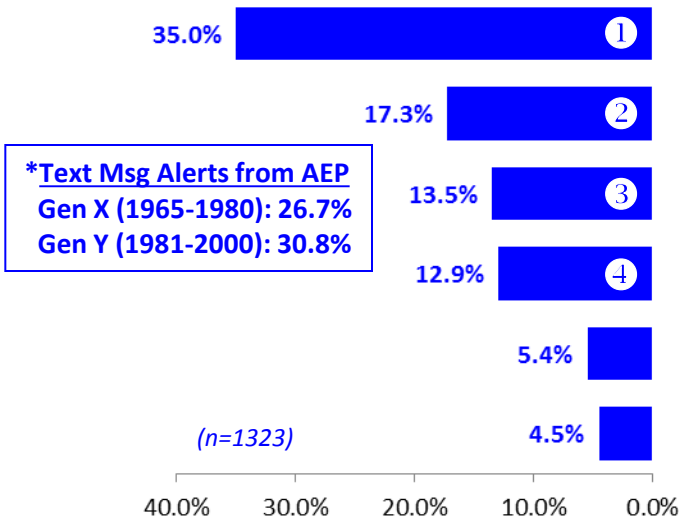
Source: Market Strategies International, 2014 AEP Survey Data



# Preferred Outage Communication Channels

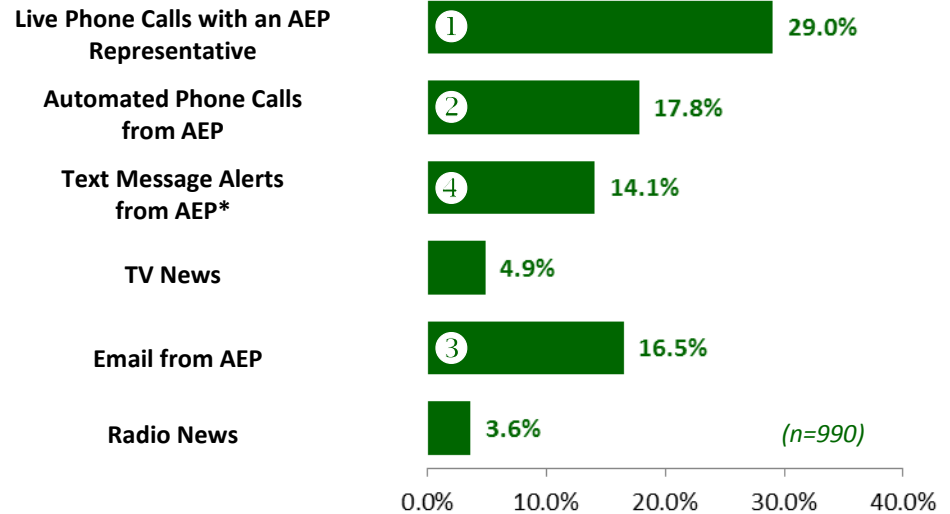
“What would be your (household/business)'s preferred method for receiving those types of weather and outage-related communications from AEP?” (OPEN ENDED)

