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Tranzact

PERFORM. VALIDATE. EXCEL.

A new tool to evaluate customer outage experiences on an ongoing, post-event basis.

Benefits include:

- Post-transactional outage surveys
- Access to nationwide survey response data
- Benchmark your outage performance vs other utilities

Contact:

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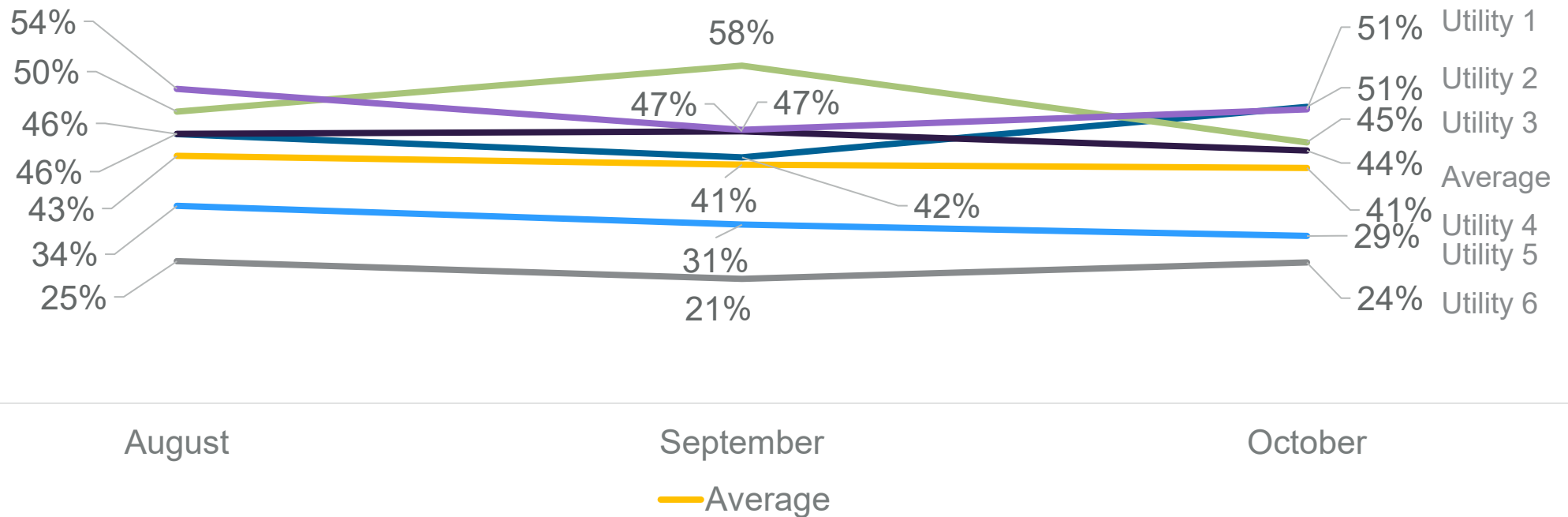


Tranzact Quarterly Report *(Redacted Sample)*

[Click for info sheet](#)

