

**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-13

Puget Sound Energy Response to Public Counsel Data Request Nos. 116, Attachments A and B

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. 116:

Re: Get to Zero and Digital Engagement; Direct Testimony of Joshua J. Jacobs, Exh. JJJ-1T at 14:13-16.

Please reference Mr. Jacobs' testimony: "The goal of these projects is to address changing customer behaviors relative to digital customer engagement in areas where PSE's current approach had become outdated, resulting in lower customer satisfaction."

- a) What is the basis of PSE's assertion that its "outdated" customer engagement relative to digital engagement has resulted in lower customer satisfaction?
- b) Other than the study discussed in the Direct Testimony of Andrew Wappler, Exh. AW-1T at pages 19 and 20, has PSE conducted any surveys or analyses of the extent to which customer satisfaction based on digital engagement varies by age, income, access to broadband internet access, level of English proficiency, and participation in financial assistance programs? If so, please provide such surveys, analyses, and any other related documents.

Response:

- a) Puget Sound Energy's ("PSE") assertion that its digital customer engagement was resulting in lower customer satisfaction is based on comparisons of PSE's J.D. Power performance to the performance of its West Large peers as provided in the Fourth Exhibit to the Prefiled Direct Testimony of Joshua J. Jacobs, Exh. JJJ-5.
- b) PSE has not conducted any surveys or analyses of the extent to which customer satisfaction based on digital engagement varies by access to broadband access, level of English proficiency, or participation in financial assistance programs. However, the Escalent Cogent Syndicated Utility Trusted Brand & Customer Engagement study (formerly MSI) does provide insights into customer satisfaction based upon age and income levels.

Attached as Attachment A to PSE's Response to Public Counsel Data Request No. 116 is Escalent's Cogent Syndicated Utility Trusted Brand & Customer

Engagement study from 2018 which demonstrates the extent to which customer satisfaction based on digital engagement varies by age.

Attached as Attachment B to PSE's Response to Public Counsel Data Request No. 116 is Escalent's Cogent Syndicated Utility Trusted Brand & Customer Engagement study from 2018 which demonstrates the extent to which customer satisfaction based on digital engagement varies by income.

ATTACHMENT A to PSE's Response to PUBLIC COUNSEL Data Request No. 116

**ATTACHMENT B to PSE's Response to
PUBLIC COUNSEL Data Request No. 116**

Data from MSI 2018 Residential Survey Satisfaction Index Scores by Digital Engagement and Age.

Email or text alerting me that bill is ready	Age Group	Operational Satisfaction Index	Billing and Payment Index	Customer and Field Service Index
I have or use this offering	Under 35	776	794	822
	35-44	797	813	833
	45-54	769	786	802
	55-64	782	798	811
	65 or older	797	822	835
	Mean	784	802	821
I'm interested in or would use this offering	Under 35	735	732	803
	35-44	761	759	797
	45-54	744	757	807
	55-64	743	760	815
	65 or older	741	785	782
	Mean	745	756	801
I'm not interested in using this offering	Under 35	739	732	806
	35-44	697	702	796
	45-54	721	736	794
	55-64	765	783	802
	65 or older	742	767	802
	Mean	736	749	800

High bill alert through email or text message	Age Group	Operational Satisfaction Index	Billing and Payment Index	Customer and Field Service Index
I have or use this offering	Under 35	802	802	851
	35-44	825	827	851
	45-54	812	832	828
	55-64	800	766	872
	65 or older	800	816	836
	Mean	810	812	848
I'm interested in or would use this offering	Under 35	760	770	813
	35-44	761	764	813
	45-54	744	755	810
	55-64	748	764	811
	65 or older	757	784	805
	Mean	754	767	811
I'm not interested in using this offering	Under 35	716	687	787
	35-44	708	709	791
	45-54	726	729	798
	55-64	781	802	804
	65 or older	752	778	813
	Mean	742	750	801

Provide proactive outage or other emergency alerts	Age Group	Operational Satisfaction Index	Billing and Payment Index	Customer and Field Service Index
I have or use this offering	Under 35	788	792	816
	35-44	823	844	849
	45-54	819	825	827
	55-64	778	780	816
	65 or older	819	846	820
	Mean	805	815	826
I'm interested in or would use this offering	Under 35	747	758	812
	35-44	752	762	801
	45-54	734	753	793
	55-64	759	778	808
	65 or older	766	801	807
	Mean	751	770	804
I'm not interested in using this offering	Under 35	722	698	797
	35-44	711	682	808
	45-54	727	737	809
	55-64	774	792	804
	65 or older	716	732	798
	Mean	731	730	802

