



**Green Mountain Power  
Transaction Customer Satisfaction Study  
Impact Analysis**

**2017 Q4**

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# 1. Methodology

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The following are the results of a customer feedback program designed to measure customer satisfaction with recent Green Mountain Power (GMP) service. This survey includes measures for call center satisfaction, field service satisfaction and satisfaction with the overall GMP customer experience.

This is the summary result of approximately 400 telephone surveys performed with a random sample of Green Mountain Power customers who had recently contacted the company. The surveys were performed between October 1, 2017 and December 31, 2017.

The maximum Margins of Error for the top-level percentages provided in this report are as follows:

Segment	Sample Size	Margin of Error
Transactions	400/Qtr.	± 5%

For the purpose of proportions analysis, each of the following categories were segmented by response across appropriate key attributes to determine if any significant differences existed between subsectors. Significant differences are highlighted in the Section 3 of this report under the following subject headings:

- Gender
- Outage vs. Non-Outage
- Quarterly comparison to same quarter of previous year
- Year-over-year comparison

Section 5 of this report contains the detailed survey results of this study and various corresponding charts and tables comparing current year-to-date results to the previous year as well as the current quarter's results as compared to the same quarter of the previous year.

Questions throughout the survey were based on scales of 1 to 5, with the more desirable response being 5. Throughout this report, scores of 4 or 5 were considered positive, a score of 3 was considered neutral, and scores of 1 or two were considered negative.

Unless noted, responses of "Don't Know" and "Refused" are removed from the base when calculating percentages throughout this report.

## 2. Executive Summary

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	2013	2014	2015	2016	2017	2017 Q1	2017 Q2	2017 Q3	2017 Q4
Average Overall Satisfaction with most recent transaction.	4.64	4.63	4.67	4.72	4.69	4.72	4.62	4.74	4.67
Percent Satisfied with most recent transaction. (score ≥4)	92%	92%	93%	93%	93%	93%	92%	94%	92%

### How would the surveyed customer base be described in terms of their overall satisfaction with Green Mountain Power handling their inquiry or service request?

In this report, “Field Service Visit” was replaced by “Power Outage in Past Year” in determining attribute impact. Earlier in the year it was determined that whether a respondent had a field service visit had virtually no impact on Overall Satisfaction whereas experiencing an outage, while not of high influence on Overall Satisfaction, had a dampening effect by sheer volume.

Overall Satisfaction with service transactions is influenced by the Rep’s ability to handle customers’ requests, communication, and outages. While the contact centers may be powerless regarding infrastructure reliability and recovery, it is important to remain cognizant of their influence on service satisfaction. High impact items within the control of Customer Service include the representatives’ ability to solve the problem and the personal attention shown the customer.

### Which attributes are more important, or, tend to have a larger influence on an individual respondent’s overall satisfaction with Green Mountain Power?

1. Representative’s ability to handle the request (1)<sup>1</sup>
2. Representative’s Courtesy (2)
3. Representative’s Personal Attention (3)

### Which attributes most frequently produced dissatisfaction?

1. Power outage in the Past Year (52%) (1)
2. Rates (44%) (2)
3. GMP Communications (10%) (3)

### Which attributes, if improved, would more likely contribute to a higher level of overall satisfaction across the customer base?

1. Rates (5)
2. GMP Communications (2)
3. Power outage in the Past Year (3)

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<sup>1</sup> (n) indicates ranking in Q3 2017.

## **Results Summary for 2017**

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The following summary contains a summary of results for all of 2017.

### **Contact Reasons**

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Making a payment (29%) and working out payment arrangements (20%) were far and away the two primary reasons given by respondents regarding their reason why they contacted GMP.

### **Overall Contact Satisfaction**

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For 2017 93% of respondents rated their satisfaction with a score of 4 or 5, leading to an average score of 4.7. Satisfaction remained consistent from 2016 (93%/4.7) to 2017 (93%/4.7) and from Q3/Q4 2017.

### **Contact Channel**

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The most frequent contact method was Telephone (90%) followed by web (5%) and visiting a payment location (3%).

### **Call Center**

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Ninety-three percent (93%) of respondents who contacted the call center indicated they were satisfied overall with the transaction, yielding a score of 4.7. They gave identical scores for the wait time to speak with a representative. When considering the representative's Ability, Courtesy, and Personal Attention, respondents provided the same mean rating of 4.8.

### **Field Service**

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Four percent (4%) of respondents said their contact with GMP resulted in a visit from a field service technician and an overwhelming majority of them indicated that they were satisfied with that experience (91%). Nearly all respondents were also satisfied with the respect shown for their property by the field service representative (93%).

A majority (62%) of respondents were present during the service visit. Of those that were present, 95% were overall satisfied with the field service representative and 94% were satisfied with their ability to handle the request. In 2017, all respondents were satisfied with the professionalism shown by the field service representative.

Seventy-nine percent (79%) indicated that the service request was completed in a single visit.

### **Opinion of GMP**

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More than a third (36%) of respondents indicated they have a more favorable opinion of GMP after their most recent experience. Very few respondents (4%) said they have a less favorable view.

### **Issue Resolved**

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In 2017, a majority of respondents (94%) said their reason for contacting GMP had been resolved with their most recent request. A small proportion of respondents (7%) said the most recent contact was the result of a prior contact that had not been resolved.

### **Power Reliability and Restoration**

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Ninety-six percent (96%) of respondents indicated they are satisfied with the reliability of their electric service. Slightly more than half (55%) indicated they had experienced an outage in the past year. Of those who experienced an outage, 88% were satisfied with the amount of time it took GMP to restore power.

### **Green Mountain Power Communications**

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Ninety percent (90%) of respondents were satisfied with the way GMP communicates with them as a customer. About a fourth (26%) said email was the most effective way to communicate new information about products and services. This was followed by traditional bill stuffers (18%), Letter/Direct mail (15%), and calling the customer directly (13%).

### **Overall Satisfaction with Green Mountain Power**

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An overwhelming 93% of respondents indicated they are satisfied with Green Mountain Power based upon their experience. This percentage has remained steady from 2016 through 2017.

### **Rates**

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Just over half of all respondents (51%) for 2017 indicated the rates GMP charges for service are very or somewhat reasonable.

## ***Statistical Observations of Note***

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The following observations highlight statistically significant differences between respondent subgroups. These are differences that may be stated with some level of confidence based upon the current sample size and response distribution.

It is important to note that these observations only highlight differences that are large enough to identify with a reasonable level of confidence; meaning they are unlikely due to chance. The absence of an observation does not indicate the absence of a difference, but rather there is insufficient data to draw a conclusion with a reasonable level of confidence.

**Bolded** observations indicate an attribute ranked in the top three Impact items.

### **Gender (2017)**

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- Women were more likely than men to contact GMP to make a payment (31% vs 26%) and to apply for a budget billing plan (3% vs 1%), while men were more likely than women to contact GMP for a general inquiry (16% vs 12%).
- Men are more likely than women to say that radio advertising was an effective way for GMP to inform them of new products and services (4% vs 1%).

### **Outage**

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Those who did not experience a power outage: (did not experience outage vs did experience outage)

- More likely to contact GMP to ask a question about their bill (11% vs 8%)
- Less likely to contact GMP about a power shut-off due to non-payment (3% vs 6%)
- Less likely to contact GMP to report or ask questions about a power outage (2% vs 5%)
- More likely to contact GMP to establish new service (6% vs 2%)
- More likely to contact GMP to transfer service (4% vs 1%)
- More likely to contact GMP to end existing service (3% vs 1%)
- More likely to rate their overall satisfaction with the most recent interaction with GMP as either “completely satisfied” or “somewhat satisfied” (96% vs 91%)
  - Higher mean rating (4.8 vs 4.6)
- More likely to rate their overall satisfaction with the way their call was handled as “very satisfied” or “somewhat satisfied” (95% vs 91%)
  - Higher mean rating (4.8 vs 4.7)
- More likely to rate their satisfaction with the wait time before speaking with a representative as “very satisfied” or “somewhat satisfied” (95% vs 92%)
  - Higher mean rating (4.7 vs 4.6)
- More likely to rate their satisfaction with the representative’s ability to handle their request as “very satisfied” or “somewhat satisfied” (96% vs 92%)
  - Higher mean rating (4.8 vs 4.7)
- Higher mean satisfaction with the representative’s courtesy (4.9 vs 4.8)

- More likely to have a more favorable opinion of GMP after their transaction (43% vs 31%).
- Less likely to have a less favorable opinion (2% vs 5%) or an unchanged opinion (55% vs 64%) of GMP after their transaction.
- More likely to rate their satisfaction with the reliability of their electric service as “very satisfied” or “somewhat satisfied” (99% vs 93%)
  - Higher mean rating (4.9 vs 4.7)
- **More likely to rate their satisfaction with the way GMP communicates with them as a customer as “very satisfied” or “somewhat satisfied” (93% vs 87%)**
  - **Higher mean rating (4.8 vs 4.5)**
- More likely to rate their overall satisfaction with GMP as “completely satisfied” or “somewhat satisfied” (96% vs 92%)
  - Higher mean rating (4.8 vs 4.6)
- **More likely to feel the rates GMP charges for services to be “very reasonable” or “somewhat reasonable” (56% vs 48%).**



## Q4 2017 vs. Q4 2016

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- Respondents in Q4 2017 were less likely to contact GMP to work out repayment arrangement or schedule (16%) compared to Q4 2016 (44%).
- Respondents in Q4 2017 were more likely to contact GMP to transfer service (4%) compared to Q4 2016 (1%).
- Respondents in Q4 2017 were overall less satisfied with how their call went (mean 4.7) compared to Q4 2016 (mean 4.8).
- Respondents in Q4 2017 were less satisfied with the wait time to speak with a representative (mean 4.6) compared to Q4 2016 (mean 4.7).
- Respondents in Q4 2017 were less satisfied with the personal attention shown by the representative (mean - 4.8 vs 4.9, top 2 box 94% vs 97%) compared to Q4 2016.
- Respondents in Q4 2017 reported a more favorable opinion of GMP less often compared to Q4 2016 (33% vs 42%).
- **Respondents in Q4 2017 reported a power outage in the past year significantly more often compared to Q4 2016 (62% vs 50%).**
- Respondents in Q4 2017 were less likely to indicate Newspaper advertising (9% vs 14%) was an effective way for GMP to inform them of new products and services compared to Q4 2016; they were also less likely to say bill stuffers (16% vs 23%) and Calling directly (9% vs 19%) were effective ways of communicating.

## 2017 vs. 2016

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- During 2017, respondents were more likely to be male (42% vs 35%) and less likely to be female (58% vs 65%) compared to 2016.
- In 2017 respondents were less likely to contact GMP compared to 2016 to Work out repayment arrangement/schedule (19% vs 43%), General inquiry (14% vs 20%), or for shut-off due to non-payment (4% vs 7%); however, they were more likely to contact GMP to establish new service (4% vs 2%).
- Respondents were less likely in 2017 to desire a follow up call regarding their overall satisfaction score (35%) compared to 2016 (56%).
- Respondents in 2017, on average, provided a higher satisfaction rating in regards to the professionalism of the field service representative compared to 2016 (4.9 vs 4.6).
- Respondents in 2017, on average, provided a higher satisfaction rating in regards to the reliability of their electric service (4.8) compared to 2016 (4.7).
- **During 2017 respondents were more likely (56%) to indicate they experienced an outage within the past year than respondents from 2016 (48%).**
- Respondents in 2017 were more likely to rate their satisfaction with the time it took to restore power after an outage as “very satisfied” or “somewhat satisfied” compared to 2016 (88% vs 83%) and also provided a higher mean score (4.5 vs 4.4).
- Respondents in 2017 were less likely to indicate that the following methods were effective ways for GMP to inform them of new products and services: Utility Customer Newsletter (7% vs 14%), TV (5% vs 7%), Calling them directly (12% vs 19%), and Bill stuffers (18% vs 22%).
- **Respondents in 2017 were more likely to grade the rates GMP charges for services as “very reasonable” or “somewhat reasonable” (51%) compared to 2016 (47%).**

### 3. Impact Results

Ten attributes were considered in the Impact Analysis regarding customers’ overall satisfaction. In this report, “Field Service Visit” was replaced by “Power Outage in Past Year”. Throughout the year it was determined that whether a respondent had a field service visit had virtually no impact on Overall Satisfaction whereas the rates for services and experiencing an outage, while not of high influence on Overall Satisfaction, had a dampening effect by sheer volume.

The following table is sorted in IMPACT order with those attributes at the top of the list having the greatest impact on recent overall satisfaction across the measured population.

These results are based on all 2017 responses.

**IMPACT TABLE**

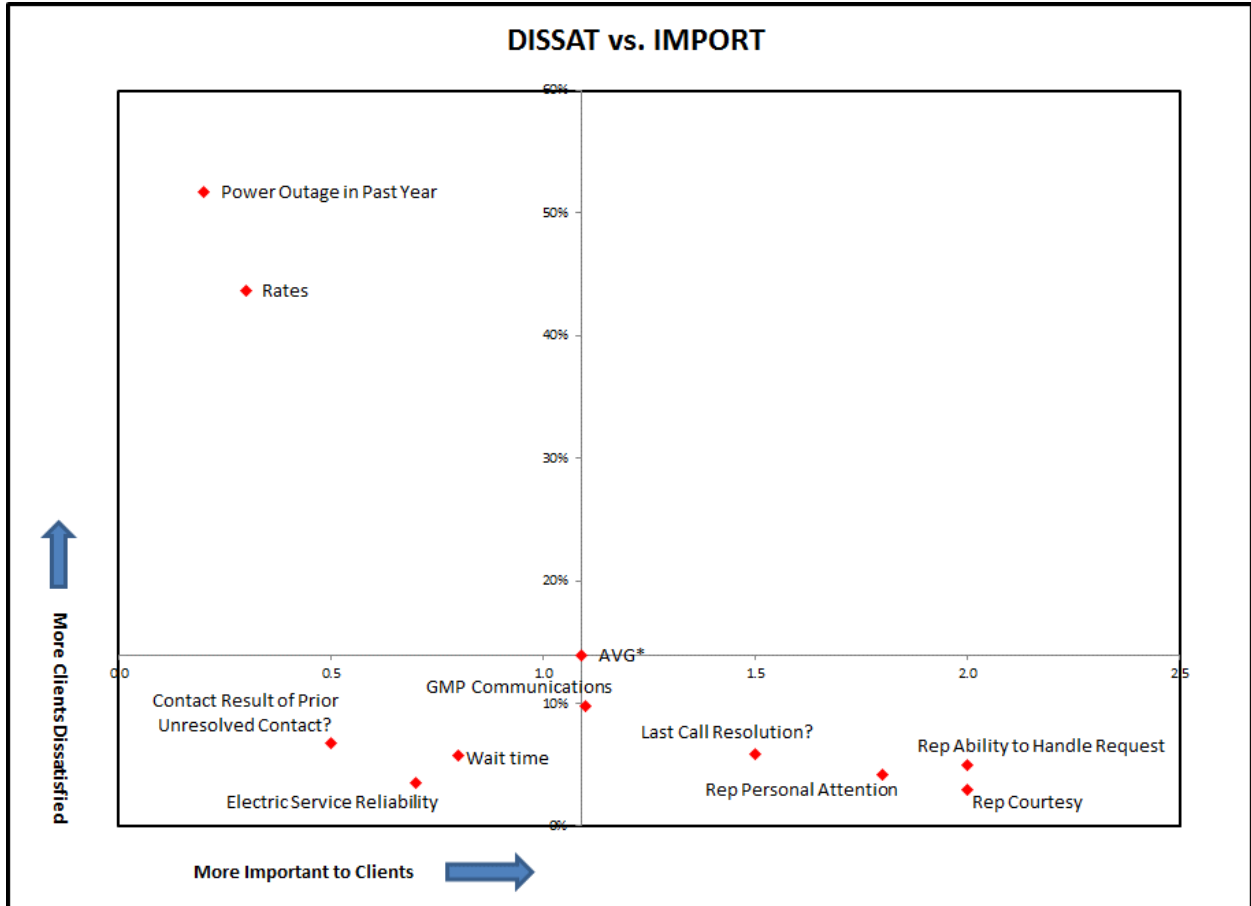
ATTRIBUTE	IMPORT	DISSAT	IMPACT
Rates	0.3	43.7%	17.0
GMP Communications	1.1	9.8%	14.0
Power Outage in Past Year	0.2	51.7%	13.4
Rep Ability to Handle Request	2.0	5.0%	12.9
Last Call Resolution?	1.5	5.9%	11.5
Rep Personal Attention	1.8	4.2%	9.9
Rep Courtesy	2.0	2.9%	7.6
Wait time	0.8	5.8%	6.0
Contact Result of Prior Unresolved Contact?	0.5	6.8%	4.4
Electric Service Reliability	0.7	3.5%	3.2
AVG*	1.1	13.9%	10.0

*Please refer to Appendix B for a full explanation of the Impact Analysis.*

Another view to place DISSAT and IMPORT into perspective is the X/Y scatter chart or Quadrant Analysis. Along the X-axis we find the relative importance of each attribute. Along the Y-axis we find the percent of the population that indicated they were dissatisfied with the attribute.

