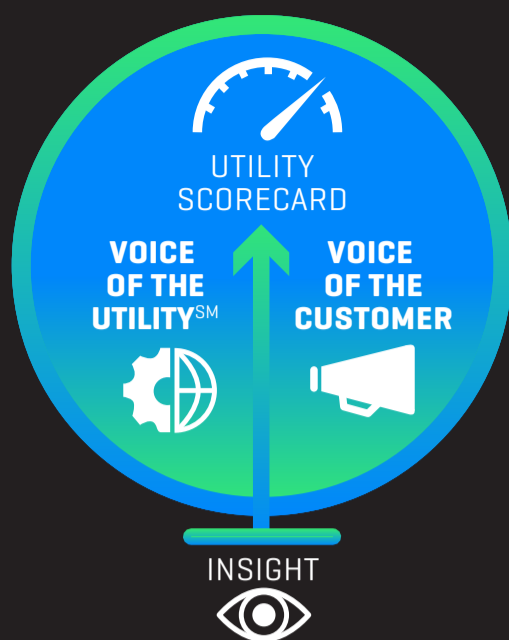


# J.D. Power Utility Scorecard: Voice of the Utility<sup>SM</sup> + Voice of the Customer

THE TRUSTED SOURCE FOR  
HIGH-PERFORMING UTILITIES  
THAT TURN DEEP INSIGHT INTO ACTION



## COMBINED INSIGHT

Customer and Operations



Drive your performance incentive plan

Increase customer perception of environmental accomplishments

Increase safety and reliability

Deliver customer value **and** utility financial performance

Successfully execute rate cases

**+18**  
CSAT for AMI



Requested return on rate base



Rate case prep effort

## Recognition and Excellence

Operational Excellence Awards [future]

Use Case Library

"Truth that Transforms"

Best Practices Repository

Advanced Technology Platform

Central interface for all J.D. Power studies and utility-provided datasets

Combined insight [customer and operations]

Execution/Delivery of proprietary studies, transactional surveys and oversamples

Artificial Intelligence to enhance insight

Map-based views and compelling visualizations

### OPERATIONS INSIGHT

Reconcile customer misconceptions where operational performance exceeds customer perception

VOICE OF THE UTILITY<sup>SM</sup>

VOICE OF THE CUSTOMER



### CUSTOMER INSIGHT

Help customers understand you better and have them become your advocates



WANT TO LEARN MORE?

Contact your J.D. Power account representative.