



2022 Transactional Survey (Quarter 4)



Report of Findings

30 December 2022  
Confidential & Proprietary

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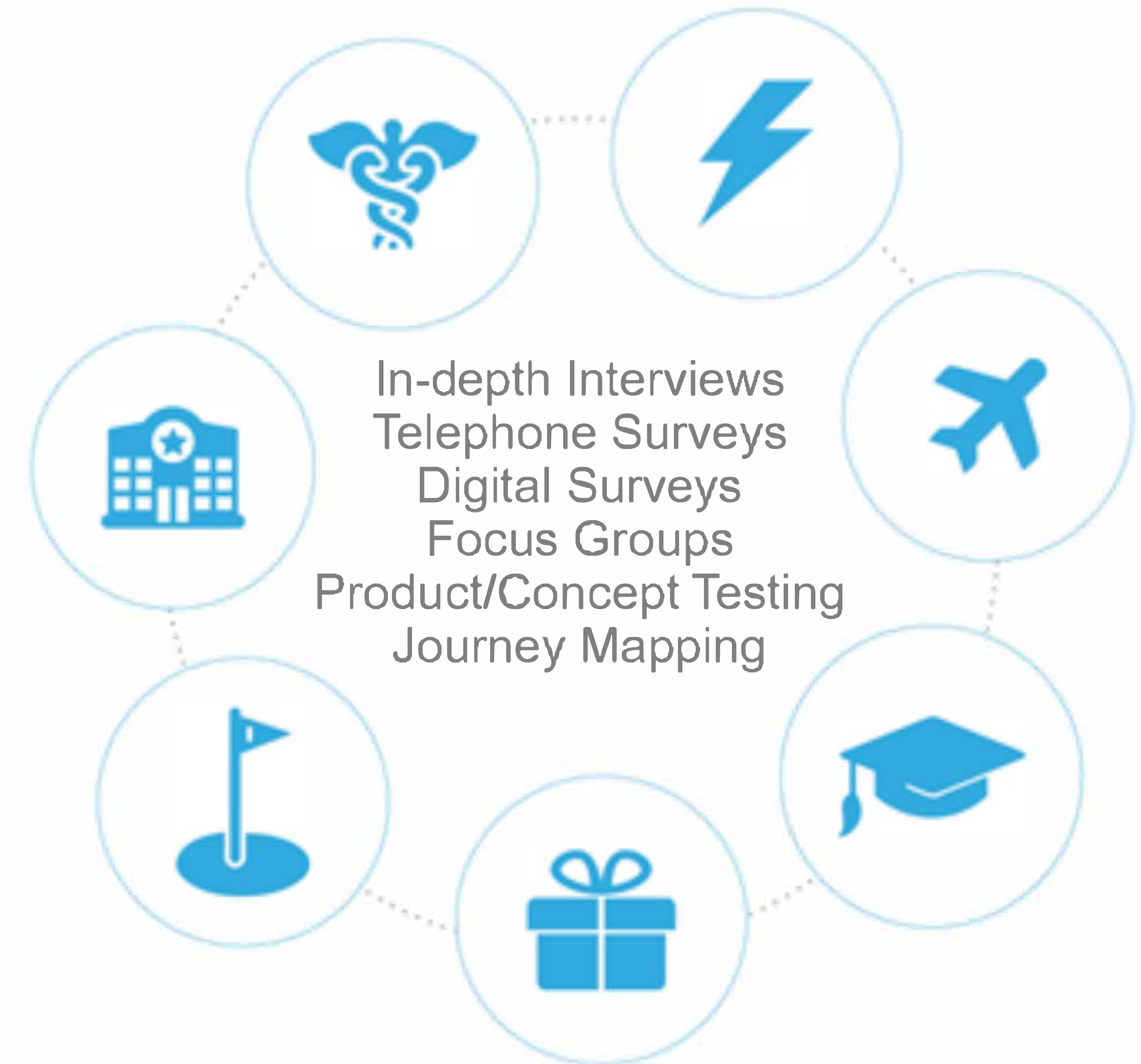


# Harnessing the power of data to help clients achieve organizational goals.

**Data** to support strategic decisions to improve on products and services. Since 1979, our experience with study and instrument design, data collection, analysis, and formal presentation assists our clients in identifying the “why” and “what’s next.”

**Talent** with a knowledge base in a wide range of industries and methodologies ensures a 360° view of the challenges faced and the expertise to address them.

**Solutions** that are customized to provide a personalized approach of understanding organizational, employee, and customer needs allowing for more informed decisions.



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# Project Overview

- GreatBlue Research was commissioned by the Los Alamos County Department of Public Utilities (hereinafter “DPU”) to conduct market research to understand the nature of customers' most recent transactions with DPU employees.
- The primary goals for this research study were to assess reasons for contacting DPU, track methods of interacting with DPU, and understand how well DPU employees are servicing customers' needs.
- In order to service these research goals, GreatBlue Research employed a digital survey methodology to capture the opinions of residential and commercial customers of the DPU who have had a recent transaction with DPU.
- The outcome of this research will enable the DPU to a) more clearly understand the nature of transactions with DPU employees, b) act on near-term opportunities for improvement, and c) create a strategic roadmap to improve interactions with customers moving forward.



## Areas of Investigation

The Los Alamos County Department of Public Utilities Transactional Survey leveraged a quantitative research methodology to address the following areas of investigation:

- Reasons for contacting DPU
- Methods of interacting with DPU
- Number of points of contact with DPU needed to resolve issues
- Rating DPU representatives on a series of characteristics
- Demographic profiles of respondents

# Research Methodology Snapshot

Methodology <b>Digital</b>	No. of Completes <b>79</b>	No. of Questions <b>19*</b>	Incentive <b>None</b>	Sample <b>Distributed by DPU</b>
Target <b>Customers who have had a recent transaction with DPU</b>	Quality Assurance <b>Dual-level**</b>	Margin of Error <b>+/- 11.0%</b>	Confidence Level <b>95%</b>	Research Dates <b>September 28 - December 28, 2022</b>

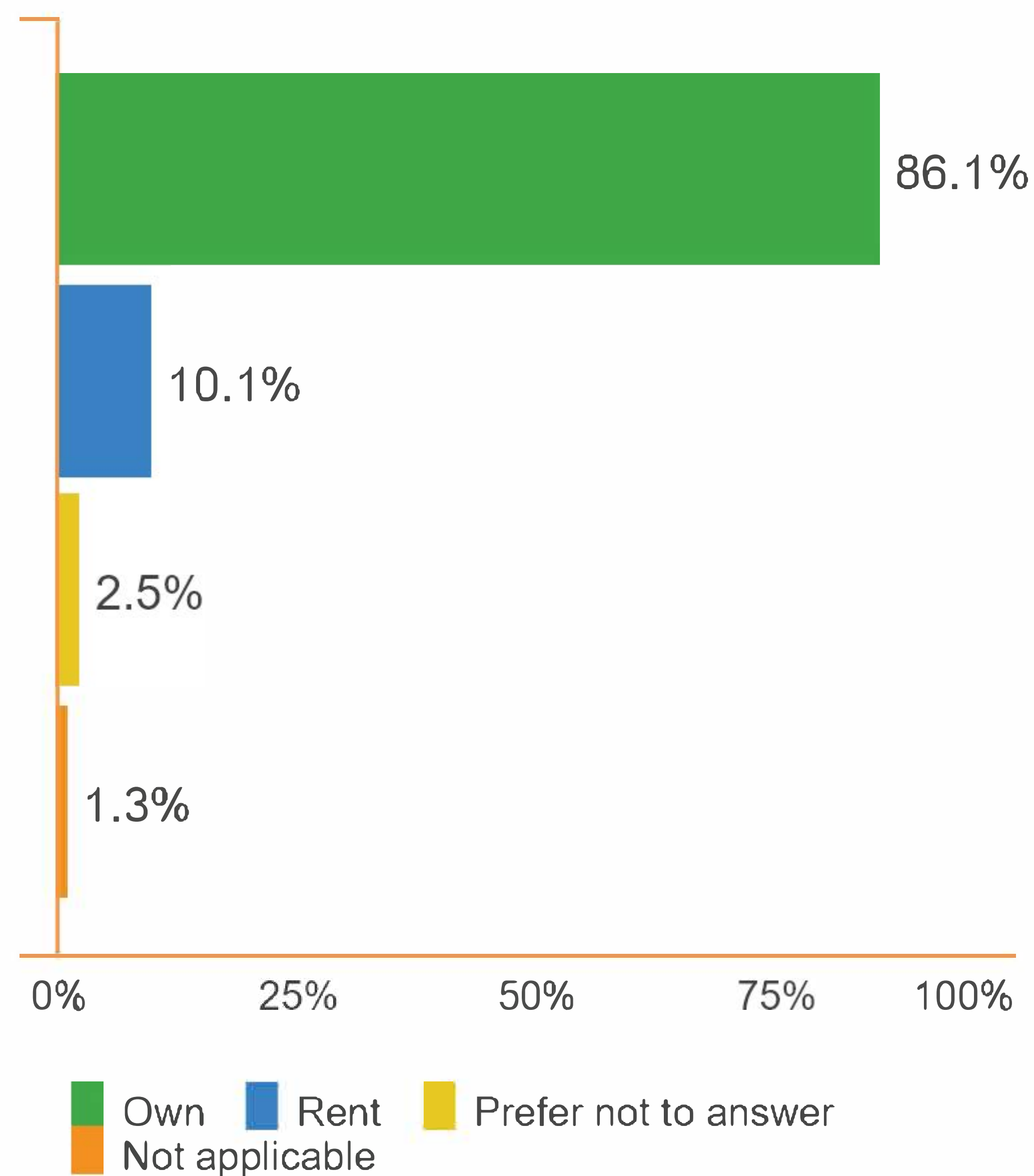
\* This represents the total possible number of questions; not all respondents will answer all questions based on skip patterns and other instrument bias.

