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WA-18

## Customer Survey Results

It has been a few months since we received your completed customer surveys. Here are the results.

There was a significant increase in the number of surveys returned. This was mainly due to the addition of an online survey option. We received 582 surveys compared to between 413 and 426 in the previous three surveys. That is a whopping 39 percent increase. I was excited to see the changes from previous years' results. I assumed we reached a different demographic, which would lead to new insights into what our customers think.

I was surprised alright. The changes were not marked at all. In fact, the only significant change was in the comments. Frankly, some of them were much ruder. I attribute that to the fact it is easier to say blunt things via social media than it is to write or say them. It doesn't make comments any more or less relevant; it is just my observation. I assure you we still read every comment and accept the input from our customers.

There were some changes in this year's survey results. Following is a summary.

- 80 percent of the respondents were more than 50 years old, down from 85 percent two years ago. We definitely reached a younger demographic.
- 54 percent thought our outage frequency was less than last year. If you include those who thought they were about the same, the number grew to 92 percent.
- 85 percent thought the length of outages were reasonable or less than expected.
- 90 percent of respondents are satisfied or very satisfied with our electric service, the same as our last survey. Very satisfied decreased 7 percent and satisfied

increased the same amount.

- Customers who prefer to make payments by mail and in the office continue to fall. In 2011, the total was 66 percent, and in 2013 this was only 54 percent. This is not surprising, as online payments are up from 8 percent to 19 percent.

- 57 percent of our customers say our rates are reasonable, and 25 percent say somewhat reasonable. Eight percent think rates are too high. The remainder did not express an opinion.

- The biggest change is that 62 percent think our rates should be adjusted in smaller amounts more frequently rather than one large adjustment, up from 32 percent in 2011. This item definitely caught our attention.

- 88 percent are satisfied with our customer service.

- 80 percent are satisfied or very satisfied with our efforts to keep our customers informed.

- 66 percent prefer that we use bill stuffers and postcards to communicate with them. Confirming the same information we learned last time, less than 5 percent prefer customer meetings, and radio and newspapers only take up 10 percent of the preference. Our website got the nod from 7 percent of respondents.

- 16 percent of our customers say they would be very likely, likely or somewhat likely to switch electric providers if given that option.

I appreciate you taking the time to respond. We review the results and the comments and make changes to how and what we do, if warranted. Thank you to all KPUD customers.

**Jim Smith, General Manager**