



2023 Transactional Study (Quarter 4)



Report of Findings

8 January 2024
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 Digital	No. of Completes 56	No. of Questions 19*	Incentive None	Sample Distributed by DPU
Target Customers who have had a recent transaction with DPU	Quality Assurance Dual-level**	Margin of Error +/- 13.1%	Confidence Level 95%	Research Dates October 2, 2023 - January 1, 2024

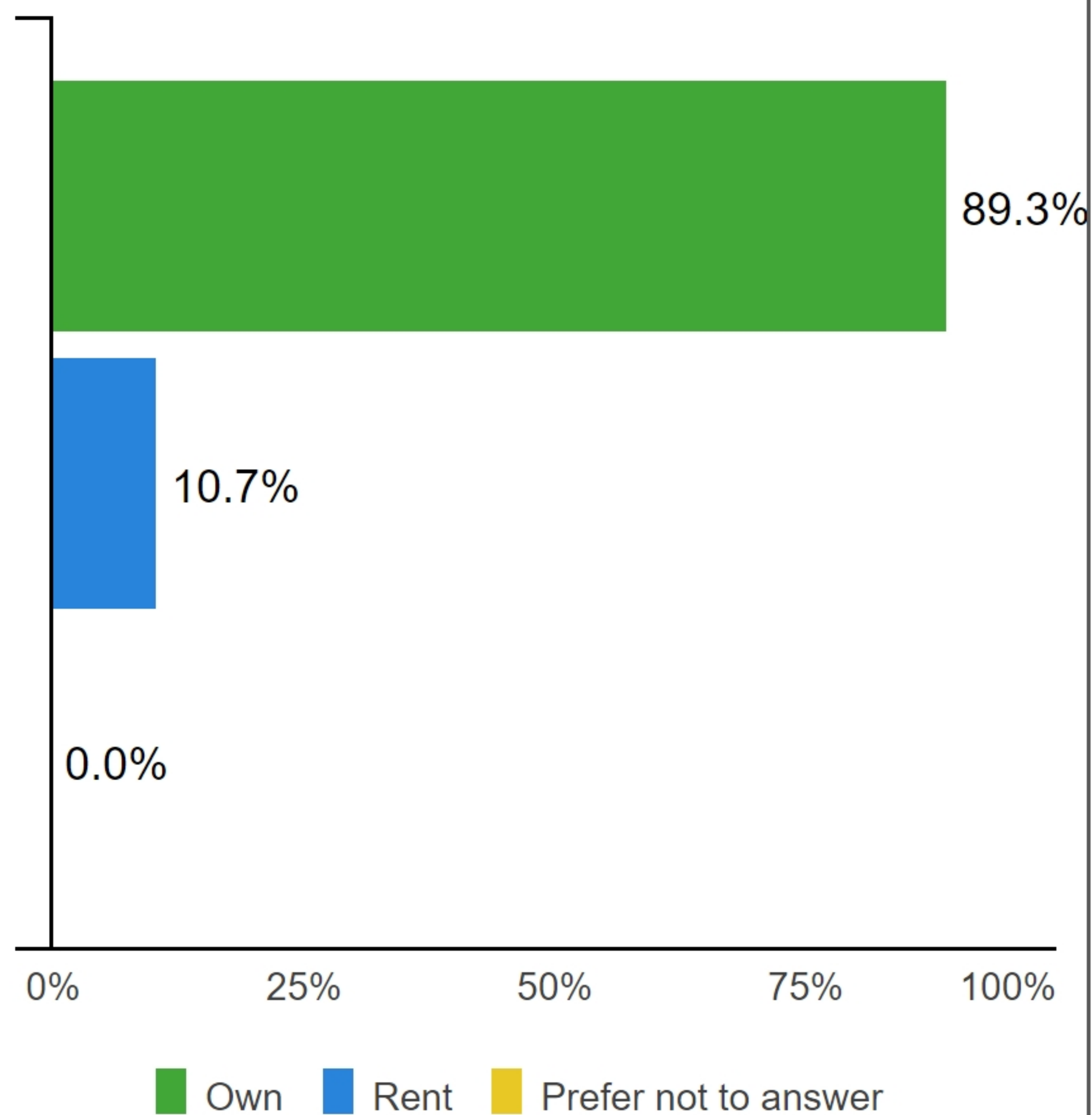
* This represents the total possible number of questions; not all respondents will answer all questions based on skip patterns and other instrument bias.