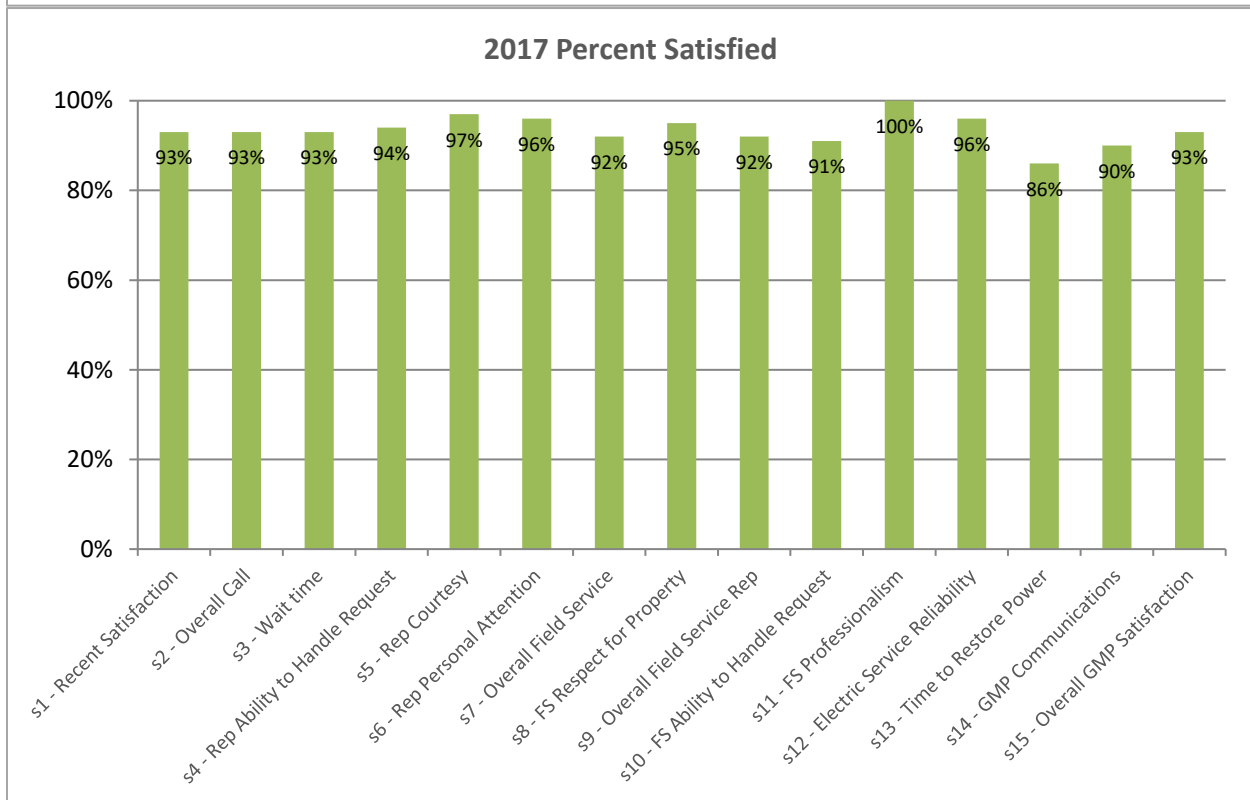
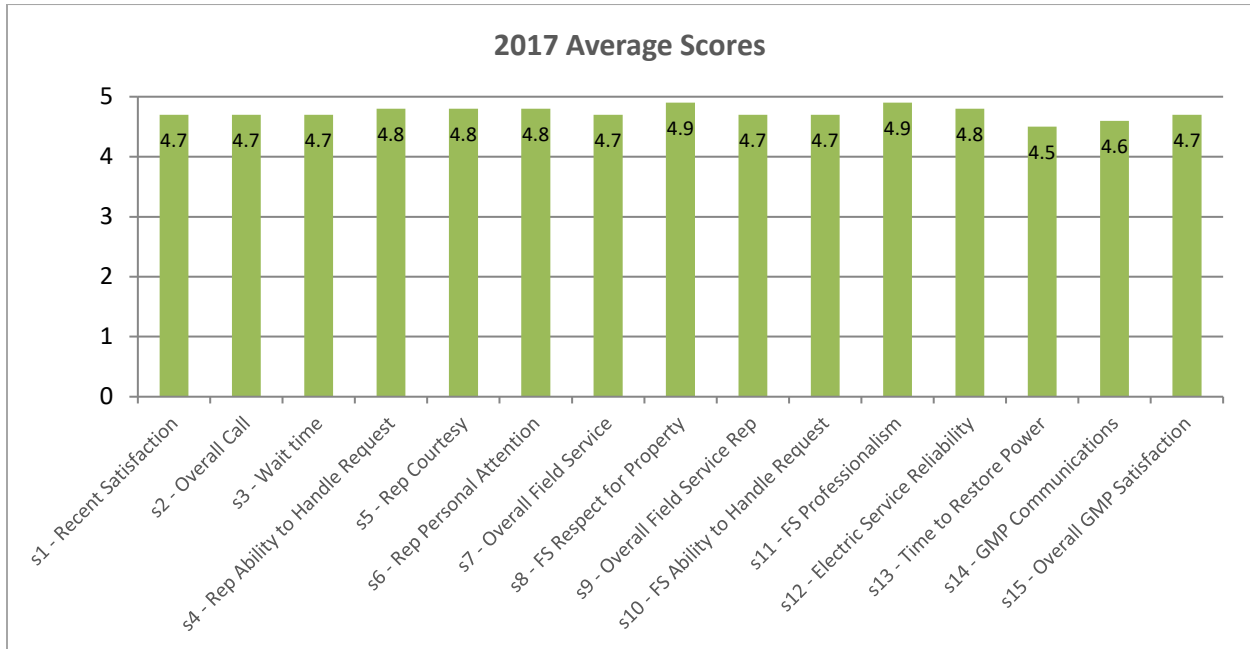
**CAUTION:** The axis is for the purposes of relative positioning of the attributes. It does not necessarily indicate Green Mountain Power standards.

In the most general use of this chart, you would focus on any attributes that appear in the upper right quadrant as they represent a higher incidence of dissatisfaction with the more important attributes.



## 4. Summary Charts 2017

The following charts are provided for the convenience of comparing all score-based responses on a single chart; the first by average satisfaction score and the second by percent of scores greater than or equal to 4 on a scale of 1 to 5.

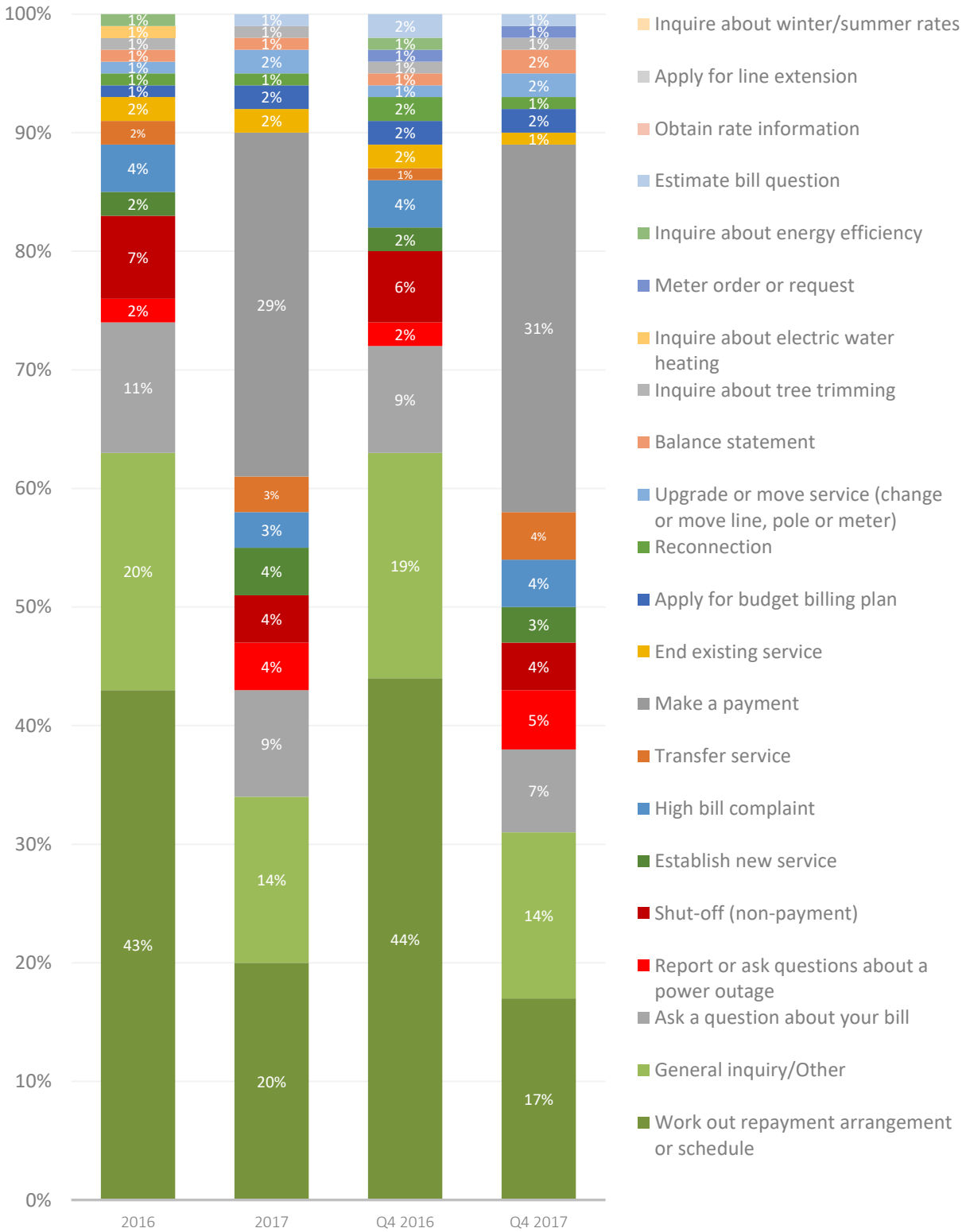


## 5. Survey Results Detailed

*What was your main reason for contacting GMP?*

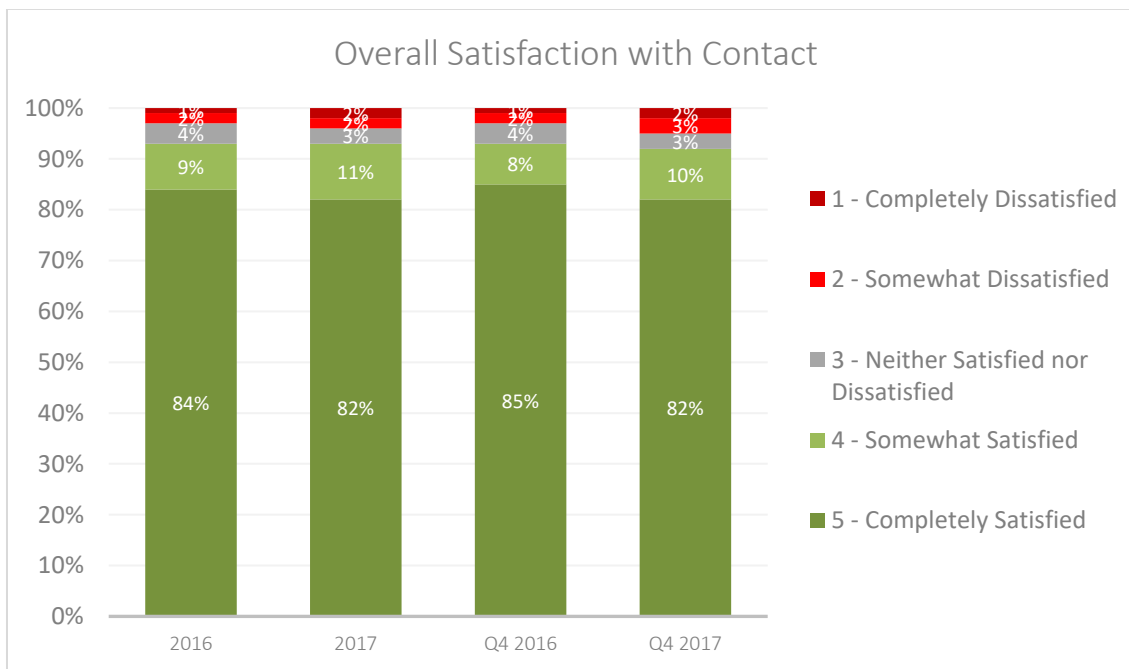
		Survey Date			
		2016	2017	Q4 2016	Q4 2017
		A	B	C	D
<b>Contact Reason</b>	<b>Base</b>	<b>1585</b>	<b>1561</b>	<b>388</b>	<b>400</b>
	Work out repayment arrangement or schedule	43% B	20%	44% D	17%
	General inquiry/Other	20% B	14%	19%	14%
	Ask a question about your bill	11%	9%	9%	7%
	Report or ask questions about a power outage	2%	4%	2%	5% C
	Shut-off (non-payment)	7% B	4%	6%	4%
	Establish new service	2%	4% A	2%	3%
	High bill complaint	4%	3%	4%	4%
	Transfer service	2%	3%	1%	4% C
	Make a payment	-	29% A	-	31% C
	End existing service	2%	2%	2%	1%
	Apply for budget billing plan	1%	2%	2%	2%
	Reconnection	1%	1%	2%	1%
	Upgrade or move service (change or move line, pole or meter)	1%	2%	1%	2%
	Balance statement	1%	1%	1%	2%
	Inquire about tree trimming	1%	1%	1%	1%
	Inquire about electric water heating	1%	-	-	-
	Meter order or request	-	-	1%	1%
	Inquire about energy efficiency	1% B	-	1%	-
	Estimate bill question	-	1%	2%	1%
Obtain rate information	-	-	-	-	
Apply for line extension	-	-	-	-	
Inquire about winter/summer rates	-	-	-	-	

### Contact Reason



**Thinking specifically about when you contacted GMP, how satisfied overall are you with GMP's performance in handling your inquiry or service request? Would you say you are [5] completely satisfied, [4] somewhat satisfied, [3] neither satisfied nor dissatisfied, [2] somewhat dissatisfied, or [1] completely dissatisfied with GMP's performance in handling your inquiry or service request?**

		Survey Date			
		2016	2017	Q4 2016	Q4 2017
		A	B	C	D
<b>Overall Satisfaction with Contact</b>	<b>Base</b>	<b>1600</b>	<b>1588</b>	<b>399</b>	<b>395</b>
	Net : {5 - Completely Satisfied, 4 - Somewhat Satisfied}	93%	93%	93%	92%
	5 - Completely Satisfied	84%	82%	85%	82%
	4 - Somewhat Satisfied	9%	11%	8%	10%
	3 - Neither Satisfied nor Dissatisfied	4%	3%	4%	3%
	2 - Somewhat Dissatisfied	2%	2%	2%	3%
	1 - Completely Dissatisfied	1%	2%	1%	2%
	Mean	4.72	4.69	4.73	4.67



**Overall Satisfaction with Contact, What could GMP have done in order to have completely satisfied your needs or expectations?**

**Current Quarter Only**

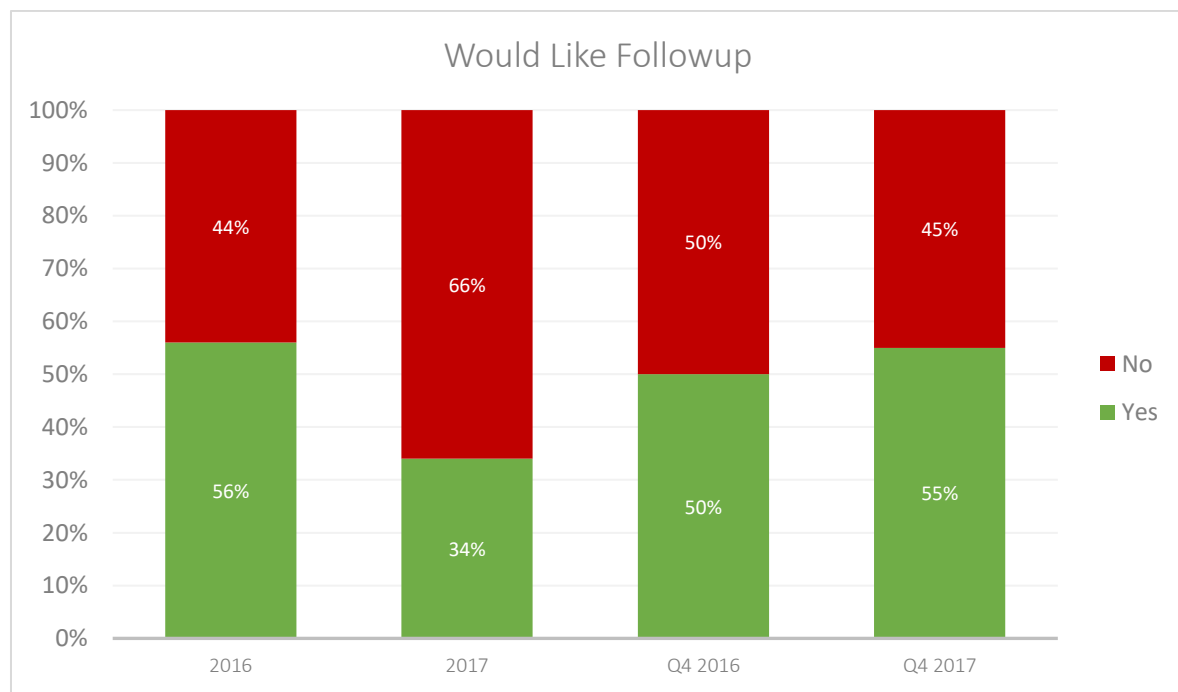
	Overall Satisfaction with Contact	What could GMP have done in order to have completely satisfied your needs or expectations?
1	4	A couple of phone calls would have been nice, before they shut my power off.
2	4	Break a budget and you cannot go back to the payment plan. Their system just does not work to help out the customer.
3	4	Cut down on recorded messages.
4	4	End the high bill.
5	4	Fix their automated system.
6	4	He wasn't able to answer my question.
7	4	I don't know.
8	4	I don't have any idea.
9	4	I don't know why they would send a letter out like that and then it not be what they said it was. Nothing has happened yet.
10	4	I don't know.
11	4	I don't know. I always pay my bill so I don't know why they shut it off. Maybe they could make a courtesy call.
12	4	I hope they get my address correct on my next bill.
13	4	I normally don't have issues.
14	4	I would rather have talked to a human.
15	4	I wasn't made aware of a service charge that was added to my bill for a new residence, unexpectedly.
16	4	I wish I could have spoken to someone sooner.
17	4	I would have like another call back or reminder of the product that was for sale.
18	4	I would like a little more clarification. I asked a representative about my bills online and my other bills don't match. The representative could not give me a reason why the amounts were different.
19	4	I would like a person to contact me through telephone and not an email.
20	4	I would like an immediate refund of my deposit.
21	4	I'm not sure.
22	4	I'm not sure.
23	4	It takes too long to process payments.
24	4	Lower the price.
25	4	Not mess up my bill.
26	4	Nothing.
27	4	Nothing at the moment.
28	4	Nothing. They couldn't answer my questions.
29	4	Pay my bill using the automated system.
30	4	The previous conversation I had when I called wasn't handled or still up in the air at the time.
31	4	The problem was taken care of within hours. I would have preferred it the problem did not have happened in the first place.
32	4	The representatives could be a little more understanding when speaking to a low income person.
33	4	There was some lack of compassion and the representative was impatient.
34	4	They could have been here sooner.
35	4	They could have used a notification call.
36	4	They could have waited two more days to pay them but they made me pay them today and I had to go and borrow money.
37	4	They need to actually blame themselves when they answer my questions.
38	4	They still haven't finished yet.
39	4	Understood my situation more.