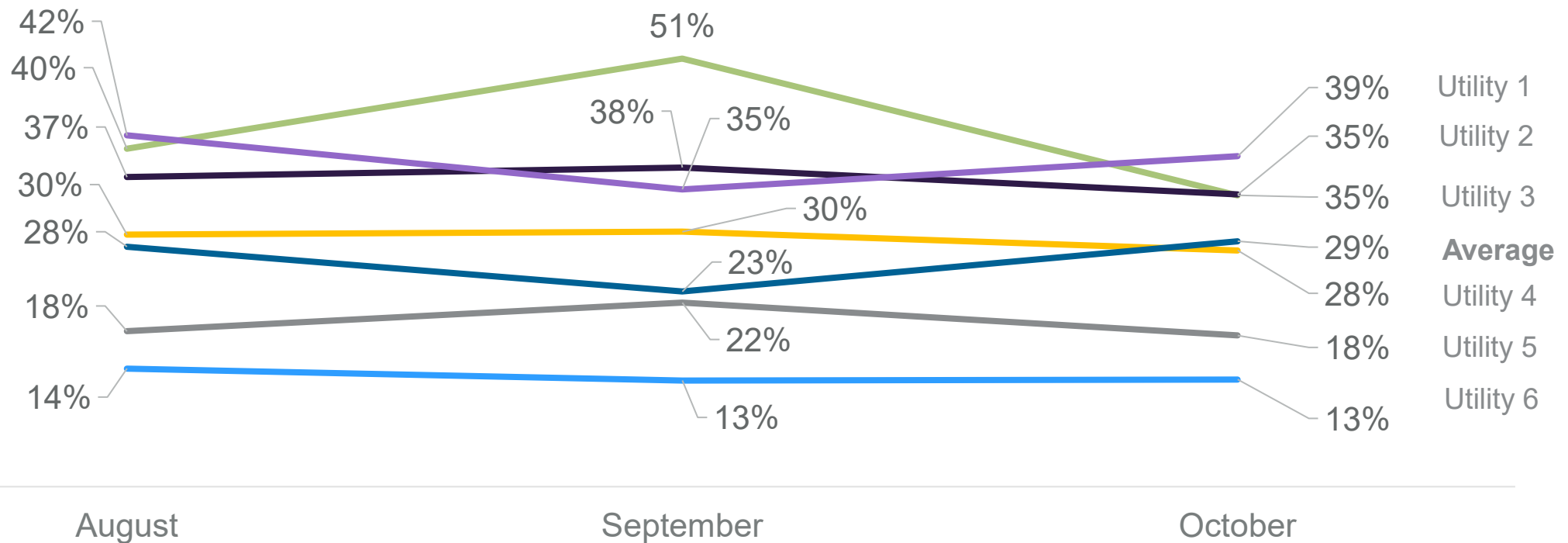
Overall Customer Satisfaction with Outage Experience

(Q3) How would you rate your satisfaction with your utility's overall performance in handling this outage, on a scale of 1 to 10, with 10 being extremely satisfied? – **Top 2 box**



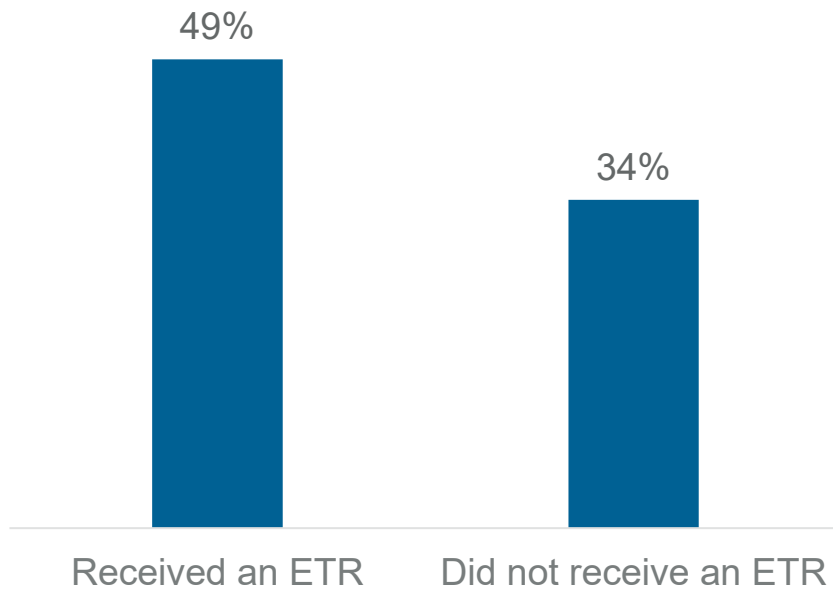
Utility Efforts in keeping customers informed

(Q13_2) During your most recent outage, how would you rate your utility on keeping you informed during the outage? – Top 2 box

