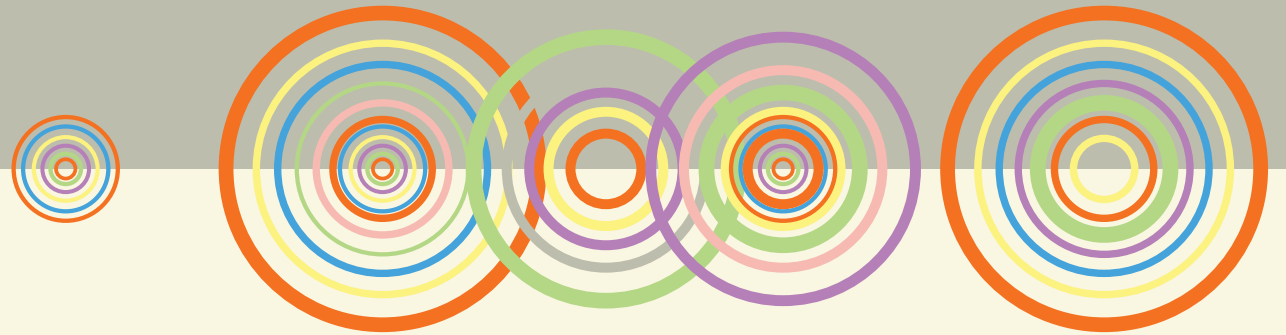


SD-5: CUSTOMER SATISFACTION MONITORING REPORT

➤ 04.14.26 ➤



Tim McAreavey
Vice President, External Relations and
Chief Customer & Public Engagement Officer



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



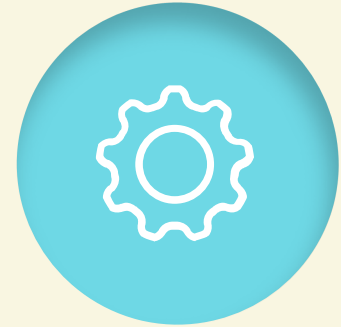
Share the big picture

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

Pressures remained elevated in 2025 as persistent inflation, higher cost of living, weather events and reductions in energy-assistance and subsidy programs continue to impact household budgets.



Industry

Residential satisfaction continues to decline industry-wide due to affordability pressures and higher expectations for clear communication. Business satisfaction is more stable, with improvements in service and trust even as overall engagement trends downward.



OPPD

OPPD continued to perform strongly in customer satisfaction in 2025, though customer perceptions were still influenced by ongoing affordability pressures and rising expectations for clearer communication and digital service.