\*\* Supervisory personnel, in addition to computer-aided interviewing platform, ensure the integrity of the data is accurate.

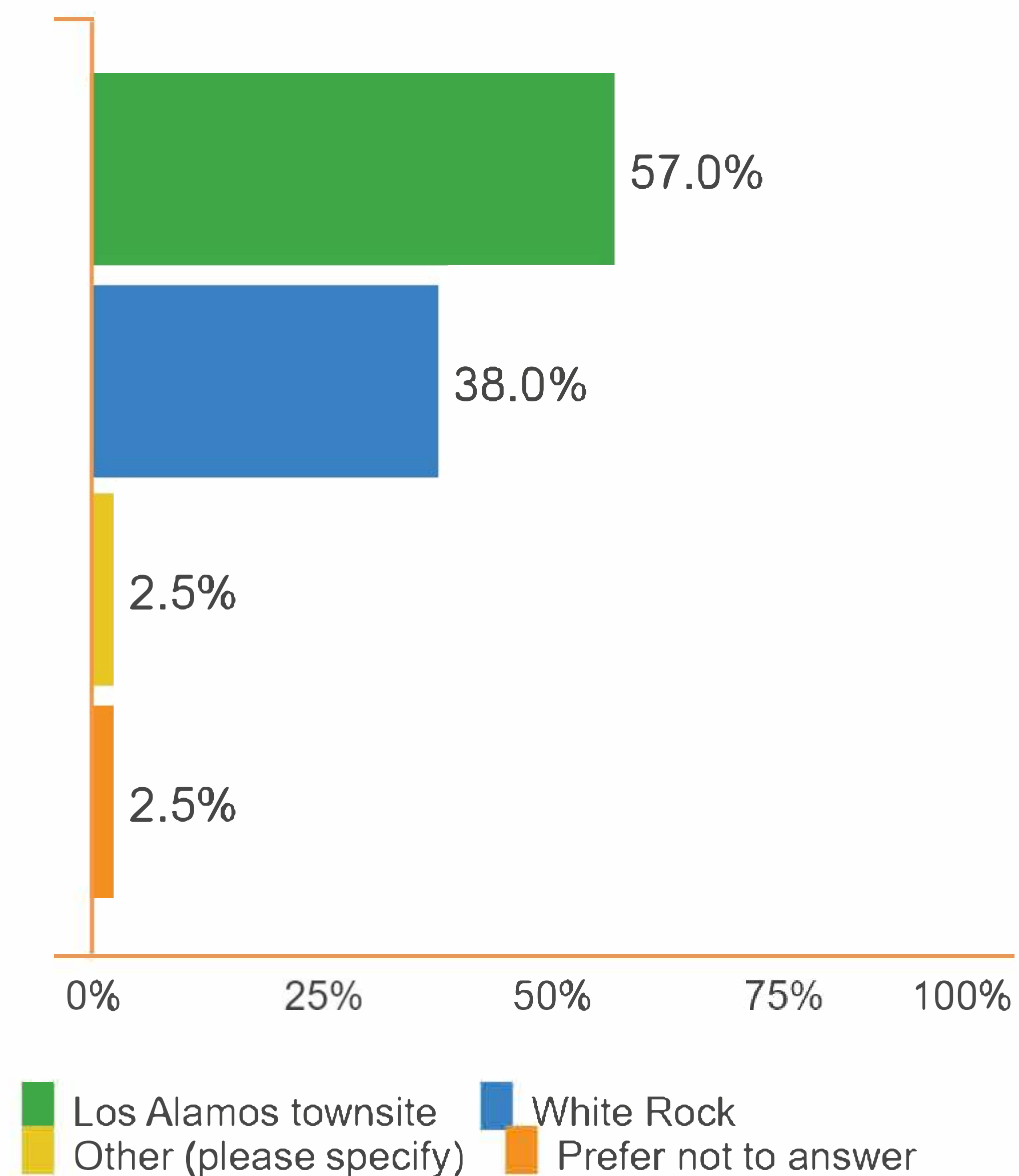
# Respondent Snapshot

This slide quantifies select data points to provide context for this research study. The data is not meant to be proportional to population contribution, rather to provide an empirical view into the demographic profile of the participants.