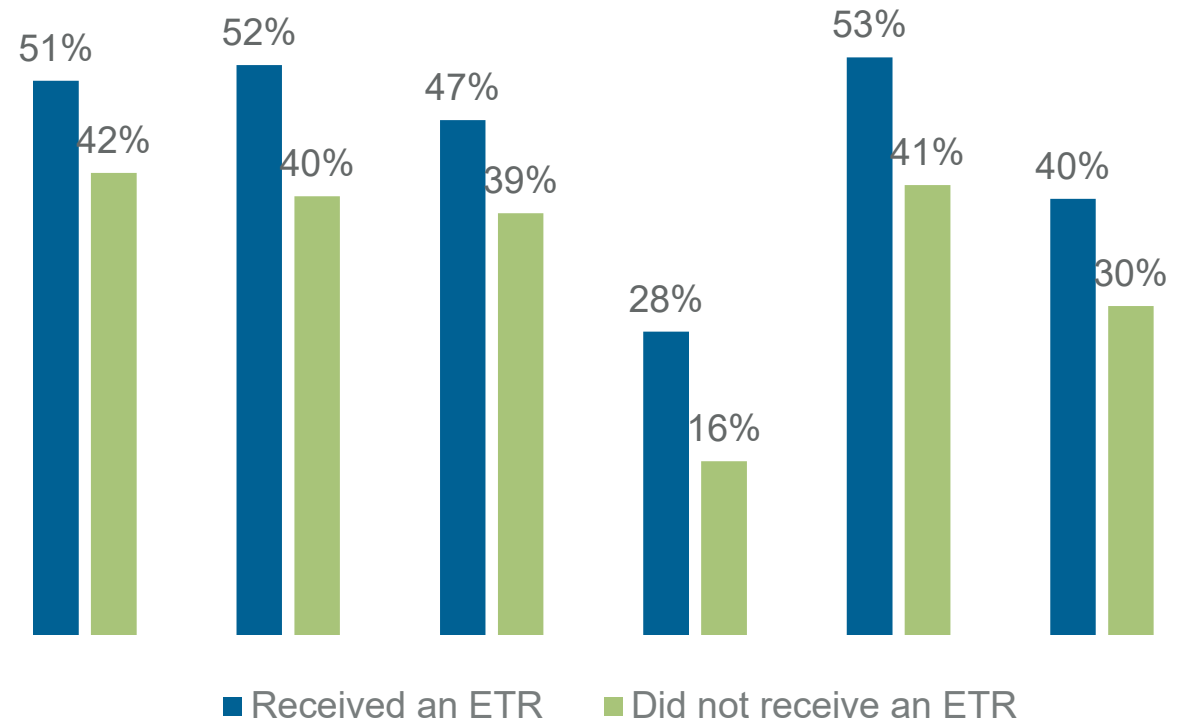


Customers who received an ETR were more satisfied

Top 2 box outage satisfaction (Q3) for customers who received an ETR vs. those who did not receive an ETR (Q11)*



