

2021 Residential Customer Feedback Survey

Talking Points

*WPPI Energy has engaged The Dieringer Research Group to conduct market research for member utilities to help measure residential customer satisfaction and awareness of local utility services. This document is for **internal use only** for utility staff and others that may receive questions about the research.*

Survey

- The survey was last conducted in 2018.
- The objectives of this survey are: to identify and measure overall satisfaction of the locally owned utility and its offerings; measure awareness and familiarity of utility programs; preferred engagement methods; and current attitudes toward a variety of points of interest.
- The Dieringer Research Group, Inc. (DRG), a research company out of Brookfield, Wis., is conducting the survey on behalf of the local utility. (www.thedrg.com)
- The DRG project lead is Nick Becker who can be contacted at 888-432-5220 ext. 1165 or via Nick.Becker@thedrg.com
- DRG will mail approximately 13,000 letters on behalf of participating WPPI members to a random sample of residential customers. The letter will include the utility logo and a website link to complete the survey online. Emails to customers will begin after the web completion date, in the event the number of necessary web completions were unmet. The goal is to collect 900 completed surveys.
- The survey takes approximately 10 minutes to complete online.
- The local utility, not WPPI Energy, will be identified as the sponsor of the survey.
- All customer information will remain confidential.
- New in 2021, the survey will include questions related to service during the COVID-19 health emergency, as well as the opportunity for customers to express interest in participating in focus groups, which will be conducted this summer. More information on the focus groups will be provided to members prior to implementation.
- A customizable news release is available for utilities to submit to their local media outlets and post on their websites to help raise customer awareness of the survey in advance and encourage participation.

Timeline

- March 26 – Due date for member opt-outs
- April 15 - Letter mailed to customers and survey fielding will begin
- May 16 – Customers will have until this date to complete the survey.

For Questions

Kelly Davis

Marketing Manager

WPPI Energy

608-834-4587

kdavis@wppienergy.org