



Howard/McAreavey

RESOLUTION NO. 6700

WHEREAS, the Board of Directors has determined it is in the best interest of the District, its employees, and its customer-owners to establish written policies that describe and document OPPD's corporate governance principles and procedures; and

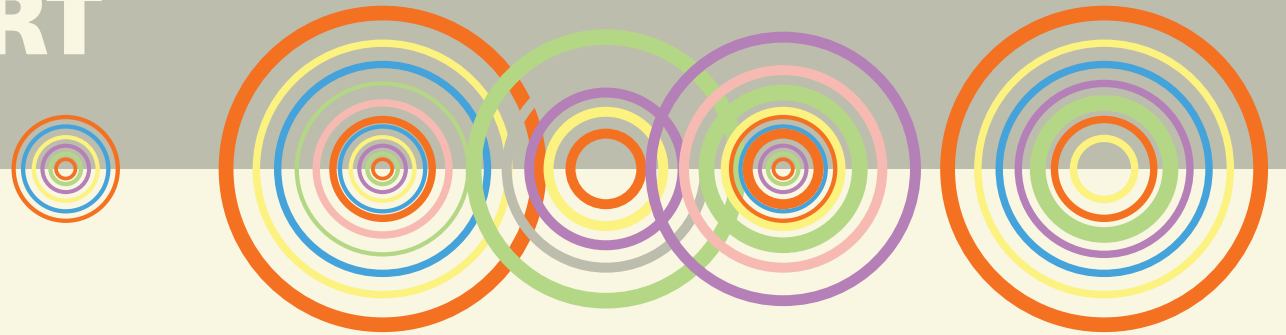
WHEREAS, each policy was evaluated and assigned to the appropriate Board Committee for oversight of the monitoring process; and

WHEREAS, the Board's Customer and Public Engagement Committee (the "Committee") is responsible for evaluating Board Policy SD-5: Customer Satisfaction on an annual basis. The Committee has reviewed the SD-5: Customer Satisfaction Monitoring Report and finds OPPD to be sufficiently in compliance with the policy as stated.

NOW, THEREFORE, BE IT RESOLVED that the Board of Directors accepts the SD-5: Customer Satisfaction Monitoring Report, in the form as set forth on Exhibit A attached hereto and made a part hereof, and finds OPPD to be sufficiently in compliance with the policy as stated.

SD-5: CUSTOMER SATISFACTION | MONITORING REPORT

▶4.15.2025▶



AGENDA

- **SD-5 Customer Satisfaction Overview**
- **Residential Results**
- **Business Results**

SD-5: CUSTOMER SATISFACTION

Achieving a high level of customer satisfaction is key to OPPD's vision.

The Board will ensure that OPPD shall obtain feedback from its customer-owners through nationally syndicated studies, which allow OPPD to evaluate and prioritize its strategic plans, and to guide investments and operational activities to ensure high satisfaction in all aspects of OPPD's interactions with our customer-owners.

OPPD establishes a goal to achieve top quartile performance in customer satisfaction for similar-sized utilities in the region across customer classes.

AS A PART OF THIS POLICY:

- Interact with customer-owners in a respectful, dignified and civilized manner.
- Communicate a procedure to customers who believe they have not received fair treatment from OPPD.
- Provide periodic customer-owner trend updates to the Board.

SD-5 ACCOUNTABILITIES TO ACHIEVE EXCELLENT CUSTOMER SATISFACTION



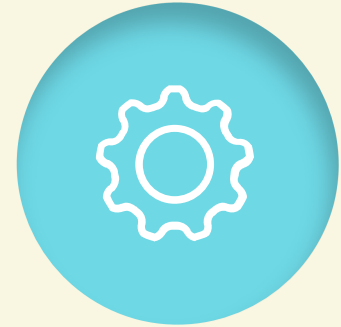
Share the big picture

Provide periodic customer-owner trend updates to the Board.



Give customers a voice

Communicate a procedure to customers who believe they have not received fair treatment from OPPD.



Measure, learn, respond

Achieve top quartile performance in customer satisfaction for similar-sized utilities in the region across customer classes.



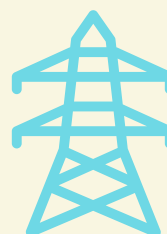
Share the big picture

Provide periodic customer-owner trend updates to the Board.



Macro

Weather and economic pressures (inflation, decreased energy assistance funding, etc.) continue to have an impact on customers' lives.



Industry

The industry saw opposing results in 2024 with residential customer satisfaction dropping for the 4th straight year and business customer satisfaction saw an increase buoyed by a more optimistic business outlook.