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

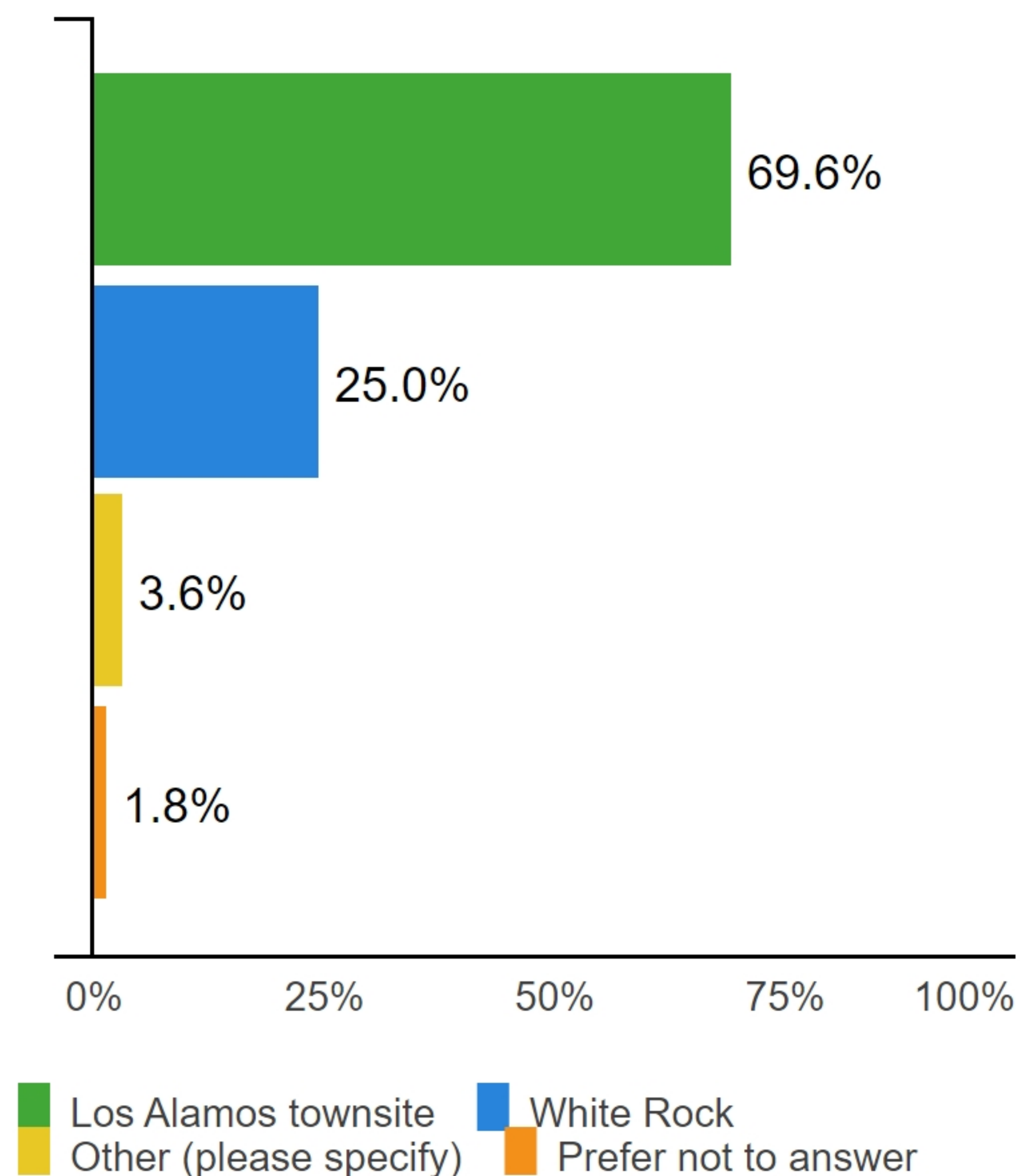
Respondent Snapshot

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.