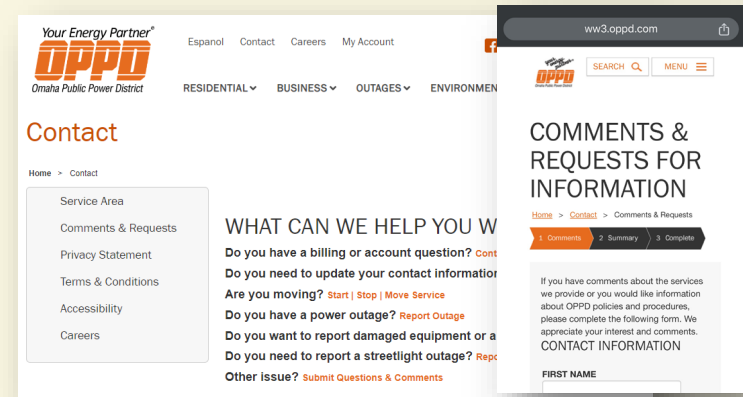


Give customers a voice

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



Online, mobile,
email



Phone



In-person





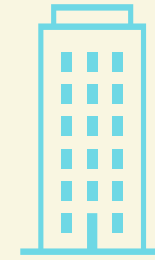
Measure, learn, respond

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

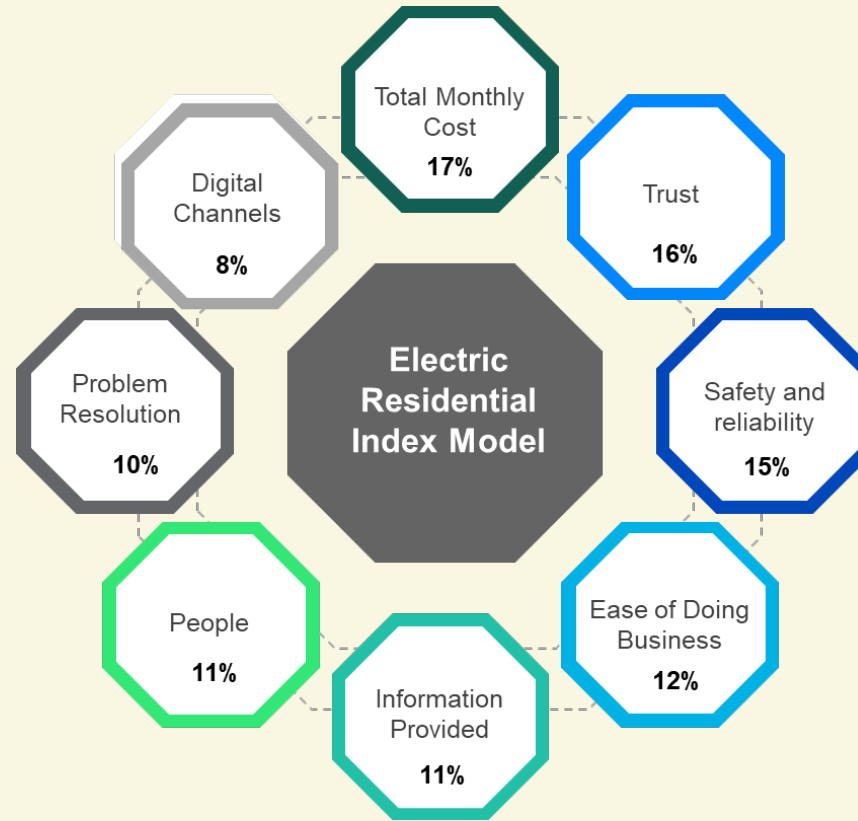


Business

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

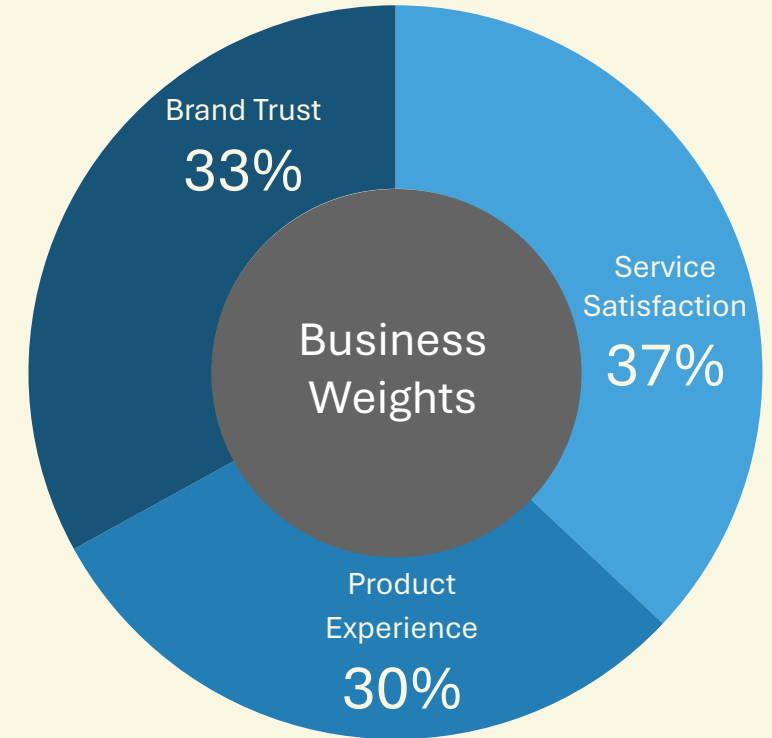
The J.D. Power residential study and Escalent's business study point to both OPPD-specific and electric utility industry trends, **retrospectively**