OPPD

OPPD performed well in customer satisfaction in 2024 but has not been immune from the impacts of macro economic forces and weather impacts.

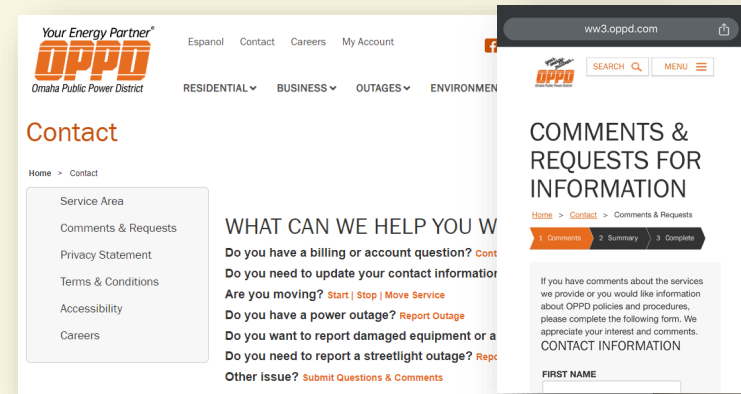


Give customers a voice

Communicate a procedure to customers who believe they have not received fair treatment from OPPD.



Online, mobile,
email



Phone



In-person





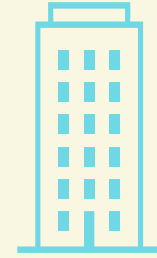
Measure, learn, respond

Achieve top quartile performance in customer satisfaction for similar-sized utilities in the region across customer classes.



Residential

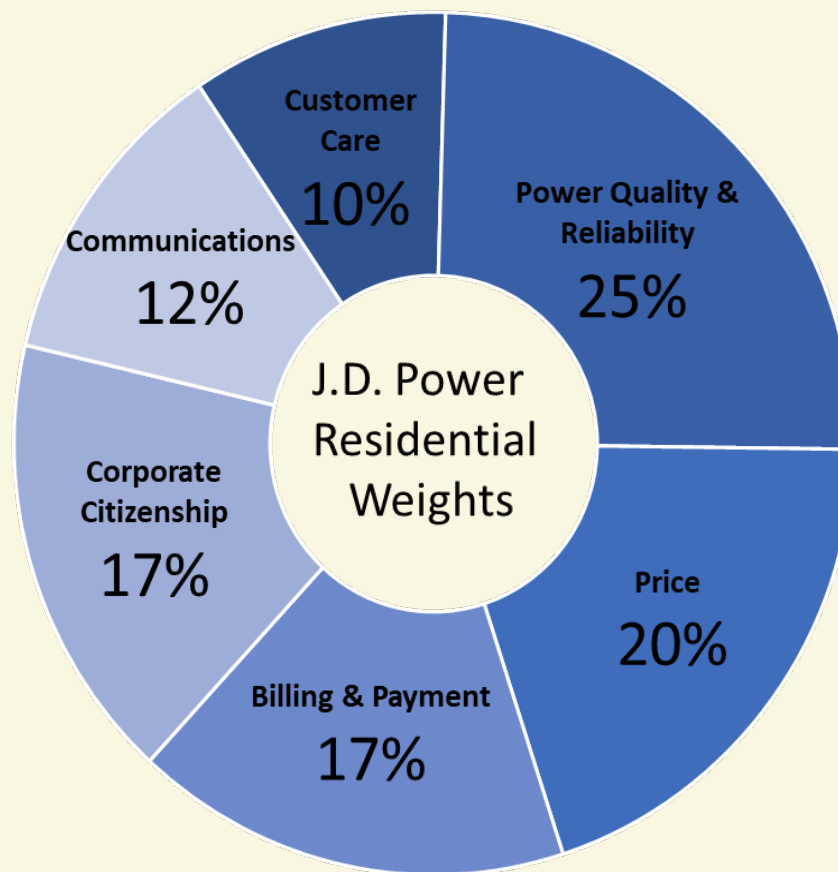
- JD Power Associates Electric Utility Residential Customer Satisfaction StudySM
- Customer care representative transaction study
- Customer communication study
- Custom studies related to brand, customer experience and product development