	Overall Satisfaction with Contact	What could GMP have done in order to have completely satisfied your needs or expectations?
40	4	When I explained to them I had been in the hospital for five weeks and haven't worked since June. They could have been nicer.
41	3	Due to the circumstances, I don't know what they could have done.
42	3	Finish the service.
43	3	Give me an answer to my question.
44	3	I don't know right now.
45	3	I don't know.
46	3	I don't know.
47	3	I guess have more information available to people that call in. Some of the people that answer the phone don't know anything about it.
48	3	I had a hard time reaching someone.
49	3	I would feel better once they take out the tree.
50	3	I would like them to have a proactive approach of handling refunds.
51	3	It took like twenty minutes to get to the automated system, I was frustrated and ended up using the website.
52	3	They could have given me a time frame for the outage. I have two little kids.
53	3	They need to lower rates.
54	2	By giving me that extra day that I needed.
55	2	By not keeping me in the dark so I can know about when things were going to happen.
56	2	Email me a reset password so I can pay the bill.
57	2	I didn't like the attitude I had received from the representative, she was snotty.
58	2	I frankly think they should have given me a sense of priority in my area because I am alone.
59	2	Last time there was an issue they were not very understanding. They could have given me the two days until my payment came to make a payment.
60	2	Listen to the customers a little better and be more understanding.
61	2	The emergency number to contact would not allow me to get through. It took about fifteen minutes, and I had to call back through the payment line.
62	2	The thing that bothers me is, why they have to do that with the disconnection. If you're just a couple days off, they will disconnect you. It's just stressful.
63	2	They were supposed to send me some kind of paper or application for one of their assistance program and they have not sent it in yet.
64	1	Be more honest and truthful. I'm disabled and I don't think I'm using the amount of usage they are saying I use.
65	1	I am on disability and I don't receive my check until the third of the month. They should have given me an extension.
66	1	I feel like the callers who handle these issues for disconnection notices need to seriously understand the people feel when we get that notice. We don't deserve to be treated poorly because, we are unable to give up that large amount of money.
67	1	I have contacted the company and have been told that someone would call me back and no one has. I cannot pay this large bill anymore. I called to get suggestions on how I can change to a single and not a three tier home.
68	1	If I'm the property manager, why can't they give me information about my account? Give me the information that I'm requesting.
69	1	They can allow generators to run on water, and I would not need an electrical company period.
70	1	They could have connected the power to the correct address. They had the wrong address.
71	1	They should have showed up and unwrapped my wires during the summer.
72	1	Waive the service fee to do the name change.

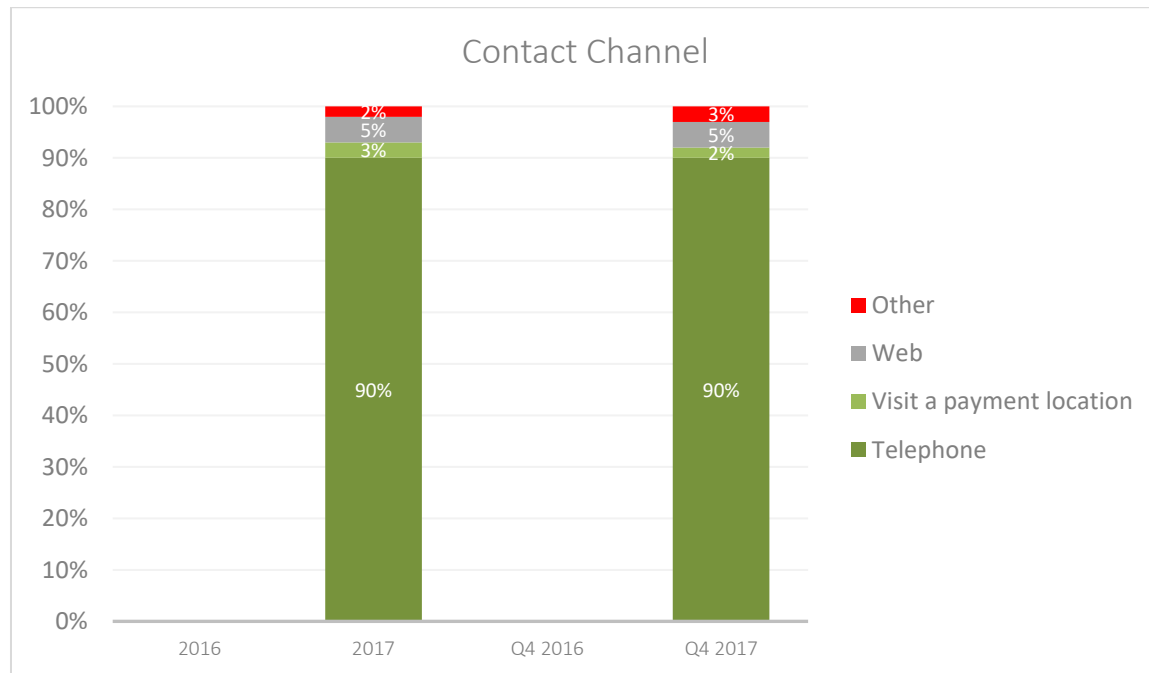
**Would you like a customer service representative from GMP to follow-up with you about this?**

		Survey Date			
		2016	2017	Q4 2016	Q4 2017
		A	B	C	D
Would Like Follow-up	Base	50	67	12	20
	Yes	56% B*	34% *	50% **	55% **
	No	44% *	66% A*	50% **	45% **



**Was this most recent contact by telephone, visiting a payment location, web, or by some other means?**

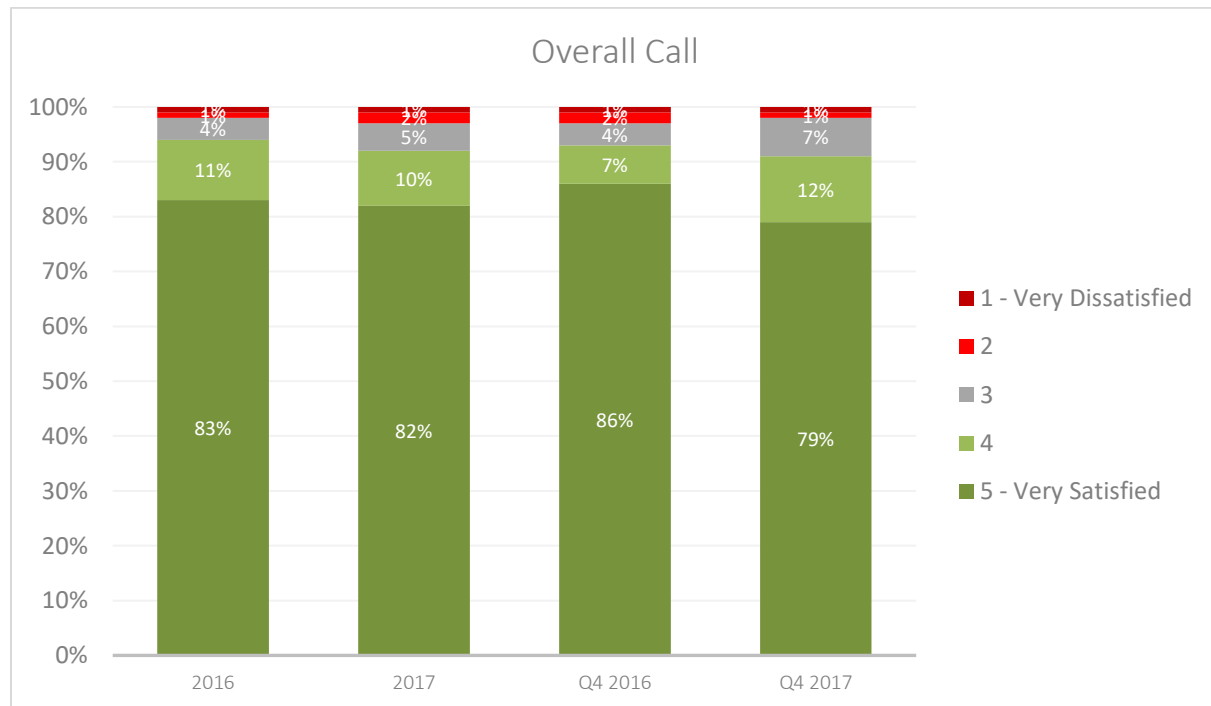
		Survey Date			
		2016	2017	Q4 2016	Q4 2017
		A	B	C	D
Contact Channel	Base	-	<b>1340</b>	-	<b>402</b>
	Telephone	-	90%	-	90%
	Visit a payment location	-	3%	-	2%
	Web	-	5%	-	5%
	Other	-	2%	-	3%



**Thinking about your most recent interaction with GMP and using a 1 to 5 scale where a 1 means very dissatisfied and 5 means very satisfied, how would you rate:**

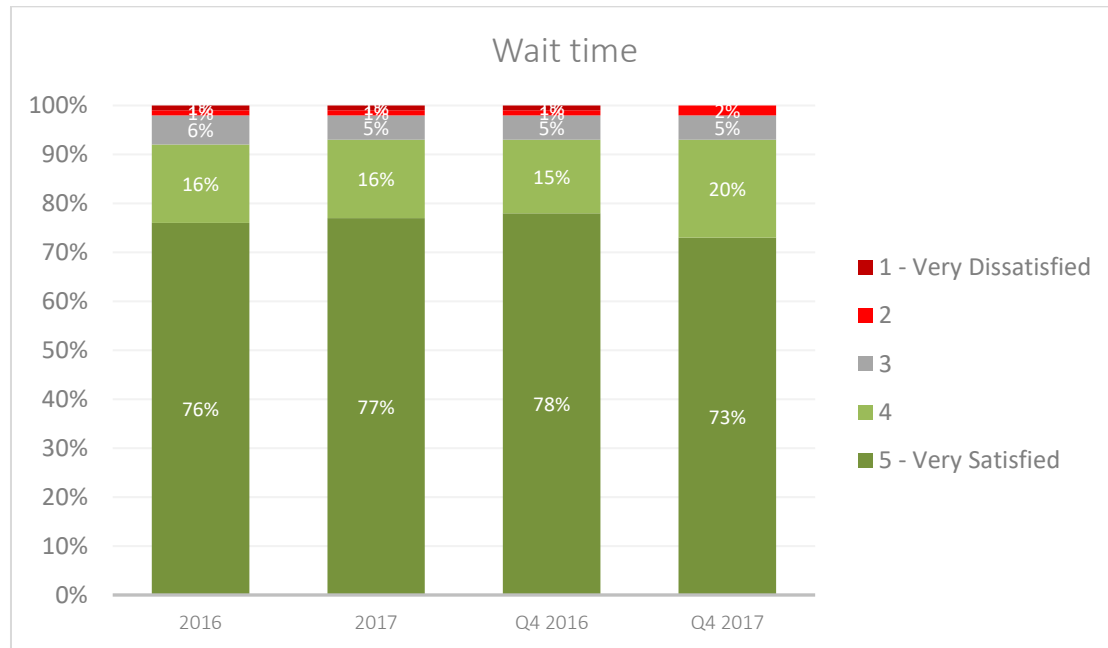
**Your overall satisfaction with the way the call was handled?**

		Survey Date			
		2016	2017	Q4 2016	Q4 2017
		A	B	C	D
<b>Overall Call</b>	<b>Base</b>	<b>1599</b>	<b>1457</b>	<b>400</b>	<b>357</b>
	Net : {5, 4}	93%	93%	94%	91%
	5 - Very Satisfied	83%	82%	86%	79%
	4	11%	10%	7%	12%
	3	4%	5%	4%	7%
	2	1%	2%	2%	1%
	1 - Very Dissatisfied	1%	1%	1%	1%
	Mean	4.7	4.7	4.8 D	4.6



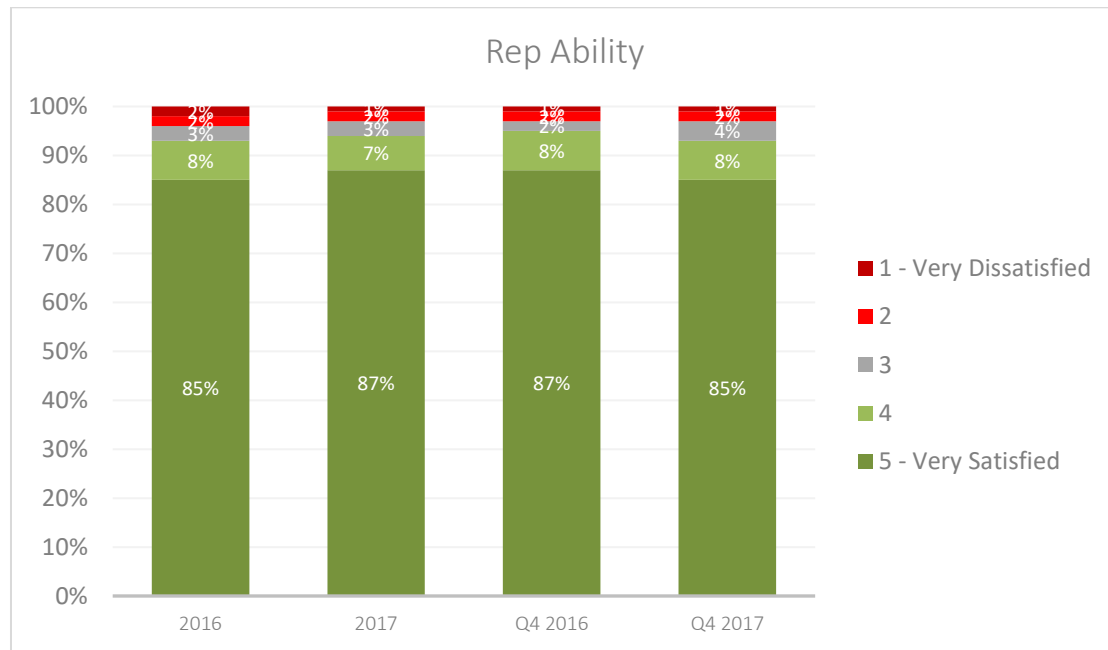
**The wait time required to speak with a representative?**

		Survey Date			
		2016	2017	Q4 2016	Q4 2017
		A	B	C	D
<b>Wait time</b>	<b>Base</b>	<b>1550</b>	<b>1367</b>	<b>389</b>	<b>330</b>
	Net : {5, 4}	92%	93%	94%	93%
	5 - Very Satisfied	76%	77%	78%	73%
	4	16%	16%	15%	20%
	3	6%	5%	5%	5%
	2	1%	1%	1%	2%
	1 - Very Dissatisfied	1%	1%	1%	-
	Mean	4.7	4.7	4.7	4.6



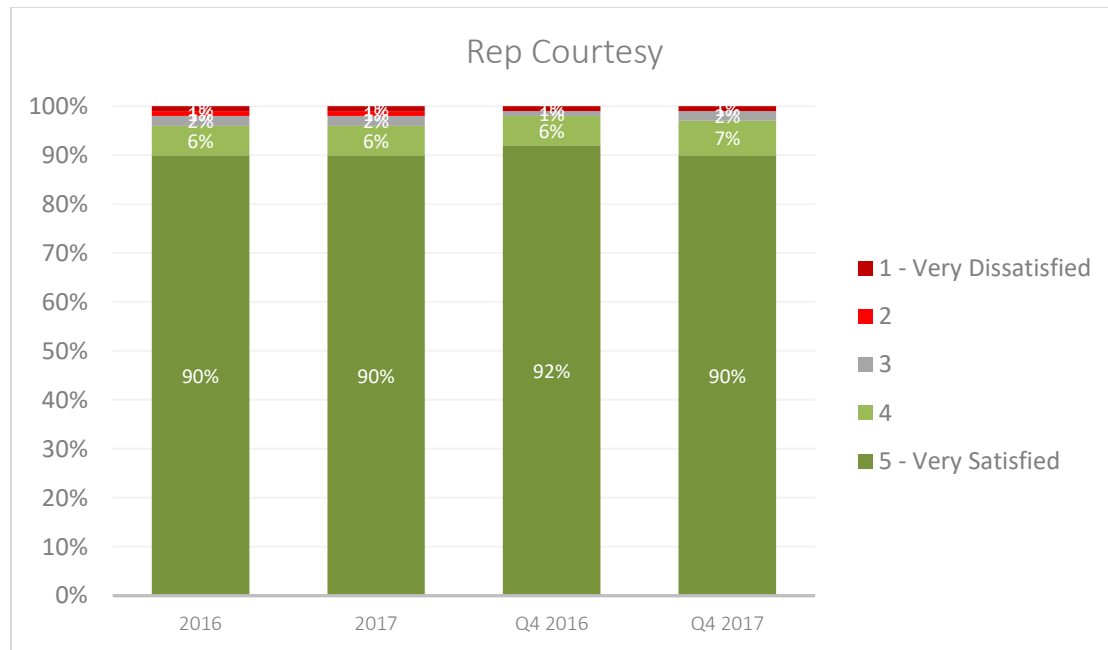
**The ability of the representative to handle your request?**