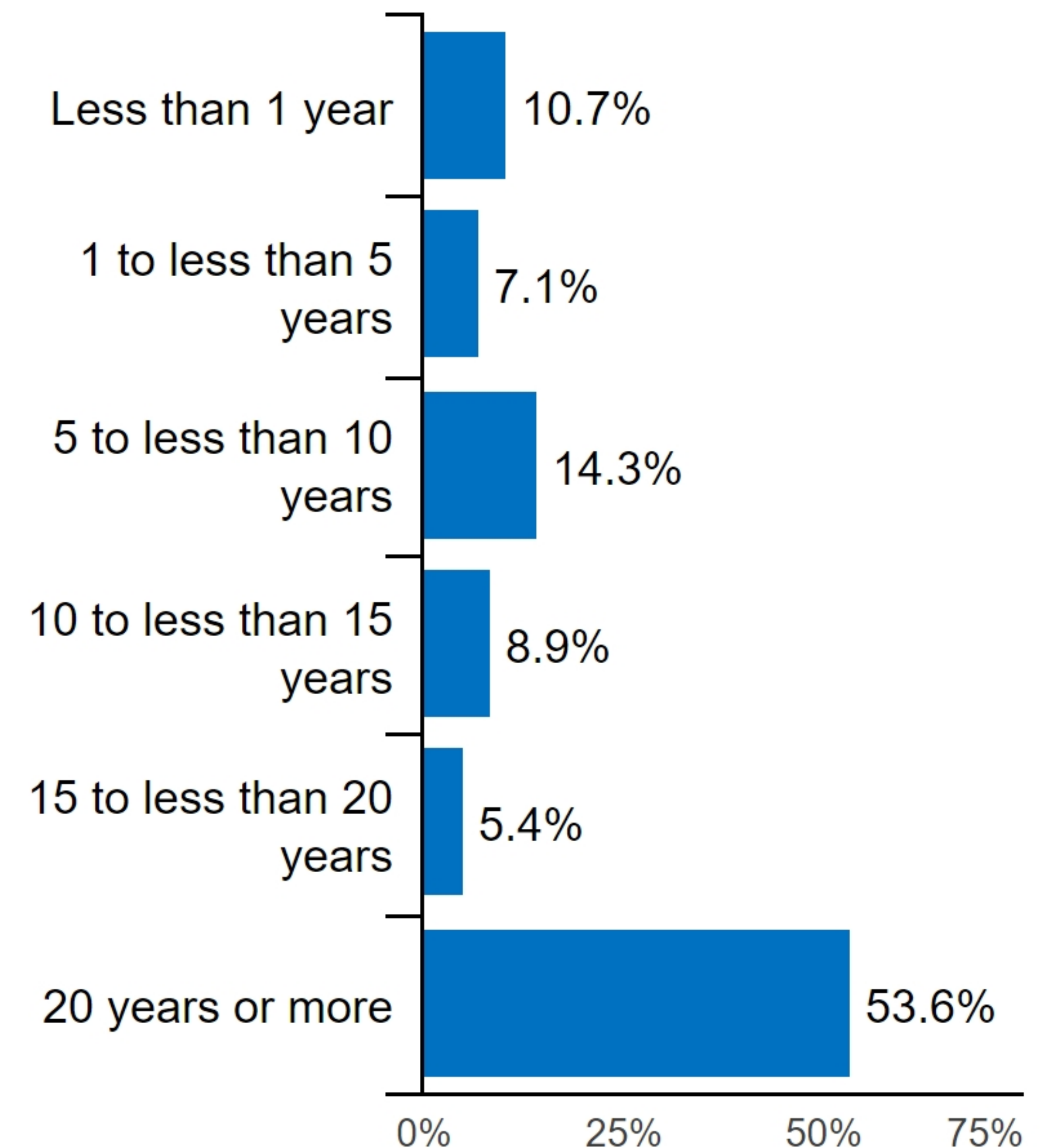
Rent or Own



Location of Residence



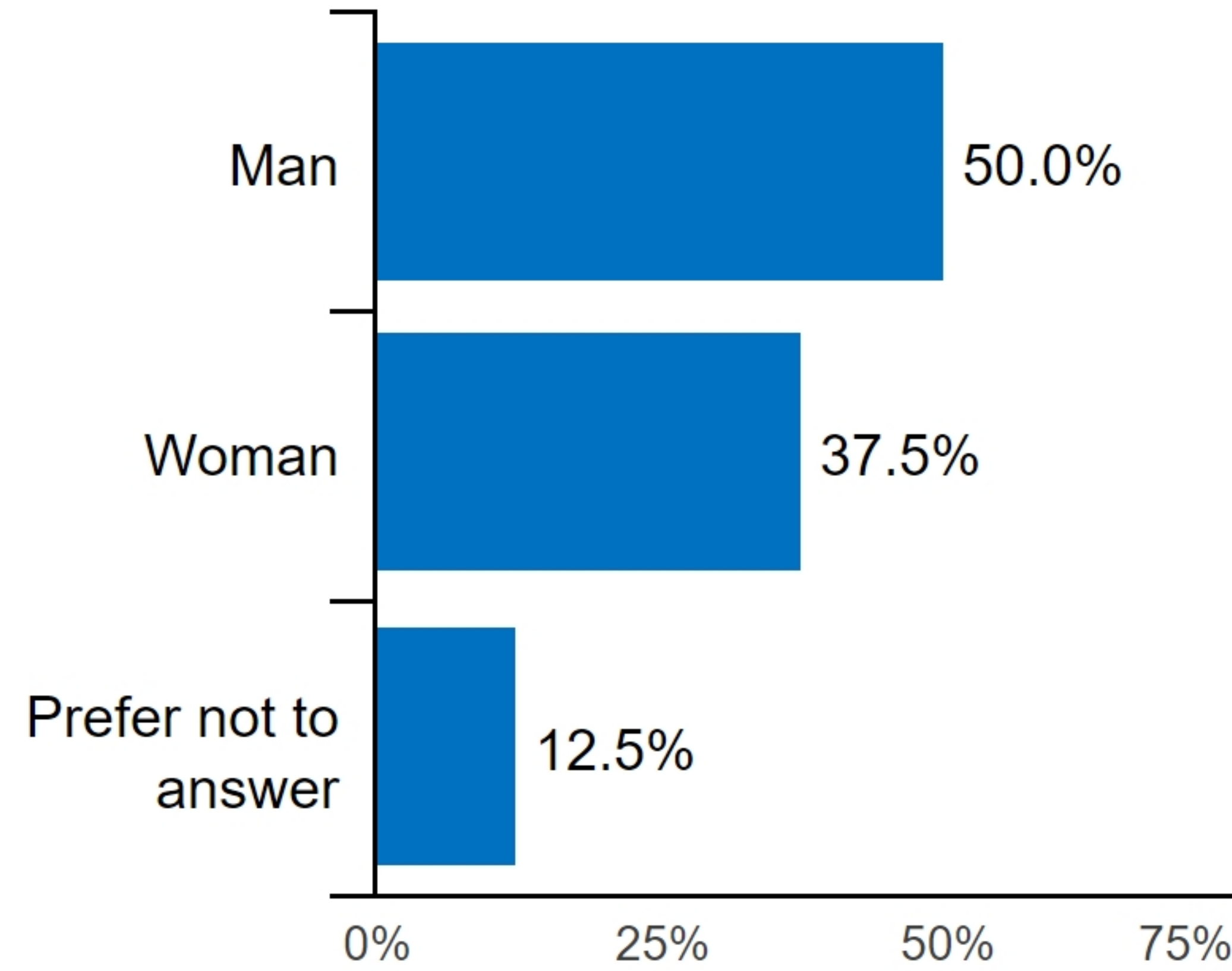
Length of Time as Customer