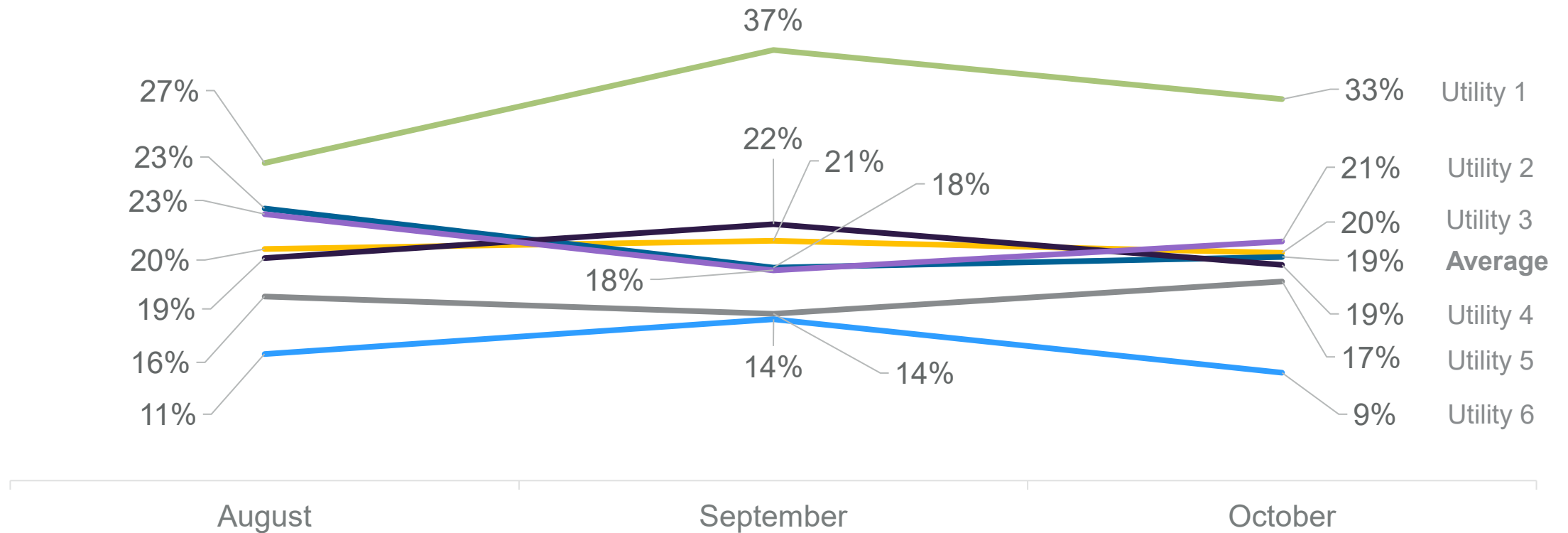
Top 2 box outage satisfaction (Q3) for customers who received vs. did not receive an ETR (Q11)*



* These differences in overall outage satisfaction are statistically significant

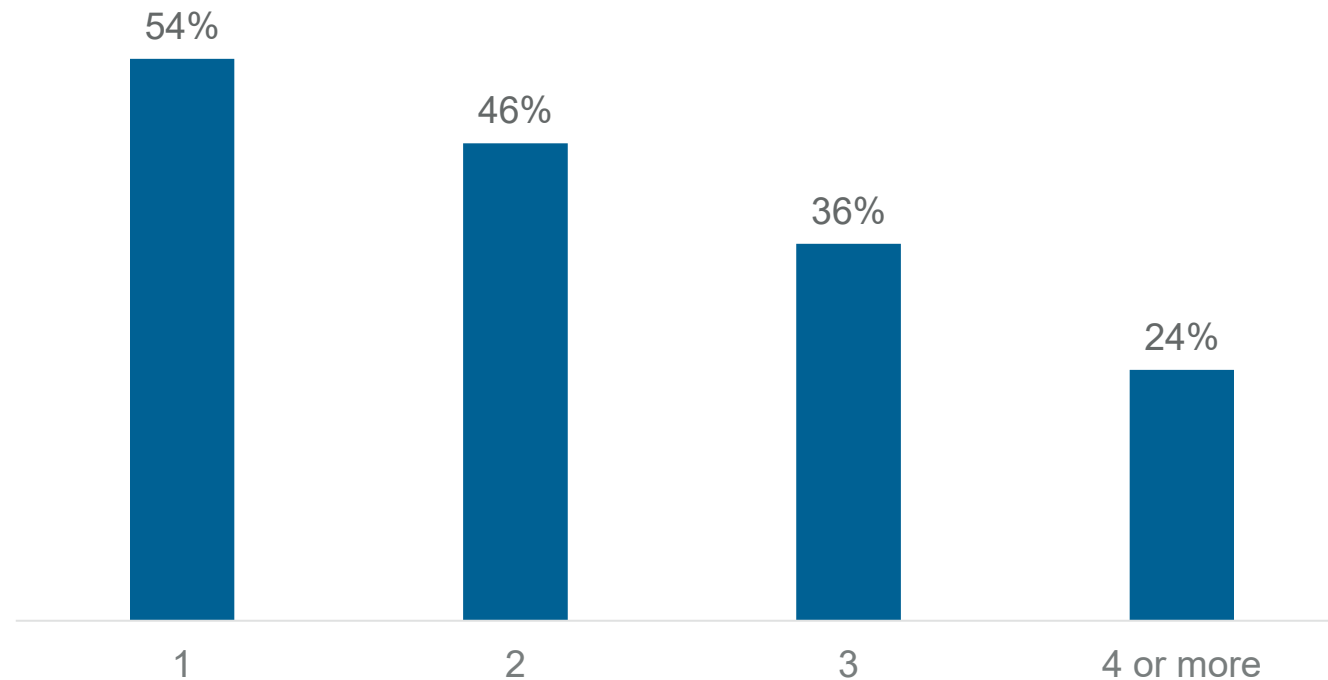
Informing Customers about the Outage Cause