Online access to customer account	Age Group	Operational Satisfaction Index	Billing and Payment Index	Customer and Field Service Index
I have or use this offering	Under 35	771	785	825
	35-44	767	786	814
	45-54	768	791	801
	55-64	766	789	808
	65 or older	782	817	817
	Mean	771	794	813
I'm interested in or would use this offering	Under 35	723	715	787
	35-44	769	761	796
	45-54	729	732	813
	55-64	762	774	807
	65 or older	748	781	792
	Mean	743	748	799
I'm not interested in using this offering	Under 35	711	682	790
	35-44	676	645	808
	45-54	705	720	781
	55-64	762	771	809
	65 or older	701	712	788
	Mean	716	715	796

Outage maps on web or mobile app	Age Group	Operational Satisfaction Index	Billing and Payment Index	Customer and Field Service Index
I have or use this offering	Under 35	802	811	840
	35-44	760	769	802
	45-54	773	779	800
	55-64	774	785	822
	65 or older	786	830	781
	Mean	780	793	814
I'm interested in or would use this offering	Under 35	748	754	804
	35-44	770	776	813
	45-54	739	751	806
	55-64	759	778	809
	65 or older	774	796	815
	Mean	757	770	809
I'm not interested in using this offering	Under 35	707	671	791
	35-44	716	703	821
	45-54	735	743	817
	55-64	765	777	802
	65 or older	727	752	811
	Mean	731	735	809

Online energy audit to recommend ways to conserve energy	Age Group	Operational Satisfaction Index	Billing and Payment Index	Customer and Field Service Index
I have or use this offering	Under 35	835	824	850
	35-44	833	841	840
	45-54	771	808	817
	55-64	756	736	767
	65 or older	809	863	807
	Mean	807	822	823
I'm interested in or would use this offering	Under 35	756	768	812
	35-44	764	772	811
	45-54	761	768	820
	55-64	775	796	821
	65 or older	765	793	801
	Mean	764	778	813
I'm not interested in using this offering	Under 35	710	701	797
	35-44	725	723	807
	45-54	716	743	775
	55-64	754	772	799
	65 or older	744	773	809
	Mean	732	747	798

Online tools to help you proactively manage energy usage	Age Group	Operational Satisfaction Index	Billing and Payment Index	Customer and Field Service Index
I have or use this offering	Under 35	841	846	872
	35-44	842	857	861
	45-54	769	808	790
	55-64	826	862	830
	65 or older	821	874	837
	Mean	821	845	842
I'm interested in or would use this offering	Under 35	739	752	803
	35-44	762	771	806
	45-54	749	761	811
	55-64	767	786	817
	65 or older	769	801	808
	Mean	756	773	809
I'm not interested in using this offering	Under 35	722	707	795
	35-44	701	693	792
	45-54	730	747	790
	55-64	753	767	795
	65 or older	742	767	802
	Mean	732	742	795

Consumption Management Offerings - Wi-Fi/smart thermostat	Age Group	Operational Satisfaction Index	Billing and Payment Index	Customer and Field Service Index
I have or use this offering	Under 35	872	876	881
	35-44	800	795	863
	45-54	736	735	771
	55-64	739	782	808
	65 or older	809	846	817
	Mean	804	812	841
I'm interested in or would use this offering	Under 35	784	790	832
	35-44	756	765	797
	45-54	760	760	824
	55-64	776	770	819
	65 or older	784	800	812
	Mean	771	776	816
I'm not interested in using this offering	Under 35	727	717	795
	35-44	725	702	798
	45-54	712	729	787
	55-64	737	750	805
	65 or older	750	768	803
	Mean	732	739	798

Data from MSI 2018 Residential Survey Satisfaction Index Scores by Digital Engagement and Household Income.