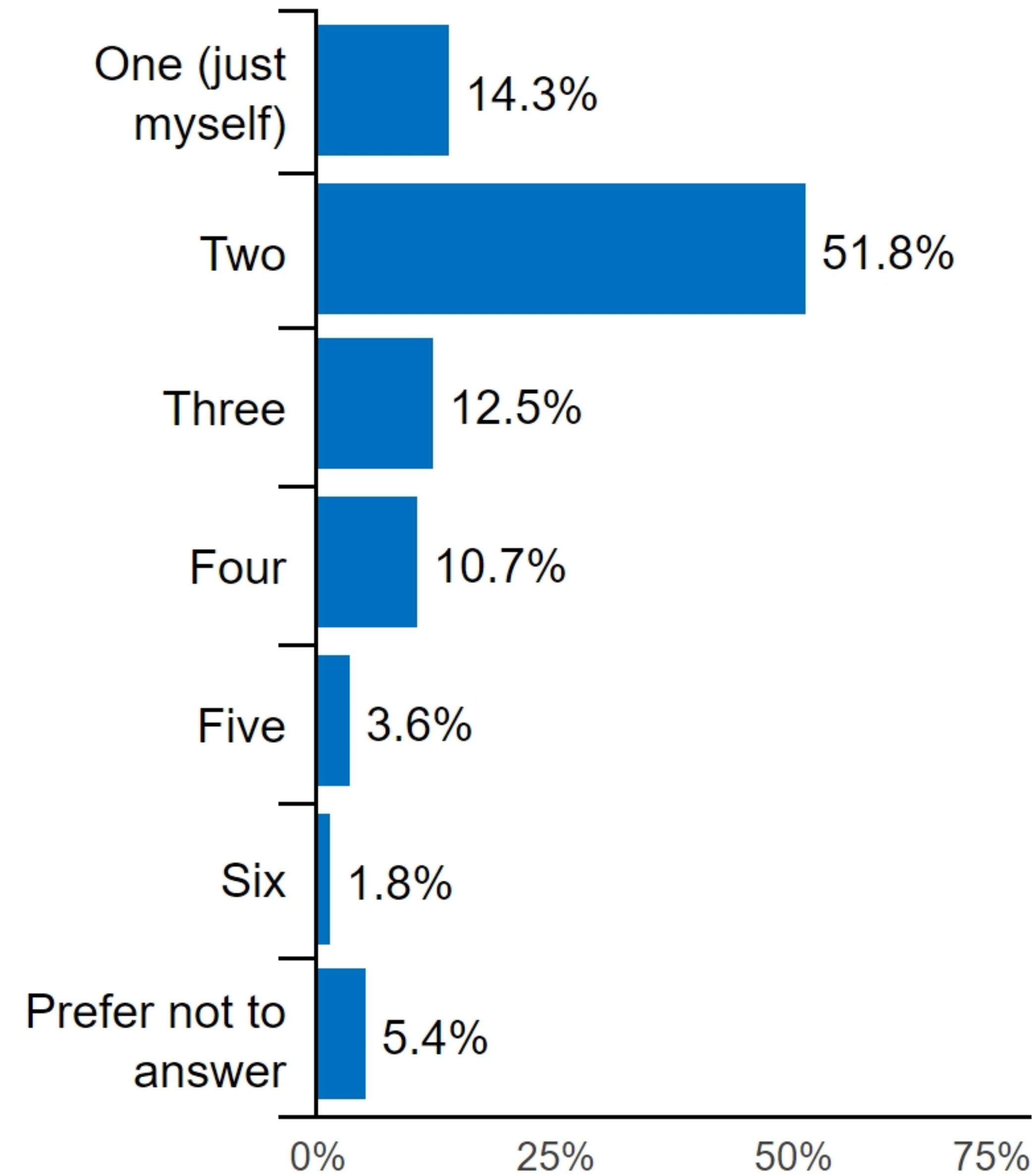
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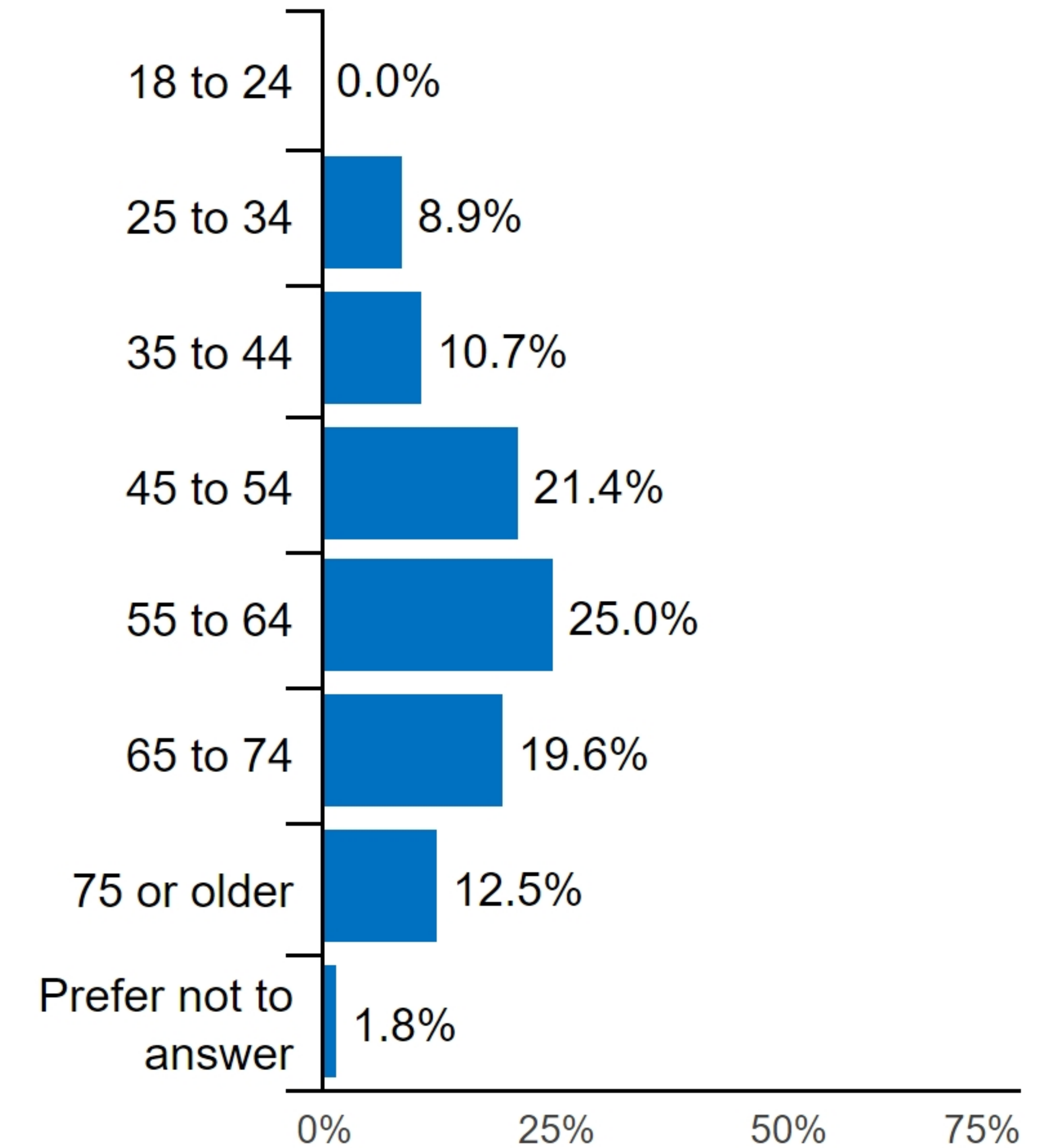
Gender