(Q13_1) During your most recent outage, how would you rate your utility on letting you know what caused the power outage? – Top 2 box



Customers with more outages in the past three months were less satisfied

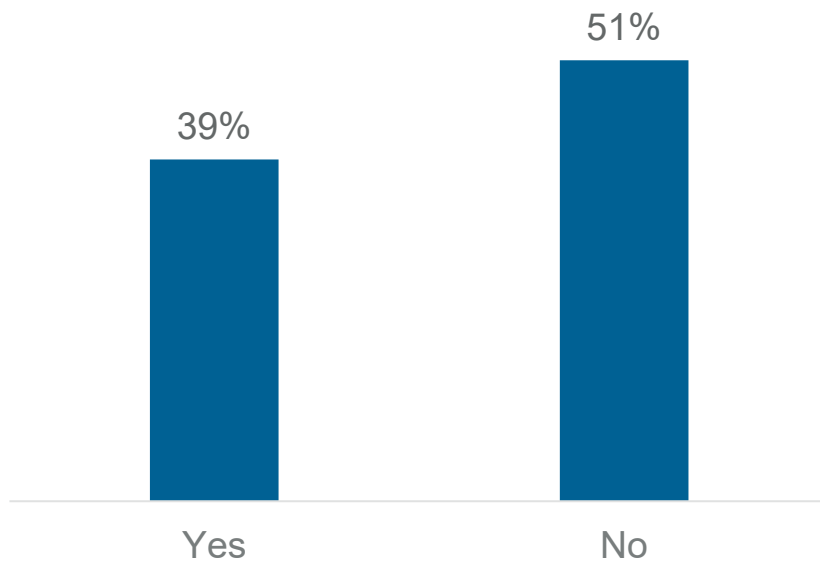
Top 2 box outage satisfaction (Q3) among customers who have experienced the following number of outages in the last 3 months (Q14)*



* As the number of outages increases, overall satisfaction decreases significantly.