		Survey Date			
		2016	2017	Q4 2016	Q4 2017
		A	B	C	D
<b>Rep Ability</b>	<b>Base</b>	<b>1578</b>	<b>1420</b>	<b>399</b>	<b>343</b>
	Net : {5, 4}	94%	94%	96%	93%
	5 - Very Satisfied	85%	87%	87%	85%
	4	8%	7%	8%	8%
	3	3%	3%	2%	4% C
	2	2%	2%	2%	2%
	1 - Very Dissatisfied	2%	1%	1%	1%
	Mean	4.7	4.8	4.8	4.8



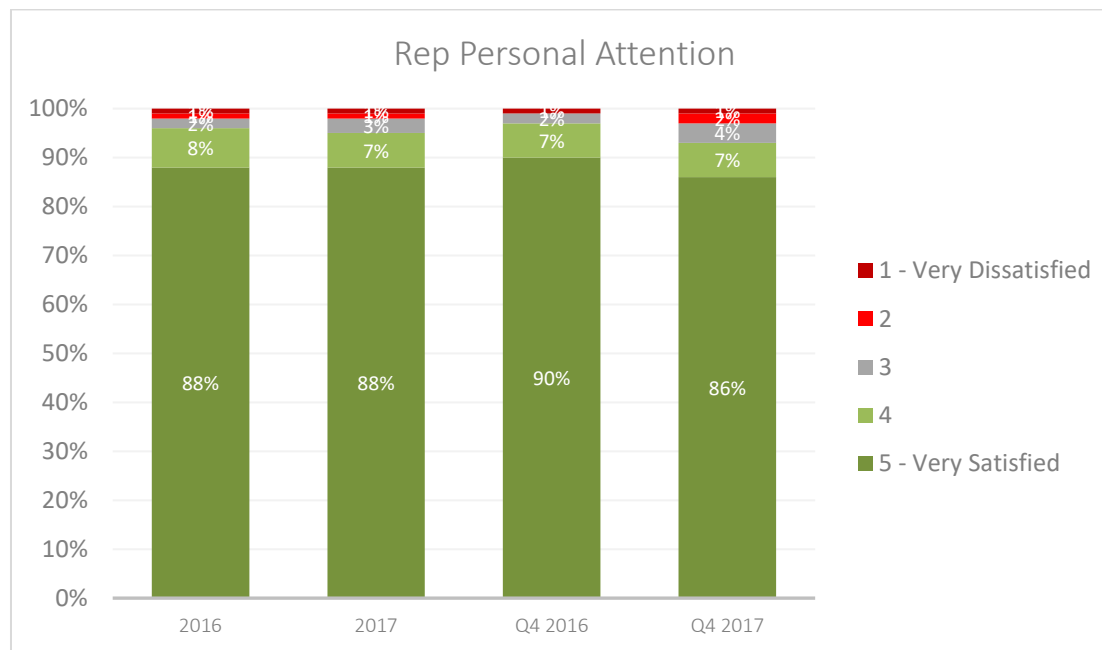
**The courtesy of the representative?**

		Survey Date			
		2016	2017	Q4 2016	Q4 2017
		A	B	C	D
<b>Rep Courtesy</b>	<b>Base</b>	<b>1586</b>	<b>1434</b>	<b>400</b>	<b>347</b>
	Net : {5, 4}	96%	97%	98%	97%
	5 - Very Satisfied	90%	90%	92%	90%
	4	6%	6%	6%	7%
	3	2%	2%	1%	2%
	2	1%	1%	-	-
	1 - Very Dissatisfied	1%	1%	1%	1%
	Mean	4.8	4.8	4.9	4.8



**The personal attention given by the representative?**

		Survey Date			
		2016	2017	Q4 2016	Q4 2017
		A	B	C	D
<b>Rep Personal Attention</b>	<b>Base</b>	<b>1573</b>	<b>1428</b>	<b>397</b>	<b>347</b>
	Net : {5, 4}	96%	95%	97%	93%
	5 - Very Satisfied	88%	88%	90%	86%
	4	8%	7%	7%	7%
	3	2%	3%	2%	4%
	2	1%	1%	-	2%
	1 - Very Dissatisfied	1%	1%	1%	1%
	Mean	4.8	4.8	4.9	4.7





## Do you have any suggestions to help GMP improve their customer service?

### Current Quarter Only

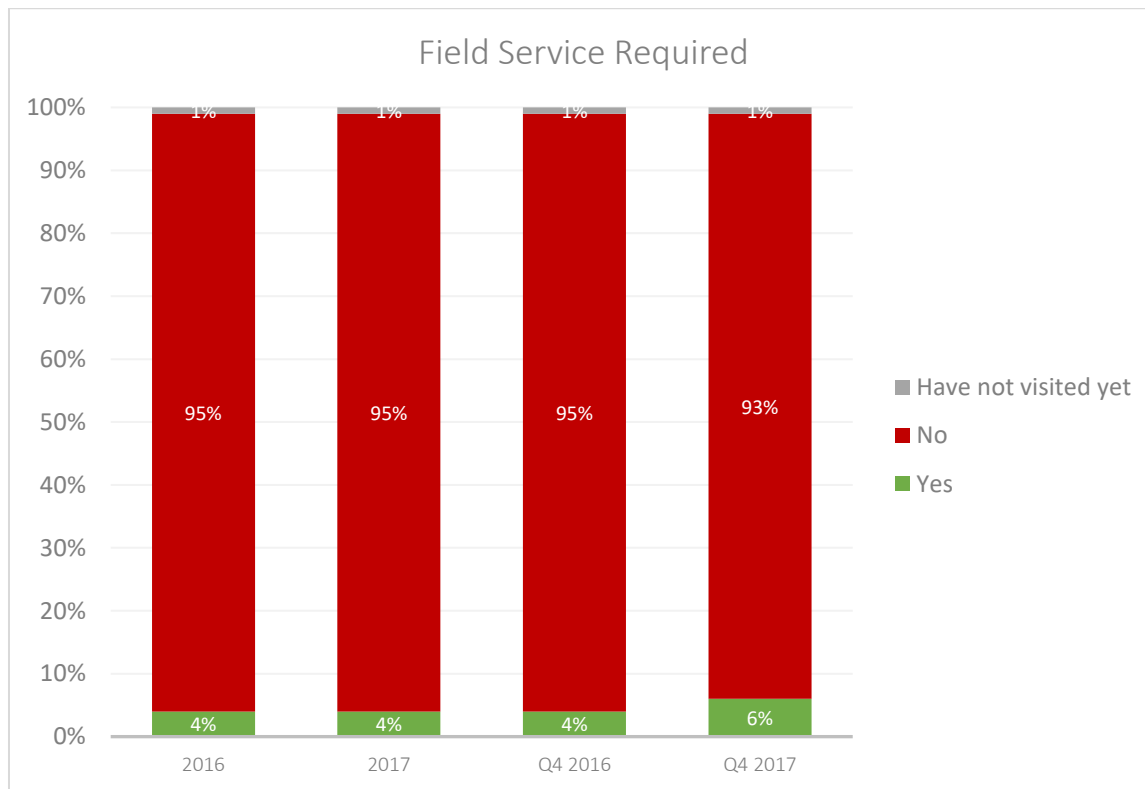
Do you have any suggestions to help GMP improve their customer service?	
1	Actually I'm really satisfied. There is nothing that I would change really.
2	Allow the customer the chance to speak with a higher up.
3	As long as there is a person available to troubleshoot with me compared to an automated system that would be much appreciated.
4	Be more transparent before charging me.
5	Be more understanding, open, and honest of people's situation.
6	Communication with the person who did the complaint.
7	Continue the good service.
8	Get more people to talk to you when something like that happens.
9	GMP has contact numbers and emails, GMP send out something to let people know their power is going to be shut off, instead of mail.
10	Have a more convenient way to get to a person instead of going through the phone tree.
11	Have more girls like her.
12	I am on a fixed budget, it would be nice if they could be more flexible.
13	I assumed an outage is mapped out. There was no mapping on where the outage was. If there is a power outage then they need to call us.
14	I can understand if I was calling to talk about the neighbor's account that I wouldn't get information, but it was about my business account.
15	I cannot think of anything.
16	I don't have any suggestion for that.
17	I don't have anything currently.
18	I don't know what happened to the phone that day.
19	I don't know.
20	I don't know. I would probably say not really.
21	I don't really know.
22	I don't really know. This whole thing with the way it just puts you into disconnect for missing a few days to pay the bill.
23	I don't think we should have to donate 1.00 to people who can't pay their bill. We live on social security and it's hard enough for us.
24	I don't.
25	I don't.
26	I don't. All is good.
27	I hate the automated system. I don't like going through the automated system.
28	I have called before and I have gotten some rude people. They don't need to remind you that you can be cut off at any time. They make you feel less than a human being.
29	I have no idea where to start.
30	I really don't. I have had such a positive experience. They gave their all, made everything clear, and helped me out tremendously.
31	I suggest they be nicer on the phone.
32	I think being able to make a payment over the phone while Green Mountain Power is closed, would be a big help.
33	I think that the customer is very professional, I would also like to thank the service technicians for coming out and taking care of my most recent power outage.
34	I think that the customer service representatives should know if people are disabled. I keep getting shut-off notices.
35	I think they are doing as well as humanly possible.
36	I would have liked the customer service representative to have a little bit more knowledge, instead of telling me that there was nothing she could do about my bills online and my other bill being different amounts. I believe a customer service representative should be able to tell me something, instead of telling me there is nothing she could do about it.
37	I would like them to have a proactive approach of handling refunds.
38	I would suggest not turning off the power in the middle of winter.

Do you have any suggestions to help GMP improve their customer service?	
39	It seems like the person responding should know what we need to do and who would be the inspector coming out and when they finally got things straightened out the girl that came out wasn't even the person who handled my district.
40	It was fine.
41	It was great.
42	It would be easier not to have to write down a number and to not give my credit card number over the phone.
43	It would be nice to be able to pay the bill twenty four seven.
44	I've always had good service.
45	I've had experiences with some representatives not being very personable. You should make sure they are at a satisfactory level.
46	Keep doing what they're doing.
47	Keep having awesome people.
48	Keep on calling people like you do with the courtesy calls. People do forget about their bills. Everyone has emergencies in their life and we do forget. Your courtesy calls are outstanding. Your courtesy calls are great.
49	Lower the bills.
50	Lower the prices. They do a great job. They are fast and accurate.
51	Lower the rates.
52	Lower their bill.
53	Lower their bills.
54	Make a phone call if something wrong with bill.
55	Make services cheaper.
56	Maybe a phone call before they disconnect service. I was there at seven in the morning and a note was already on the door that the service had been turned off.
57	Maybe be a little bit more patient with the customer.
58	Maybe follow up, if someone was unable to answer my questions, especially when it comes to our bill.
59	My wife is on oxygen and at our other location I'm not saying she should be put above others. I think they did great, the power was back on before we anticipated.
60	Return calls to the customers. My electric guy said there could be something done.
61	Sure they could lower their rates.
62	The automated system could be a little more stream lined or give an option right away to speak with a representative.
63	The automated system is confusing.
64	The consistency of the representatives. The first person said I couldn't make an arrangement and the second person let me.
65	The customer service is fine, but the company I'm always amazed when you get a disconnection notice after just ten days. I think it is very quick.
66	The due date of my bill is not good for me. I would like it to be in the middle of the month.
67	The menu is hard when using it to get to the right person.
68	There should be less phone prompts.
69	There's nothing I would change about it.
70	They can buy bigger ladders.
71	They could have called with a follow-up to ensure the job was done and it was resolved.
72	They could improve on getting our power on when we have a power outage.
73	They could verify they have the correct address.
74	They do a wonderful job in good times.
75	They need a better way of handling business. I am not able to pay right now.
76	They need some leeway for people on social security, on a specific day. It's hard to pay until the social security check comes in.
77	They need to be more explanatory with my questions.
78	They should document their calls. I'm pretty sure they do but, that would be the only thing that I would suggest.
79	They should really put themselves in the shoes of a low income person. Maybe have a low budget plan for those with low income.
80	To be a little more informative about when the power is going to be restored.

Do you have any suggestions to help GMP improve their customer service?	
81	To post a late payment without having to call.
82	Umm well not really.
83	Well yes I think that the representative should have given me online.
84	Well, normally when I call it is pleasant, this is the only time I have had a problem.
85	When I first called I was supposed to give \$216.00 and I didn't have it. The first representative wouldn't accept it and was rude to me. I called back to talk to someone else and they didn't know why the first representative didn't accept it.
86	When the representatives deal with people with their payment plan, they need some sensitivity training. It appears to be that way whenever I speak to someone in that department.
87	When you call the automated system, it gets frustrating.
88	You have too many layers of prompts to select from.
89	You need more people to answer the phones. I could not get through to talk to someone about another issue I had.

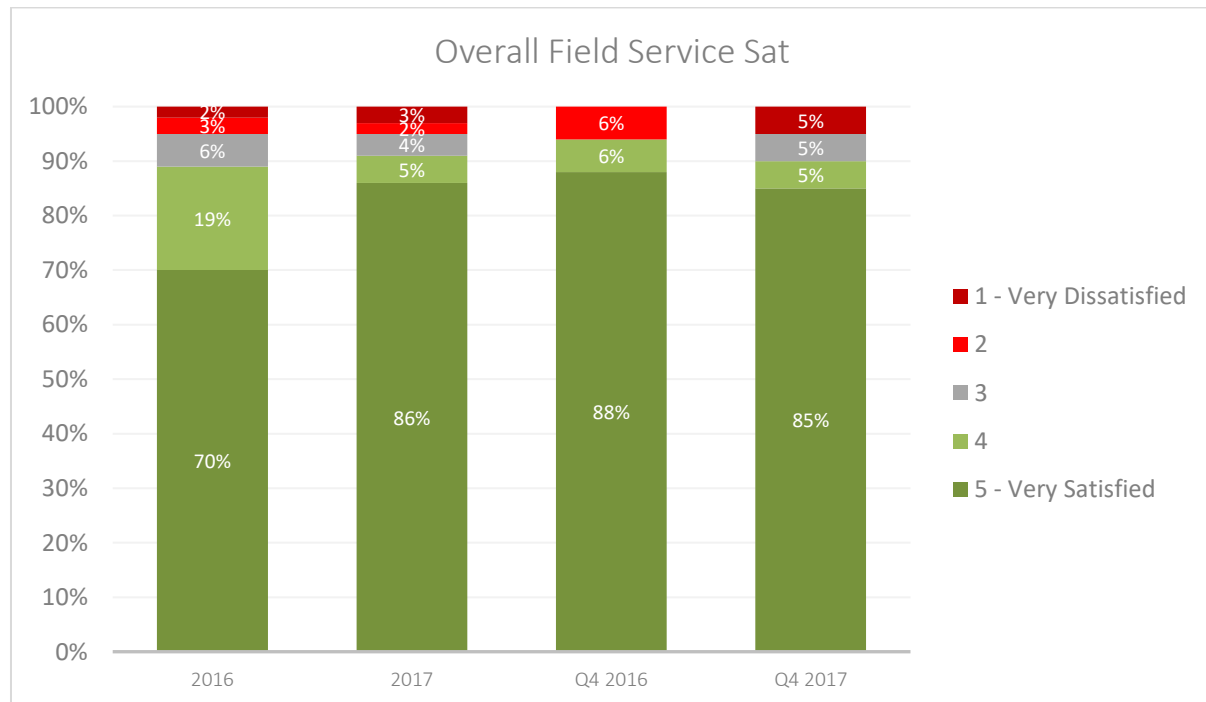
**Did your request require a field service representative to visit your home?**

		Survey Date			
		2016	2017	Q4 2016	Q4 2017
		A	B	C	D
Field Service Required	Base	<b>1597</b>	<b>1584</b>	<b>398</b>	<b>394</b>
	Yes	4%	4%	4%	6%
	No	95%	95%	95%	93%
	Have not visited yet	1%	1%	1%	1%



