

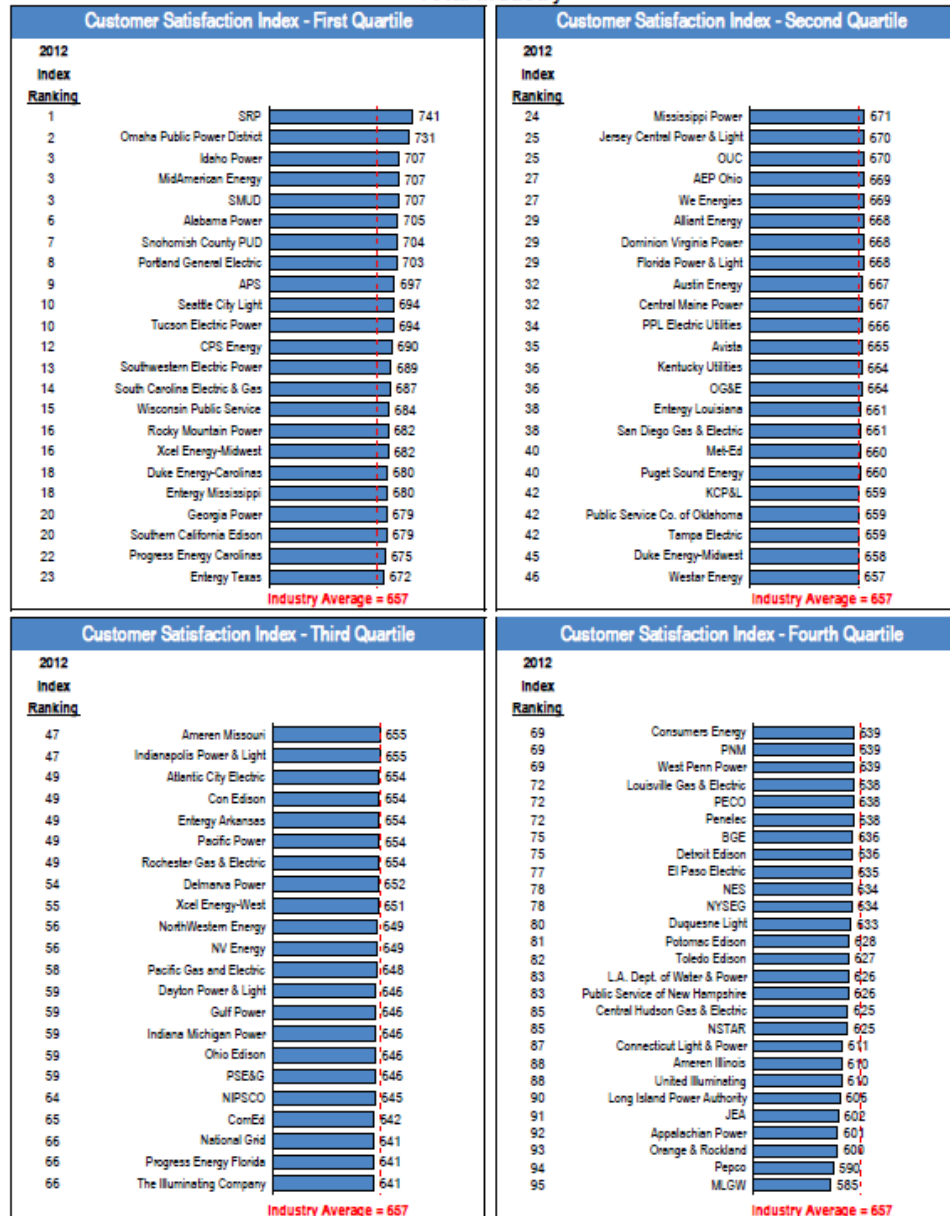


# **2012 J.D. Power Electric Utility Business Customer Satisfaction Study**

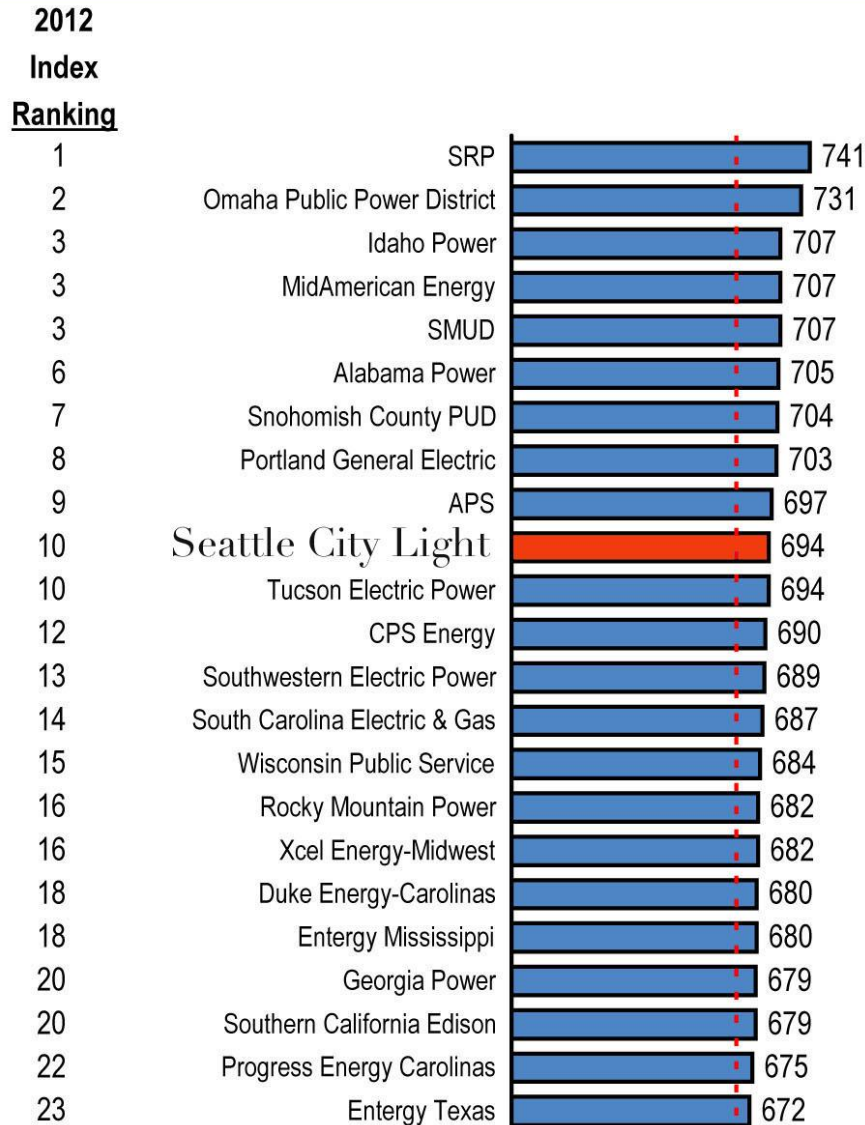
# Methodology

- The 2012 Business Customer Satisfaction Study targeted 95 large and midsize electric utilities in the United States.
- Customers must have average monthly electric bill of \$250 or higher.
- The Satisfaction Index is determined by six factors:
  - Power Quality & Reliability
  - Billing & Payment
  - Corporate Citizenship
  - Price
  - Communication
  - Customer Service
- A total of 24,385 online interviews with electric utility business customers were conducted in two fielding periods from April 11, 2011 through December 23, 2011.