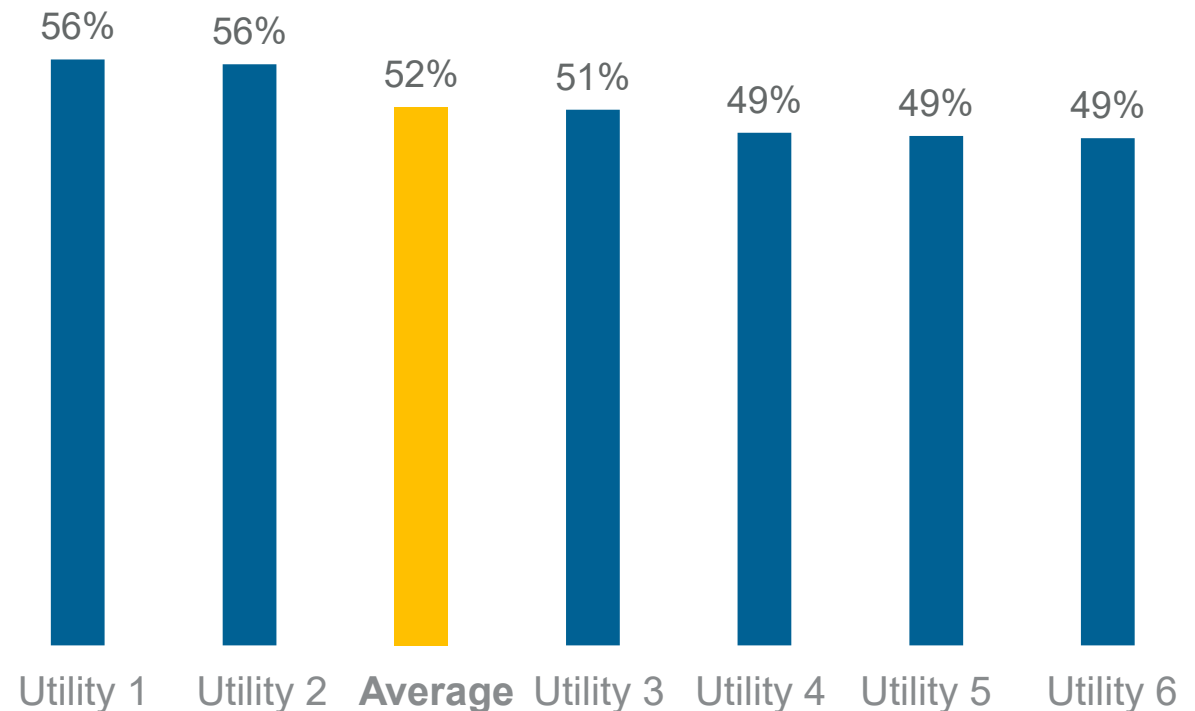
Customers were less satisfied if they took the effort to look for outage information

Top 2 box overall outage satisfaction (Q3) among customers who obtained or attempted to obtain information about the outage (Q8)*



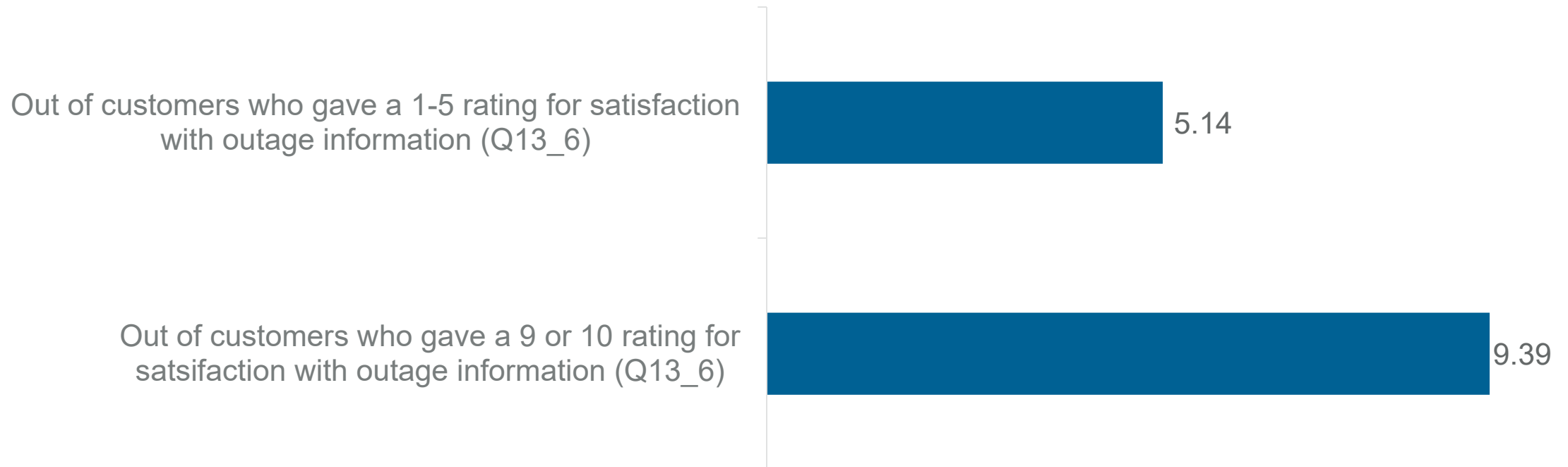
* This difference in overall outage satisfaction is statistically significant