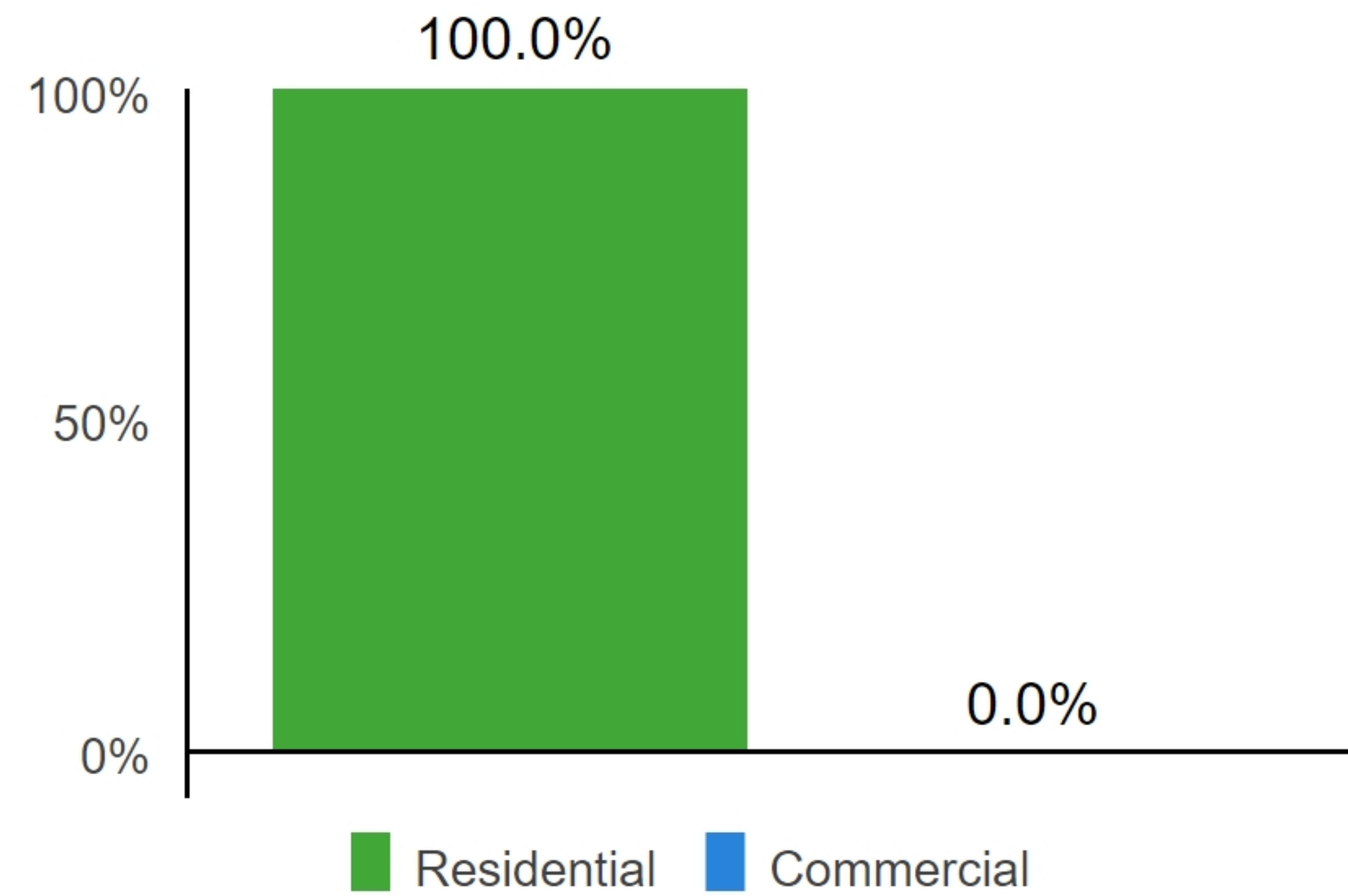
Number of Individuals in Household



Age



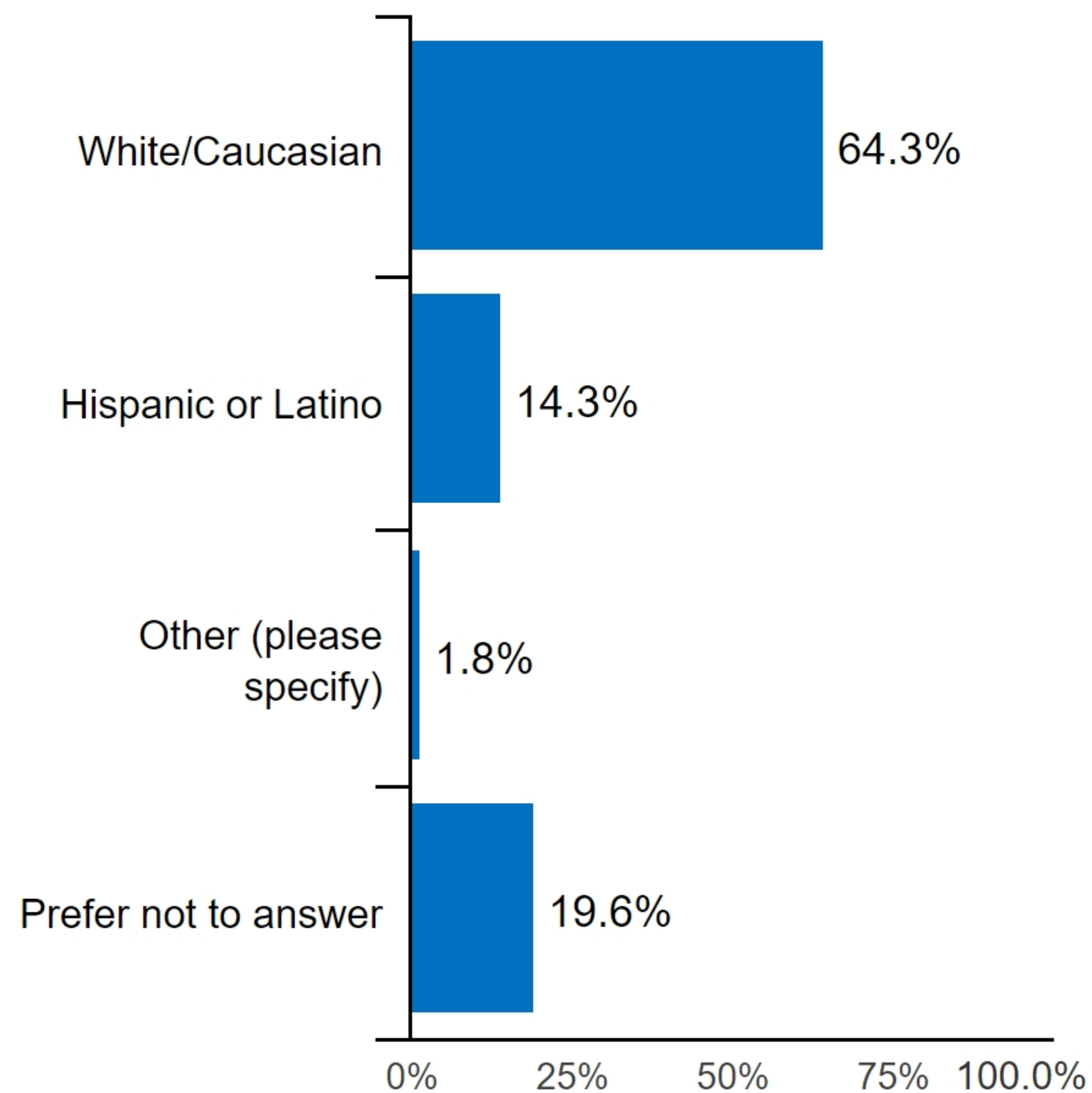
Type of Customer



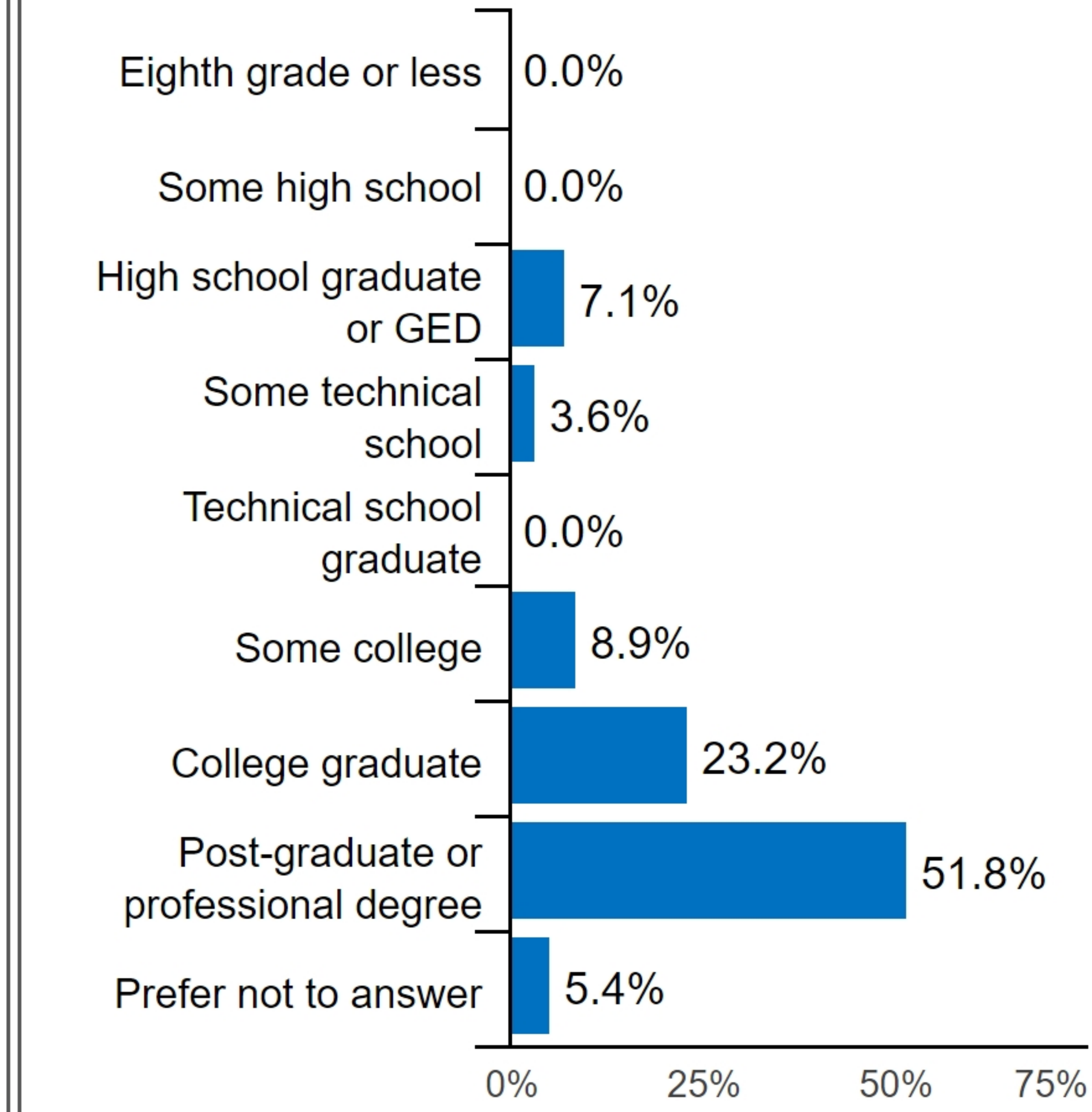
Respondent Snapshot

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Race / Ethnicity