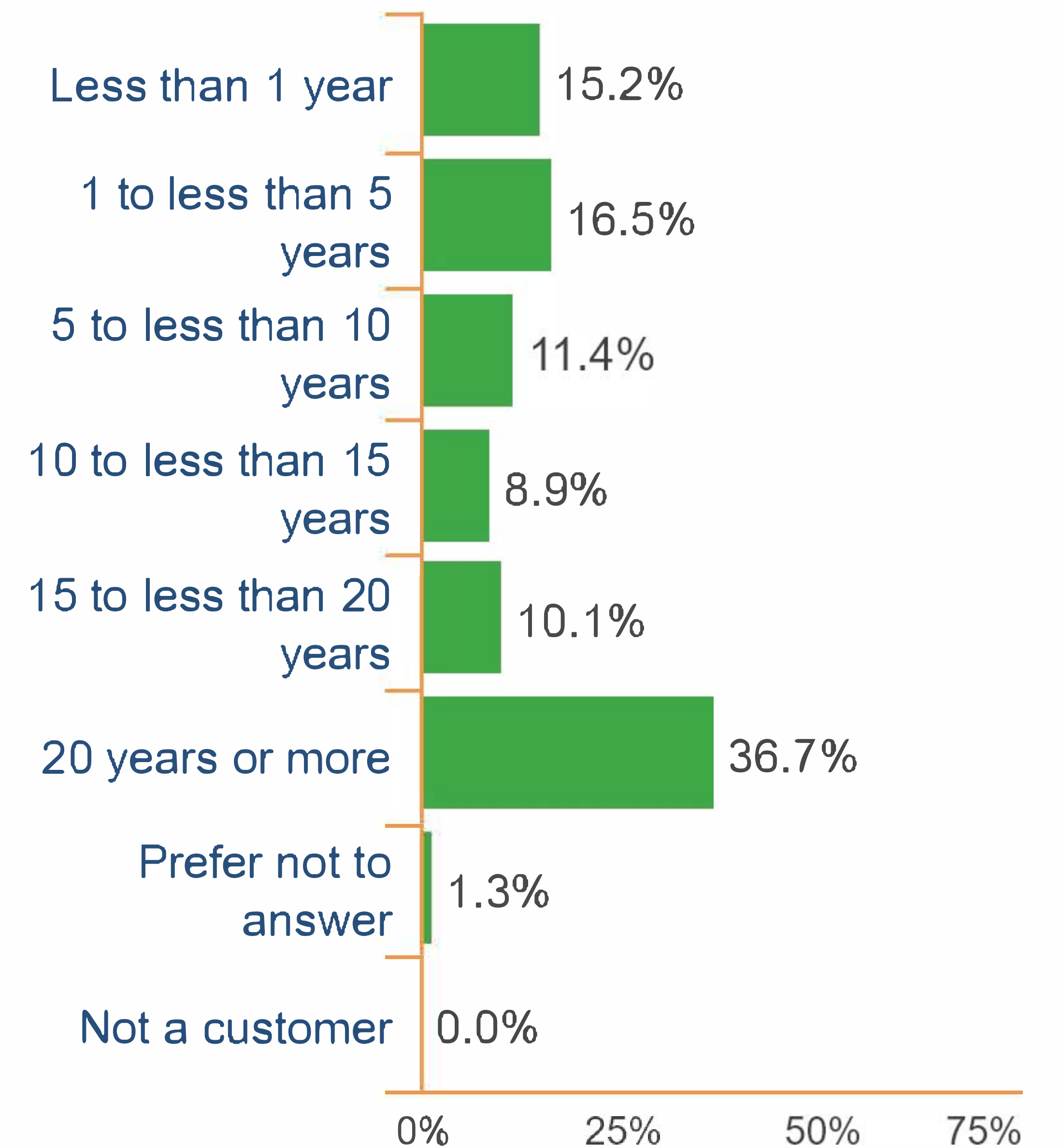
## Rent or Own



## Location of Residence

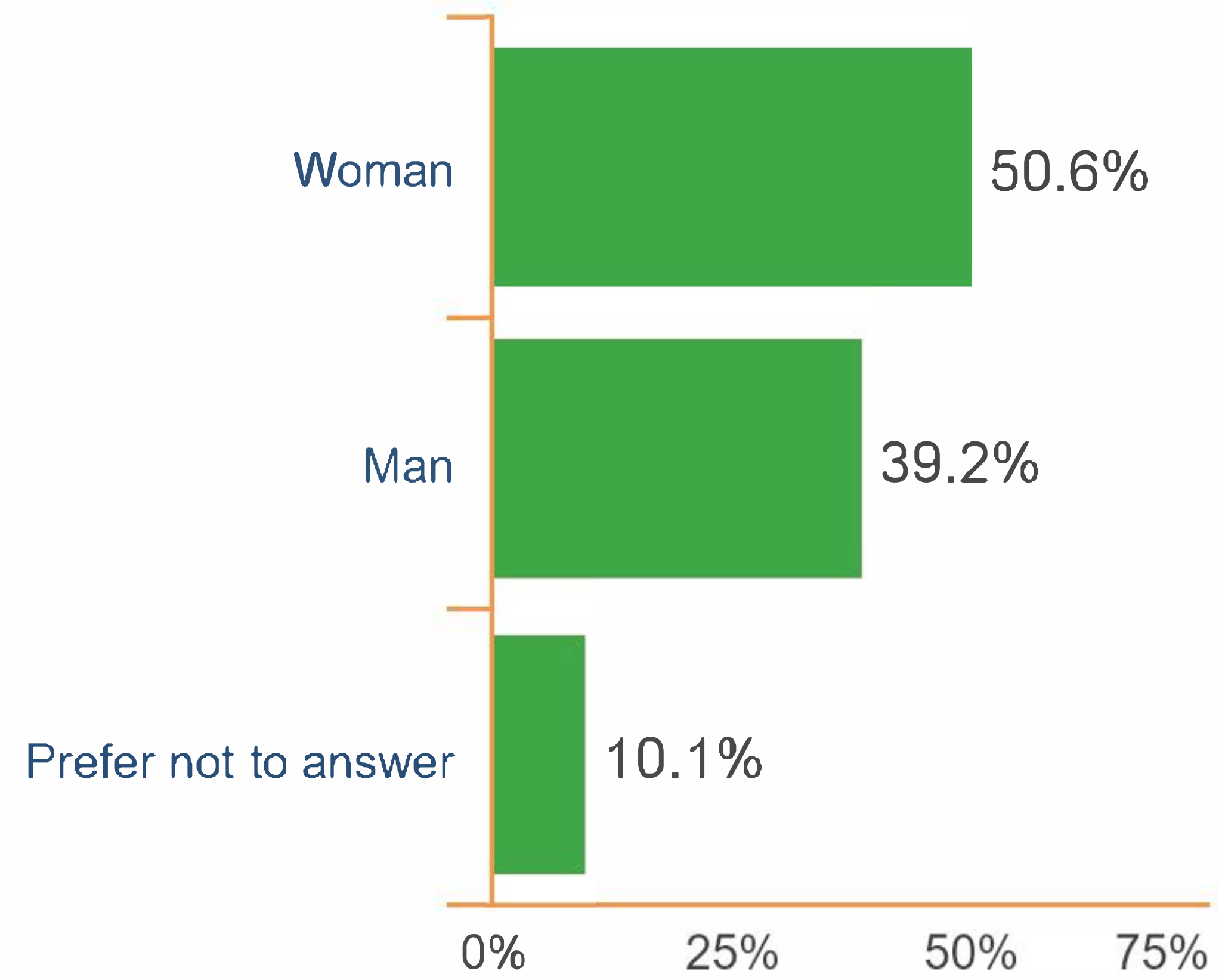


## Length of Time as Customer





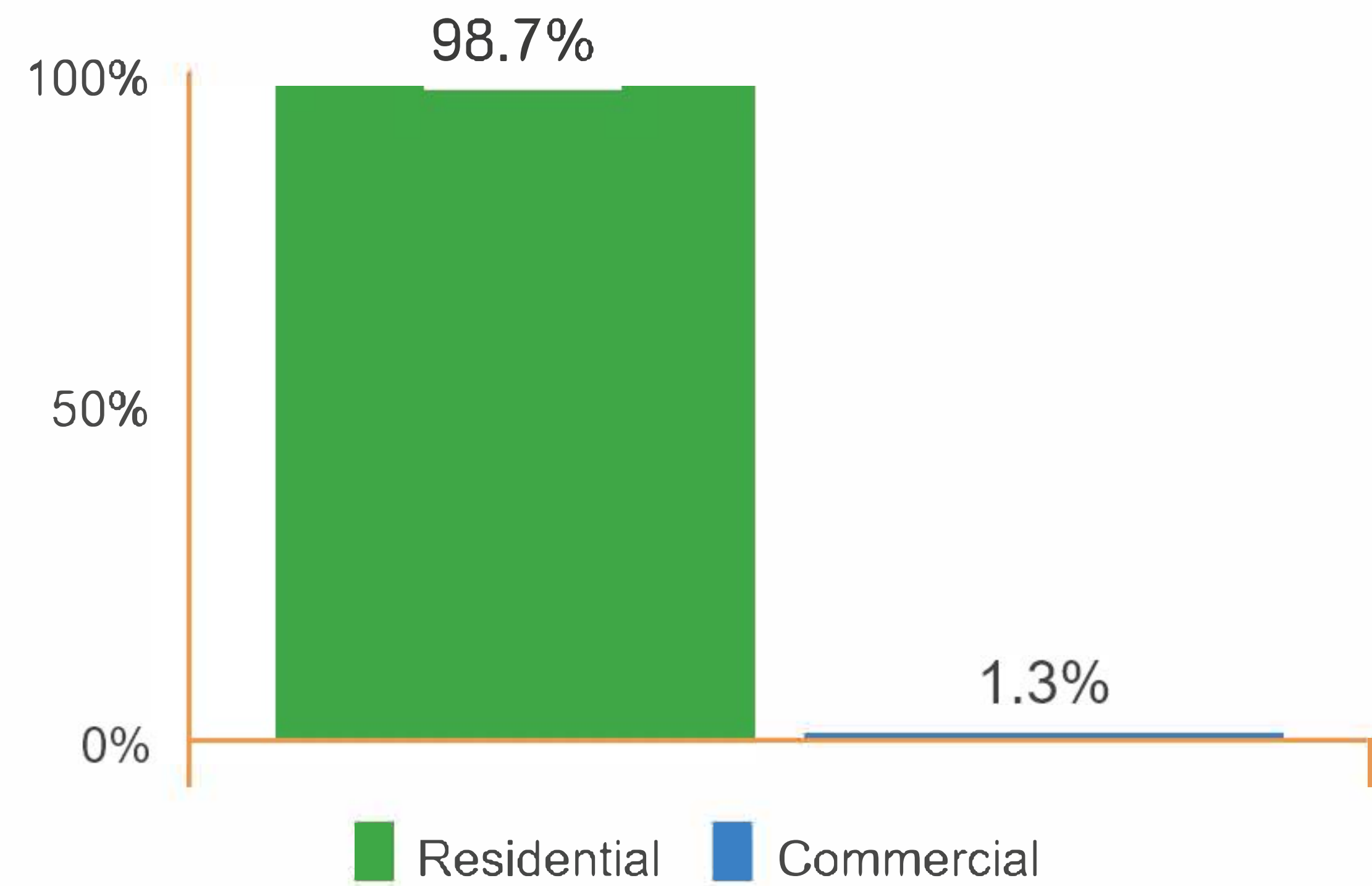