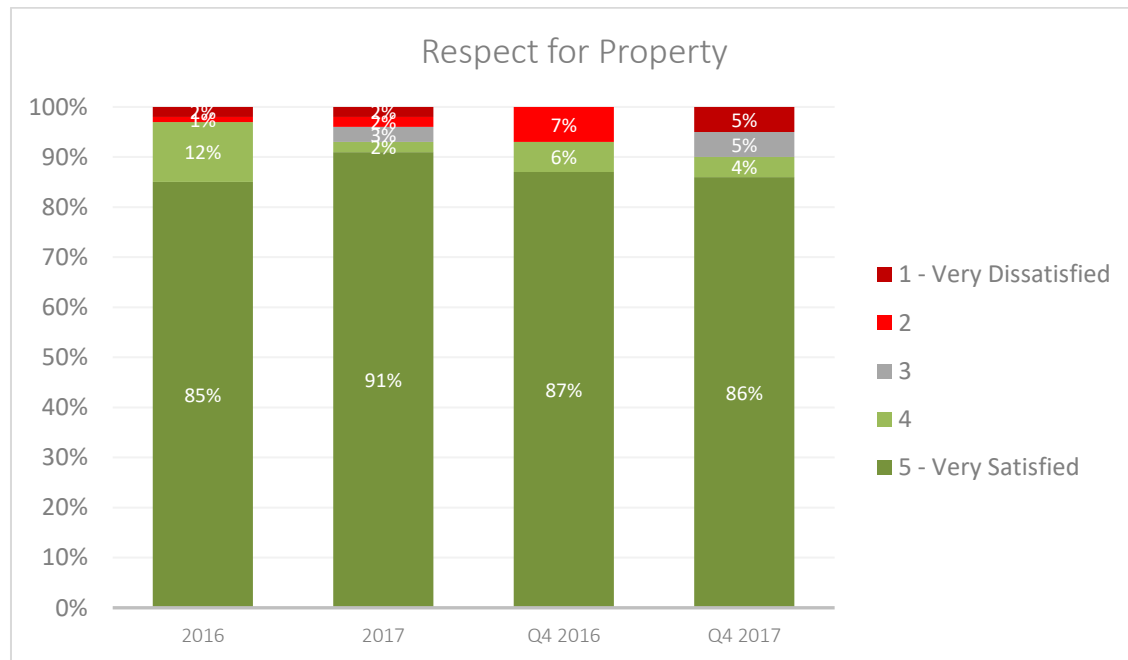
**Using the same 1 to 5 scale, how would you rate your overall satisfaction with the field service that was performed?**

		Survey Date			
		2016	2017	Q4 2016	Q4 2017
		A	B	C	D
<b>Overall Field Service Sat</b>	<b>Base</b>	<b>64</b>	<b>58</b>	<b>16</b>	<b>21</b>
	Net : {5, 4}	89% *	91% *	94% **	90% **
	5 - Very Satisfied	70% *	86% A*	88% **	85% **
	4	19% B*	5% *	6% **	5% **
	3	6% *	4% *	- **	5% **
	2	3% *	2% *	6% **	- **
	1 - Very Dissatisfied	2% *	3% *	- **	5% **
	Mean	4.5 *	4.7 *	4.8 **	4.7 **



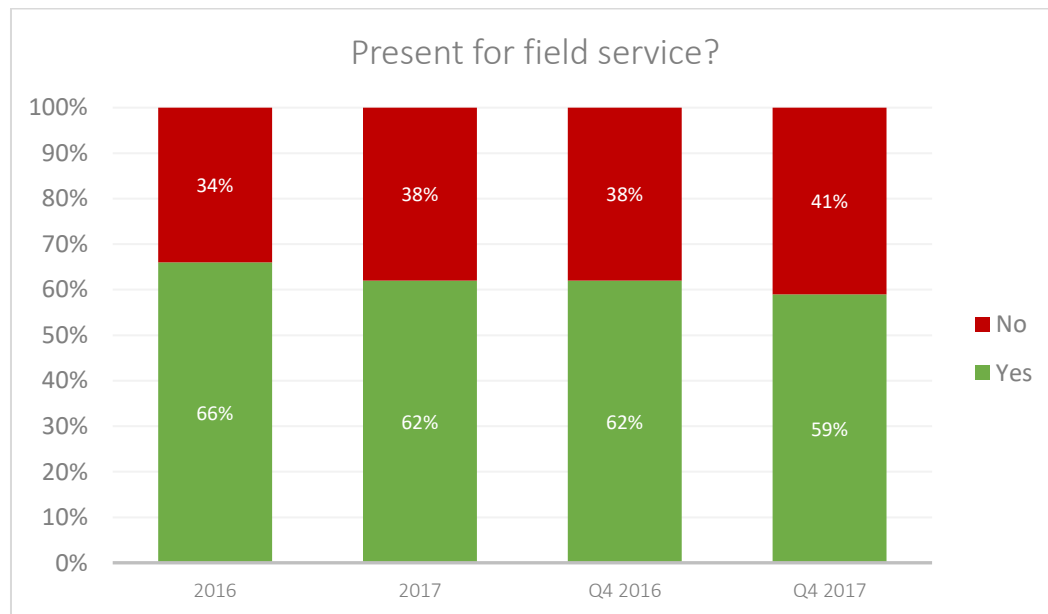
**The respect the representative showed for your property?**

		Survey Date			
		2016	2017	Q4 2016	Q4 2017
		A	B	C	D
<b>Respect for Property</b>	<b>Base</b>	<b>65</b>	<b>59</b>	<b>15</b>	<b>22</b>
	Net : {5, 4}	97% *	93% *	93% **	91% **
	5 - Very Satisfied	85% *	91% *	87% **	86% **
	4	12% B*	2% *	6% **	4% **
	3	- *	3% *	- **	5% **
	2	1% *	2% *	7% **	- **
	1 - Very Dissatisfied	2% *	2% *	- **	5% **
	Mean	4.8 *	4.8 *	4.7 **	4.7 **



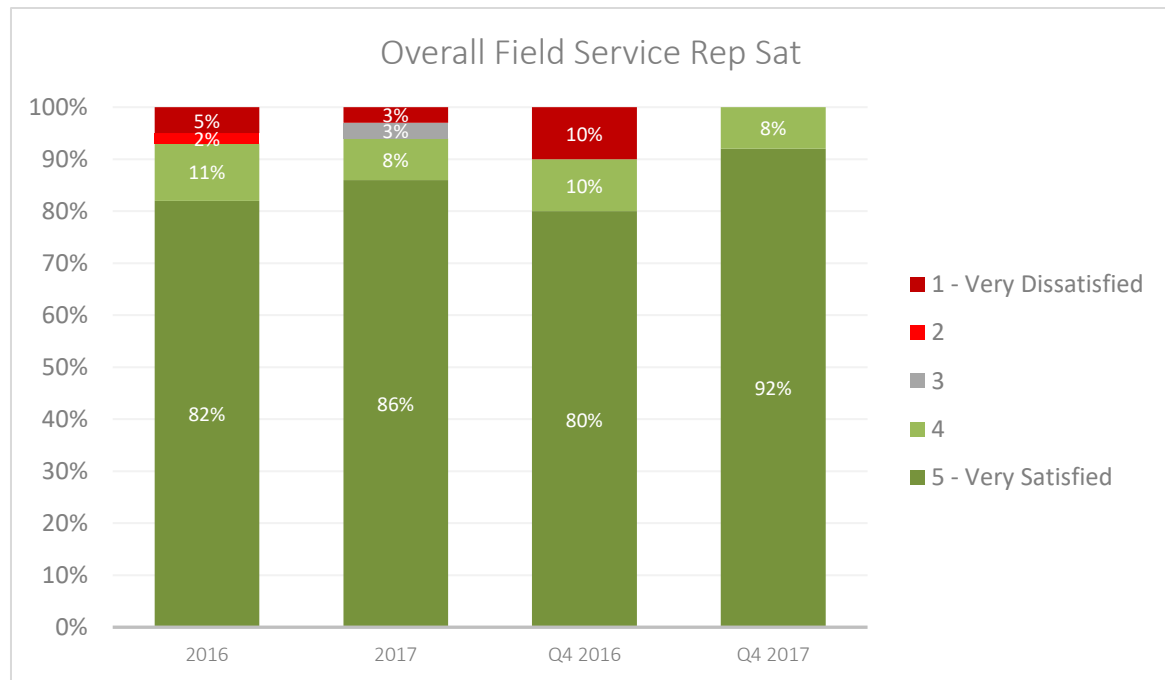
**Were you present when the field service representative visited your home or property?**

		Survey Date			
		2016	2017	Q4 2016	Q4 2017
		A	B	C	D
Present for field service?	Base	<b>67</b>	<b>61</b>	<b>16</b>	<b>22</b>
	Yes	66% *	62% *	62% **	59% **
	No	34% *	38% *	38% **	41% **



**How would you rate your overall satisfaction with field service representative that handled your request?**

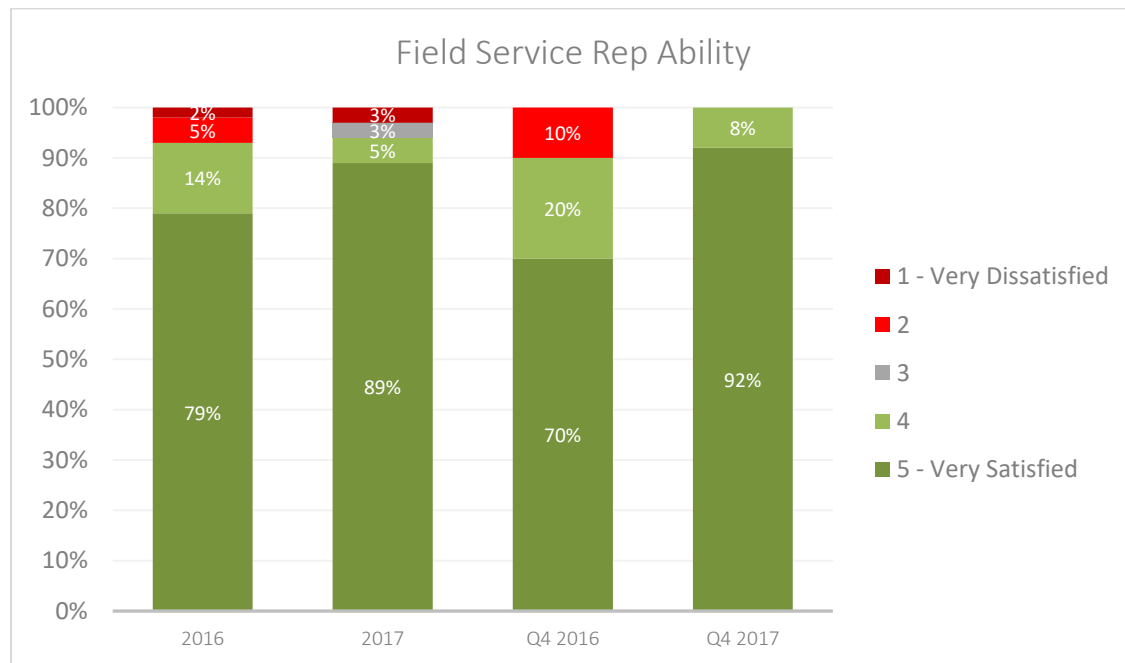
		Survey Date			
		2016	2017	Q4 2016	Q4 2017
		A	B	C	D
<b>Overall Field Service Rep Sat</b>	<b>Base</b>	<b>44</b>	<b>37</b>	<b>10</b>	<b>13</b>
	Net : {5, 4}	93% *	95% *	90% **	100% **
	5 - Very Satisfied	82% *	86% *	80% **	92% **
	4	11% *	8% *	10% **	8% **
	3	- *	3% *	- **	- **
	2	2% *	- *	- **	- **
	1 - Very Dissatisfied	5% *	3% *	10% **	- **
	Mean	4.6 *	4.8 *	4.5 **	4.9 **





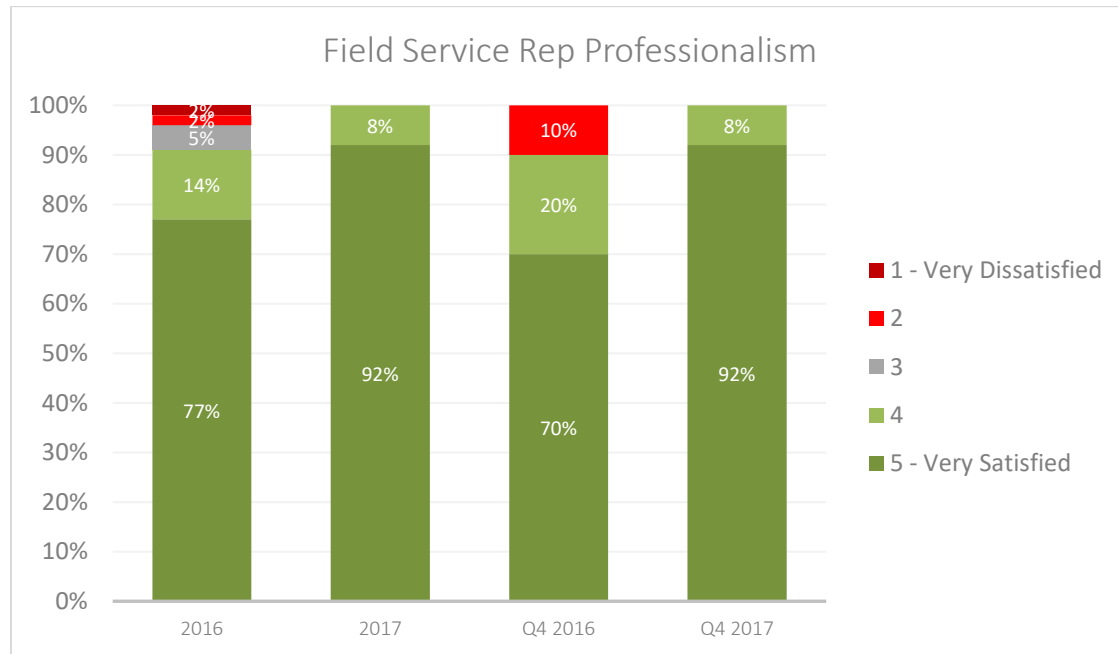
**The ability of the field service representative to handle your request?**

		Survey Date			
		2016	2017	Q4 2016	Q4 2017
		A	B	C	D
<b>Field Service Rep Ability</b>	<b>Base</b>	<b>43</b>	<b>36</b>	<b>10</b>	<b>13</b>
	Net : {5, 4}	93% *	94% *	90% **	100% **
	5 - Very Satisfied	79% *	89% *	70% **	92% **
	4	14% *	5% *	20% **	8% **
	3	- *	3% *	- **	- **
	2	5% *	- *	10% **	- **
	1 - Very Dissatisfied	2% *	3% *	- **	- **
	Mean	4.6 *	4.8 *	4.5 **	4.9 **



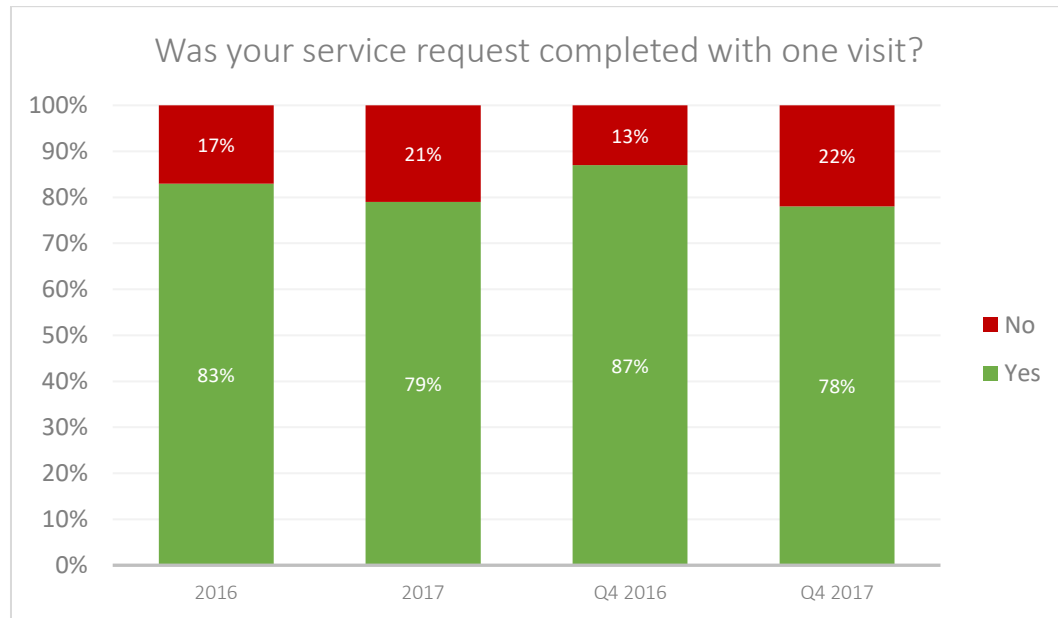
**The professionalism of the field service representative?**

		Survey Date			
		2016	2017	Q4 2016	Q4 2017
		A	B	C	D
<b>Field Service Rep Professionalism</b>	<b>Base</b>	<b>43</b>	<b>37</b>	<b>10</b>	<b>13</b>
	Net : {5, 4}	91% *	100% *	90% **	100% **
	5 - Very Satisfied	77% *	92% *	70% **	92% **
	4	14% *	8% *	20% **	8% **
	3	5% *	- *	- **	- **
	2	2% *	- *	10% **	- **
	1 - Very Dissatisfied	2% *	- *	- **	- **
	Mean	4.6 *	4.9 A*	4.5 **	4.9 **



**Was your service request completed with one visit?**

		Survey Date			
		2016	2017	Q4 2016	Q4 2017
		A	B	C	D
Was your service request completed with one visit?	Base	65	58	16	23
	Yes	83% *	79% *	87% **	78% **
	No	17% *	21% *	13% **	22% **



**What remained incomplete?**

**Current Quarter Only**

What remained incomplete?	
1	GMP had to come to the house to turn the power off. New Brunswick Lineman's had to come out to turn the power on again. There was a problem with the inside of the meter.
2	I am still paying the same bill. No one showed up.
3	They had to check the tank before they serviced it and order a new tank.
4	Unwrapping my wires.
5	We had another black out the same night and there were still problems. It took them three different trips.