JD Power



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

Escalent

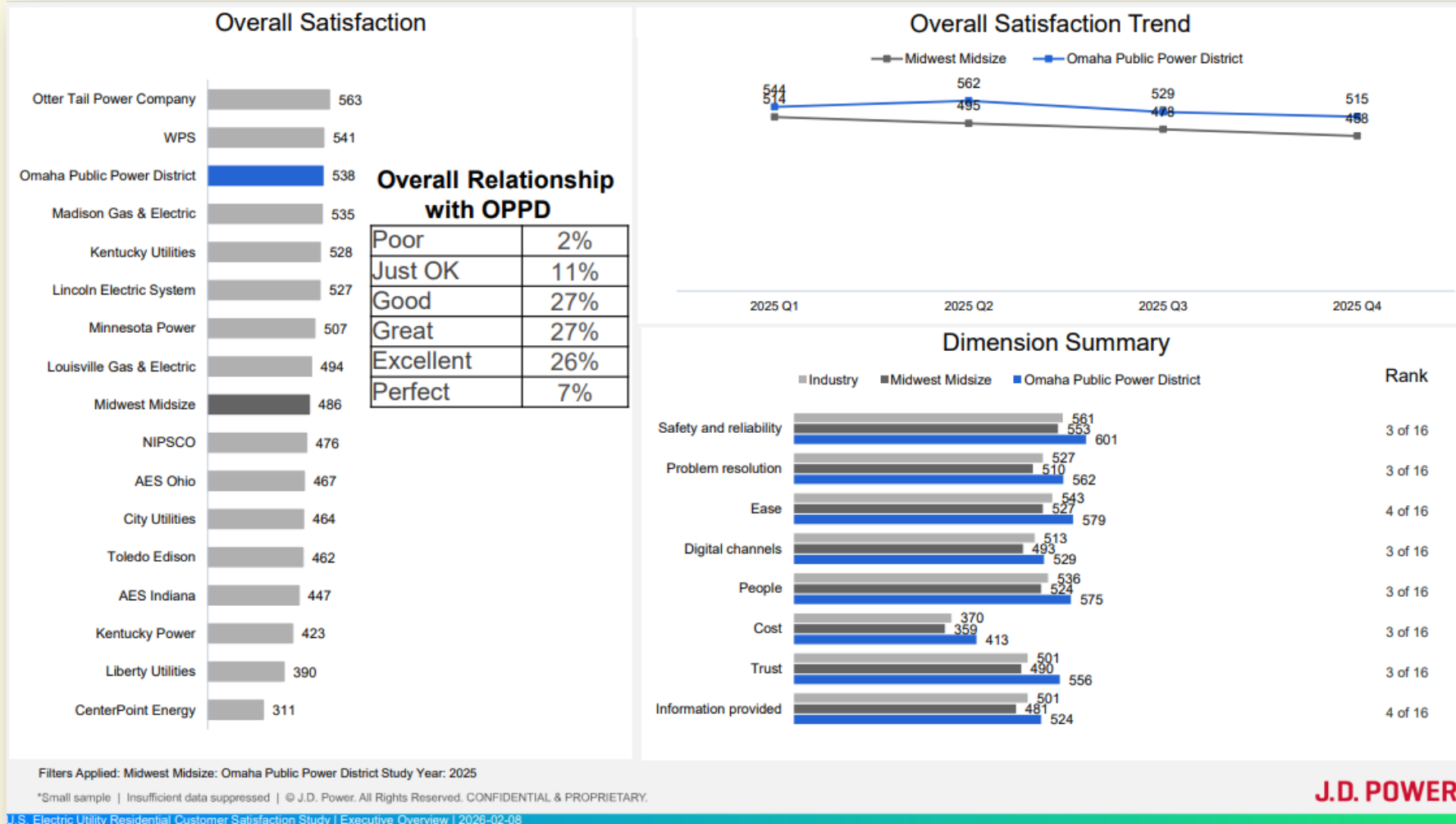


Escalent's Cogent Business Customer Engagement Evaluation

Note: Values may not total 100% due to rounding

JD POWER RESIDENTIAL CUSTOMER SATISFACTION

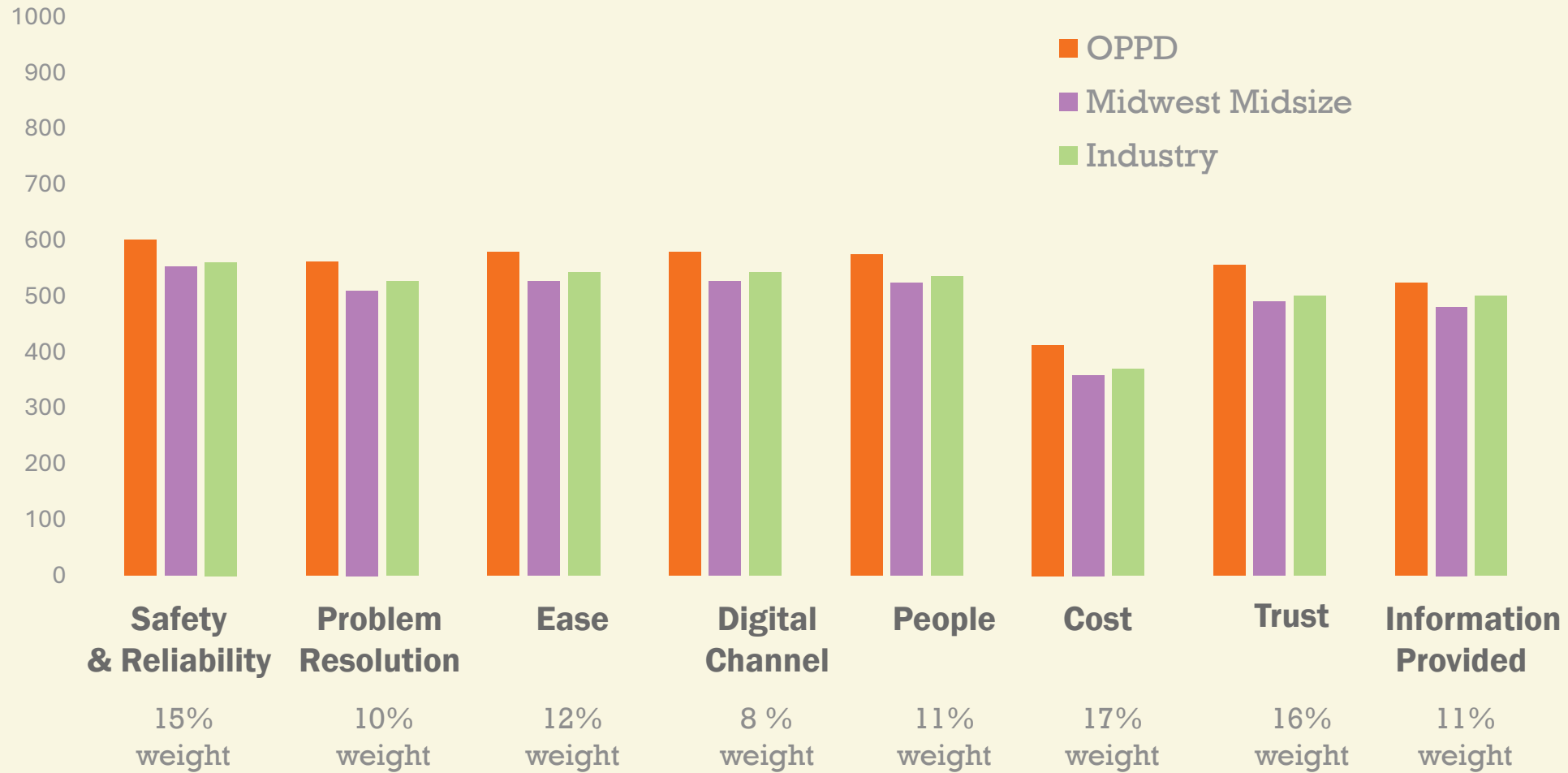
OPPD PERFORMANCE



- **538** total Customer Satisfaction Index for OPPD
- Ranked **third** in Midwest Midsize Utility segment for 2025

JD POWER RESIDENTIAL CUSTOMER SATISFACTION

OPPD PERFORMANCE 2025



Source: 2025 JD Power Associates Electric Utility Residential Customer Satisfaction StudySM. OPPD annual sample sizes are sufficient for statistically meaningful analysis.