## Gender



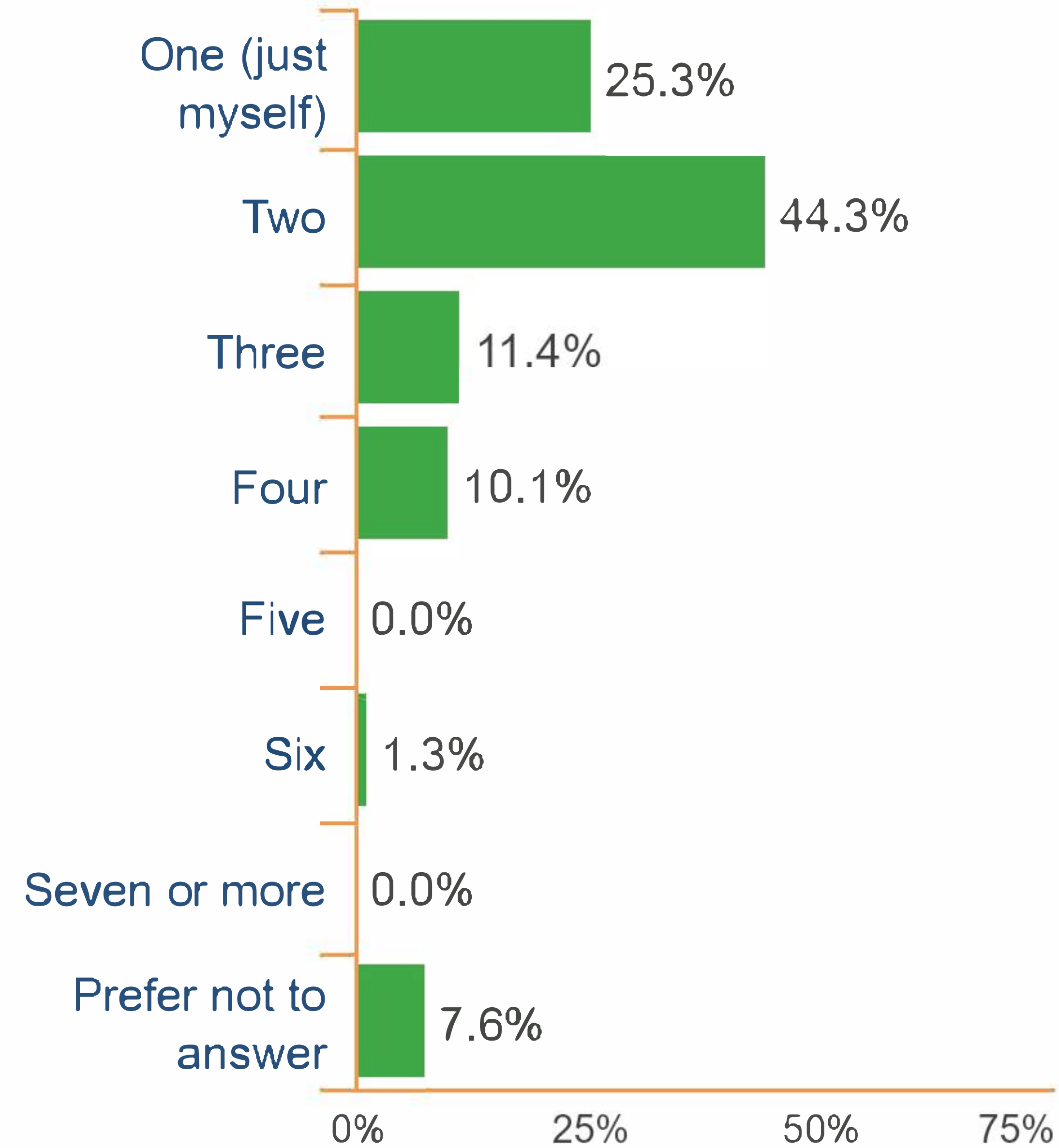
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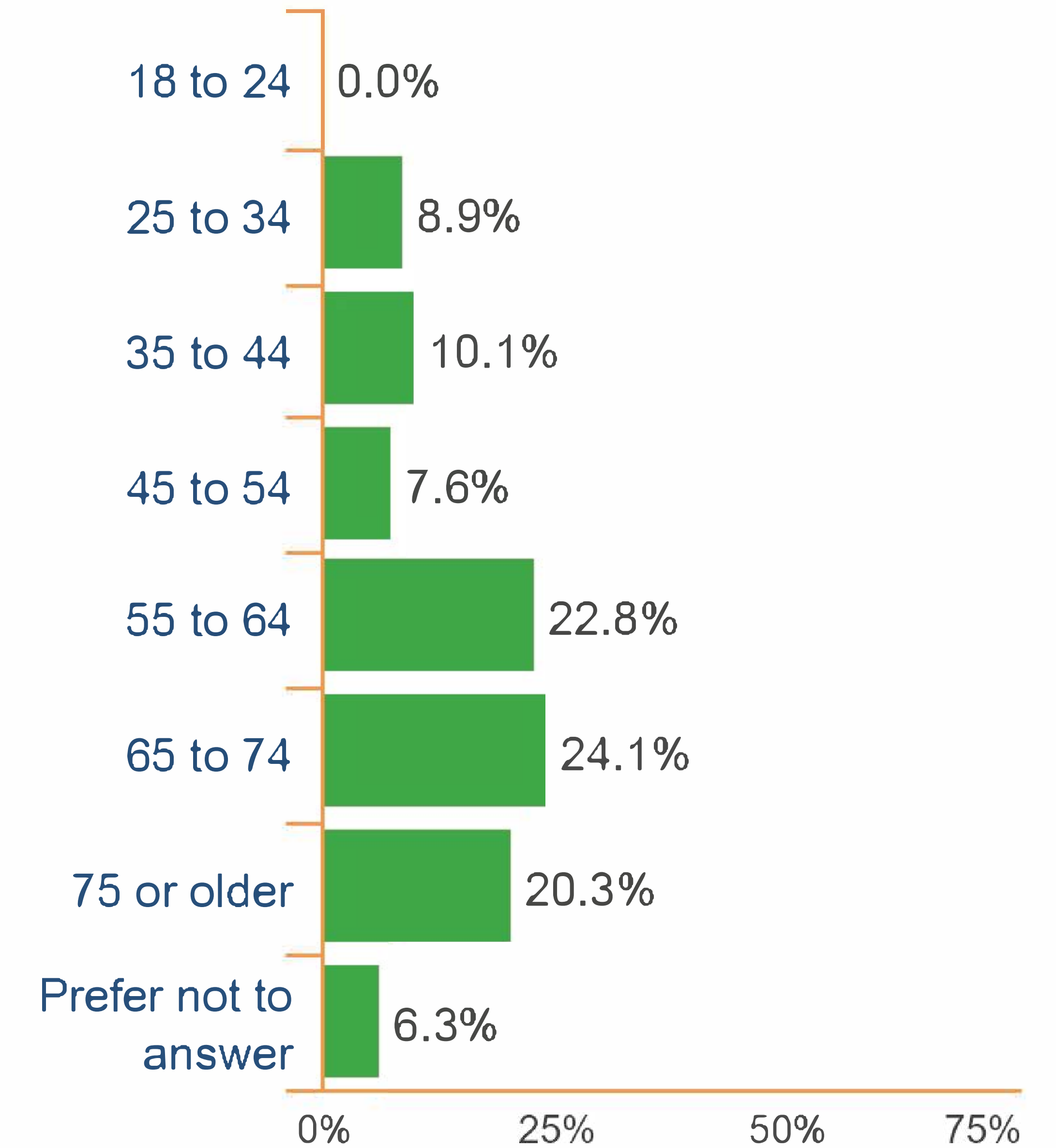
## Type of Customer