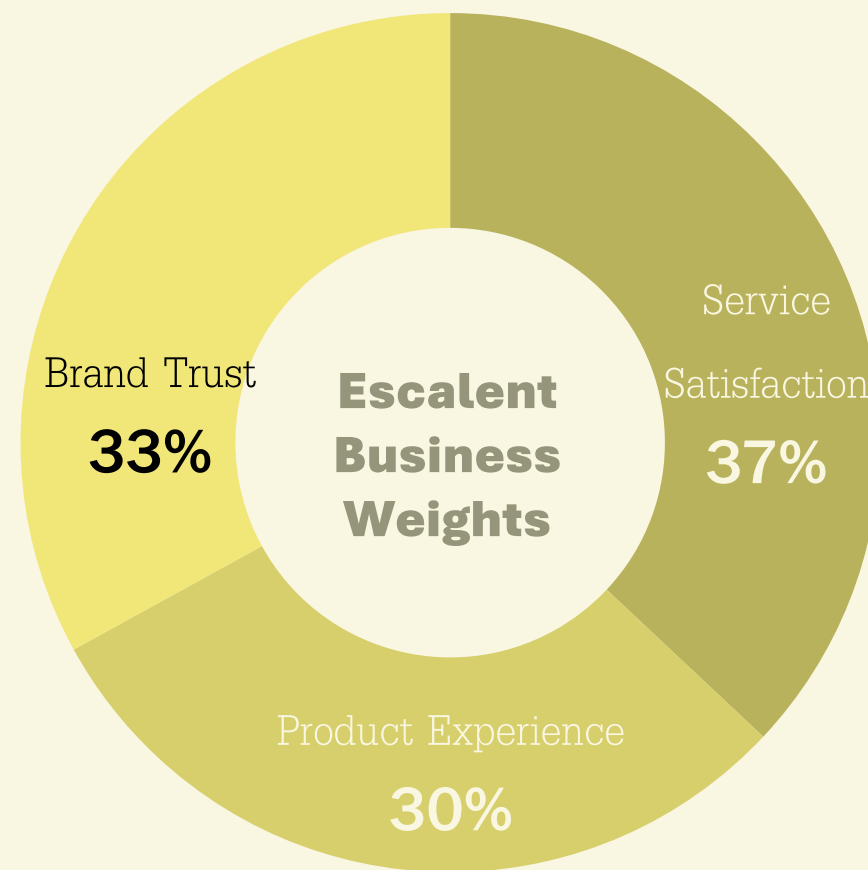
Business

- Escalent, Cogent Syndicated Electric Utility Business Customer Satisfaction StudySM
- Small to medium business study
- Daily account executive business interactions and insights

The J.D. Power residential study and Escalent's business study point to both OPPD-specific and electric utility industry trends, **retrospectively**



J.D. Power Associates Residential Electric Utility Customer Satisfaction Study



Escalent's Cogent Business Customer Engagement Evaluation

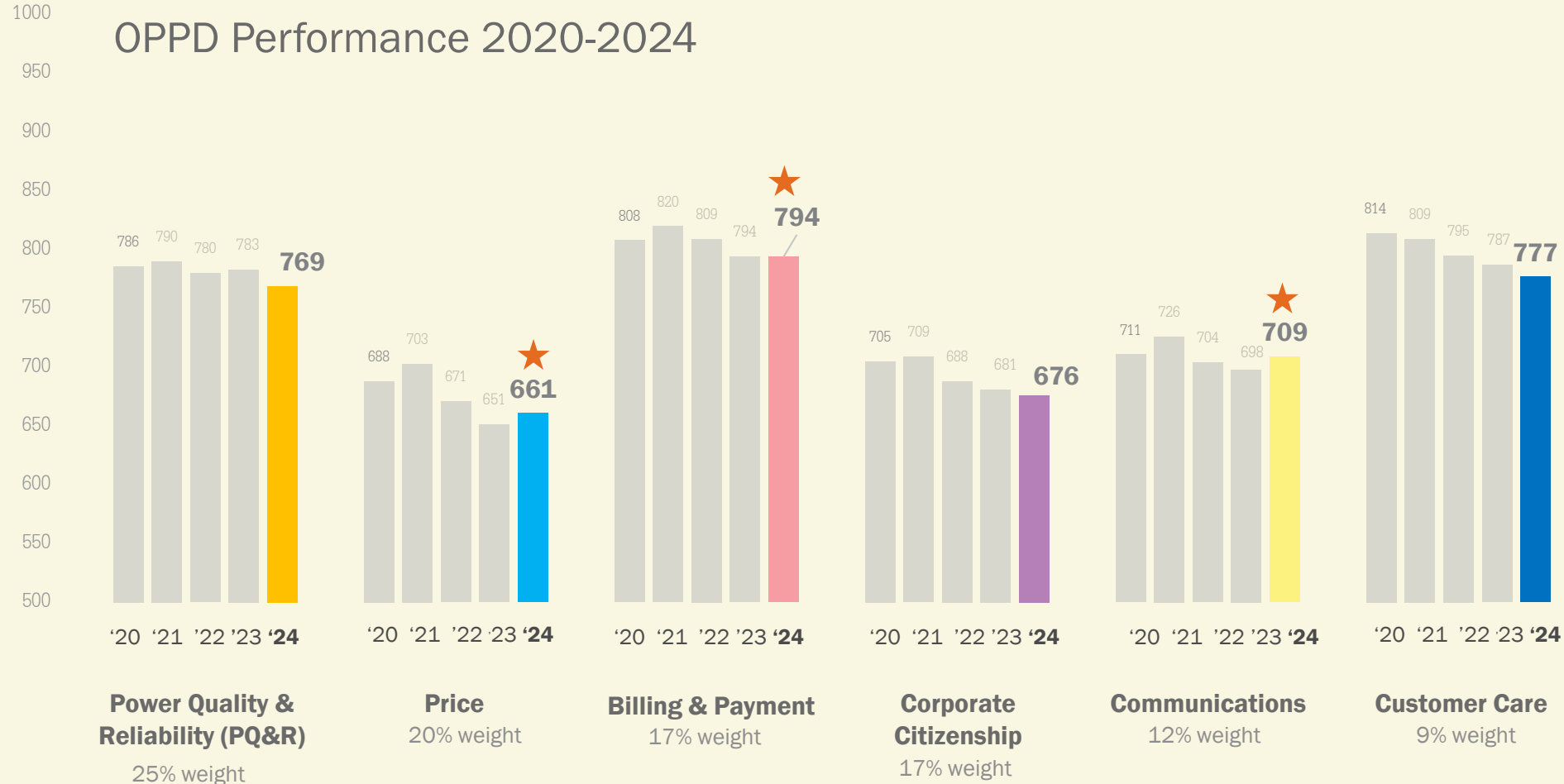
Note: Values may not total 100% due to rounding