Email or text alerting me that bill is ready	Household Income	Operational Satisfaction Index	Billing and Payment Index	Customer and Field Service Index
I have or use this offering	Prefer not to answer	779	785	796
	Less than \$25,000	788	792	830
	\$25,000-\$49,999	787	804	823
	\$50,000-\$74,999	792	801	836
	\$75,000-\$99,999	798	817	826
	\$100,000 or more	771	802	806
	Mean	784	802	821
I'm interested in or would use this offering	Prefer not to answer	745	772	816
	Less than \$25,000	730	705	785
	\$25,000-\$49,999	716	732	779
	\$50,000-\$74,999	771	790	821
	\$75,000-\$99,999	766	775	820
	\$100,000 or more	745	762	802
	Mean	745	756	801
I'm not interested in using this offering	Prefer not to answer	730	751	834
	Less than \$25,000	715	689	789
	\$25,000-\$49,999	728	734	802
	\$50,000-\$74,999	746	754	806
	\$75,000-\$99,999	736	759	794
	\$100,000 or more	746	777	799
	Mean	736	749	800

High bill alert through email or text message	Household Income	Operational Satisfaction Index	Billing and Payment Index	Customer and Field Service Index
I have or use this offering	Prefer not to answer	811	801	840
	Less than \$25,000	844	853	896
	\$25,000-\$49,999	799	789	843
	\$50,000-\$74,999	785	784	839
	\$75,000-\$99,999	825	814	862
	\$100,000 or more	802	818	821
	Mean	810	812	848
I'm interested in or would use this offering	Prefer not to answer	775	807	837
	Less than \$25,000	761	744	807
	\$25,000-\$49,999	744	761	798
	\$50,000-\$74,999	768	785	825
	\$75,000-\$99,999	766	782	809
	\$100,000 or more	743	758	810
	Mean	754	767	811
I'm not interested in using this offering	Prefer not to answer	677	688	802
	Less than \$25,000	705	688	771
	\$25,000-\$49,999	724	737	788
	\$50,000-\$74,999	759	756	822
	\$75,000-\$99,999	744	752	809
	\$100,000 or more	772	798	809
	Mean	742	750	801

Provide proactive outage or other emergency alerts	Household Income	Operational Satisfaction Index	Billing and Payment Index	Customer and Field Service Index
I have or use this offering	Prefer not to answer	775	817	832
	Less than \$25,000	814	806	821
	\$25,000-\$49,999	804	824	828
	\$50,000-\$74,999	769	754	815
	\$75,000-\$99,999	830	842	846
	\$100,000 or more	816	841	823
	Mean	805	815	826
I'm interested in or would use this offering	Prefer not to answer	755	778	821
	Less than \$25,000	740	727	804
	\$25,000-\$49,999	739	755	792
	\$50,000-\$74,999	777	792	822
	\$75,000-\$99,999	764	785	810
	\$100,000 or more	743	775	797
	Mean	751	770	804
I'm not interested in using this offering	Prefer not to answer	673	670	822
	Less than \$25,000	726	710	789
	\$25,000-\$49,999	696	692	797
	\$50,000-\$74,999	743	762	814
	\$75,000-\$99,999	722	722	794
	\$100,000 or more	760	764	811
	Mean	731	730	802

Online access to customer account	Household Income	Operational Satisfaction Index	Billing and Payment Index	Customer and Field Service Index
I have or use this offering	Prefer not to answer	772	804	840
	Less than \$25,000	777	777	809
	\$25,000-\$49,999	769	792	809
	\$50,000-\$74,999	778	795	829
	\$75,000-\$99,999	765	784	815
	\$100,000 or more	768	804	806
	Mean	771	794	813
I'm interested in or would use this offering	Prefer not to answer	733	760	813
	Less than \$25,000	727	705	790
	\$25,000-\$49,999	712	700	789
	\$50,000-\$74,999	769	772	814
	\$75,000-\$99,999	787	805	814
	\$100,000 or more	732	751	791
	Mean	743	748	799
I'm not interested in using this offering	Prefer not to answer	682	655	803
	Less than \$25,000	704	677	800
	\$25,000-\$49,999	690	703	779
	\$50,000-\$74,999	731	742	793
	\$75,000-\$99,999	722	722	796
	\$100,000 or more	738	739	806
	Mean	716	715	796