## Number of Individuals in Household



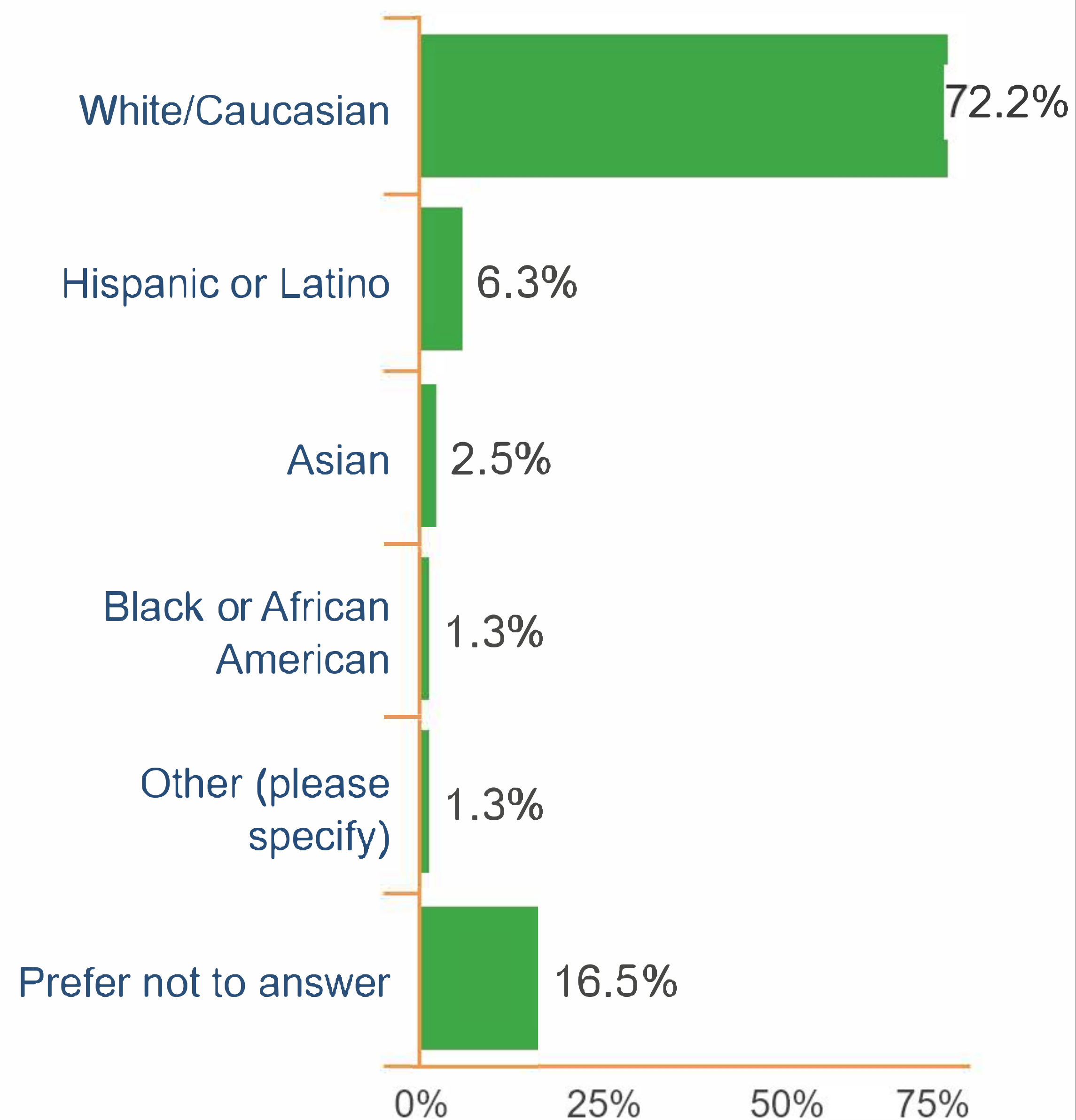
## Age



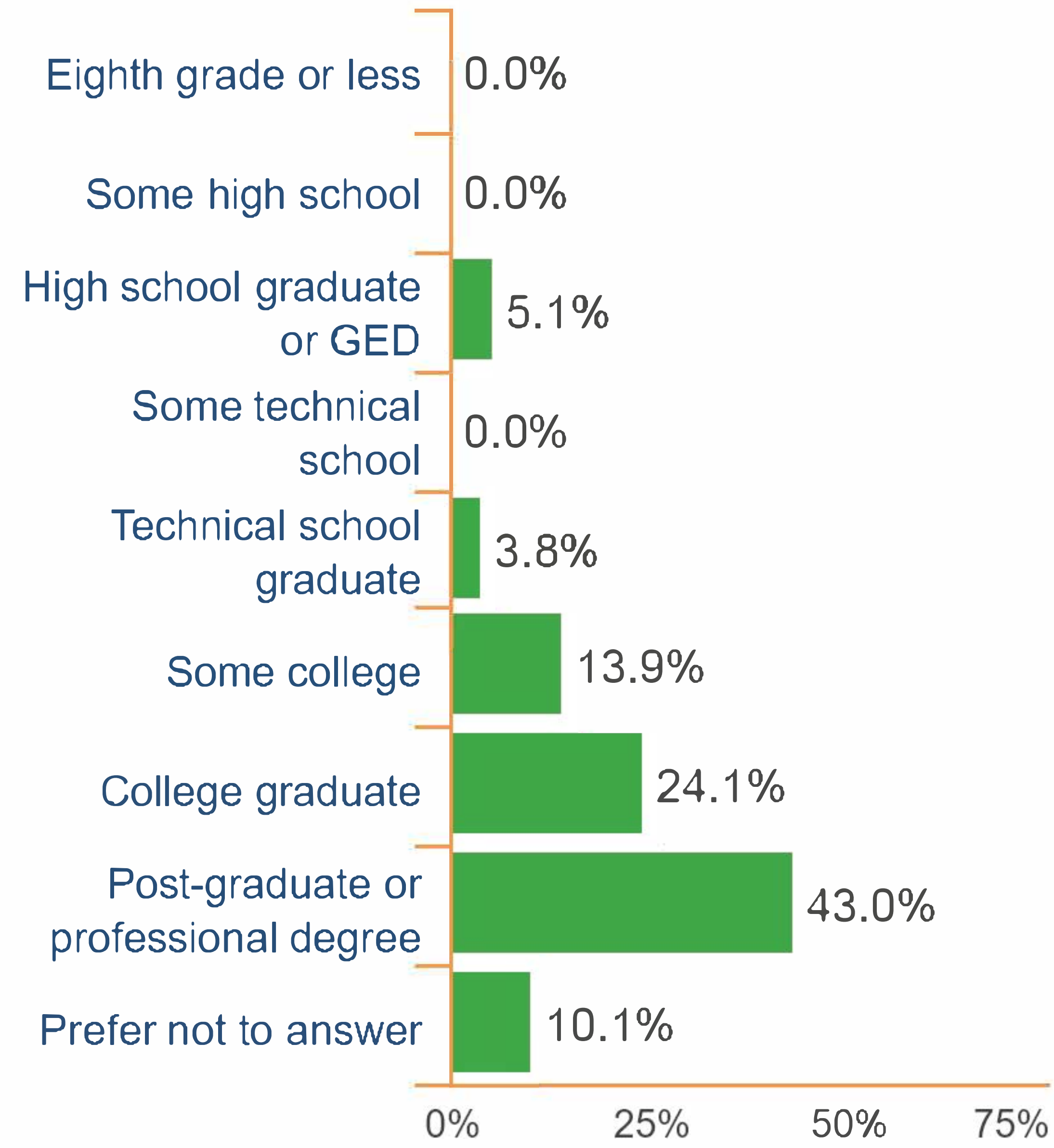
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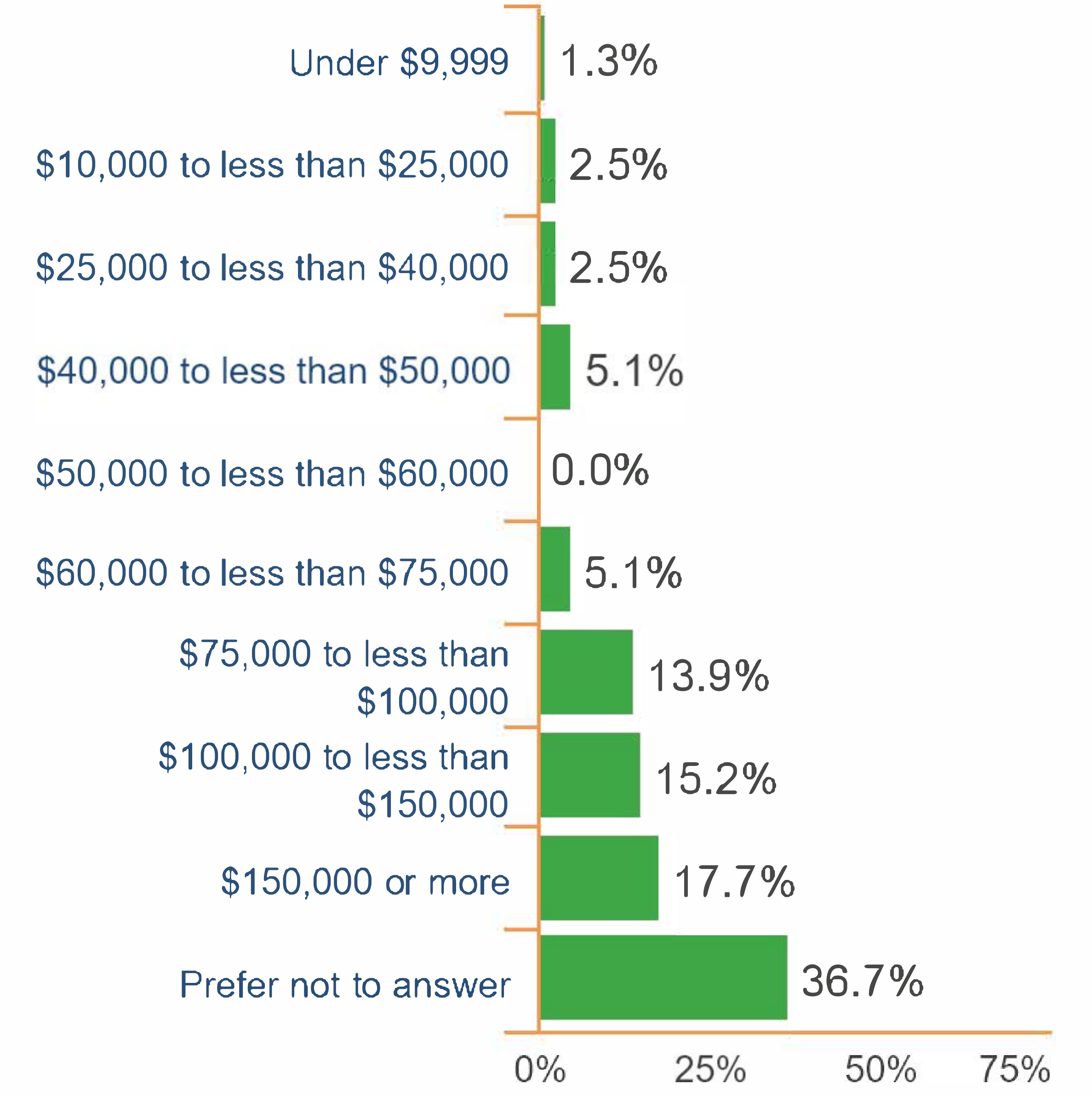
## Race / Ethnicity