Education Level



Income

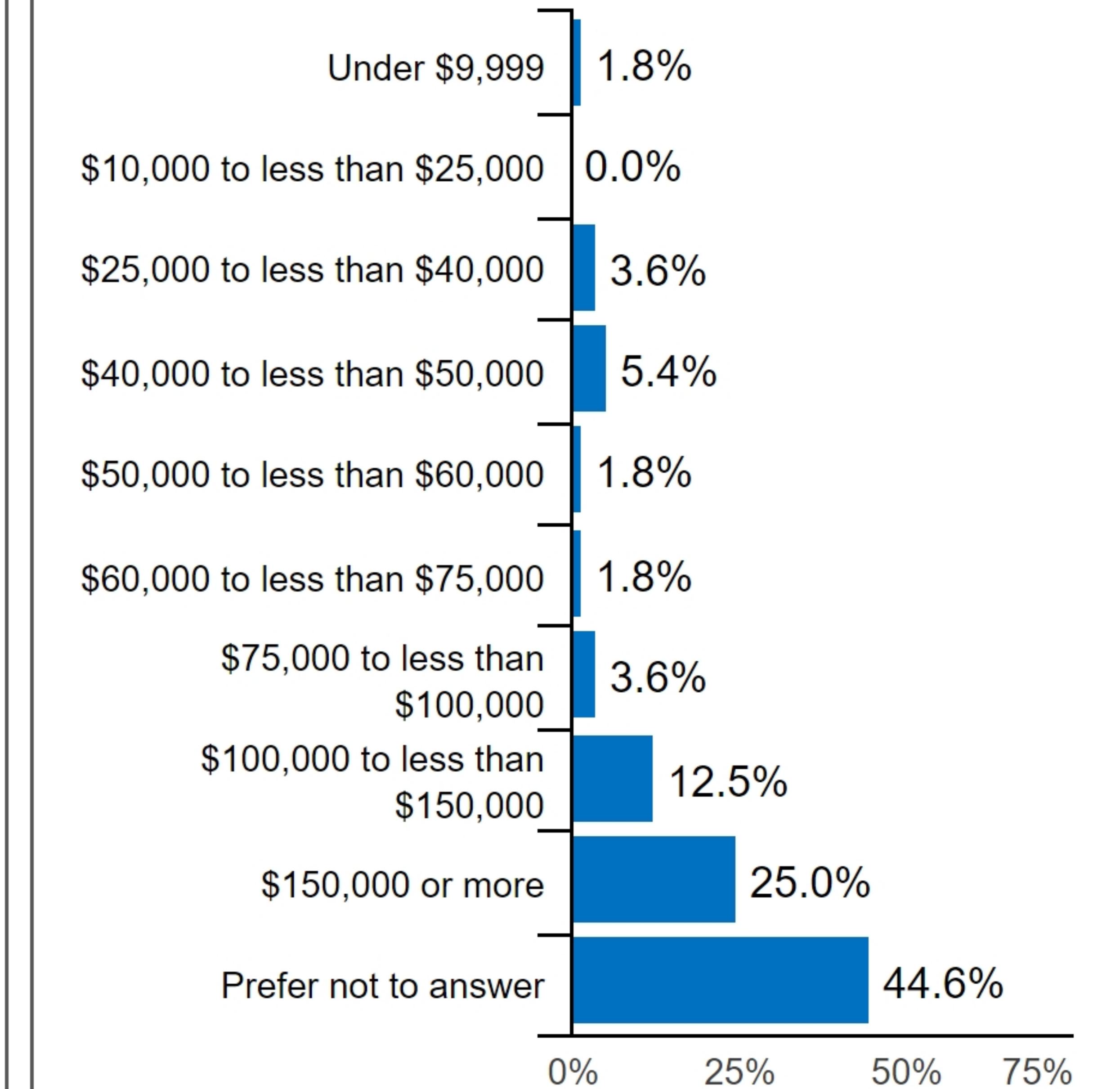


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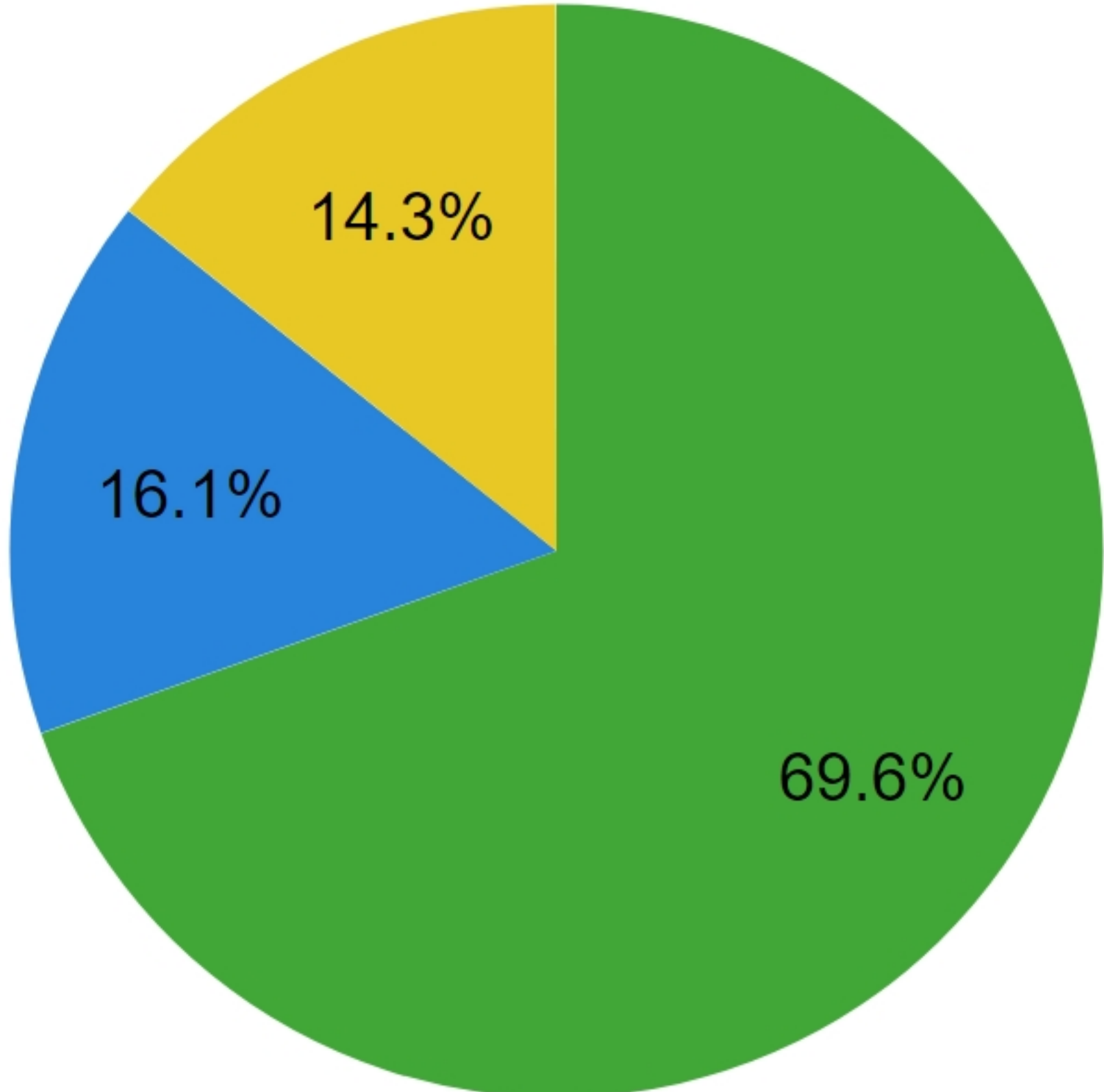
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Speaking with Representatives Over the Phone