## Residential Customer Survey Data



## Commercial Customer Survey Data

### Top Six Mentions



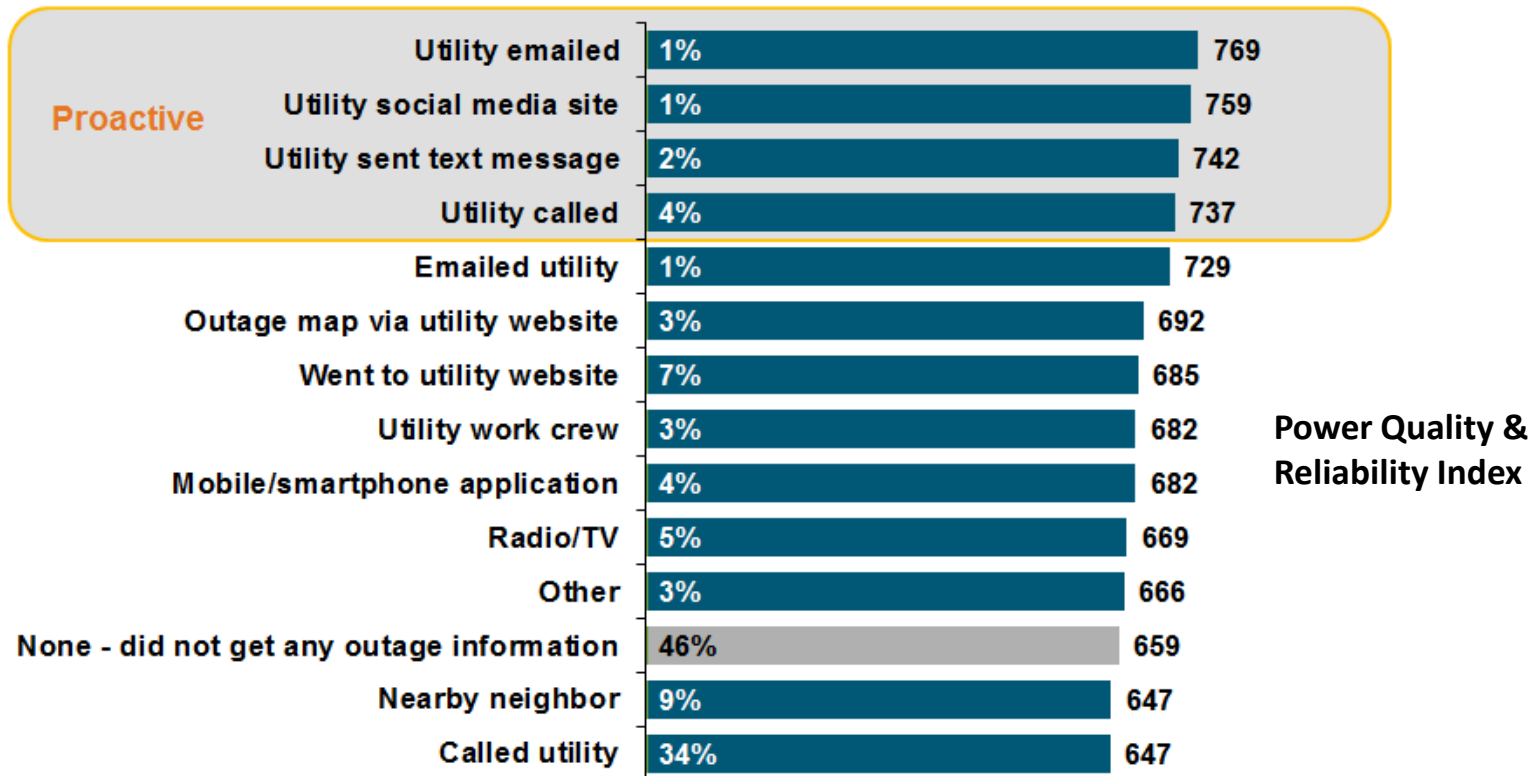
Other Mentions: AEP’s Website (Personal or Tablet Computer), Social Media, Mail, Other, None, Don’t Know

Source: Market Strategies International, 2014 AEP Survey Data



# Impact of Outage Communication Channels

“Now we would like you to think specifically about the most recent outage you experienced. Which sources did you rely on to get information about your most recent outage?”



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Source: J.D. Power 2014 Electric Utility Residential Customer Satisfaction Study