- 730 (-1) total Customer Satisfaction Index for OPPD
- Ranked **first** in Midwest Midsize Utility segment for 2024

JD Power Residential Customer Satisfaction

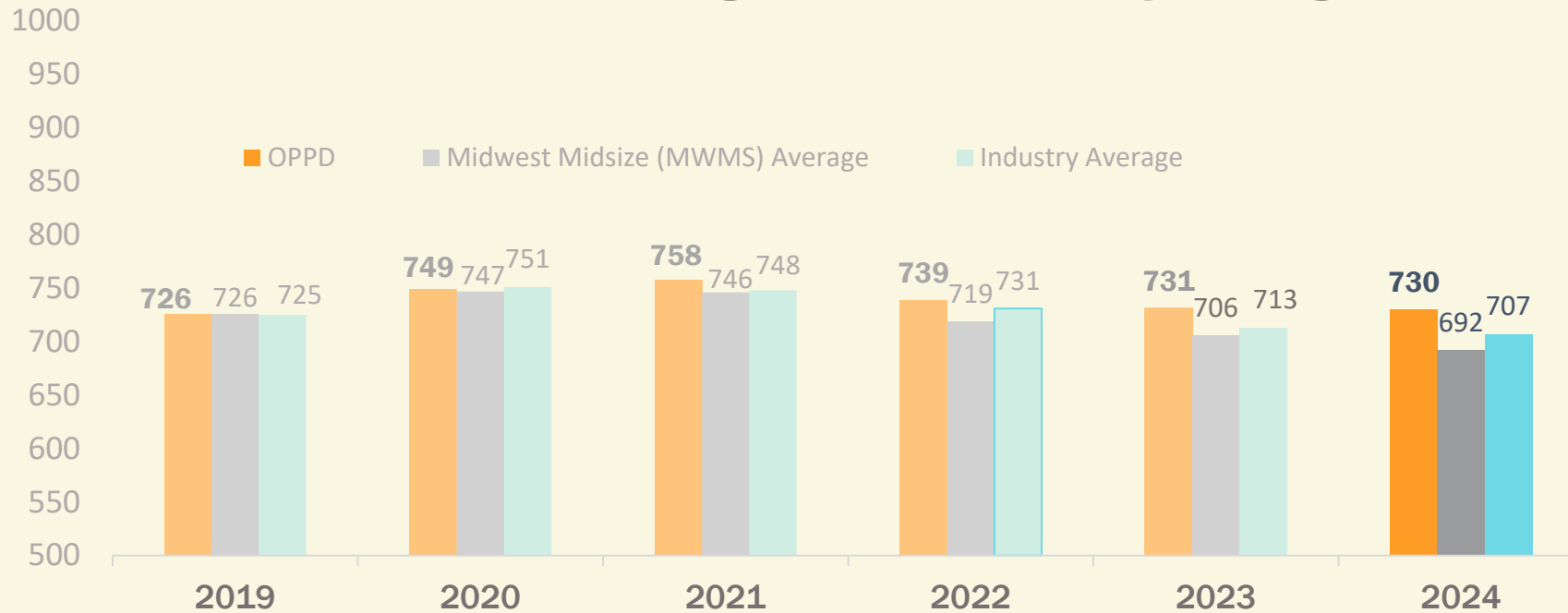
OPPD Performance 2020-2024



Source: 2020-2024 JD Power Associates Electric Utility Residential Customer Satisfaction StudySM. OPPD annual sample sizes are sufficient for statistically meaningful analysis.