## Education Level



## Income



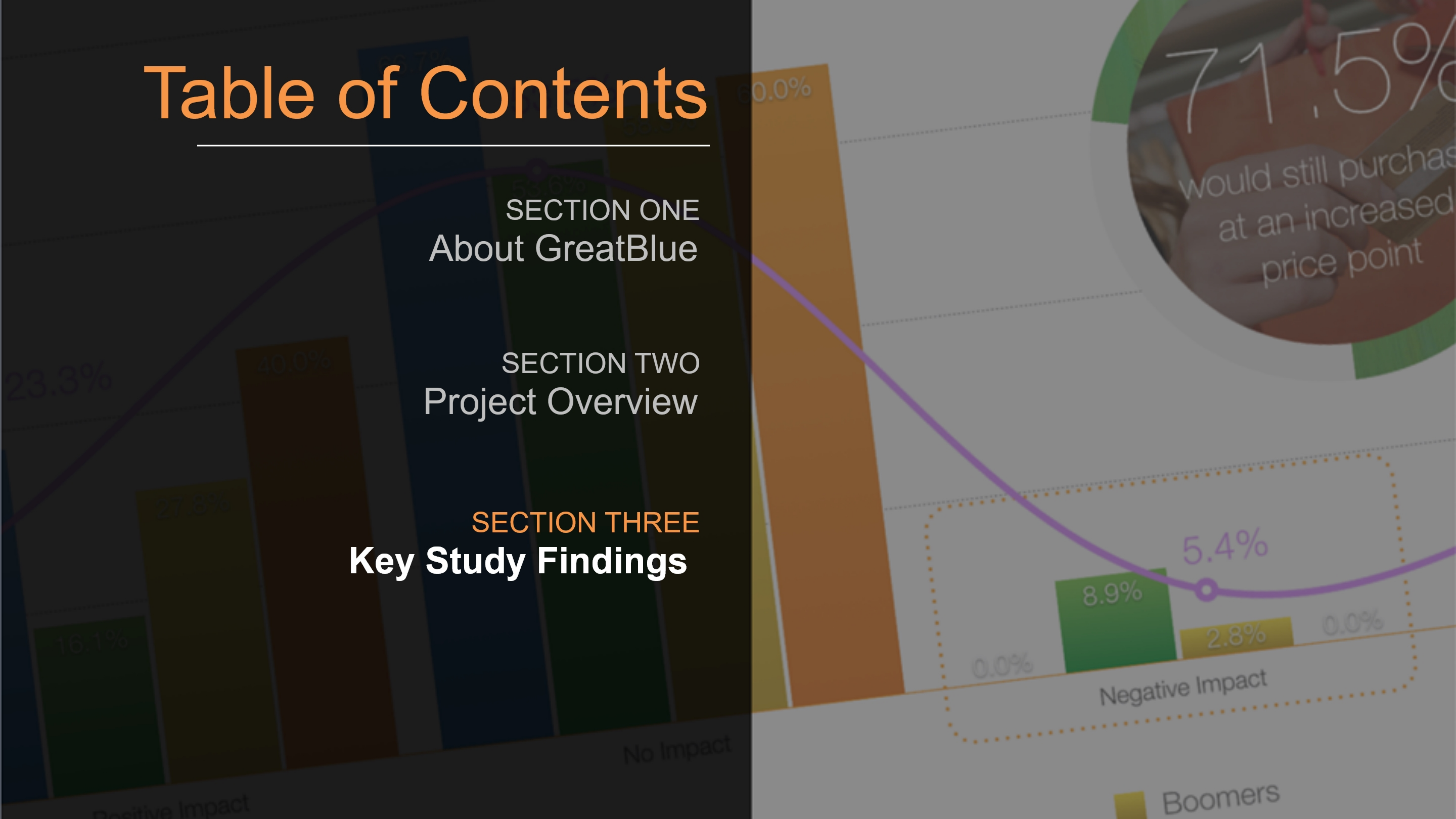
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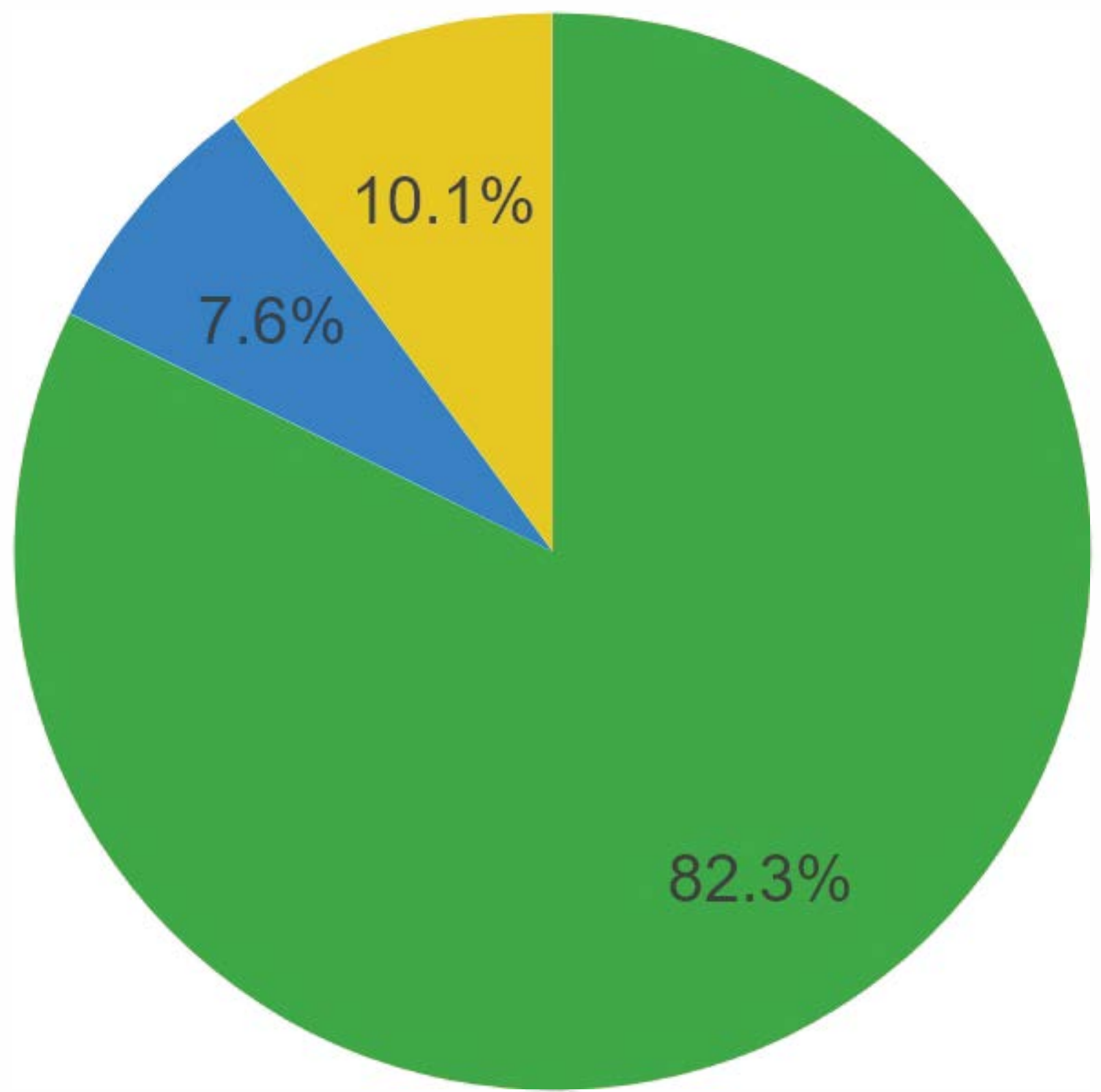
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# Speaking with Representatives Over the Phone

