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™ 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.

For more information about J.D. Power products and services, please contact:

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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.

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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.

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

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  — Customer Experience Strategic Assessment
  — Contact Center Solutions
  — Mystery Shopping
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- 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:

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