JD Power Residential Customer Satisfaction

OPPD Performance v. Segment and Industry Averages 2019-2023



MWMS /
Industry
Quartile
Ranking

3 / 3

2 / 3

1 / 2

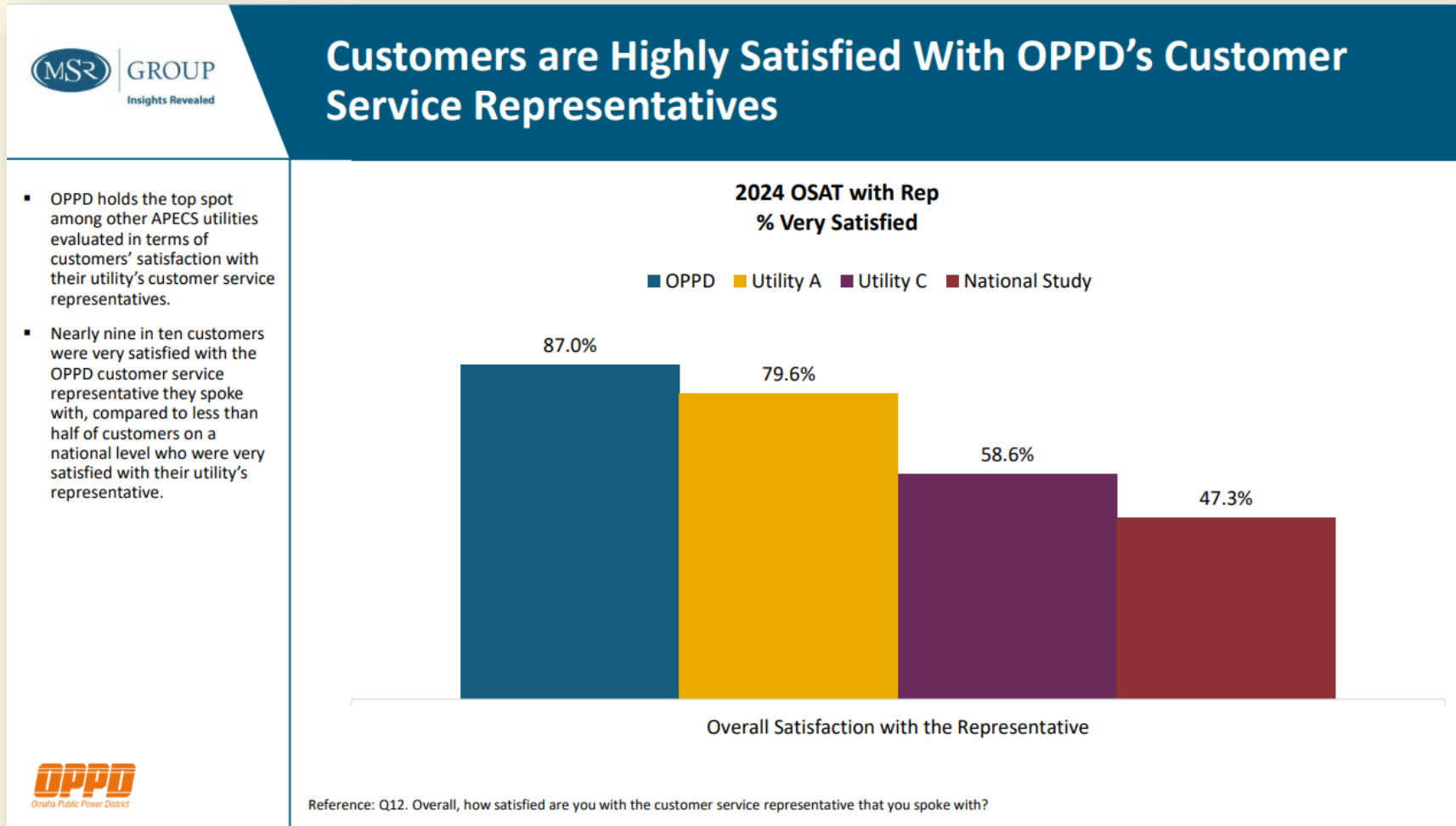
