

2017 Customer Satisfaction Survey

Background

2009

In 2009, surveys were sent to 4,000 randomly selected customers with a 17.3% response rate. The survey asked six questions, with question five asking customers to rank issues that are important to them. The questions asked were consistent with those asked in previous years. Top priorities of customers were water quality and cost, followed by water reliability and water security.

2010

In November, 2010, surveys were sent to 4,000 randomly selected customers and asked the same six questions as in 2009. The response rate was an outstanding 24% (946 responses) – 7 % higher than 2009. Consistent with the 2009 survey, water quality and cost ranked as customer's highest priorities, followed by water reliability and water security.

2012

In September, 2012, surveys were sent to 4,000 randomly selected customers and the same six questions were asked. The response rate was once again considered outstanding at 25% (989 responses) – even higher than the 2010 survey. Consistent with past surveys, water quality and reliability were identified as most important followed by cost and security of water supply and quality.

2015

In March 2015, for the first time the District sent electronic surveys to 4,000 randomly selected customers. The six questions previously used were once again asked. However, question four which previously had two parts, was broken into questions four and five with the water and sewer responses separated completely. Question eight was added asking for any additional explanations or comments not covered in questions one through seven. The response rate was once again considered outstanding at just over 25% (1,003 responses) – even higher than the 2012 survey. Consistent with past surveys, water quality and reliability were identified as most important followed by security of water supply and quality, and cost of water which swapped the third and fourth spots this time around.

2017

In June 2017, the District sent electronic surveys to 4,000 randomly selected customers for the second year in a row. The eight questions previously used were once again asked. The response rate was lower this year, coming in just under 20% (786 responses). Consistent with past surveys, water quality and reliability were identified as most important. Those were followed by security of water supply, and cost of water. 24-hour emergency response closed out the top 5.

Summary of 2017 results

Question 1 – Based on your experience, how satisfied are you with the water service provided to you?

- Response – **89%** said they are very satisfied or satisfied with EID’s water service.
- 2015- **91%** a decrease of 2%

Question 2 – If you have telephoned the District, are phone calls answered promptly and professionally?

- Response – **95%** of those surveyed were very satisfied, satisfied, or had no reason to even call.
- 2015- **93%** an increase of 2%

Question 3 – Compared to other utilities’ field responses (electric, gas, phone, etc.), is the District’s response level excellent, very good, average or poor?

- Response – **96%** said that EID’s response is excellent, very good, average, or had no need of a response.
- 2015- **95%** an increase of 1%

Question 4 – Compared to other utility companies (electric, gas, phone, etc.), the District’s water rates are very reasonable, reasonable, or unreasonable?

- Response – **61%** said EID’s **water** rates are very reasonable or reasonable.
- 2015- **65%** a decrease of 4%

Question 5 – Compared to other utility companies (electric, gas, phone, etc.), the District’s sewer rates are very reasonable, reasonable, or unreasonable?

- Response – **45%** responded that the **sewer** rates are very reasonable or reasonable.
- 2015- **47%** a decrease of 2%

Question 6 – Please rank your belief about the importance of the following, 5 being most important.

- Response – **692** customers ranked **water quality** as most important followed by **water reliability** with **614** customers ranking it as most important. **Security of water supply and quality** came in third with **527** responses; **447** said **cost of water** is most important, followed by **additional water supply** with **329** responses, **watershed protection** with **365** responses, **emergency response** with **414** responses, **wastewater treatment** with **370** responses, and “**other**” with **11** responses that were related to the question.

Question 7 – Please indicate your preferred method to receive information, 1 being most preferred. (As you enter your preference, the list will re-sort to reflect your entries)

- Response – **Email** was once again the preferred source of information concerning EID for this online survey with **536** responses. The **EID bi-monthly newsletter, *The Waterfront***, with **238** responses remained in second position followed by **the District’s website** in third with **45** responses. The final three were **other** with **23** responses, trailed by **newspapers** and **local cable** stations **7** responses each.

Question 8 – Please provide any additional comments or clarifications to the questions above.

- Response – This question garnered 240 responses from the 786 respondents.

Email and Online Statistics

Currently 77% of all District accounts have an email address on file or have opted out. The District uses these email addresses to communicate important messages regarding drought, *The Waterfront*, potential water outages, and other publications. Based on the survey results, our customers have indicated again that email is the top ways they prefer to receive District information.

As of September 1, 2017, we have 19,644 accounts (48%) registered for online bill pay. Of these online accounts 6,480 have a recurring credit card payment set up and 12,999 receive their bills via email only.

Excellent Customer Service

Customer Satisfaction Survey¹

Key Performance Indicators	Target	Results 2012	Results 2015	Results 2017
Overall	Greater than 90%	87%	91%	89%
Phone	Greater than 90%	90%	93%	95%
Field	Greater than 90%	92%	95%	96%
Reasonableness of water rates	Greater than 80%	54%	65%	61%
Reasonableness of wastewater rates	Greater than 60%	39%	47%	45%

¹Survey performed bi-annually