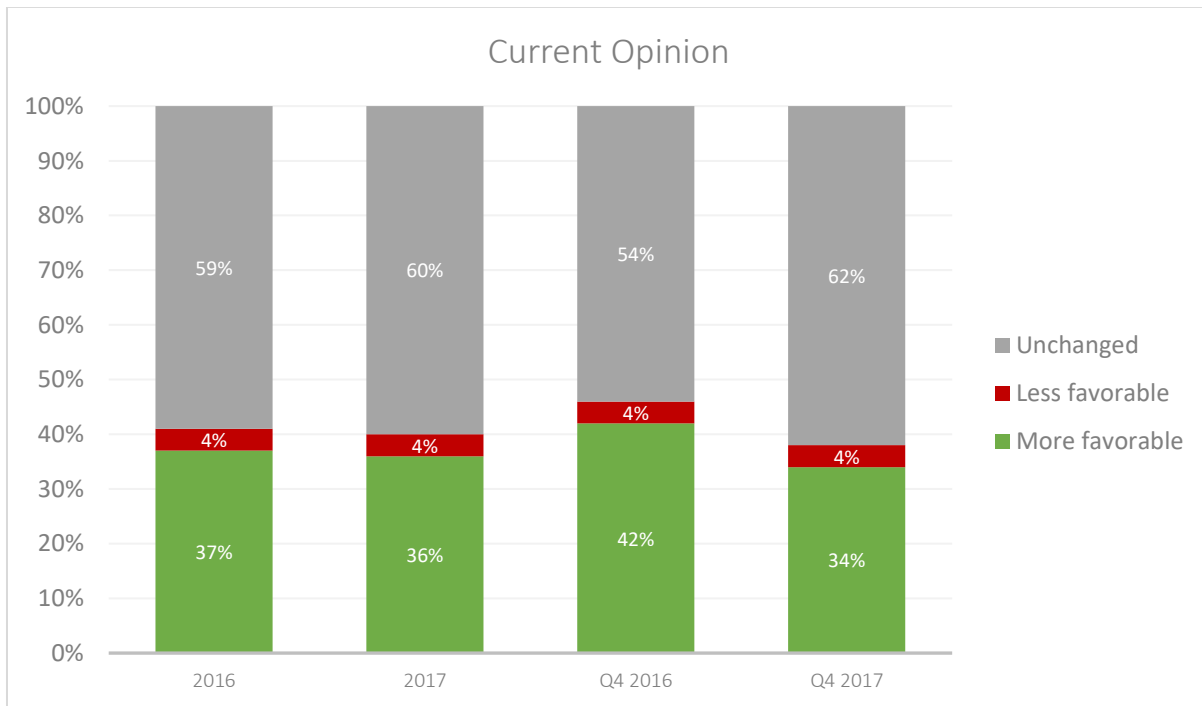
**Do you have any suggestions to help GMP improve their Field Services?**

**Current Quarter Only**

Do you have any suggestions to help GMP improve their Field Services?	
1	Buy a bigger ladder.
2	I've had no problems with their Field Services.
3	Leave a tag or something that says when you are approved because I didn't know they were even coming out.
4	Lower the electric.
5	No problem
6	No. They do what they need to do.
7	No. They seemed really on top of it and they were polite and prompt.
8	Not at all.
9	Return the customer calls.
10	There need to be a way to check inside the meter box to see if they are corroded.
11	When the field representatives came out before I never received a call from them or GMP asking if my problem was resolved.

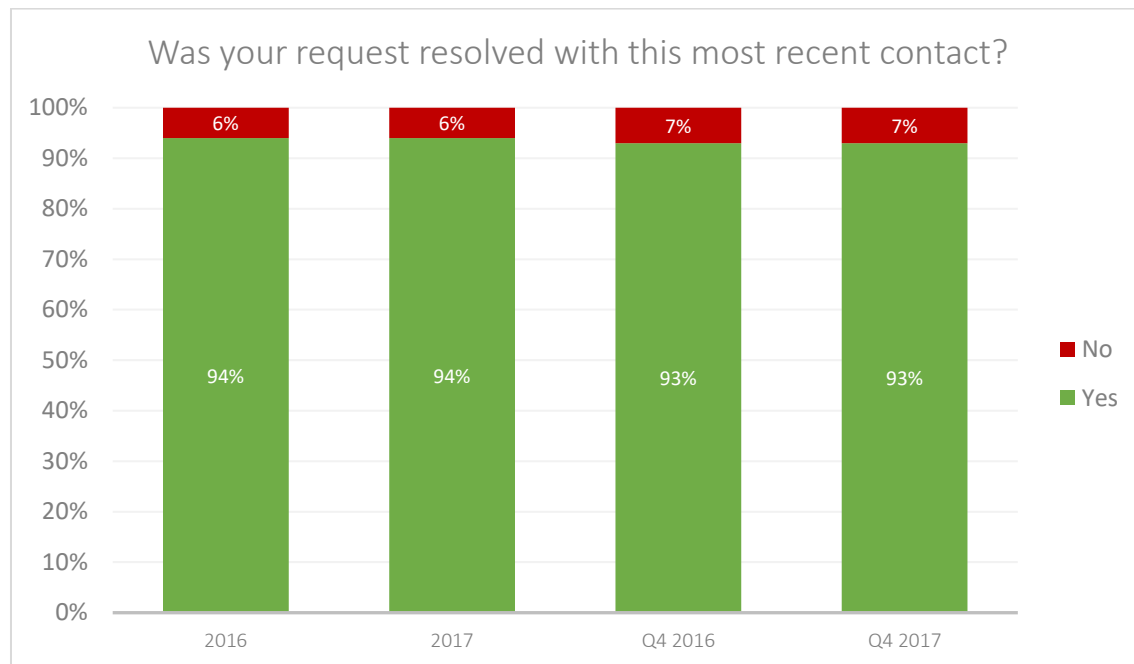
***In general, how would you say this particular contact with GMP has affected your opinion of them? Would you say your opinion is now more favorable, less favorable or is unchanged as a result of how they handled your inquiry?***

		Survey Date			
		2016	2017	Q4 2016	Q4 2017
		A	B	C	D
Current Opinion	Base	1575	1568	391	396
	More favorable	37%	36%	42% D	34%
	Less favorable	4%	4%	4%	4%
	Unchanged	59%	60%	54%	62% C



**Was your request resolved with this most recent contact?**

		Survey Date			
		2016	2017	Q4 2016	Q4 2017
		A	B	C	D
Was your request resolved with this most recent contact?	Base	<b>1547</b>	<b>1557</b>	<b>389</b>	<b>385</b>
	Yes	94%	94%	93%	93%
	No	6%	6%	7%	7%



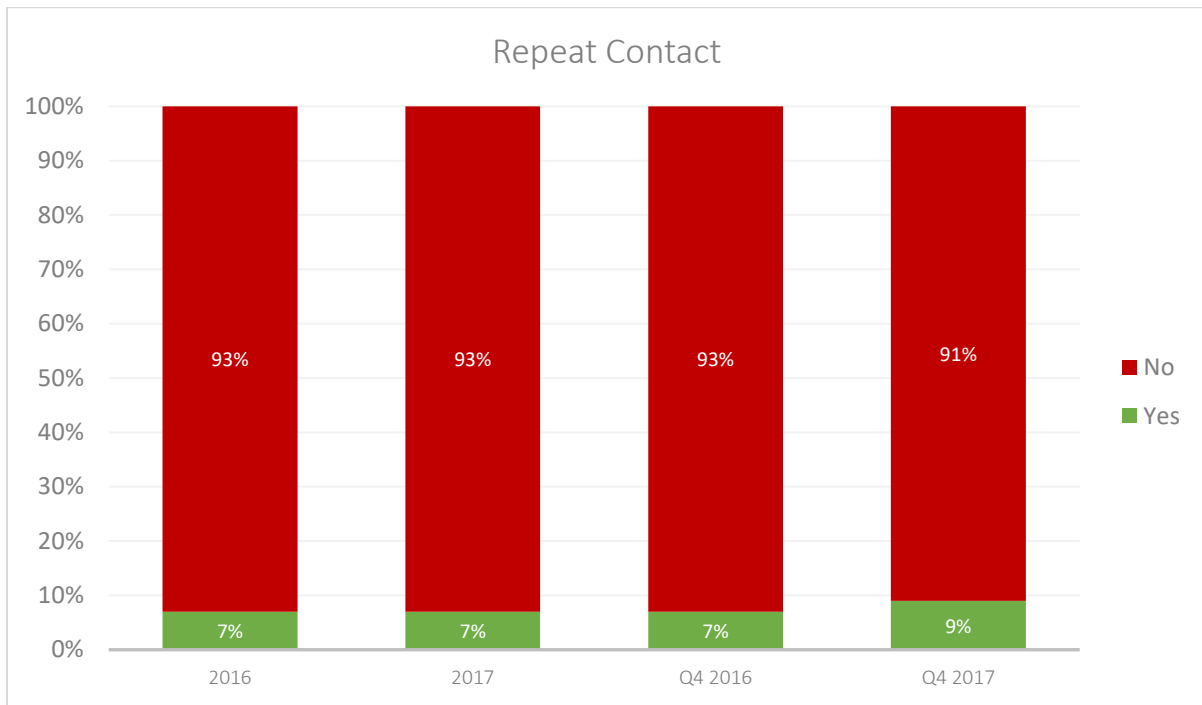
## What remains unresolved?

### Current Quarter Only

What remains unresolved?	
1	Getting the Email password that I need to pay my bill.
2	I have not given them any money. I have not been paid. I would have called but my phone does not work. I only get incoming calls. This Friday afternoon, I will send them some money.
3	I have not received my deposit yet.
4	I have to send them more information. It's sort of an ongoing thing.
5	I have to set the Budget Plan up again.
6	I know nothing, no one has called me back to let me know that they have accepted my request to never turn off my power. I need the power to keep my machine running.
7	I never had anyone contact me to discuss this matter.
8	I wanted to know when they were going to do something about the light and nothing has happened yet.
9	I'm still waiting for them it come and fix it. They are coming tomorrow and it will be done.
10	It's the fact that I'm going to lose \$22 because of net metering.
11	My electric is still going to be shut off on the thirtieth of this month.
12	Not knowing why our bill is so much or if we are paying for our tenants, or if they are paying for their own lights. We don't understand why our bill is tripled in one month.
13	Setting up a payment plan.
14	She could not find out why my payment plan was canceled, and the representative was very rude, and she was not listening to what I was saying. The representative did not offer me the chance to speak with a supervisor.
15	She couldn't explain why, she just said it is what it is. I thought that was very unprofessional.
16	The difference in the bill. My bill went from ninety seven dollars to sixty two dollars and I did not do anything different.
17	The fact that they were unable to tell me about the energy tax charge that was fifteen bucks on my bill.
18	The issue with the disconnection.
19	The question about the account.
20	The tree has not been removed. I told them it was not urgent.
21	They didn't give me that extra day.
22	They put the wrong address on my bill.
23	They still have to remove the trees of the property.
24	They still need to call me back about the inquiry I called them for.
25	We are still trying to figure out the payment problem.
26	We had a couple thousand dollars of stuff destroyed in result of their line. We are making a claim about it.

**Was this most recent contact with Green Mountain Power the result of a prior contact that was not resolved?**

		Survey Date			
		2016	2017	Q4 2016	Q4 2017
		A	B	C	D
Repeat Contact	Base	1575	1585	394	396
	Yes	7%	7%	7%	9%
	No	93%	93%	93%	91%





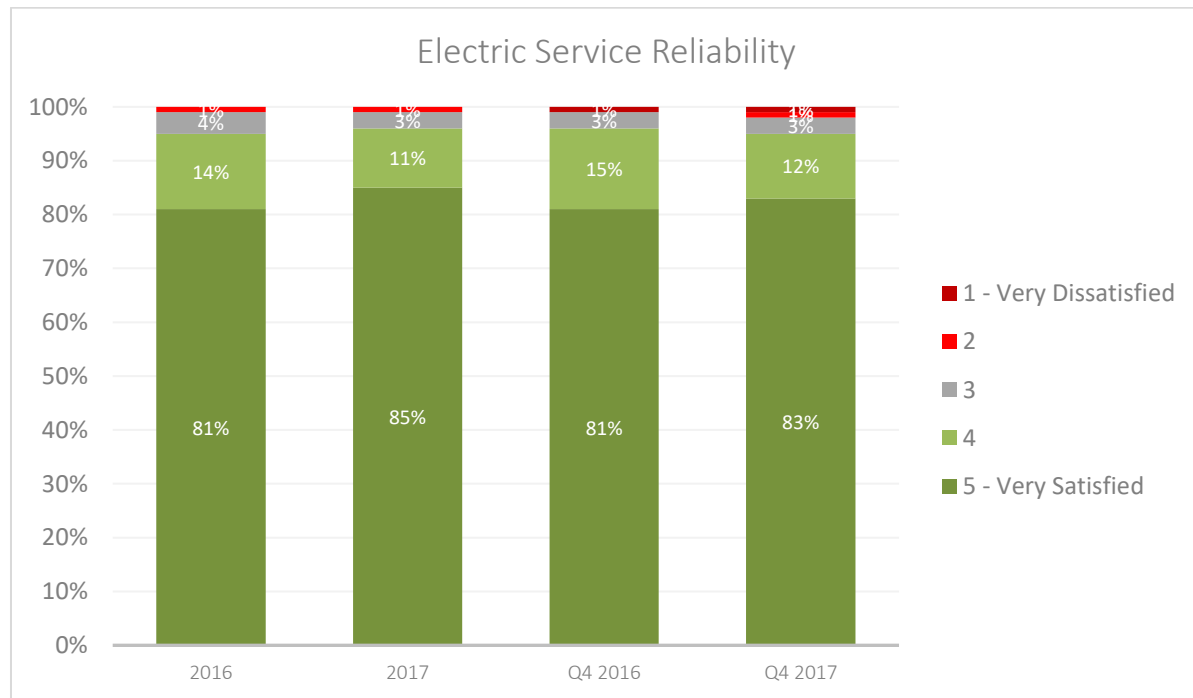
**What prompted the need for additional contact?**

**Current Quarter Only**

What prompted the need for additional contact?	
1	I asked my landlord to make this transfer for me six months ago, but I didn't have the meter number. It just didn't get done at that time.
2	I call back with payment numbers.
3	I couldn't stick to the payment plan.
4	I did not pay.
5	I didn't have power at our new place. She turned it on at a different address.
6	I didn't have the whole amount of money that I needed to pay the bill.
7	I didn't pay the bill on time.
8	I had a question because, in the interim another bill had come in.
9	I had received a letter for a shut-off and I wanted to make sure you received the payment. I live in Puerto Rico and the payment in the mail was delayed due to the hurricane.
10	I need to make a payment.
11	I needed to make sure I was ok to pay my bill for another date.
12	I never received a call back.
13	I received a phone call that I could not answer. When I called the number back it was GMP.
14	I thought the payment arrangement was already set up, and it wasn't.
15	I wanted to just make the payment and keep the budget billing but they said they had to change the whole billing cycle.
16	I wanted to keep in contact because of payment arrangement.
17	I wanted to speak to a supervisor.
18	I was told someone would call back so I called back.
19	It was still an ongoing issue.
20	My bill was \$101 but my card was charged for \$198, so I questioned why.
21	My power was out for three to four days and I was trying to figure out when it was going to come back. They didn't know and I didn't know.
22	The difference in the bill. I had a twenty five dollar price drop.
23	The disconnect notice.
24	The equipment was not working.
25	The fact that I had not heard from them in about a week or so.
26	The first representative didn't help me.
27	The first time I called I got different answers. The second person I spoke with gave me answers.
28	The form that BROCC gave me.
29	The problem was not resolved.
30	They called and left a message my phone.
31	They need to unwrap the wires and you need a bigger ladder to do your job.
32	To confirm the same information from the previous contact.
33	We have to get a refrigerator repair man to come in and make a report and we are in the process of making a claim.
34	When I do an inquiry on the bill, it's in my wife's name. Every time they put me on the bill for the address they keep kicking my name off of the bill. They won't give me information because I'm not my wife. My wife calls and tells them to put my name on the bill as well.
35	When they sent me another bill and it was not time for me to be billed yet.