2 / 2

1 / 2



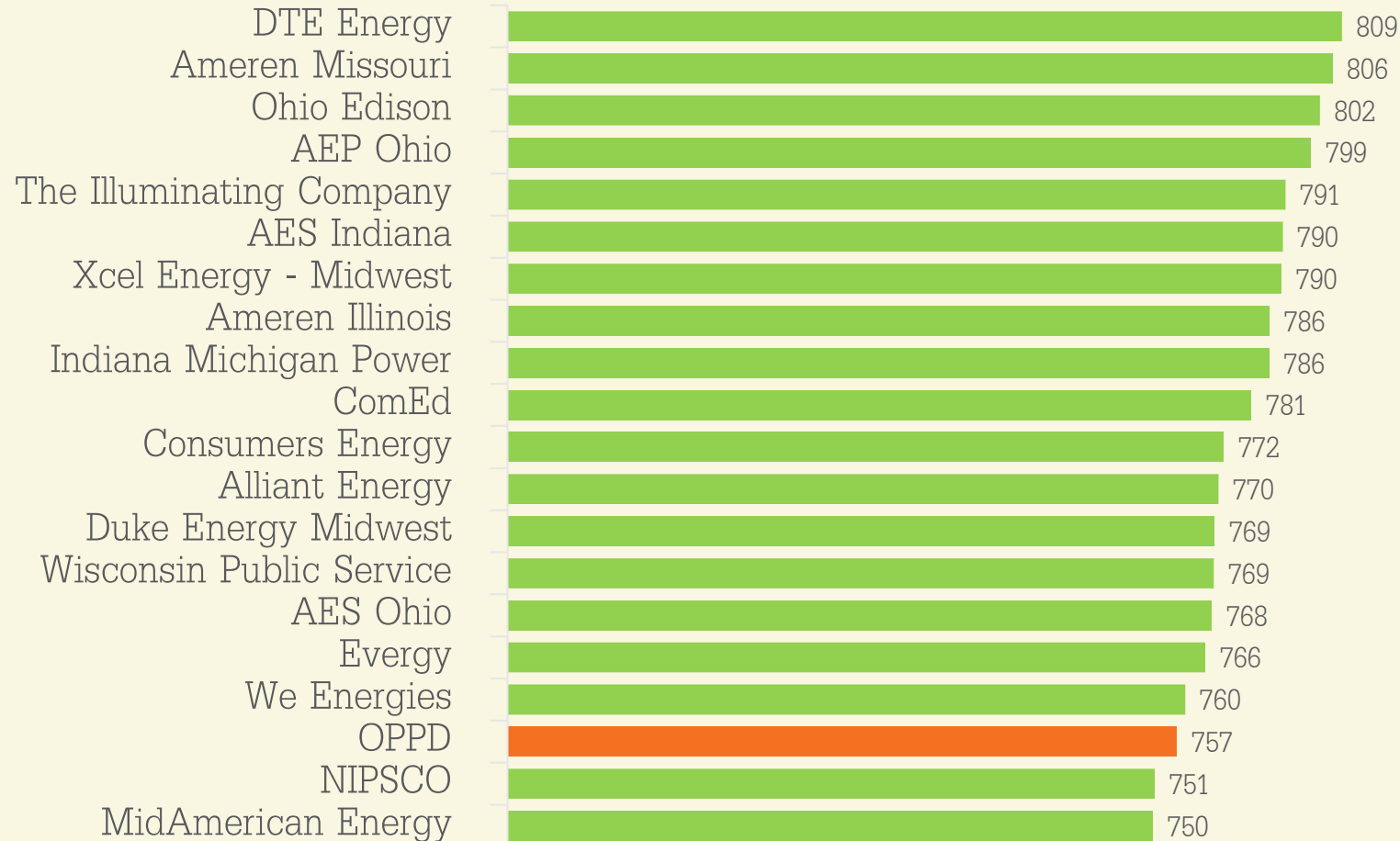
- **Ranked first place in the Midwest Midsize segment.**
- **Ranked second quartile across all ranked utilities.**