MSR SURVEYS RESULTS - RESIDENTIAL

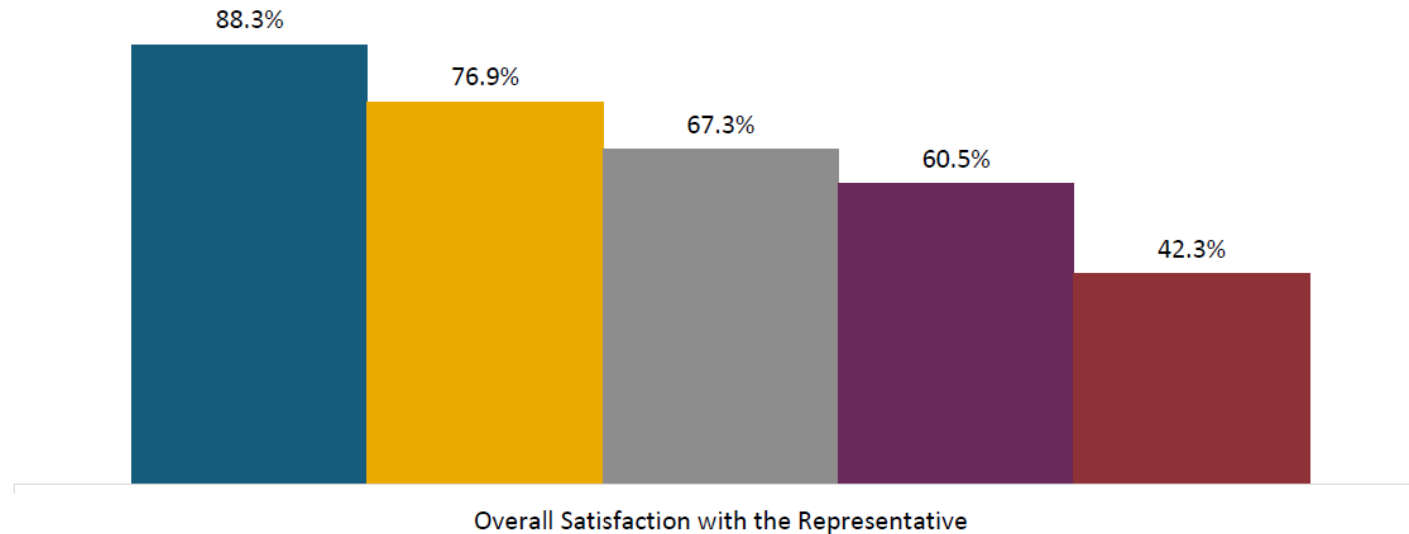


Customers are Highly Satisfied With OPPD's Customer Service Representatives

- OPPD holds the top spot among other APECS utilities evaluated in terms of customers' satisfaction with their utility's customer service representatives.
- Nearly nine in ten customers were *very satisfied* with the OPPD customer service representative they spoke with, compared to 42.3% of customers on a national level who were *very satisfied* with their utility's representative.