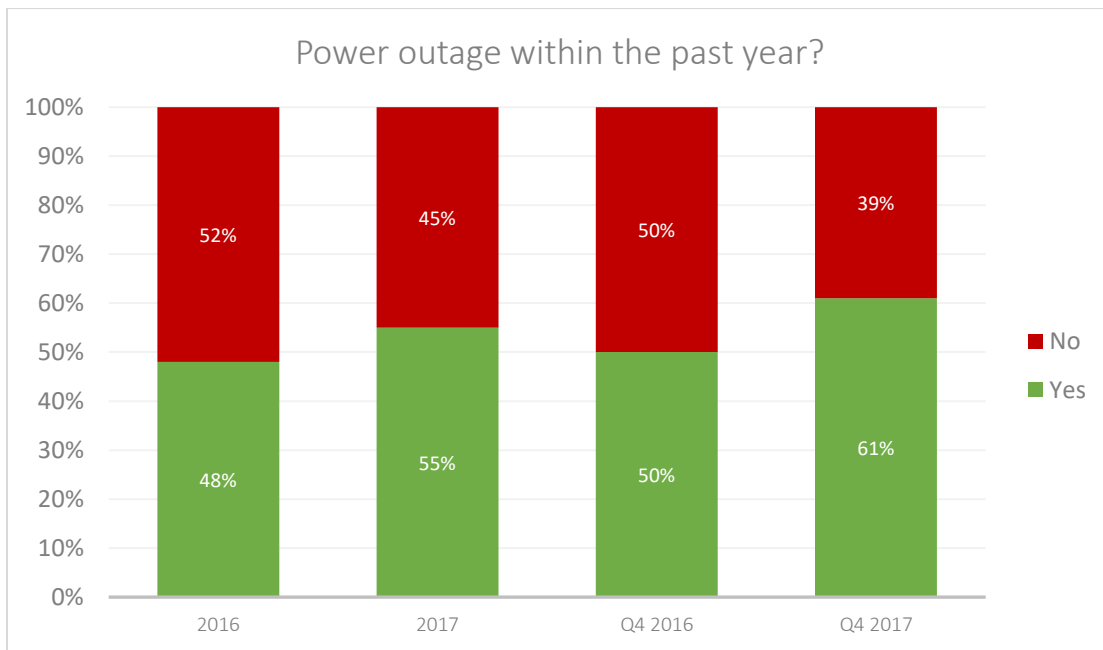
**Returning to the same 1 to 5 scale where 1 means very dissatisfied and 5 means very satisfied, how satisfied are you with the reliability of your electric service?**

		Survey Date			
		2016	2017	Q4 2016	Q4 2017
		A	B	C	D
<b>Electric Service Reliability</b>	<b>Base</b>	<b>1590</b>	<b>1572</b>	<b>399</b>	<b>394</b>
	Net : {5, 4}	95%	96%	96%	95%
	5 - Very Satisfied	81%	85%	81%	83%
	4	14%	11%	15%	12%
	3	4%	3%	3%	3%
	2	1%	1%	-	1%
	1 - Very Dissatisfied	-	-	1%	1%
	Mean	4.7	4.8	4.8	4.8



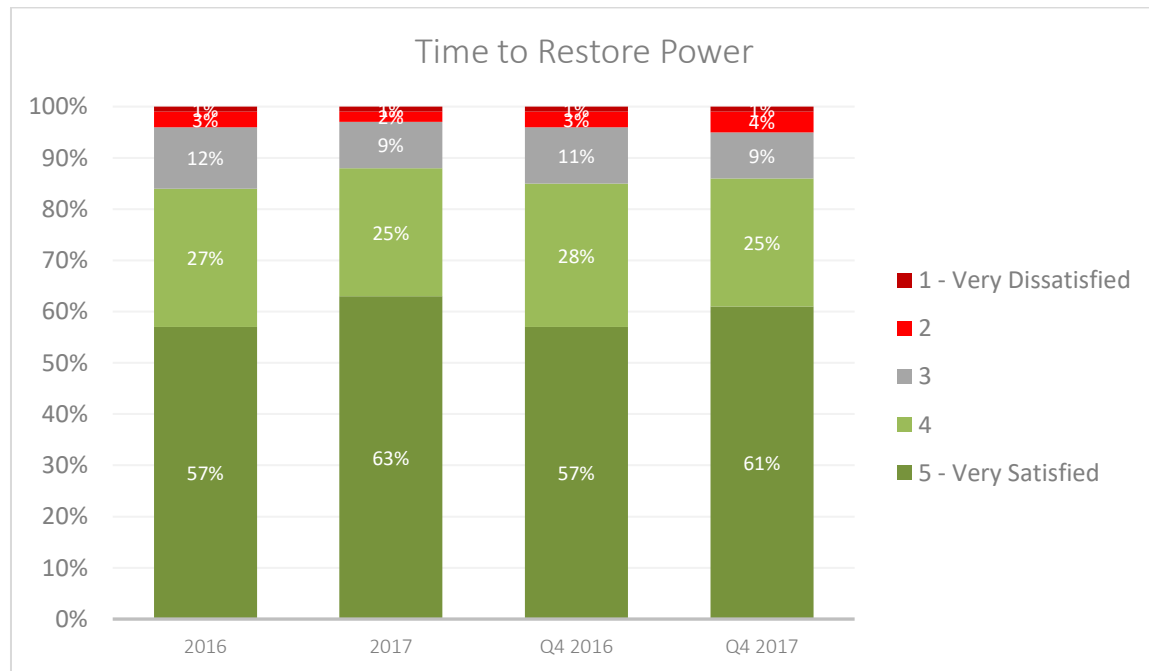
**Have you experienced a power outage within the past year?**

		Survey Date			
		2016	2017	Q4 2016	Q4 2017
Power outage within the past year?	Base	<b>1503</b>	<b>1531</b>	<b>374</b>	<b>384</b>
	Yes	48%	55%	50%	61%
	No	52%	45%	50%	39%



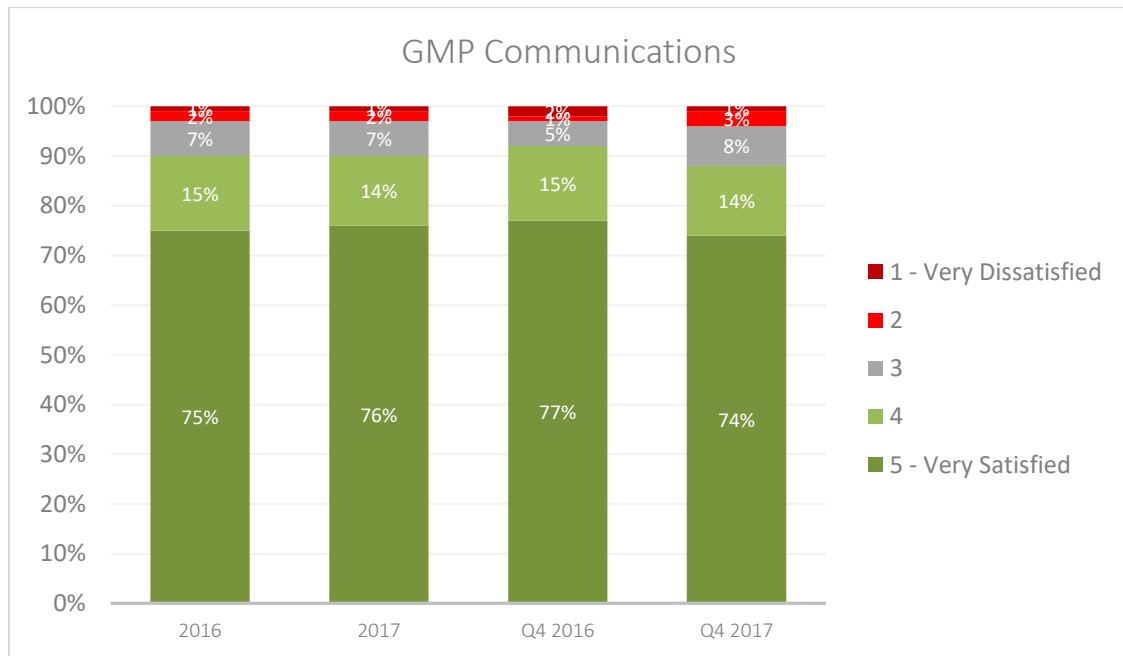
**How satisfied were you with the amount of time it took Green Mountain Power to restore your power?**

		Survey Date			
		2016	2017	Q4 2016	Q4 2017
		A	B	C	D
<b>Time to Restore Power</b>	<b>Base</b>	<b>702</b>	<b>799</b>	<b>182</b>	<b>219</b>
	Net : {5, 4}	83%	88%	85%	86%
	5 - Very Satisfied	57%	63% A	57%	61%
	4	27%	25%	28%	25%
	3	12% B	9%	11%	9%
	2	3%	2%	3%	4%
	1 - Very Dissatisfied	1%	1%	1%	1%
	Mean	4.4	4.5 A	4.4	4.4



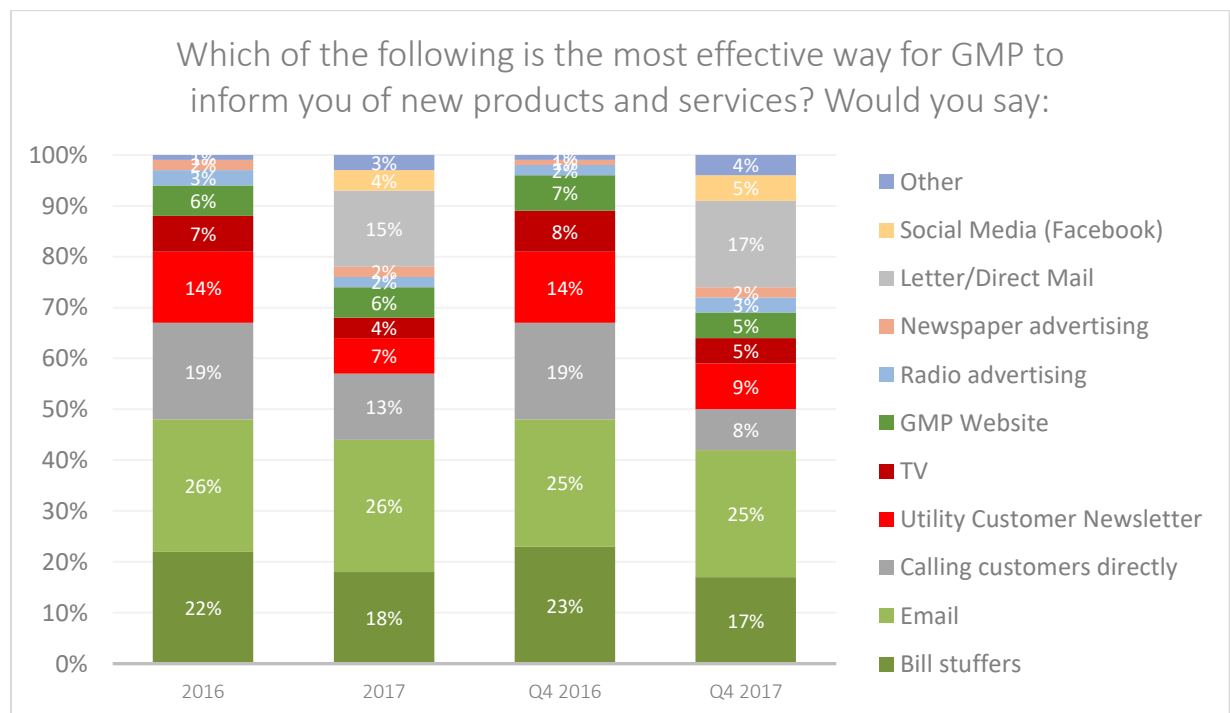
**How satisfied are you with the way GMP communicates with you as a customer?**

		Survey Date			
		2016	2017	Q4 2016	Q4 2017
		A	B	C	D
<b>GMP Communications</b>	<b>Base</b>	<b>1581</b>	<b>1567</b>	<b>397</b>	<b>398</b>
	Net : {5, 4}	90%	90%	92%	88%
	5 - Very Satisfied	75%	76%	77%	74%
	4	15%	14%	15%	14%
	3	7%	7%	5%	8%
	2	2%	2%	1%	3%
	1 - Very Dissatisfied	1%	1%	2%	1%
	Mean	4.6	4.6	4.6	4.6



**Which of the following is the most effective way for GMP to inform you of new products and services?  
Would you say:**

		Survey Date			
		2016	2017	Q4 2016	Q4 2017
		A	B	C	D
<b>Which of the following is the most effective way for GMP to inform you of new products and services? Would you say:</b>	<b>Base</b>	<b>1536</b>	<b>1560</b>	<b>392</b>	<b>394</b>
	Bill stuffers	22% B	18%	23%	17%
	Email	26%	26%	25%	25%
	Calling customers directly	19% B	13%	19% D	8%
	Utility Customer Newsletter	14% B	7%	14% D	9%
	TV	7% B	4%	8%	5%
	GMP Website	6%	6%	7%	5%
	Radio advertising	3%	2%	2%	3%
	Newspaper advertising	2%	2%	1%	2%
	Letter/Direct Mail	-	15% A	-	17% C
	Social Media (Facebook)	-	4% A	-	5% C
	Other	1%	3% A	1%	4% C
	DK/Ref	69	47	10	8



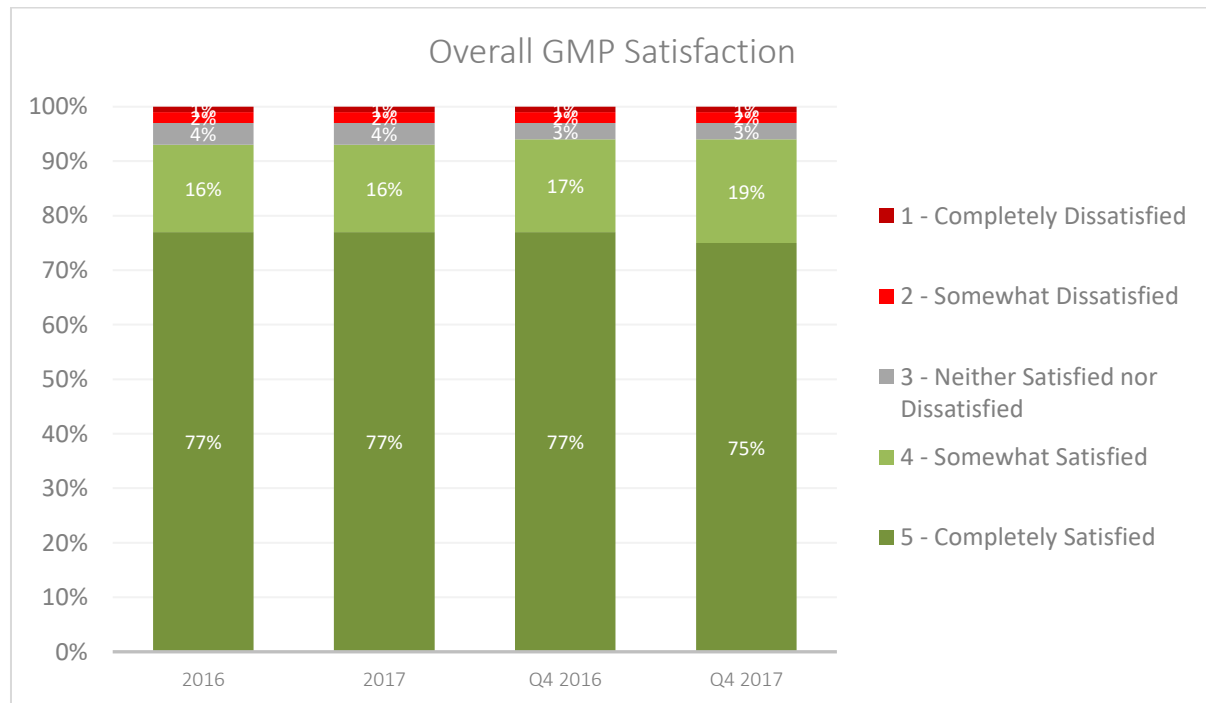
## **Other Communication Method**

### **Current Quarter Only**

<b>Other Communication Method</b>	
1	All of the above.
2	Any kind of advertising.
3	Any other way that doesn't have to deal with cutting down trees for paper. Such as, the radio, social media, and TV.
4	Email or newsletters.
5	Email or website.
6	I don't know.
7	I don't like GMP
8	I don't want any information unless GMP is closing down.
9	I would say all the above.
10	Letter or email.
11	Newspaper or direct contact. Visually is good or bill stuffers.
12	None of the above.
13	Social media, TV, bill stuffers or a letter.
14	They shouldn't.
15	Website, email, and bill stuffers.

**Based on your overall experience with GMP, how satisfied would you say you are? Would you say that you are [5] completely satisfied, [4] somewhat satisfied, [3] neither satisfied nor dissatisfied, [2] somewhat dissatisfied or [1] completely dissatisfied?**

		Survey Date			
		2016	2017	Q4 2016	Q4 2017
		A	B	C	D
		<b>Overall GMP Satisfaction</b>	<b>Base</b>	<b>1596</b>	<b>1593</b>
Net : {5 - Completely Satisfied, 4 - Somewhat Satisfied}	94%		93%	95%	94%
5 - Completely Satisfied	77%		77%	77%	75%
4 - Somewhat Satisfied	16%		16%	17%	19%
3 - Neither Satisfied nor Dissatisfied	4%		4%	3%	3%
2 - Somewhat Dissatisfied	2%		2%	2%	2%
1 - Completely Dissatisfied	1%		1%	1%	1%
Mean	4.7		4.7	4.7	4.6





