



2017 Gas Utility Residential Customer Satisfaction Study

Bain Certified Net Promoter Score® by J.D. Power now available!

As the demands of residential gas utility customers continue to evolve, it is imperative that gas utility companies stay up to date regarding their customers' needs and expectations, as well as industry trends. Utilities that understand their customers' preferences and experiences are better able to target performance improvement initiatives that may increase overall customer satisfaction.

The Solution

The *J.D. Power 2017 Gas Utility Residential Customer Satisfaction Study*SM measures residential customers' satisfaction with their gas utility in four U.S. geographic regions: East, Midwest, South, and West. The study examines satisfaction across six factors—Safety and Reliability; Billing and Payment; Corporate Citizenship; Price; Communications; and Customer Service—that allow utilities to:

- Measure critical components that drive overall satisfaction among residential gas utility customers
- Identify the relative strengths and weaknesses of gas utilities overall and by size
- Align strategic planning and improvement initiatives with core customer expectations, desires, and needs
- Benchmark customer satisfaction performance among large and midsize gas utilities throughout the United States

The Benefits

Study subscription will provide access to the tools needed to gain a comprehensive, in-depth understanding of how your utility is performing from a residential customer viewpoint and to identify any areas needing improvement. Deliverables include:

- A **management discussion** and **on-site executive presentation** that provide insights into key industry trends and study findings, allowing your utility to maximize performance and prioritize improvement initiatives
- Access to **competitive data sets**, allowing a comparison with peer utilities, the industry, and the highest performers
- **An impact simulator**—built around your utility's performance on industry critical management metrics—that models the impact of one or multiple performance improvement initiatives on customer satisfaction
- **Bain Certified NPS®** by J.D. Power that includes the brand level NPS® and verbatims, a NPS rank chart and verbatim text analytics.

Net Promoter®, Net Promoter System®, Net Promoter Score®, NPS® and the NPS-related emoticons are registered trademarks of Bain & Company, Inc., Fred Reichheld and Satmetrix Systems, Inc.

J.D. POWER

beyond measure

Knowledge that enlightens, enables, and empowers everyone in the commerce ecosystem—customers, companies, and brands alike.

Industry Benchmarks: the measure of success

J.D. Power Benchmarks are the key indicators, drivers, and comparisons of how companies perform relative to their competitors. Only J.D. Power delivers the actionable insights across industries that help businesses improve quality, engagement, and growth. Industries served include:

- Automotive
- Financial Services
- Insurance
- Utilities & Infrastructure
- Travel
- Technology, Media & Telecom
- Healthcare
- Home Improvement
- Government
- Sports
- ...and more

Now Available! Bain Certified Net Promoter Score® by J.D. Power

This independent, trusted, and Bain certified measure of NPS® provides brands with accurate scores they can use with confidence as they seek ways to improve the customer experience, assess their competition, increase brand advocacy, and ultimately deliver positive financial results. To access it, you must subscribe to the respective J.D. Power syndicated study. Learn more at jdpower.com/NPS

Solutions that measure up

Integrating the voice of the consumer, your vision, plus our industry-specific expertise, J.D. Power creates customized solutions that drive a better customer experience—and better business results.

Data & Analytics

J.D. Power's data and analytics are powered by the Power Information Network® [PIN]. PIN gathers millions of automotive retail transactions covering 250 data points from more than 12,000 franchise dealerships across North America with updates daily.

- Automotive Industry & OEM Solutions—PIN
- Automotive Retail Solutions—PowerDealer
- Automotive Valuations—NADA Used Car Guide
- Automotive Media & Marketing Solutions
- Insurance—Total Loss Valuation
- Financial Services—Auto Lending: PIN Navigator

Advisory Services

J.D. Power's advisory services leverage our proprietary benchmarks, analytics, models and our vast array of data. Our global team of experts are recognized as industry leaders.

- Customer Experience Management
 - Measurement & Management
 - Customer Experience Strategic Assessment
 - Contact Center Solutions
 - Mystery Shopping
 - VoX 360
- Automotive Product Consulting
- Automotive Retail Consulting
- Automotive Pricing & Incentives
- Automotive Media & Marketing
- Airline/Airport Consulting

Learn more about how J.D. Power can create solutions that drive a better customer experience—and better business results at:

jdpower.com