2025 OSAT with Rep
% Very Satisfied

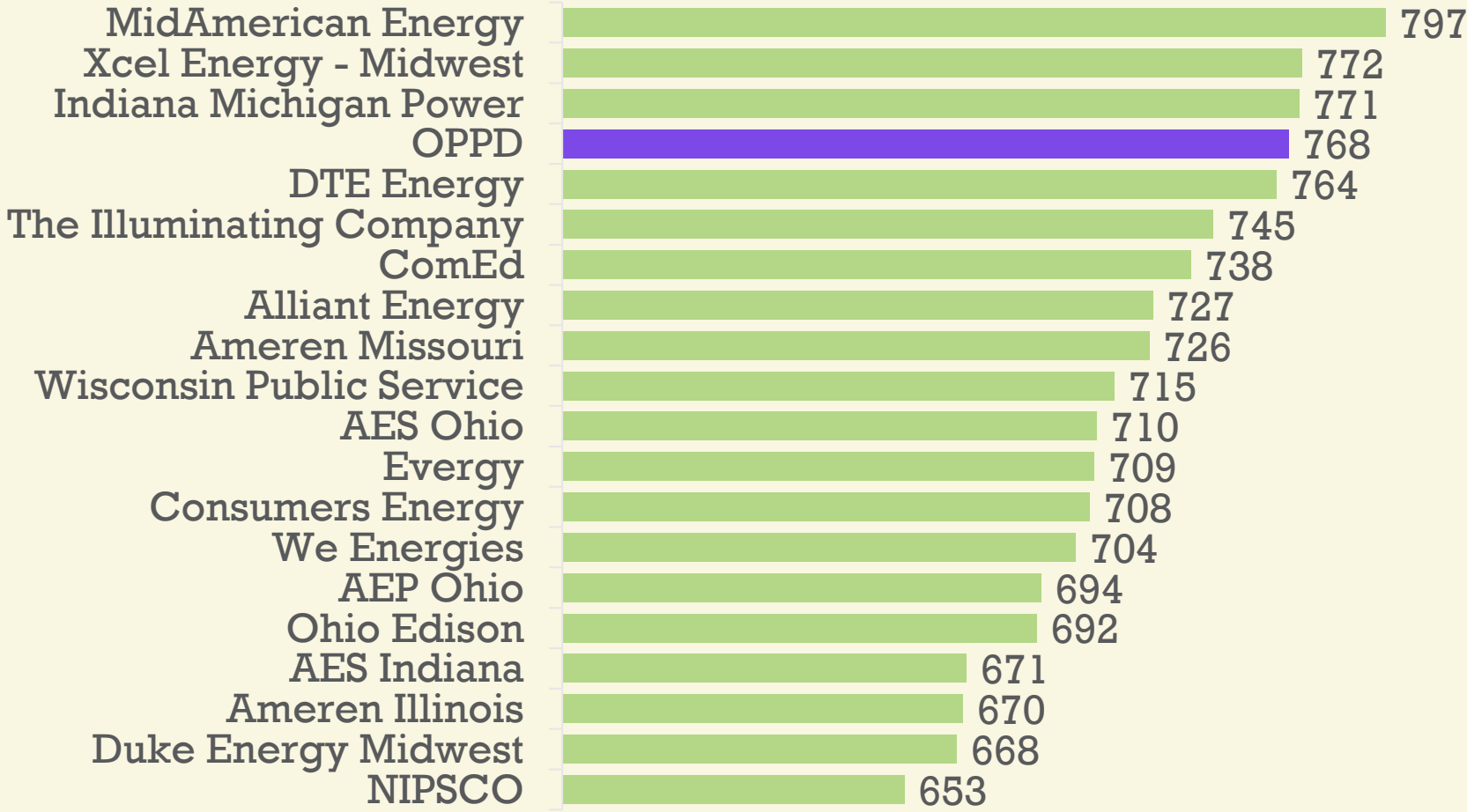
■ OPPD ■ Utility A ■ Utility B ■ Utility C ■ National Study



