2015 Gas Utility Residential Customer Satisfaction Study

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 2015 Gas Utility Residential Customer Satisfaction Study 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—billing and payment; corporate citizenship; price; communications; customer service; and field 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

For more information about J.D. Power products and services, please contact:
Enrique Genao at 248-229-4366 or Enrique.Genao@jdpa.com
Tim Fox at 248-680-6480 or Tim.Fox@jdpa.com
J.D. Power Industry Solutions

J.D. Power’s products and solutions help companies measure, understand, and improve the key performance metrics that drive growth and profitability. Since 1968, organizations around the world have relied on J.D. Power as a trusted advisor for:

- Deep expertise in the industries we serve
- Advanced research science to drive insights
- A proven success record for driving results

Through an unmatched 360° view of the customer, J.D. Power can identify the multiple drivers of customer experience, measure and understand their impacts, and help you drive business results by monitoring and improving performance.

J.D. Power’s Offerings include:

**Industry Benchmarking**
J.D. Power’s independent industry benchmarking research measures quality and customer satisfaction based on survey responses from millions of customers worldwide. The company has one of the largest, most comprehensive historical customer satisfaction databases in existence, which includes feedback on customers’ shopping, buying, and ownership experiences for a variety of products and services.

**Tracking**
J.D. Power offers three tracking solutions that enable your company to measure quality and customer satisfaction in real time and compare the data against industry benchmarks to identify areas of improvement:

- **Acutrend™**—Provides a 360° view of the customer experience in real time through a Web-based interface that allows for an analysis of every key performance measure against established industry benchmarks
- **Custom Tracking**—Offers a customized research and customer satisfaction measurement and tracking on a proprietary basis utilizing a variety of data collection methods, which are accessed via a user-specific data-reporting platform

**Customer Community**—With J.D. Power’s online panel, tracking clients receive fast feedback from their customers, while building a database of comprehensive customer profiles over time.

**Performance Improvement**
J.D. Power offers comprehensive solutions for businesses looking to improve customer service, satisfaction and operational performance. The company derives its insights from industry-wide benchmarks known to drive the highest levels of satisfaction, and helps organizations make changes to improve business results.

**Social Media Insights**
Collect and evaluate consumer sentiment in its natural form—unprompted. J.D. Power’s advanced social media intelligence solutions easily integrate into your company’s existing research, surpassing the basic monitoring tools that many companies currently use.

**Text Analytics**
J.D. Power’s state-of-the-art technology analyzes all of your company’s unstructured text—gathered from any source—and provides actionable solutions and analyses that enable rapid, effective responses to the continuously changing needs and opinions of consumers.

**Digital Experience Evaluation Solutions**
Gain an understanding of how consumers interact with your company’s website, as well as whether it is meeting the needs of consumers and how it compares to competitors. J.D. Power experts work with you to re-engage consumers on your website and to implement continual improvement.

**Mystery Shopping**
J.D. Power’s rigorous and comprehensive sales and service mystery shopping, observational audit, and compliance services can be customized to virtually any industry.

**Consulting and Training**
Develop competitive advantages by integrating Voice of the Customer data, benchmarking study findings, and J.D. Power’s industry expertise into your company’s strategic planning and operational activities.