

**BEFORE THE WASHINGTON
UTILITIES & TRANSPORTATION COMMISSION**

WASHINGTON UTILITIES AND TRANSPORTATION COMMISSION,

Complainant,

v.

PUGET SOUND ENERGY

Respondent.

DOCKET NOS. UE-190529 and UG-190530 (*Consolidated*)

SUSAN M. BALDWIN ON BEHALF OF PUBLIC COUNSEL UNIT

EXHIBIT SMB-12

Puget Sound Energy Response to Public Counsel Data Request Nos. 138

November 22, 2019

BEFORE THE WASHINGTON UTILITIES AND TRANSPORTATION COMMISSION

**Dockets UE-190529 & UG-190530
Puget Sound Energy
2019 General Rate Case**

PUBLIC COUNSEL DATA REQUEST NO. 138:

Re: Customer Surveys; Direct Testimony of Andrew Wappler, Exh. AW-1T at 4:15 – 5:9, 7:1-11:4; Exhs. AW-3 and AW-4.

See also Mr. Jacobs' testimony at page 7, line 10 through page 8, line 8 and Exh. JJJ-5 (2016 JD Power Residential Electric & Natural Gas Scores).

- a) To the extent not already provided as exhibits to Mr. Jacobs', Mr. Wappler's, or other PSE witnesses' testimony, provide any and all surveys conducted by or on behalf of PSE during the past five years regarding customer satisfaction with PSE and regarding customer preferences.
- b) When is the next JD Power Survey scheduled to be completed? Please provide when completed.
- c) Separately for each survey provided as exhibits to the Wappler and Jacobs testimony, indicate the following: (i) percent of survey respondents receiving financial assistance; (ii) percent of survey respondents lacking English proficiency; (iii) percent of survey respondents who have entered into a deferred payment arrangement; (iv) percent of survey respondents lacking wireline broadband internet access in the home; (v) percent of survey respondents who own their homes; and (vi) percent of survey respondents who rent their homes.
- d) Separately for each survey provided as exhibits to the Wappler and Jacobs testimony, describe the sampling methodology used.
- e) Has the Company or any entity on behalf of the Company ever surveyed customers' awareness of financial assistance programs? If so, please provide.

Response:

- a) Puget Sound Energy ("PSE") conducts customer surveys and leverages third party surveys as necessary to understand customer satisfaction and/or preferences. The following attachments represent those surveys:

See the table below for listing of Attachments A through BT to PSE's Response to Public Counsel Data Request No. 138.

Attachment	Description
A	Survey conducted in 2017 to help Get to Zero (“GTZ”) understand customer preferences related to payment arrangements and bill payment assistance.
B	Survey conducted in 2017 to help GTZ understand customer preferences related to the mobile app and billing options.
C	Survey conducted in 2015 to obtain customer preferences regarding different outage map designs.
D	Survey conducted in 2017 to measure customer satisfaction with PSE’s proactive outage notifications and to gauge customer preferences regarding possible future features.
E	Survey conducted in 2017 to help GTZ understand preferences related to preference center features.
F	Survey conducted in 2016 to understand customer preferences and satisfaction for the bill due reminder.
G	Survey conducted in 2017 to inform GTZ of customer preferences related to the budget billing program.
H	Survey conducted in 2016 to understand business customer channel preferences and corporate citizenship messages.
I	Survey conducted in 2016 to assess solar program preferences.
J	Survey conducted in 2019 to assess community solar preferences.
K	Survey conducted in 2019 to assess customer electric vehicle preferences.
L	Survey conducted in 2019 to assess electric vehicle owner preferences.
M	Survey conducted in 2017 for GTZ to understand customer non-consumption billing preferences.
N	Survey conducted in 2016 on behalf of PSE to understand customer smart home preferences.
O	Survey conducted in 2019 to understand customer smart grid understanding and preferences.
P	Survey conducted in 2016 about customer light bulb preferences.
Q	Ongoing survey of customers who contacted an Energy Advisor to measure satisfaction with the interaction.
R	Ongoing survey of customers who had a Home Energy Assessment to measure satisfaction with the experience.
S	Ongoing survey of customers who received a heating equipment rebate to measure satisfaction with the experience.
T	Ongoing survey of customers who received a smart thermostat rebate to measure satisfaction with the experience.

Attachment	Description
U	Ongoing survey of customers who received a window rebate to measure satisfaction with the experience.
V	Ongoing survey of customers who received a water heater rebate to measure satisfaction with the experience.
W	Ongoing survey of customers who participated in PSE's appliance recycling program to measure satisfaction with the experience.
X	Ongoing survey of customers who received an efficient appliance rebate to measure satisfaction with the experience.
Y	Ongoing survey of customers who received weatherization rebate to measure satisfaction with the experience.
Z	Ongoing survey of customers who called PSE to measure satisfaction and understand preferences.
AA	Survey of customers who logged in to pse.com to measure satisfaction with their experience and understand preferences.
AB	Ongoing web intercept survey of customers who visit pse.com to measure their satisfaction with their experience.
AC	Survey conducted in 2017 on behalf of GTZ to measure customer preferences on two user experience design options.
AD	Survey conducted in 2017 on behalf of GTZ to collect customer preferences related to website navigation.
AE	Community solar contingent valuation survey conducted in 2016.
AF	Survey conducted following a move in, to understand customer satisfaction and preferences related to their experience.
AG	Survey conducted on behalf of PSE to understand customer favorability with PSE.
AH	Survey conducted on behalf of PSE to measure PSE brand satisfaction and communication preferences.
AI	Survey conducted to quantify customer communication preferences.
AJ	Survey conducted to measure billing and payment satisfaction and preferences.
AK	Survey conducted of lodging customers on behalf of PSE to understand their satisfaction and preferences.
AL	Survey conducted of commercial office customers on behalf of PSE to understand their satisfaction and preferences.
AM	Survey conducted of food service industry customers on behalf of PSE to understand their satisfaction and preferences.
AN	Survey conducted of agriculture customers on behalf of PSE to understand their satisfaction and preferences.
AO	Survey conducted of manufacturing customers on behalf of PSE to understand their satisfaction and preferences.