MSR SURVEYS RESULTS - RESIDENTIAL



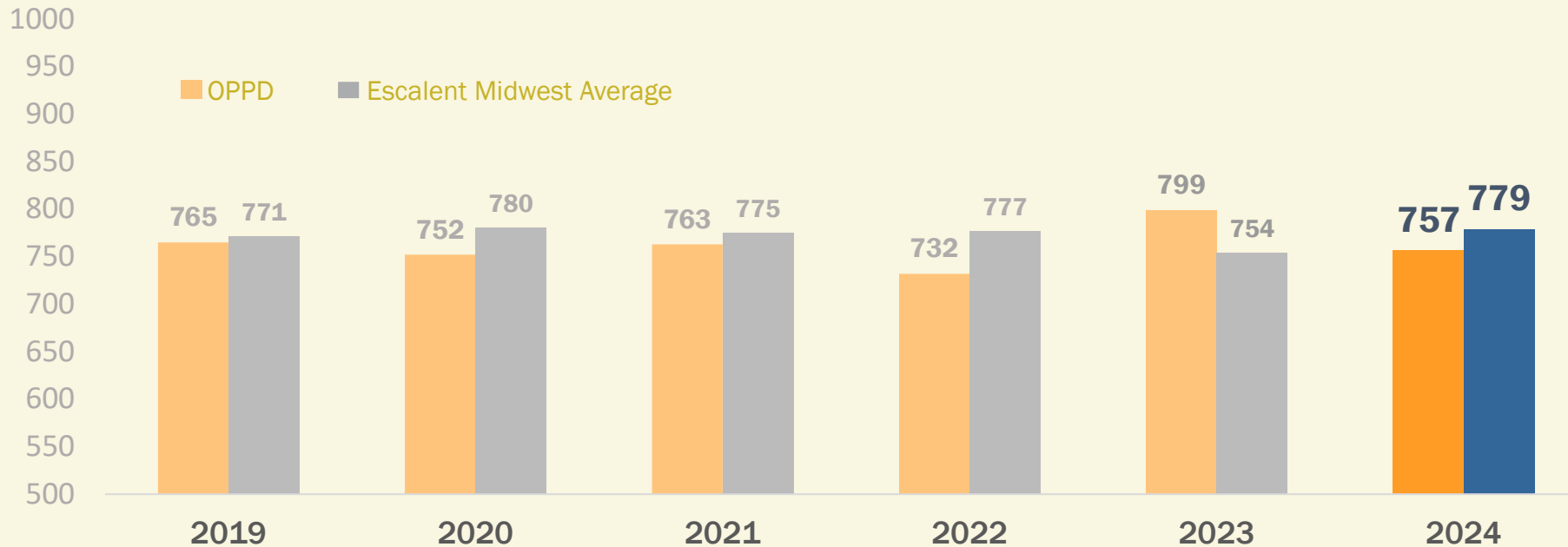
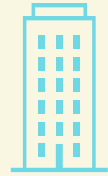
BUSINESS CUSTOMER ENGAGEMENT BENCHMARKING

Midwest Engaged Customer Relationship Scores



Escalent Business Customer Engagement

OPPD Performance v. Segment Averages 2019-2024



■ **Ranked fourth quartile in Midwest Region segment for 2024**

Midwest
/
Industry
Quartile
Ranking

3/2

3/2

4/4

3/4

1/2

4/4

MSR SURVEYS RESULTS - BUSINESS

- OPPD's internally developed and externally executed small to medium business study results saw a 2% **increase** in overall satisfaction from 2023.
- 93% of the interviewed small to medium business customers stated they were "satisfied to very satisfied" with OPPD
- Customer quote:
 - ***"OPPD is always quick to respond to any troubles that I am having. The customer service department stays on top of things and reaches out to assure that things are going well. The engineering department always helps out when their services are required."***