## Overall GMP Satisfaction, What could GMP do or change to make you completely satisfied?

### Current Quarter Only

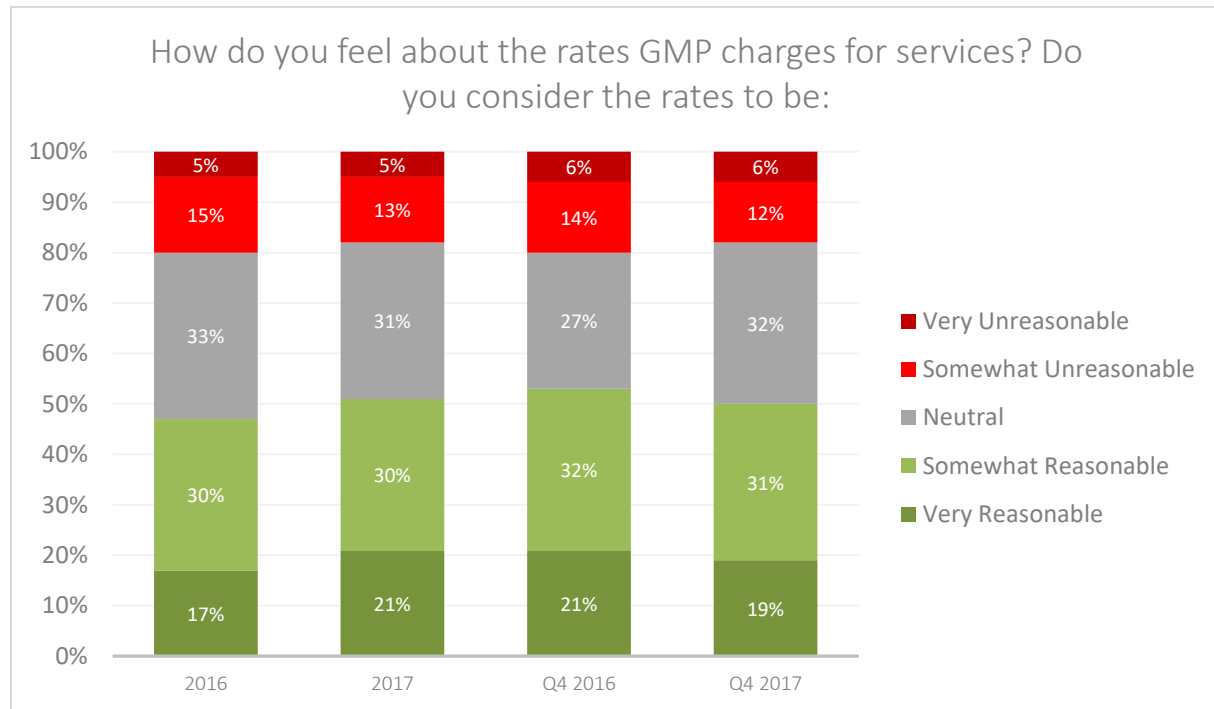
	Overall GMP Satisfaction	What could GMP do or change to make you completely satisfied?
1	5	Nothing.
2	4	A little more human contact instead of a recording.
3	4	A lot of other utility companies allow their customers to purchase energy at a better price.
4	4	Be more transparent.
5	4	Budgeting or payment plan. It is just too difficult to explain.
6	4	Cut a pine tree down next to some power lines on my property. I'm very concerned for the safety.
7	4	Don't change anything. Everything is good. You always answer when I call you.
8	4	Don't know.
9	4	Electric rate goes up between 11p-8a and this happens at my father's house too.
10	4	Figure out why that the area I live in always loses the power.
11	4	Find out why we always get Brown Outs in this area. To better serve people and that people should be treated equally. When you are asking for a payment plan they should not make you feel any less for asking.
12	4	Give me my security deposit back.
13	4	GMP can be a little nicer on the phone instead of so curt.
14	4	I can't get my e-bill, and I don't get a reminder in my emails.
15	4	I can't think of anything off the top of my head right now.
16	4	I don't know.
17	4	I don't know.
18	4	I don't know.
19	4	I don't know.
20	4	I don't know. We could have gotten power a little quicker.
21	4	I don't really know. They do a good job.
22	4	I have had bad experiences in the past. Lately the service has been very good.
23	4	I have no idea.
24	4	I only had one experience I didn't like. Everything else has been good.
25	4	I think text messages would help a lot of people.
26	4	I think they do just fine.
27	4	I understand people have bad days but some of the representative are rude.
28	4	I wish they could work with customers on billing. If I'm not able to pay my bill work with me some kind of way.
29	4	I wish they would have told me about this charge for new services.
30	4	I would like to have a proactive approach of handling refunds.
31	4	I would love to get the efficiency Vermont surcharges. The charge is about ten percent of my bill.
32	4	I'd like to see more offerings and more incentive for solar and alternative energy sources. Make sure they always consult us. They should notify if well in advanced of any infrastructure changes.
33	4	It would be nice to have results from the letter about the light.
34	4	I've been disabled and I don't think that you guys know that. I keep getting shut-off notices all the time for just eighty to one hundred dollars.
35	4	Just keep us up to date when power goes out again.
36	4	Keep doing what you're doing. Work with the people. We all have our ups and downs. Calling and working with people is a great thing. We all have bills. Work with people when times get tough.
37	4	Lower my bill.
38	4	Lower my bills.
39	4	Lower the rates.
40	4	Lower their rates.
41	4	Lower their rates.

	Overall GMP Satisfaction	What could GMP do or change to make you completely satisfied?
42	4	Make it easier to pay my bill using the automated system. It takes too long.
43	4	Most of the people who lease the heat pumps aren't savvy enough to understand what they're signing up for. To me it's absurd. It's about 3,000 but by the time it's paid off its 9,000. They're using more power and a lot of people here can't afford it. It's a utility company not RAC.
44	4	My only complaint is the way GMP does all my billing. They send you to Western Union. Instead of going online, you have to go to Western Union as opposed to GMP themselves having a billing system.
45	4	Negate overdrawn bill.
46	4	No comment.
47	4	Not sure at the top of my head.
48	4	Not sure.
49	4	Nothing at this point. But they need to give us a choice to give a donation or not towards heating assistance instead of automatically taking it out.
50	4	Nothing.
51	4	Nothing.
52	4	Process my request.
53	4	Read my meter every month.
54	4	Read the meter every month instead of making estimates. Make sure the guy gets out of the truck and actually reads the meter.
55	4	Remove the tree that is in front of my house that is close to the transformer.
56	4	Stop calling me for these stupid surveys.
57	4	Stop charging me for electricity.
58	4	Take care of home first. Try to plan better.
59	4	The service is good, however the customer service needs improvement.
60	4	There's nothing.
61	4	They can reduce the rates.
62	4	They don't show the rates.
63	4	They need to lower their rates.
64	4	They need to make sure they have the right address.
65	4	They're probably doing it now, putting in new lines.
66	4	To make the rates cheaper.
67	4	To not have so many power outages in this location so frequently.
68	4	To relay quick communication.
69	4	To widen their span of service.
70	4	Understand my situation more. It took 3 times for me to ask for me to pay on the 16th.
71	4	Update the grid and lower the rates.
72	4	We have to talk over the bill.
73	4	Well I am annoyed by the rules which is part of the group. They changed to retain credit. Changed regulations which is the fault of GMP. Another thing is that my name is not on the bill and the representative stated that they were going to have someone come to my house the same day that we spoke and they did not show up until the next day.
74	4	Yeah, cut the power rate down.
75	4	Yeah, provide cheaper electricity.
76	4	You need better service on coming and checking the meter to lower my bill.
77	3	As a father lower their payments and it's difficult.
78	3	Be a little more understanding with people who are low income and single moms.
79	3	Change and lower their rates.
80	3	Don't get my name wrong on the bill, and provide reliable service for the next six months.
81	3	Figure out a way for lower income people to pay their bill instead of getting shut off.
82	3	I don't know.
83	3	I don't know.
84	3	I don't know.
85	3	I had already told you.
86	3	I would love to get solar energy but I want to be on the grid with it.
87	3	I'm going to see how this form works.

	Overall GMP Satisfaction	What could GMP do or change to make you completely satisfied?
88	3	It's the same things I've been saying.
89	3	To have my power not to go out every two weeks. This is an inconvenience.
90	2	I would like them not to send disconnect notice so quickly.
91	2	Listen and try to be more helpful as far as you possibly have to in order to help the customer. It could mean a lot to them.
92	2	Lower that bill.
93	2	Lower the rates.
94	2	Send out text five days prior to due date.
95	2	Something about how the disconnect works. If you're off by just a few days they disconnect you and you have to start the beginning.
96	2	Stop raising the rates for no reason.
97	2	They could take and inform me that the bill is high. It continues to increase and I am not using more power.
98	2	They need to lower everyone's bill.
99	2	Understand people's income. I am always on time and make my payments.
100	1	Customer service skills.
101	1	They could provide me with a generator that runs on water.
102	1	We need trees trimmed because cable lines go through a couple of trees and need trimming. We had a tech out and cut the trees off the power lines. He said they would put a request to have tree people to cut trees. Never came to clear it. I now have EC Fiber ready to come in because I want fiber optic and they have been ready to run the cable and cannot because the trees are on the lines. EC Fiber was ready to go but nobody from GMP has come out. Trees have to be pruned and have not been done. I was told to contact GMP to prune trees and they said they would call me and have not. Called a second and no show. Called a third time and do a site visit and could take up to five days. Inconsistent in response. Trees are blocking to get other work done. EC Fiber are still waiting to come in. Don't need a phone call just want a crew to come out here to clear trees.

**How do you feel about the rates GMP charges for services? Do you consider the rates to be:**

		Survey Date			
		2016	2017	Q4 2016	Q4 2017
		A	B	C	D
<b>How do you feel about the rates GMP charges for services?</b> <b>Do you consider the rates to be:</b>	<b>Base</b>	<b>1466</b>	<b>1472</b>	<b>368</b>	<b>368</b>
	Net : {Very Reasonable, Somewhat Reasonable}	47%	51%	53%	50%
	<i>Very Reasonable</i>	17%	21%	21%	19%
	<i>Somewhat Reasonable</i>	30%	30%	32%	31%
	Neutral	33%	31%	27%	32%
	Net : {Somewhat Unreasonable, Very Unreasonable}	20%	18%	20%	18%
	<i>Somewhat Unreasonable</i>	15%	13%	14%	12%
	<i>Very Unreasonable</i>	5%	5%	6%	6%



# Appendix A - Survey Script

MMI Tag	Logic	Green Mountain Power
C1		Hello. My name is [YOUR NAME] and I'm calling on behalf of Green Mountain Power with regards to a recent contact.
C2		May I please speak with [CONTACT]?
C3		Do you recall contacting GMP for any reason in the past week or two?
C4		[IF NO] Is there someone else who may have contacted GMP within the last few weeks?
C5		[ASK FOR THAT PERSON AND IF AVAILABLE START SURVEY OVER, BEGINNING WITH THE INTRODUCTION]
C6		[IF CONTACT IS UNAVAILABLE OR UNKNOWN - THANK & TERMINATE]
C7		Before we begin, I just need to make you aware that our conversation may be recorded for quality purposes.
		Reason for Contact
Q1		What was your main reason for contacting GMP?
M1		[INSERT CODE][DO NOT READ LIST]
		1. High bill complaint
		2. Estimate bill question
		3. Ask a question about your bill
		4. Apply for budget billing plan
		5. Balance statement
		6. Report or ask questions about a power outage
		7. Meter order or request
		8. Establish new service
		9. Apply for line extension
		10. Upgrade or move service (change or move line, pole or meter)
		11. End existing service
		12. Transfer service
		13. Obtain rate information
		14. Inquire about winter/summer rates
		15. Inquire about energy efficiency
		16. Inquire about tree trimming
		17. Inquire about electric water heating
		18. Work out repayment arrangement or schedule
		19. Reconnection
		20. Shut-off (non-payment)
		21. General inquiry/Other
		22. Make a Payment
		23. Don't Know/Refused
		Overall Transaction Satisfaction
S1		Thinking specifically about when you contacted GMP, how satisfied overall are you with GMP's performance in handling your inquiry or service request? Would you say you are [5] completely satisfied, [4] somewhat satisfied, [3] neither satisfied nor dissatisfied, [2] somewhat dissatisfied, or [1] completely dissatisfied with GMP's performance in handling your inquiry or service request?
Q2	IF S1 < 5	What could GMP have done in order to have completely satisfied your needs or expectations?
M2	IF S1 < 3	Would you like a customer service representative from GMP to follow-up with you about this? [VERIFY NAME & PHONE NUMBER]
		1. Yes
		2. No
[CTYPE]		CONTACT TYPE

CTYPE1	ALL	Was this most recent contact by telephone, visiting a payment location, web, or by some other means?
		1 - Telephone
		2 - Visiting a payment location
		3 - Web
		4 - Other
CTYPE10	If CTYPE1=3	Other Contact Type
<b>Call Center</b>		
C8	IF CTYPE1=1	Thinking about your most recent interaction with GMP and using a 1 to 5 scale where a 1 means very dissatisfied and 5 means very satisfied, how would you rate:
S2	IF CTYPE1=1	Your overall satisfaction with the way the call was handled?
S3	IF CTYPE1=1	The wait time required to speak with a representative?
S4	IF CTYPE1=1	The ability of the representative to handle your request?
S5	IF CTYPE1=1	The courtesy of the representative?
S6	IF CTYPE1=1	The personal attention given by the representative?
Q3	IF CTYPE1=1	Do you have any suggestions to help GMP improve their customer service?
<b>Field Service</b>		
M3	ALL	Did your request require a field service representative to visit your home?
		1. Yes
		2. No
		3. Have not visited yet
		4. Don't Know [DO NOT READ]
		5. Refused [DO NOT READ]
S7	IF M3=1	Using the same 1 to 5 scale, how would you rate your overall satisfaction with the field service that was performed?
S8	IF M3=1	The respect the representative showed for your property?
M4	IF M3=1	Were you present when the field service representative visited your home or property?
		1. Yes
		2. No
		3. Don't Know [DO NOT READ]
		4. Refused [DO NOT READ]
S9	IF M4=1	How would you rate your overall satisfaction with field service representative that handled your request?
S10	IF M4=1	The ability of the field service representative to handle your request?
S11	IF M4=1	The professionalism of the field service representative?
M5	IF M3=1	Was your service request completed with one visit?
		1. Yes
		2. No
		3. Don't Know [DO NOT READ]
		4. Refused [DO NOT READ]
Q4	IF M5=2	What remained incomplete?
Q5	IF M3=1	Do you have any suggestions to help GMP improve their Field Services?
<b>Change in Opinion</b>		
M6	ALL	In general, how would you say this particular contact with GMP has affected your opinion of them? Would you say your opinion is now more favorable, less favorable or is unchanged as a result of how they handled your inquiry?
		1. More favorable
		2. Less favorable
		3. Unchanged
		4. Don't Know [DO NOT READ]
<b>Problem Resolution</b>		
M7	All	Was your request resolved with this most recent contact?
		1. Yes
		2. No
		3. Don't Know [DO NOT READ]
		4. Refused [DO NOT READ]
Q6	IF M7=2	What remains unresolved?

M8	All	Was this most recent contact with Green Mountain Power the result of a prior contact that was not resolved?
		1. Yes
		2. No
		3. Don't Know [DO NOT READ]
		4. Refused [DO NOT READ]
Q7	IF M8=1	What prompted the need for additional contact?
<b>Reliability</b>		
S12	ALL	Returning to the same 1 to 5 scale where 1 means very dissatisfied and 5 means very satisfied, how satisfied are you with the reliability of your electric service?
M9	ALL	Have you experienced a power outage within the past year?
		1. Yes
		2. No
		3. Don't Know [DO NOT READ]
		4. Refused [DO NOT READ]
S13	IF M9=1	How satisfied were you with the amount of time it took Green Mountain Power to restore your power?
<b>Communications</b>		
S14	ALL	How satisfied are you with the way GMP communicates with you as a customer?
M10	ALL	Which of the following is the most effective way for GMP to inform you of new products and services? Would you say:
		1. Newspaper advertising
		2. TV
		3. Radio advertising
		4. Utility Customer Newsletter
		5. Bill stuffers
		6. Email
		7. GMP Website
		8. Calling customers directly
		9. Letter/Direct Mail
		10. Social Media (Facebook)
		11. Other [DO NOT READ]
		12. Don't Know [DO NOT READ]
		13. Refused [DO NOT READ]
Q8	if M10 = 11	[OTHER COMMUNICATIONS CHANNEL]
<b>Satisfaction with GMP</b>		
S15	ALL	Based on your overall experience with GMP, how satisfied would you say you are? Would you say that you are [5] completely satisfied, [4] somewhat satisfied, [3] neither satisfied nor dissatisfied, [2] somewhat dissatisfied or [1] completely dissatisfied?
Q9	IF S15 <5	What could GMP do or change to make you completely satisfied?
<b>Rates</b>		
M11	ALL	How do you feel about the rates GMP charges for services? Do you consider the rates to be:
		1. Very Reasonable
		2. Somewhat Reasonable
		3. Neutral
		4. Somewhat Unreasonable
		5. Very Unreasonable
		6. Don't Know/Refused [DO NOT READ]
<b>Demographics</b>		
M12		[GENDER – DO NOT READ]
		1. Male
		2. Female
C9		That's all the questions I have at this time. Thank you for your time!

# Appendix B -Impact Analysis Defined

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For the purposes of this report, appropriate responses were compiled and analyzed for each of the following attributes:

## ***Dissatisfaction [DISSAT]***

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Dissatisfaction is the percent of all respondents that selected a response in the less desirable portion of the response spectrum<sup>2</sup>. In the case of an attribute that is not necessarily undesirable, the proportion represents the response that most closely correlates with overall dissatisfaction.

Prioritizing management decisions solely on the ranked results of this measure would increase satisfaction in those areas with the lowest scores. However, without considering how important each attribute is to overall satisfaction, you may find little improvement in overall satisfaction and/or retention.

An example would be if it were determined that 80 percent of the customers calling your organization surveyed were dissatisfied with the hold time required to reach a representative. The end result of replacing the phone system or hiring more people would only ensure that more people would be more satisfied in regards to the hold time. After making the large capital expenditure there might be no shift whatsoever in the overall customer satisfaction because the hold time, though annoying, was not important.

## ***Importance [IMPORT]***

---

Importance is the relative amount of influence a measured item tends to have on the Overall Satisfaction score.

For the purpose of analysis, importance is represented as the average difference in the overall satisfaction score between those satisfied with a given attribute and those dissatisfied by the same attribute.

When deciding which areas to improve customer satisfaction, it is generally a good idea to take into account how important each measured attribute is to the average customer. A key concept to keep in mind about importance is that where items fall on the importance index are generally driven by culture (corporate, local, regional or national) and are more difficult to move up and down the list.

It is this combination of how many customers are dissatisfied [DISSAT] and to what degree [IMPORT] that we establish relative Impact on the overall satisfaction level of the customer base.

## ***Impact [IMPACT]***

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Impact is defined as the degree to which the combination of Dissatisfaction and Importance impact the Overall Satisfaction score for the entire customer base. By prioritizing management decisions based on the ranked results (highest to lowest) of the impact values would tend to maximize the overall customer satisfaction score.

For the purpose of analysis, the impact index is calculated using the following equation: [IMPACT] = [IMPORT] x [DISSAT]. The resulting values are then normalized so all the impact values add up to 100.

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<sup>2</sup> This includes all scores less than 4 on a 1 to 5 scale for score-based questions.