Attachment	Description
AP	Survey conducted of nonprofit customers on behalf of PSE to understand their satisfaction and preferences.
AQ	Survey conducted of property management customers on behalf of PSE to understand their satisfaction and preferences.
AR	Survey conducted of new construction customers on behalf of PSE to understand their satisfaction and preferences.
AS	Survey conducted of grocery customers on behalf of PSE to understand their satisfaction and preferences.
AT	Survey conducted of retail customers on behalf of PSE to understand their satisfaction and preferences.
AU	2018 Residential Cogent Syndicated Utility Trusted Brand & Customer Engagement Study.
AV	2018 Business Cogent Syndicated Utility Trusted Brand & Customer Engagement Study.
AW	2017 Residential Cogent Syndicated Utility Trusted Brand & Customer Engagement Study.
AX	2017 Business Cogent Syndicated Utility Trusted Brand & Customer Engagement Study.
AY	2016 Residential Cogent Syndicated Utility Trusted Brand & Customer Engagement Study.
AZ	2016 Business Cogent Syndicated Utility Trusted Brand & Customer Engagement Study.
BA	2015 Residential Cogent Syndicated Utility Trusted Brand & Customer Engagement Study.
BB	2015 Business Cogent Syndicated Utility Trusted Brand & Customer Engagement Study.
BC	2014 Residential Cogent Syndicated Utility Trusted Brand & Customer Engagement Study.
BD	2016 J.D. Power Gas Residential study
BE	2016 J.D. Power Gas Business study
BF	2016 J.D. Power Electric Residential study
BG	2016 J.D. Power Electric Business study
BH	2015 J.D. Power Gas Residential study
BI	2015 J.D. Power Gas Business study
BJ	2015 J.D. Power Electric Residential study
BK	2015 J.D. Power Electric Business study
BL	2014 J.D. Power Electric Residential study
BM	2014 J.D. Power Gas Residential study
BN	2014 J.D. Power Gas Business study
BO	2014 J.D. Power Electric Business study
BP	2017 web intercept survey conducted while customers are interacting with pse.com to measure satisfaction.

Attachment	Description
BQ	The results from the first round of web usability testing conducted on behalf of GTZ during the web redesign project.
BR	The results from the second round of web usability testing conducted on behalf of GTZ during the web redesign project.
BS	The results from the third round of web usability testing conducted on behalf of GTZ during the web redesign project.
BT	The results from the fourth round of web usability testing conducted on behalf of GTZ during the web redesign project.

- b) PSE ended its subscription with J.D. Power in December 2018 due to the increasing cost of the subscription. PSE customers will continue to be surveyed by J.D. Power and PSE continues to drive toward improvement in customer satisfaction as ranked by J.D. Power, but PSE will not have access to future detailed J.D. Power survey results. Beginning in January 2019, PSE has transitioned to using Escalent’s Cogent Syndicated Utility Trusted Brand & Customer Engagement Study as our primary measure of customer satisfaction.
- c) i) The percent of J.D. Power survey respondents receiving financial assistance is not available.
 ii) The percent of J.D. Power survey respondents lacking English proficiency is not available.
 iii) The percent of J.D. Power survey respondents who have entered into deferred payment arrangements with PSE at any point is not available. However, the table below provides the percent of J.D. Power survey respondents who have entered into a deferred payment arrangement during their most recent interaction with PSE based on the response to the question, “What was the primary reason for most recent (phone/online/assisted online) contact?” where one possible response is “Make extended payment arrangements/ [request] financial assistance.”

Survey		2016	2017	2018
J.D. Power Residential Electric	Phone	6%	10%	6%
	Online	3%	4%	1%
	Assisted Online	4%	5%	2%
J.D. Power Residential Gas	Phone	5%	10%	10%
	Online	1%	5%	6%
	Assisted Online	3%	4%	4%
	Phone	-	0%	2%

J.D. Power Business Electric	Online	-	1%	0%
	Assisted Online	-	5%	2%
J.D. Power Business Gas	Phone	-	2%	1%
	Online	-	3%	5%
	Assisted Online	-	2%	0%

iv) The percent of J.D. Power survey respondents lacking wireline broadband internet access is not available.

v) The percent of J.D. Power survey respondents who own their home is provided in the table below based on their response to the question “Do you own or rent your home?”.

Survey	Answer	2016	2017	2018
J.D. Power Residential Electric	Own	72%	70%	75%
J.D. Power Residential Gas	Own	83%	84%	87%

vi) The percent of J.D. Power survey respondents who rent their home is provided in the table below based on their response to the question “Do you own or rent your home?”.

Survey	Answer	2016	2017	2018
J.D. Power Residential Electric	Rent	25%	27%	23%
J.D. Power Residential Gas	Rent	15%	13%	12%

d) Please see the table below for listing of Attachments BU through BX to PSE’s Response to Public Counsel Data Request No. 138.

Attachment	Description
BU	J.D. Power Electric Residential Survey Methodology
BV	J.D. Power Gas Residential Survey Methodology
BW	J.D. Power Electric Business Survey Methodology
BX	J.D. Power Gas Business Survey Methodology

- e) No, PSE has not surveyed customers' awareness of the financial assistance program.

**ATTACHMENTS A-BX to PSE's
Response to
PUBLIC COUNSEL Data Request No. 138**