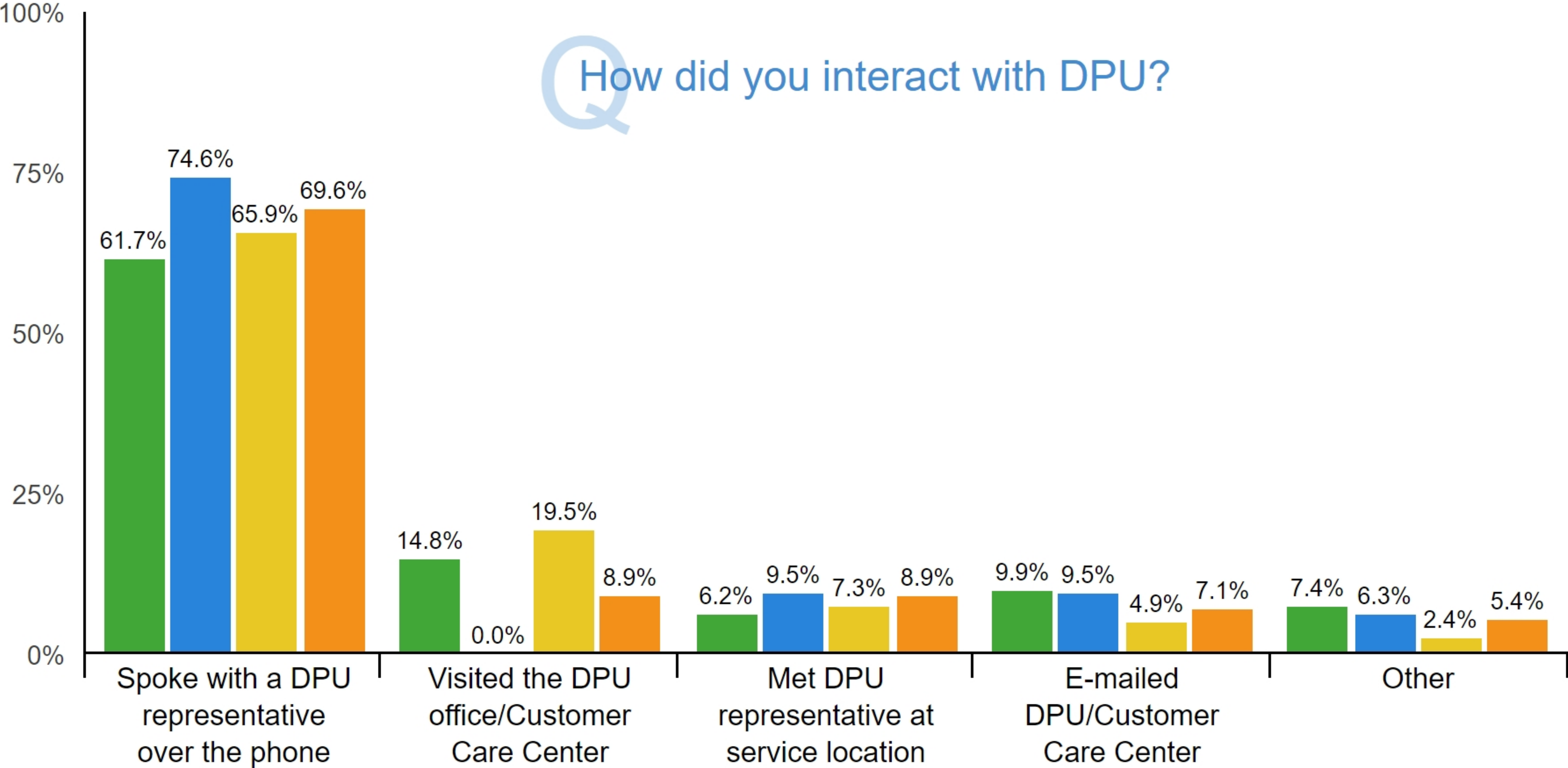
Seven-out-of-ten respondents (69.6%) indicated a Customer Care Center representative assisted them with their most recent transaction with DPU. Further, seven-out-of-ten respondents (69.6% over 65.9% in Q3 2023) reported speaking with a DPU representative over the phone during their most recent transaction, while others reported visiting the DPU office / Customer Care Center (8.9% from 19.5% in Q3 2023) or meeting a DPU representative at the service location (8.9% over 7.3% in Q3 2023).

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?

