What Do Customers Value?

David Richardson, P.E.
Senior Fellow, PURC
Cleanwaterguy@gmail.com

What Do Customers Value?

- It Depends on who you ask
  - Regulators
  - Utilities
  - Customers
    - It depends on what they have

Regulators

- FPSC - To facilitate the efficient provision of safe and reliable utility services at fair prices.
- FDEP
  - Assuring adequate collection, treatment, disposal and reuse by Florida's domestic and industrial wastewater facilities (Ch. 403, F.S.);
  - Assuring adequate treatment, distribution, and delivery of drinking water by Florida's public water systems (Ch. 403, part VI, F.S.);

Utility Companies

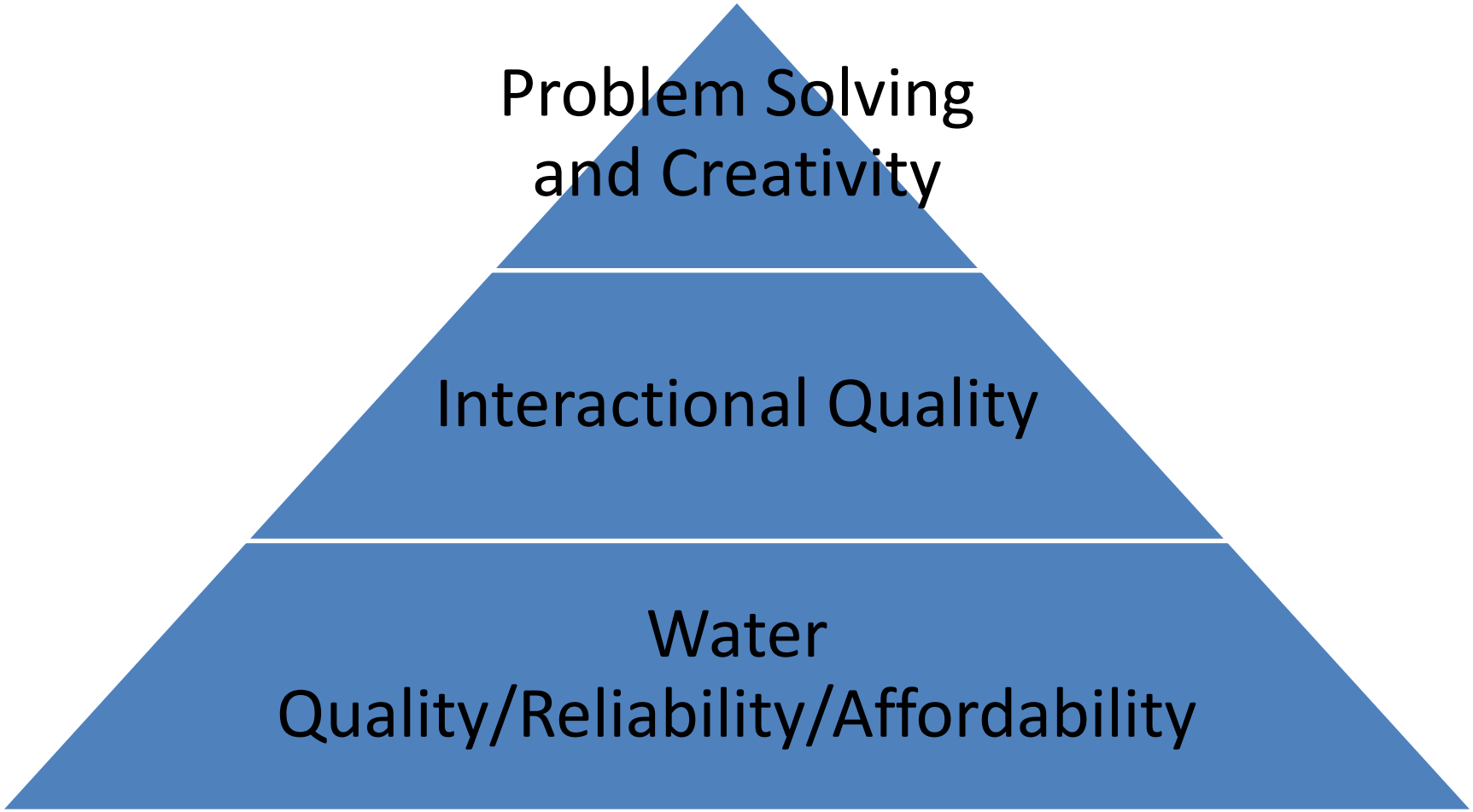
- From Vision Statements
- Water/Wastewater/Utility Service that is
  - Safe
  - Reliable
  - Cost effective

What GRU Customers Say is Important

Questions	Performance Factor
• Honesty; Trust; Management • Convenience; Communicate • Community; Environment • Work hard for customers	**Corporate Integrity** (Weight = 48%)
• Understandable bills • Accurate bills • Provide needed info	**Bill Qualities** (22%)
• Price of electricity, water, natural gas, wastewater	**Price Opinion** (10%)
• Access to CSR • Easy to do business • Contact satisfaction	**Customer Service** (9%)
• Keep # outages down • Quickly restore service • Safe to drink tap water • Taste of GRU water	**Service Qualities** (7%)
• Monthly Bill Amount	**Bill Amount** (4%)

Value

Customer Value Hierarchy



Water Quality/Reliability/Affordability

- Water that's:
  - Safe to drink
  - Reliable
  - Safe for the environment
- Safe treatment and disposal of wastewater
  - Wastewater removed from home or business
  - Reliable
  - Safe for the environment
- Affordable

Interactional Quality

- Prompt response
- Information on physical service performed
  - Who, what, when,how
- Meet commitments
- Flexible interactions
- Informed – the way they want information

Interactional Quality

- Respected
- Heard and understood
- Trust
- Transparency

Problem Solving and Creativity

- Customers compare utilities to Amazon, Facebook, Google
- Real time use information
- Partner with utility to improve service, convenience, save money
  - Efficiency
  - Private plumbing
- Community Involvement

Take Aways

- Customer Expectations and Value

- Each Layer of Pyramid Depends on the ones below it
- Customer Expectations grow with success
- Utilities are being compared to Amazon – want same interactions and convenience

Thank You!

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