



**Green Mountain Power
Transaction Customer Satisfaction Study
Impact Analysis**

2021 Q4

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1. Methodology

The following are the results of a customer feedback program designed to measure customer satisfaction with recent Green Mountain Power (GMP) service. This survey includes measures for call center satisfaction, field service satisfaction and satisfaction with the overall GMP customer experience.

This is the summary result of approximately 400 quarterly telephone surveys performed with a random sample of Green Mountain Power customers who had recently contacted the company. The surveys were conducted between January 4, 2020 and December 23, 2021.

The maximum Margins of Error for the top-level percentages provided in this report are as follows:

Segment	Sample Size	Margin of Error
Transactions	400/Qtr.	± 5%
Transactions	1600/Yr.	± 2%

For the purpose of proportions analysis, each of the following categories were segmented by response across appropriate key attributes to determine if any significant differences existed between subsectors. Significant differences are highlighted in the Section 3 of this report under the following subject headings:

- Gender
- Outage vs. Non-Outage
- Quarterly comparison to same quarter of previous year
- Year-over-year comparison
- District (new for this report)

Section 5 of this report contains the detailed survey results of this study and various corresponding charts and tables comparing current year-to-date results to the previous year as well as the current quarter’s results as compared to the same quarter of the previous year.

Questions throughout the survey were based on scales of 1 to 5, with the more desirable response being 5. Throughout this report, scores of 4 or 5 were considered positive, a score of 3 was considered neutral, and scores of 1 or two were considered negative.

Unless noted, responses of “Don’t Know” and “Refused” are removed from the base when calculating percentages throughout this report.

2. Executive Summary

	2016	2017	2018	2019	2020	2021	2021 Q1	2021 Q2	2021 Q3	2021 Q4
Average Overall Satisfaction with most recent transaction.	4.72	4.69	4.67	4.74 ↑ 2020	4.68	4.68	4.60	4.66	4.67	4.77
Percent Satisfied with most recent transaction. (score ≥4)	93.3%	92.8%	92.3%	94.5% ↑ 2020	92.0%	92.2	89.6%	91.8%	92.2%	95.3%

↑↓ indicates significantly higher or lower than the time period mentioned

How would the surveyed customer base be described in terms of their overall satisfaction with Green Mountain Power handling their inquiry or service request?

While reviewing the following summary, please keep in mind the extremely high satisfaction leaves very little room for dissatisfaction. The comments on dissatisfaction noted below are true, but represent shifts on very low volume of dissatisfaction.

The three most Impactful attributes (Key Drivers) for 2021 are: Last Call Resolution, Representative's Ability to Handle the Request, and Outage in the Past Year. These attributes demonstrate the combination of Importance and Dissatisfaction in different ways. Last Call Resolution has the most balanced level of Importance and Dissatisfaction. Outage in the Past Year has high Dissatisfaction paired with low Importance, while Representative's Ability to Handle the Request has low Dissatisfaction paired with high Importance.

The attributes with the highest Importance are, Representative Personal Attention, Representative Courtesy, and Representative Ability to Handle the Request. Even small changes in the level of dissatisfaction with these attributes can have a large effect on the overall transaction satisfaction. Interestingly, rep-related measures have the highest Importance. This suggests that representatives have a lot of influence on an individual customer's high or low overall satisfaction score. However, these negative interactions rarely occur.

Compared to all of 2020, average Importance is a touch higher. Rep-related attributes had the highest importance throughout 2020 and remain in that position through 2021.

The Importance of those key rep measures is similar to 2020. In addition to rep-related measures, the leading IMPACT item, Last Call Resolution, has above-average Importance.

As usual, the attributes with the highest Dissatisfaction are, by far, Outage in the Past Year and Rates. Slightly less than half of all customers are dissatisfied, but importance for these attributes is extremely low (two-tenths of a point difference in overall satisfaction). Additionally, these two attributes are out of the control of contact centers. This is not surprising and follows suit with other utility companies.