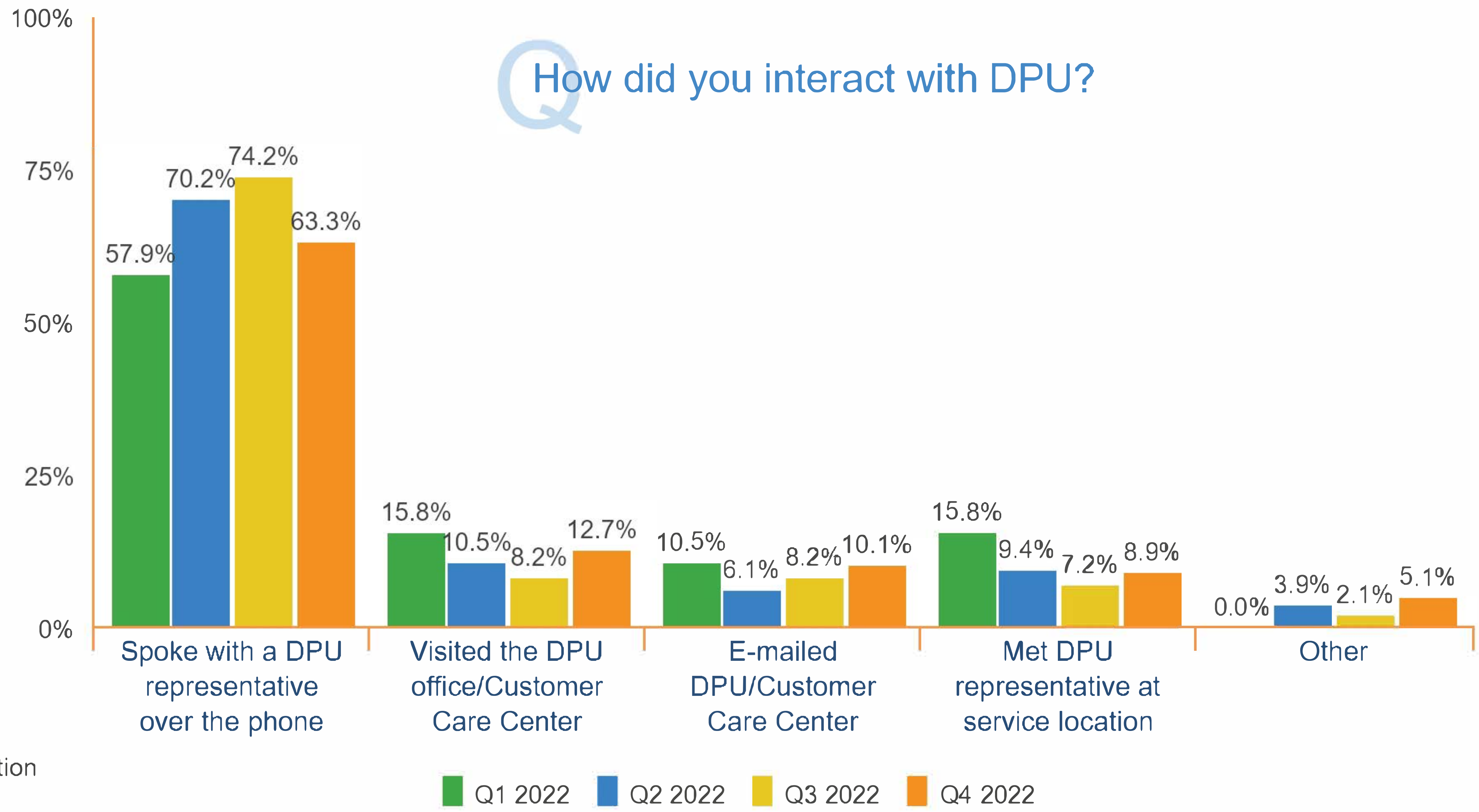
Over four-fifths of respondents (82.3%) indicated a Customer Care Center representative assisted them with their most recent transaction with DPU. Further, over three-fifths of respondents (63.3% from 74.2% in Q3 2022) reported speaking with a DPU representative over the phone during their most recent transaction, while others reported visiting the DPU office / Customer Care Center (12.7% over 8.2% in Q3 2022) or e-mailing the DPU / Customer Care Center (10.1% over 8.2% in Q3 2022).

Who assisted you in your most recent transaction with DPU?



■ A Customer Care Center representative 
 ■ DPU staff at service location 
 ■ Another DPU employee

How did you interact with DPU?

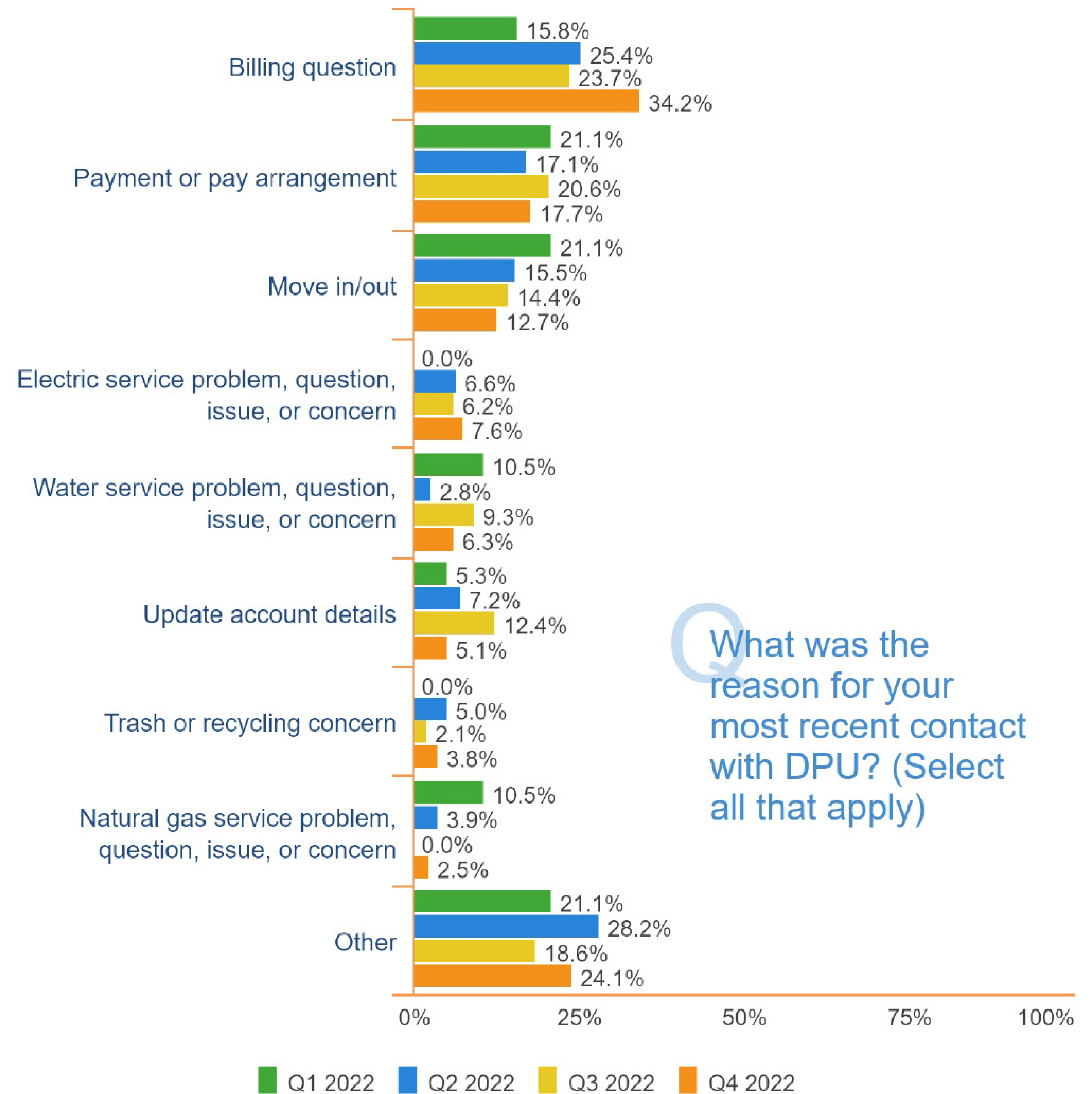


■ Q1 2022 
 ■ Q2 2022 
 ■ Q3 2022 
 ■ Q4 2022

# Contacting DPU for Billing Questions or Making Payments

Over one-third of respondents indicated the reason for their most recent contact with DPU was a "billing question" (34.2%), while nearly one-fifth called regarding a "payment / payment arrangement" (17.7%).

Others reported contacting DPU to "move in / move out" (12.7%), for a "electric service problem, question, issue, or concern" (7.6%), for a "water service problem, question, issue or concern" (6.3%) or to "update account details" (5.1%).