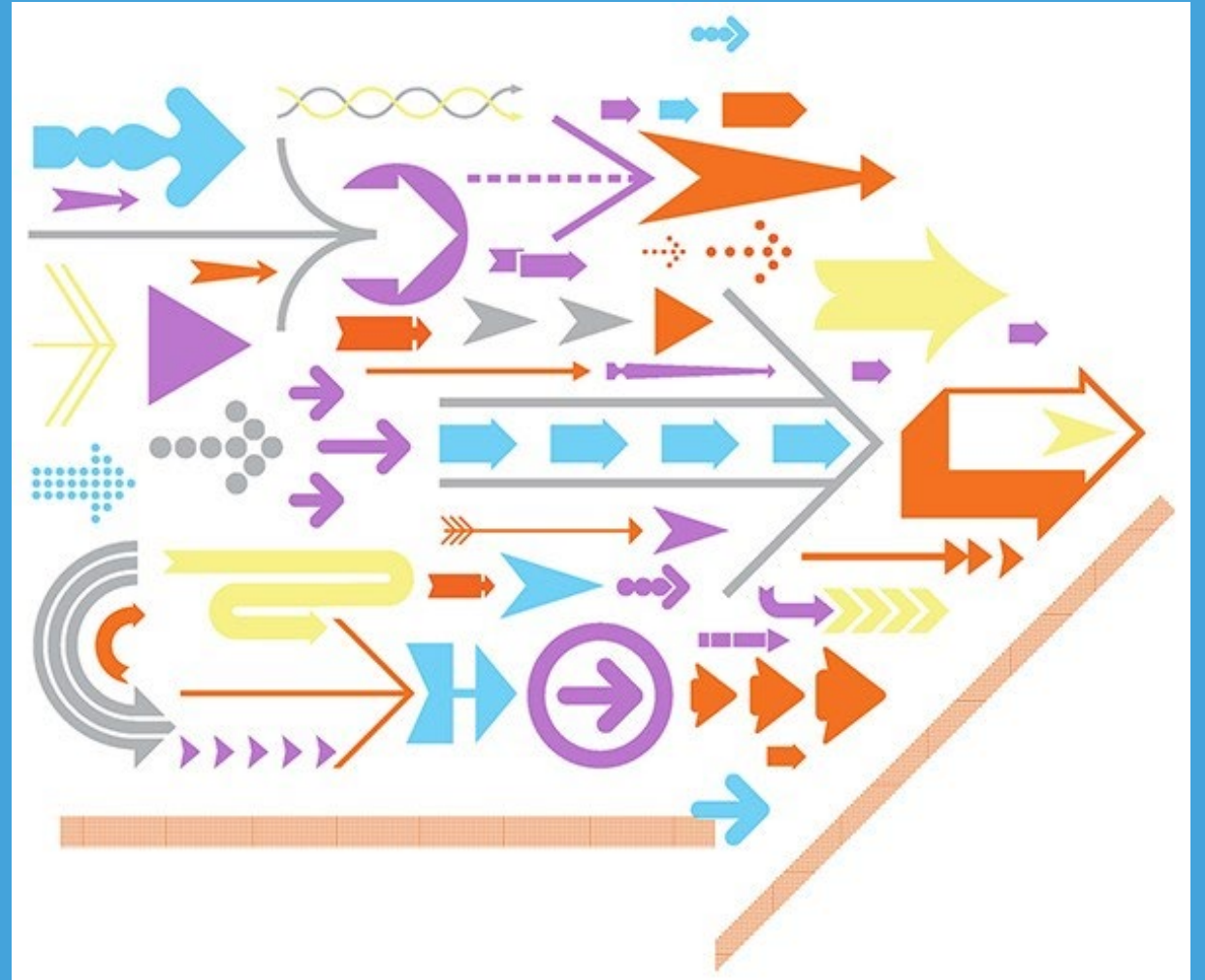
RECOMMENDATION



The Customer & Public Engagement Committee has reviewed and accepted this Monitoring Report for SD-5 and recommends that the Board find OPPD to be sufficiently in compliance with Board Policy SD-5.

Any reflections on

- what has been accomplished, challenges and/or strategic implications?





Board Action

BOARD OF DIRECTORS

April 15, 2025

ITEM

SD-5: Customer Satisfaction Monitoring Report

PURPOSE

To ensure full board review, discussion and acceptance of the SD-5: Customer Satisfaction Monitoring Report

FACTS

- a. The first set of Board policies, including SD-5: Customer Satisfaction, was approved by the Board on July 16, 2015.
- b. Each policy was evaluated and assigned to the appropriate Board Committee for oversight of the monitoring process and revised as needed. SD-5 was amended by the Board on November 16, 2017.
- c. The Customer and Public Engagement Committee is responsible for evaluating Board Policy SD-5: Customer Satisfaction.
- d. The Customer and Public Engagement Committee has reviewed and accepted the SD-5: Customer Satisfaction Monitoring Report as outlined on Exhibit A and recommends that the Board find OPPD to be sufficiently in compliance with Board Policy SD-5.

ACTION


The Customer and Public Engagement Committee recommends Board approval of the SD-5: Customer Satisfaction Monitoring Report.

RECOMMENDED:

Signed by:

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Timothy D. McAreavey
Vice President – Customer Service

APPROVED FOR BOARD CONSIDERATION:

Signed by:

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L. Javier Fernandez
President and Chief Executive Officer

TM:rak

Attachments: Exhibit A – Monitoring Report
Resolution