Outage maps on web or mobile app	Household Income	Operational Satisfaction Index	Billing and Payment Index	Customer and Field Service Index
I have or use this offering	Prefer not to answer	778	840	838
	Less than \$25,000	781	763	795
	\$25,000-\$49,999	798	812	823
	\$50,000-\$74,999	744	741	809
	\$75,000-\$99,999	806	817	831
	\$100,000 or more	780	808	807
	Mean	780	793	814
I'm interested in or would use this offering	Prefer not to answer	761	770	825
	Less than \$25,000	744	735	803
	\$25,000-\$49,999	748	759	798
	\$50,000-\$74,999	787	807	836
	\$75,000-\$99,999	770	783	813
	\$100,000 or more	744	761	801
	Mean	757	770	809
I'm not interested in using this offering	Prefer not to answer	688	697	817
	Less than \$25,000	737	727	803
	\$25,000-\$49,999	688	706	777
	\$50,000-\$74,999	743	741	814
	\$75,000-\$99,999	703	705	802
	\$100,000 or more	764	775	835
	Mean	731	735	809

Online energy audit to recommend ways to conserve energy	Household Income	Operational Satisfaction Index	Billing and Payment Index	Customer and Field Service Index
I have or use this offering	Prefer not to answer	794	759	840
	Less than \$25,000	804	783	841
	\$25,000-\$49,999	816	837	820
	\$50,000-\$74,999	785	788	846
	\$75,000-\$99,999	876	902	873
	\$100,000 or more	781	808	783
	Mean	807	822	823
I'm interested in or would use this offering	Prefer not to answer	778	813	833
	Less than \$25,000	765	754	808
	\$25,000-\$49,999	756	762	812
	\$50,000-\$74,999	783	800	824
	\$75,000-\$99,999	775	794	811
	\$100,000 or more	750	772	808
	Mean	764	778	813
I'm not interested in using this offering	Prefer not to answer	680	678	805
	Less than \$25,000	726	713	798
	\$25,000-\$49,999	703	725	779
	\$50,000-\$74,999	748	758	814
	\$75,000-\$99,999	723	738	801
	\$100,000 or more	755	791	799
	Mean	732	747	798

Online tools to help you proactively manage energy usage	Household Income	Operational Satisfaction Index	Billing and Payment Index	Customer and Field Service Index
I have or use this offering	Prefer not to answer	730	718	916
	Less than \$25,000	796	788	809
	\$25,000-\$49,999	814	833	827
	\$50,000-\$74,999	822	849	878
	\$75,000-\$99,999	857	897	870
	\$100,000 or more	822	853	819
	Mean	821	845	842
I'm interested in or would use this offering	Prefer not to answer	769	797	830
	Less than \$25,000	740	728	801
	\$25,000-\$49,999	751	761	806
	\$50,000-\$74,999	782	798	821
	\$75,000-\$99,999	762	783	806
	\$100,000 or more	746	773	805
	Mean	756	773	809
I'm not interested in using this offering	Prefer not to answer	695	705	802
	Less than \$25,000	743	729	806
	\$25,000-\$49,999	702	719	780
	\$50,000-\$74,999	734	738	800
	\$75,000-\$99,999	739	746	801
	\$100,000 or more	747	773	792
	Mean	732	742	795

Consumption Management Offerings - Wi-Fi/smart thermostat	Household Income	Operational Satisfaction Index	Billing and Payment Index	Customer and Field Service Index
I have or use this offering	Prefer not to answer	553	636	802
	Less than \$25,000	736	705	827
	\$25,000-\$49,999	790	792	855
	\$50,000-\$74,999	859	845	884
	\$75,000-\$99,999	852	878	853
	\$100,000 or more	796	808	812
	Mean	804	812	841
I'm interested in or would use this offering	Prefer not to answer	809	839	849
	Less than \$25,000	754	728	792
	\$25,000-\$49,999	776	776	835
	\$50,000-\$74,999	779	785	821
	\$75,000-\$99,999	797	806	822
	\$100,000 or more	755	765	804
	Mean	771	776	816
I'm not interested in using this offering	Prefer not to answer	700	712	816
	Less than \$25,000	743	736	806
	\$25,000-\$49,999	720	720	782
	\$50,000-\$74,999	725	727	799
	\$75,000-\$99,999	744	759	797
	\$100,000 or more	737	759	803
	Mean	732	739	798