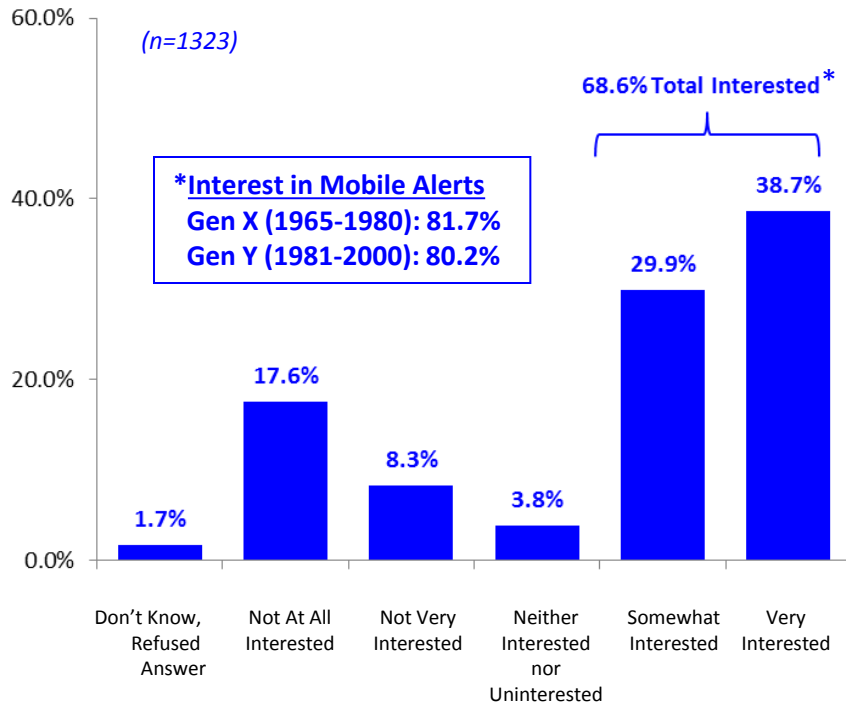




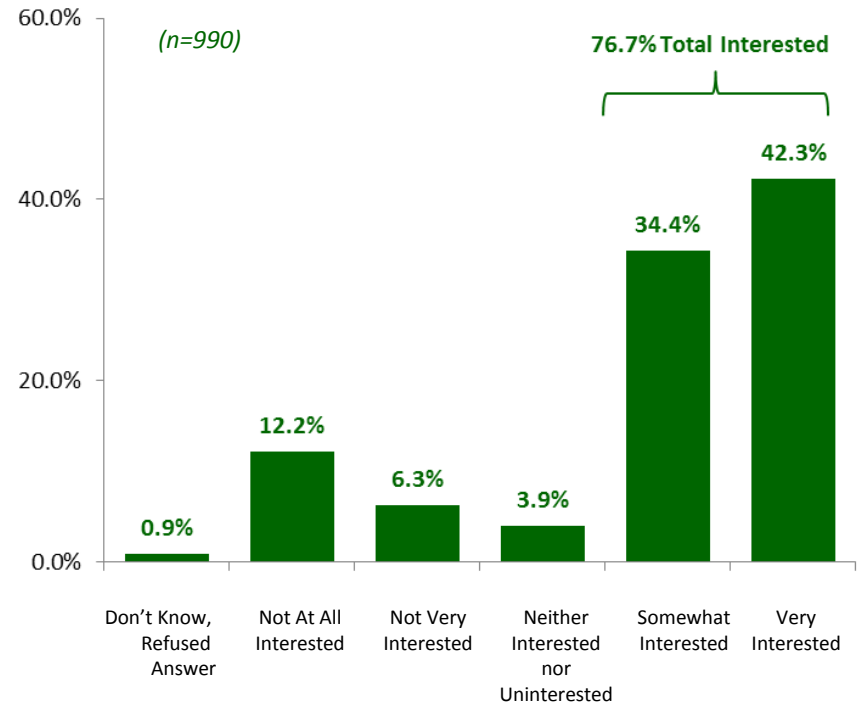
# Interest in Outage Alerts

*“If AEP was to offer customers mobile alerts, how interested would you be to sign up to receive these types of messages? Would you say you would be...?”*

## Residential Customer Survey Data



## Commercial Customer Survey Data



Source: Market Strategies International, 2014 AEP Survey Data



# Future Customer Expectations

## Customer Wants:

- **Consistency**
- **Convenience**
- **Personalization**
- **Collaboration**
- **Flexibility/Agility**

## Utility Offerings Should Have:

- **Benefit/Value to the Consumer**
- **Customer Control**
- **Timely Data Availability**
- **Proactive Communications**
- **Upping the Value Proposition**
- **Benefit/Value to the Utility**

*Actionable Insights for the New Energy Consumer: Accenture End-Consumer Observatory 2012*  
[www.accenture.com/sitecollectiondocuments/pdf/accenture-actionable-insights-new-energy-consumer.pdf](http://www.accenture.com/sitecollectiondocuments/pdf/accenture-actionable-insights-new-energy-consumer.pdf)

*“Some people say “Give the customers what they want.” But that’s not my approach. Our job is to figure out what they’re going to want before they do. I think Henry Ford once said “If I’d asked customers what they wanted, they would have said ‘A faster horse!’” People don’t know what they want until you show it to them.”*

Steve Jobs, Apple



# **Thank You!**

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