(Q8) Did you obtain or attempt to obtain information about the outage from [utility] or any other sources (e.g., relatives, friends, news media, etc.)? - Yes



Customers were more satisfied overall if they were satisfied with information they received

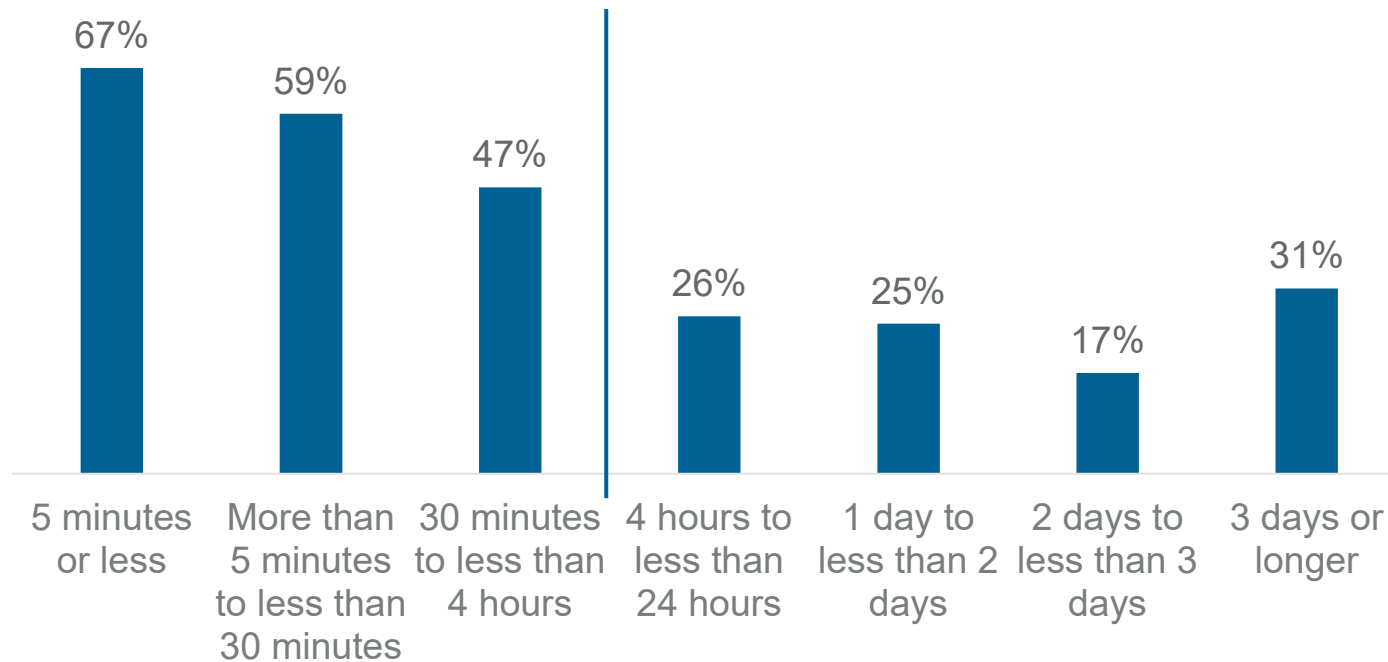
(Q3) How would you rate your satisfaction with your utility's overall performance in handling this outage, on a scale of 1 to 10, with 10 being extremely satisfied? – Average*



* This difference in overall outage satisfaction was statistically significant

Reducing outage duration improves satisfaction

Top 2 box outage satisfaction (Q3) among customers whose recent outage lasted the following time intervals (Q4)*



Customers tend to be more satisfied when outage duration is shorter, with satisfaction significantly dropping after four hours.

* Differences in overall outage satisfaction between less than 4 hour categories vs. 4+ hour categories are statistically significant