Average Dissatisfaction in 2021 is similar to 2020. With high Dissatisfaction, small fluctuations in the Importance could cause the impact to shift noticeably. For example, because the Importance of customers that had an outage in the past year rose in 2021 Q4 YTD compared to 2021 Q3 YTD (0.1 to 0.2), the Impact of Outage also rose to near the top of the list (5.2 to 12.0).

Similar to Outage, because such a relatively high percentage of customers are dissatisfied with Rates (45.2%), the small drop in Importance from 2021 Q3 to 2021 Q4 caused a drop in the IMPACT score from 14.7 to 10.9. However, it is important to note that Dissatisfaction with Outage and Rates did not rise between 2020 and 2021.

While the contact centers may be powerless to affect the rates and outage, it is important to remain cognizant of their influence on service satisfaction. The representative's ability to handle the customer's request, in particular, is the third highest Impact attribute.

The following rankings are based on all of 2021 (four quarters of research so far). These rankings change less and less the further along we are in the year.

Which attributes are more important, or, tend to have a larger influence on an individual respondent's overall satisfaction with Green Mountain Power?

- T-1. Representative's personal attention (T-1) ¹
- T-1. Representative's courtesy (2)
- 2. Representative's ability to handle the request (3)

Which attributes most frequently produced dissatisfaction?

- 1. Power outage in the Past Year (1)
- 2. Rates (2)
- 3. Last Call Resolution (3)

Which attributes, if improved, would more likely contribute to a higher level of overall satisfaction across the customer base?

- 1. Last Call Resolution (1)
- 2. Representative's ability to handle the request (2)
- 3. Power outage in the Past Year (6)

¹ (n) indicates ranking after all of 2020.

Results Summary for 2021

The following contains a summary of results for all of 2021. This is the fourth quarter of 2021, so results have the same variability compared to 2020.

Contact Reasons

Asking a question about their bill (28%), making a payment (15%), and a general inquiry (14%) were the top reasons given by respondents regarding the reason they contacted GMP in 2021. Compared to 2020, there were significantly fewer contacts in 2021 made to: make a payment (15% vs 17%), establish new service (6% vs 9%), and to work out a repayment arrangement or schedule (7% vs 9%).

Significantly more contacts were made to ask a question about the bill (28% vs 16%).

Overall Contact Satisfaction

In 2021 92.2% of respondents rated their satisfaction with a score of 4 or 5, yielding an average score of 4.68. Although overall satisfaction in 2021 Q4 was significantly higher than 2020 Q4, total 2021 overall satisfaction is similar to 2020.

Contact Channel

Similar to prior years, the most common contact method in 2021 was Telephone (92%) followed by Web (6%). In 2021, very few customers visited a payment location due to Covid-19.

Call Center

Ninety-four percent (94%) of respondents who contacted the call center indicated they were satisfied overall with the transaction, with an average score of 4.75.

GMP also rated highly on: the wait time to speak with a representative (93% satisfied, 4.69 average), ability of the representative to handle their request (94%, 4.76), representative courtesy (98%, 4.90), and personal attention shown (96%, 4.86).

Compared to 2020 as a whole, customers in 2021 were equally satisfied with GMP in these respects. However, for nearly every question related to the call center, customers in 2021 Q4 were significantly more satisfied than 2020 Q4.

Field Service

Five percent (5%) of respondents in 2021 said their contact with GMP resulted in a visit from a field service technician and most of them were satisfied with their overall experience (87%).

Nearly all respondents were also satisfied with the respect shown for their property by the field service representative (97% satisfied, 4.86 average rating).

Over half (55%) of respondents in 2021 were present during the service visit.

Of those that were present, almost all were satisfied overall with the field service representative (96% satisfied, 4.80 average rating), their ability to handle the request (96% satisfied, 4.79 average rating), and the professionalism shown by the field service representative (96% satisfied, 4.82 average rating).

Four-fifths of customers (80%) who had a field service visit in 2021 indicated that the service request was completed in a single visit.