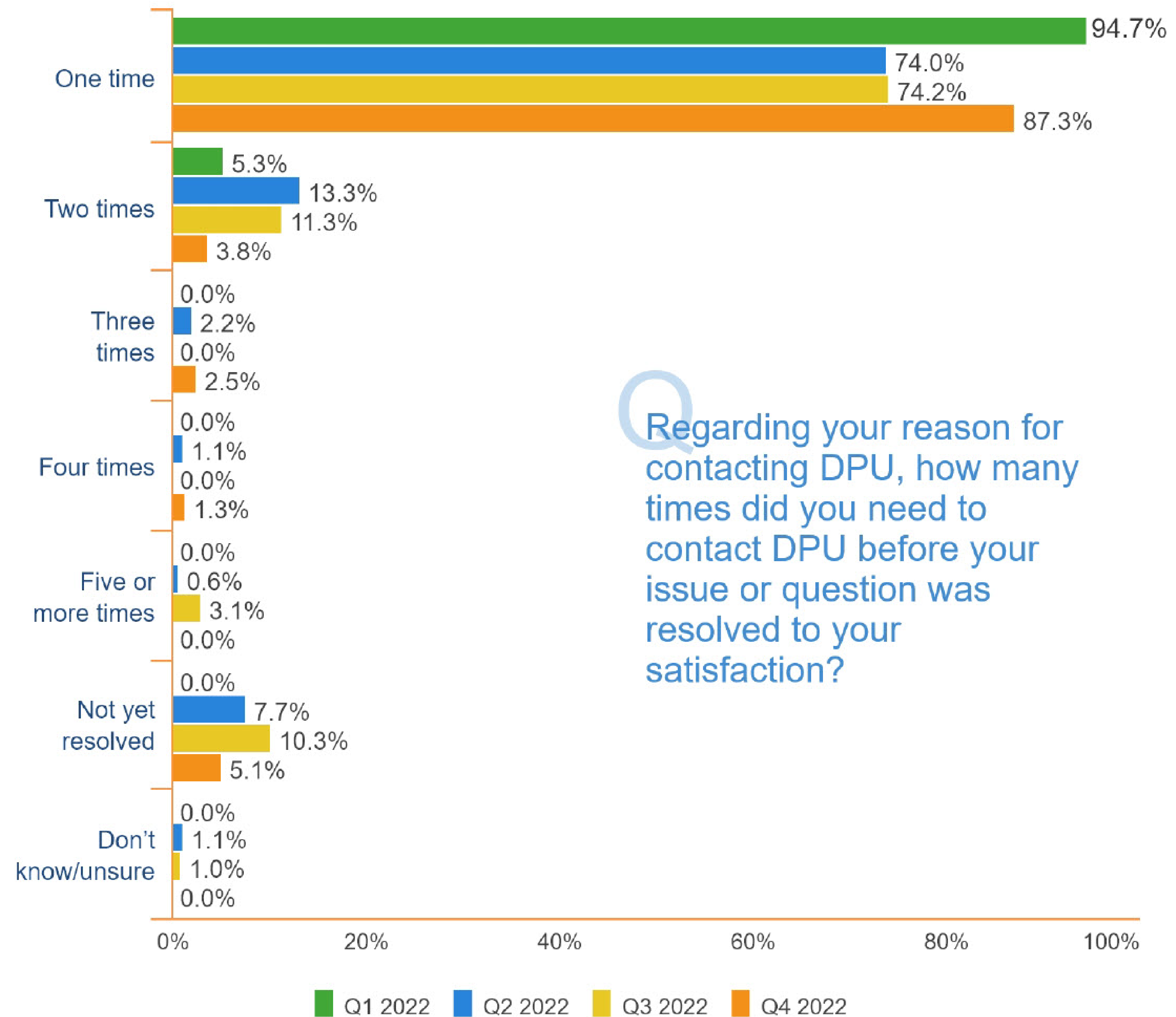


<b>What was reason for most recent contact?</b>	<b>Q1</b>	<b>Q2</b>	<b>Q3</b>	<b>Q4</b>	<b>YEAR TOTAL</b>	<b>Est # of responses</b>
Billing question	21%	27%	26%	35%	28%	105
Payment/pay arrangement	26%	17%	23%	19%	19%	73
Move in/out	21%	17%	14%	14%	16%	59
OTHER:	5%	18%	15%	14%	16%	59
Other county business = 25						
Online portals/website = 10						
Cemetery = 8						
Cerro Pelado Fire = 7						
Other non-county related = 6						
Not categorizable = 3						
Update account details	5%	8%	12%	6%	9%	32
Electric service problem, question, issue, concern	0%	8%	7%	9%	8%	29
Water service problem, question, issue, concern	11%	3%	9%	6%	6%	22
Trash or recycling concern	0%	8%	2%	4%	5%	20
Natural gas service problem, question, issue, concern	11%	4%	0%	4%	3%	12
Sewer service problem, question, issue, concern	5%	3%	3%	0%	3%	10
Tax payment information	21%	1%	0%	3%	2%	7
New construction/remodel	0%	1%	2%	0%	1%	4

# Issues Resolved on First Point of Contact

Nearly nine-out-of-ten respondents (87.3% over 74.2% in Q3 2022) reported only needing to contact DPU one time before their issue or question was resolved to their satisfaction.

Meanwhile, 7.6% of respondents (from 14.4% in Q3 2022) reported needing to contact DPU more than once before their issue or question was resolved to their satisfaction, while 5.1% of respondents indicated their issue is "not yet resolved."



# Increased Ratings for DPU Representatives

Respondents provided on average increased ratings for the DPU representative they most recently interacted with (92.9% over 84.5% in Q3 2022). This was largely due to increased ratings for the "overall quality of service" (+14.8 percentage points), the representative being "knowledgeable" (+9.0 percentage points) and the "issue resolution" (+8.6 percentage points).

Please rate the DPU representative you most recently interacted with on the following characteristics, using a 10-point scale where one (1) is "very poor" and ten (10) is "very good." (Total "good" w/o "don't know" responses)

	Q1 2022	Q2 2022	Q3 2022	Q4 2022
Wait time or punctuality	100.0%	90.0%	87.6%	91.1%
Courtesy and professionalism	100.0%	91.7%	87.5%	93.7%
Clear communication	100.0%	91.1%	85.6%	93.7%
Knowledgeable	100.0%	86.6%	83.3%	92.3%
Issue resolution	100.0%	87.4%	81.9%	90.5%
Overall quality of service	100.0%	88.2%	81.3%	96.1%
<b>Average</b>	<b>100.0%</b>	<b>89.2%</b>	<b>84.5%</b>	<b>92.9%</b>



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Clear communication	100.0%	91.1%	85.6% ↓	93.7% ↑
Knowledgeable	100.0%	86.6%	83.3% ↓	92.3% ↑
Issue resolution	100.0%	87.4%	81.9% ↓	90.5% ↑
Overall quality of service	100.0%	88.2%	81.3% ↓	96.1% ↑
<b>Average</b>	<b>100.0%</b>	<b>89.2%</b>	<b>84.5% ↓</b>	<b>92.9% ↑</b>

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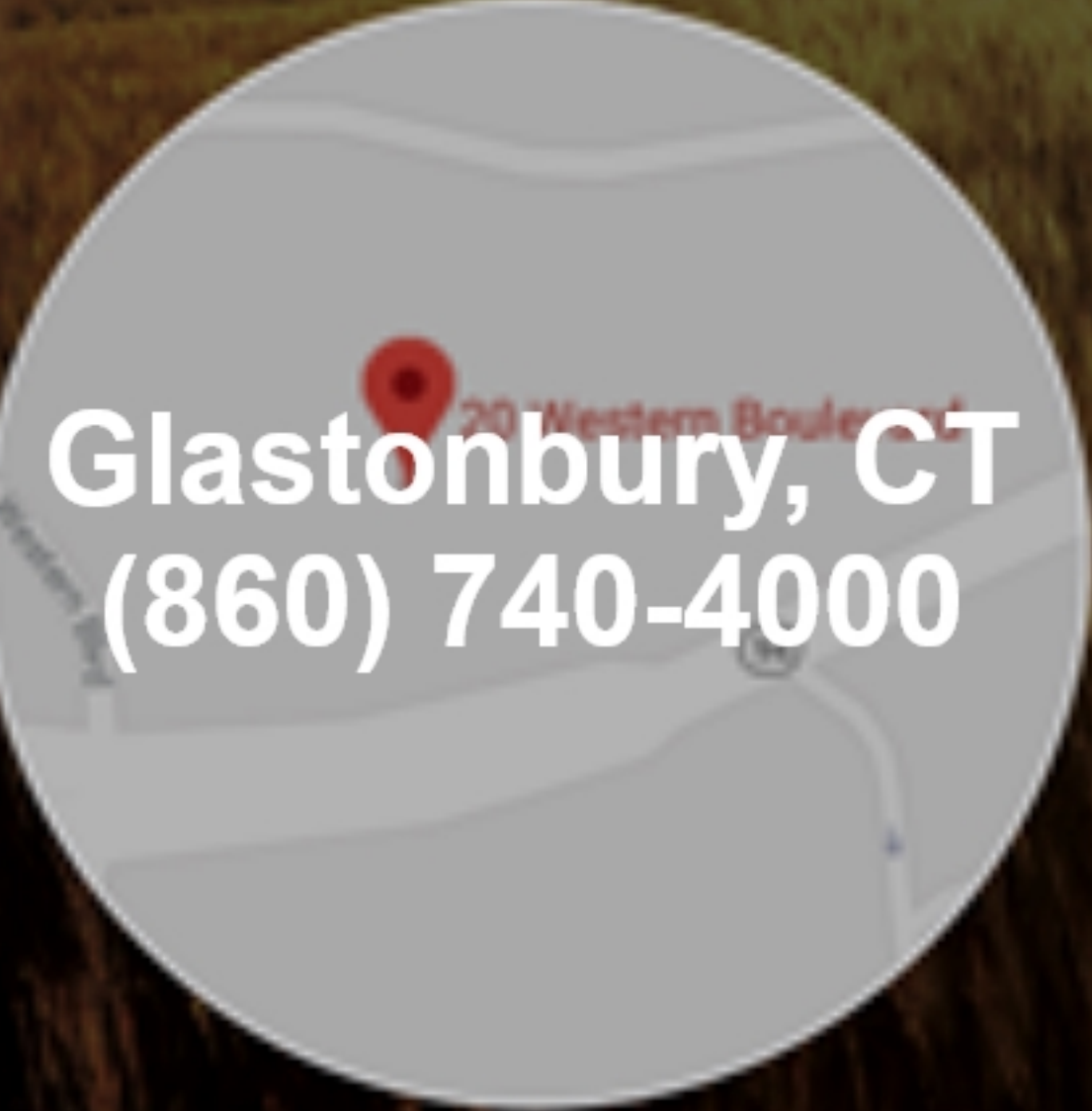
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