**Total Industry**



## Customer Satisfaction Index - First Quartile



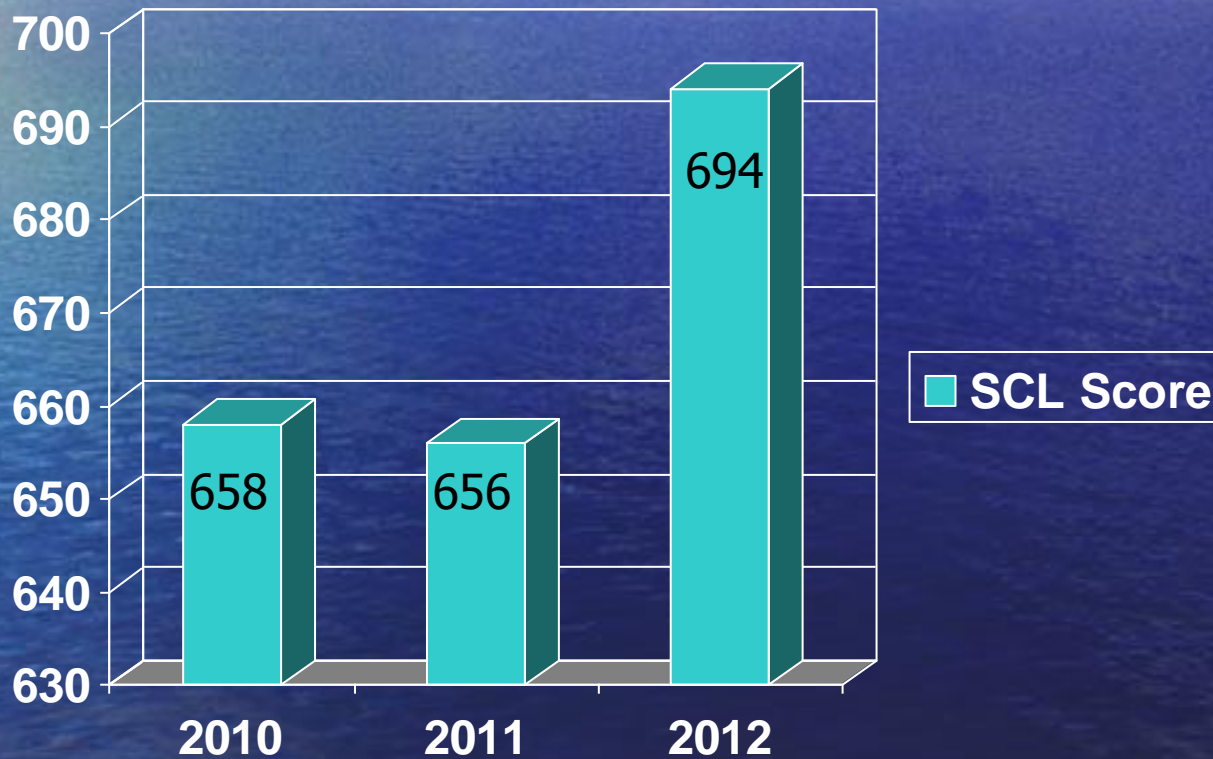
Industry Average = 657

# Total Industry Ranking

Ranked #10  
out of 95

Score of 694,  
Industry  
Average 557

# City Light Score History



# Factor Scoring

- Power Quality & Reliability (25%)
  - Ranked 5 of 95 (First Quartile)
  - Score 751 (Average 695)
- Billing & Payment (19%)
  - Ranked 22 of 95 (First Quartile)
  - Score 736 (Average 721)
- Corporate Citizenship (17%)
  - Ranked 13 of 95 (First Quartile)
  - Score 649 (Average 615)
- Price (15%)
  - Ranked 4 of 95 (First Quartile)
  - Score 658 (Average 587)
- Communication (14%)
  - Ranked 14 of 95 (First Quartile)
  - Score 614 (Average 585)
- Customer Service (10%)
  - Ranked 37 of 95 (Second Quartile)
  - Score 723 (Average 714)

# Key Initiatives Linked to Score Improvement

- Vegetation Management
  - Four-year trimming cycle established, resulting in significantly less tree-related outages and faster recovery
- Pole Replacement
  - 3,596 “bad order” poles replaced in 2010-2011
- Electronic Billing
  - Online and phone based applications
  - Paperless Billing
- Outage Management
  - Shortened diagnostic and recovery time
  - Outage Map on City Light website and phone app

# Future Initiatives

- New, More Flexible Billing Options
- Re-designed Web Presence
- Integrated Marketing Calendar
- Proactive Outage Calling
- Improved Customer Relations Management
- Community Outreach