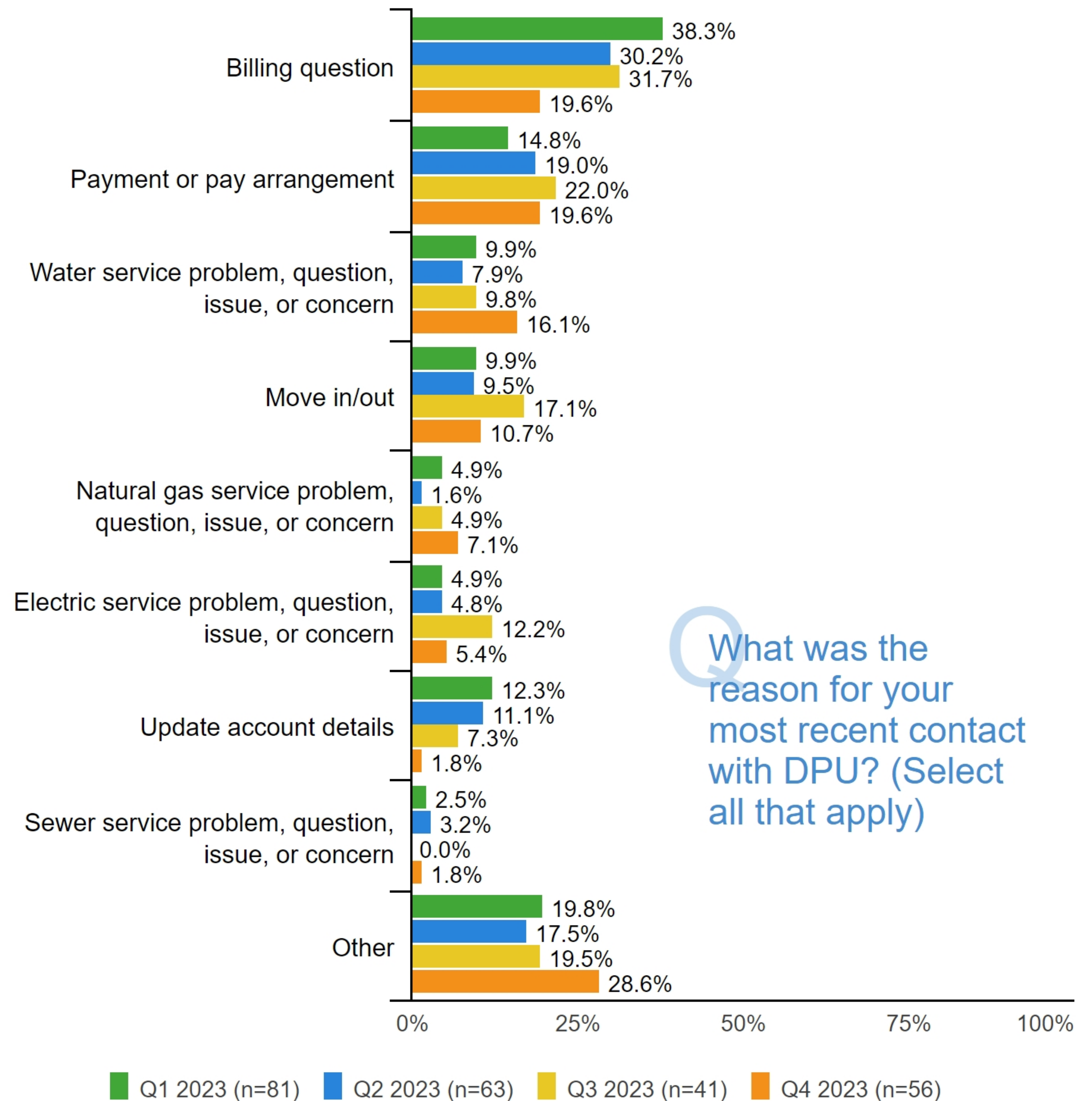


■ Q1 2023 (n=81)
 ■ Q2 2023 (n=63)
 ■ Q3 2023 (n=41)
 ■ Q4 2023 (n=56)

Contacting DPU for Billing Questions or Making Payments

Nearly one-fifth of respondents (19.6%) indicated the reason for their most recent contact with the DPU was a "billing question," while a similar frequency (19.6%) contacted the DPU regarding a "payment or payment arrangement."

Others reported contacting DPU for a "water service problem, question, issue, or concern" (16.1%), to "move in / out" (10.7%), or for a "natural gas service problem, question, issue or concern" (7.1%).

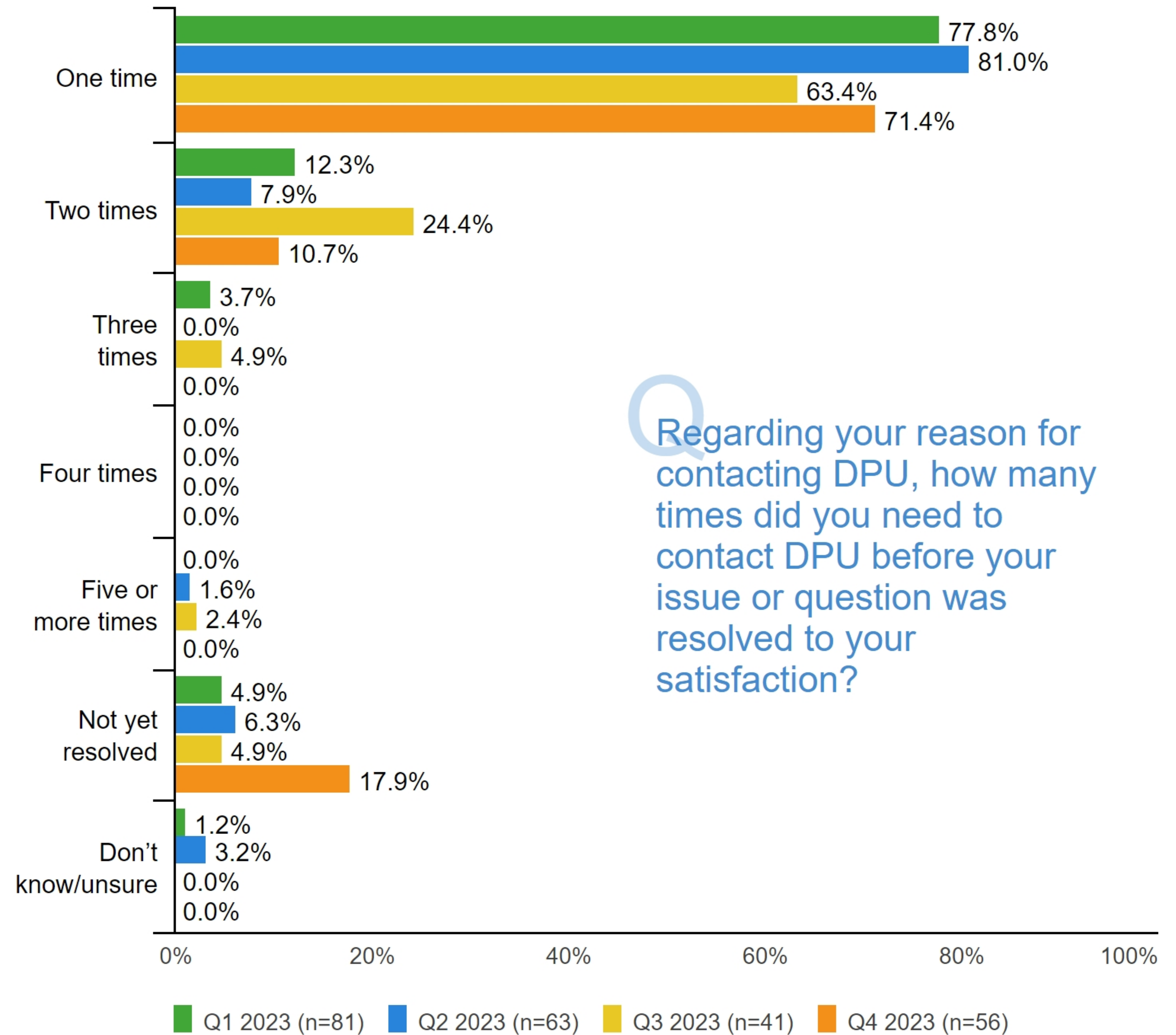


Issues Resolved on First Point of Contact

Over seven-out-of-ten respondents (71.4% over 63.4% in Q3 2023) reported only needing to contact DPU one time before their issue or question was resolved to their satisfaction.

Meanwhile, 10.7% of respondents (from 31.7% in Q2 2023) reported needing to contact DPU more than once before their issue or question was resolved to their satisfaction.

Of note, 17.9% of respondents indicated their issue is "not yet resolved," which is higher than the frequency of respondents in Q1, Q2 and Q3 who reported the same.



Increased Ratings for DPU Representatives

Respondents provided on average increased ratings for the DPU representative they most recently interacted with (85.8% over 81.8% in Q3 2023). Of note, respondents provided increased ratings for the "wait time or punctuality" (+7.5 percentage points) and the "overall quality of service" (+7.5 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 2023	Q2 2023	Q3 2023	Q4 2023
Wait time or punctuality	90.1%	90.3%	78.0%	85.5%
Courtesy and professionalism	92.6%	93.5%	85.0%	91.1%
Knowledgeable	95.1%	93.4%	79.5%	85.7%
Clear communication	95.1%	93.5%	82.5%	85.7%
Issue resolution	91.4%	88.5%	87.5%	81.5%
Overall quality of service	95.0%	91.9%	78.0%	85.5%
Average	93.2%	91.9%	81.8%	85.8%

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