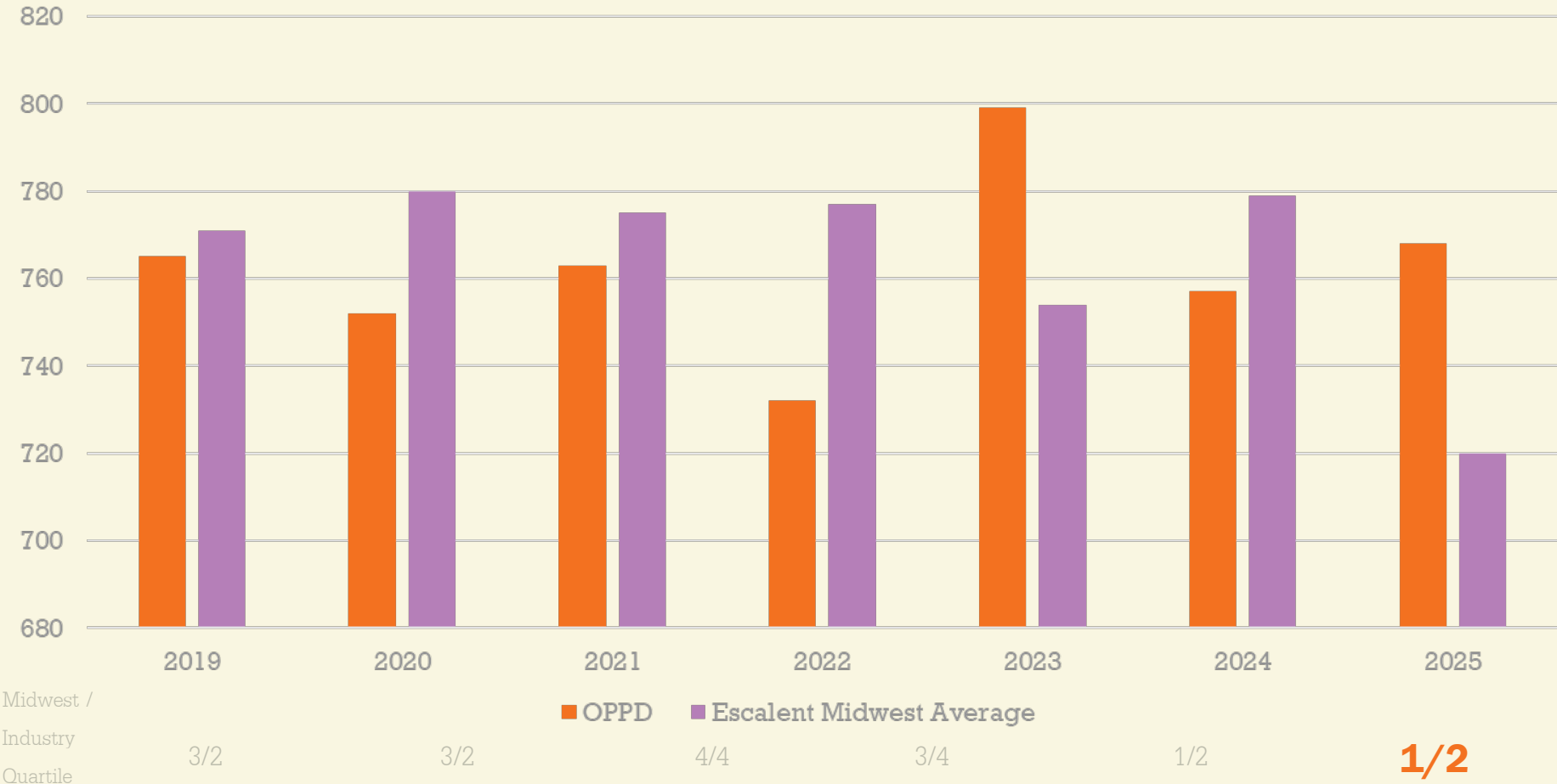
Reference: Q12. Overall, how satisfied are you with the customer service representative that you spoke with?

ESCALENT BUSINESS CUSTOMER ENGAGEMENT BENCHMARKING

Midwest Engaged Customer Relationship Scores



ESCALENT BUSINESS CUSTOMER ENGAGEMENT OPPD Performance v. Segment Averages 2019-2025



■ Ranked **first quartile** in **Midwest Region** segment for **2025**

Midwest /
Industry
Quartile
Ranking

Source: 2019-2023 Escalent, Cogent Syndicated Electric Utility Business Customer Satisfaction StudySM

RECOMMENDATION

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