Opinion of GMP

More than a third (36%) of respondents in 2021 indicated they had a more favorable opinion of GMP after their most recent experience. Most had an unchanged view (60%), and very few respondents (4%) said they had a less favorable view.

Issue Resolved

Most customers (89%) said their reason for contacting GMP had been resolved with their most recent request. A small proportion of customers (6%) said the most recent contact was the result of a prior contact that had not been resolved.

Power Reliability and Restoration

Ninety-four percent (94%) of customers indicated they were satisfied with the reliability of their electric service.

About half (53%) indicated they had experienced an outage in the past year.

Of those who experienced an outage, 87% were satisfied with the amount of time it took GMP to restore power.

Green Mountain Power Communications

Over ninety percent (91%) of customers were satisfied with the way GMP communicates with them as a customer.

Over a third (36%) said email was the most effective way to communicate new information about products and services. This was followed by letter/direct mail (19%), then traditional bill stuffers (11%), and calling the customer directly (8%).

Overall Satisfaction with Green Mountain Power

Nearly all respondents (94%) indicated they are satisfied with Green Mountain Power based upon their experience. This percentage is high among utilities and consistent with GMP's results in prior years. Satisfaction in 2021 Q4 was especially high (97%).

Rates

Half of all respondents (49%) indicated the rates GMP charges for service are very or somewhat reasonable, while only one-in-five (19%) view the rates as very or somewhat unreasonable.

Statistical Observations of Note

The following observations highlight statistically significant differences between respondent subgroups. These are differences that may be stated with some level of confidence based upon the current sample size and response distribution.

It is important to note that these observations only highlight differences that are large enough to identify with a reasonable level of confidence; meaning they are unlikely due to chance. The absence of an observation does not indicate the absence of a difference, but rather there is insufficient data to draw a conclusion with a reasonable level of confidence.

To increase the likelihood these findings are not due to random chance, these comparisons are calculated using all data from 2021. For that reason, significant differences are increasingly likely to be found with each report in the year.

Bolded observations indicate an attribute ranked in the top three Impact items.

Gender (Female n=850, Male n=762)

Customers who identified as female compared to those who identified as male...

- ...were significantly more satisfied with the wait time to speak to a representative (94% vs 92% satisfied and 4.73 vs 4.65 average rating)
- ...were significantly more likely to indicate letter/direct mail is the most effective way for GMP to inform them of new products/services (21% vs 17%)
- ...were significantly less likely to indicate email is the most effective way for GMP to inform them of new products/services (33% vs 39%)

Outage (Outage n=808, No outage n=715)

Customers who experienced a power outage compared to those who did not ...

- ...were significantly less likely to have contacted GMP to make a payment (13% vs 17%), transfer service (3% vs 7%), and to establish new service (2% vs 9%)
- ...were significantly more likely to have contacted GMP to inquire about tree trimming (3% vs 1%)
- ...were significantly less satisfied overall with their contact (90% vs 94% satisfied and 4.60 vs 4.77 average rating)
- ...were significantly less satisfied with the call center representative overall (92% vs 96% satisfied and 4.69 vs 4.82 average rating)
- ...were significantly less satisfied with the wait time to speak to a representative (91% vs 96% satisfied and 4.62 vs 4.76 average rating)
- ...were significantly less satisfied with the representative's ability to handle their request (92% vs 96% satisfied and 4.70 vs 4.82 average rating)

- ...were significantly less satisfied with the representative's courtesy (4.87 vs 4.93 average rating)
- ...were significantly less satisfied with the personal attention shown by the representative (95% vs 98% satisfied and 4.81 vs 4.91 average rating)
- ...were significantly more likely to require a field service visit (7% vs 4%)
- ...were significantly less likely to have a more favorable opinion of GMP after their most recent contact (30% vs 43%), and more likely to have an unchanged opinion (64% vs 55%) and a less favorable opinion (6% vs 2%)
- **...were significantly less likely to indicate their request was resolved with this most recent contact (86% vs 92%)**
- ...were significantly more likely to indicate their contact was a repeat contact (7% vs 5%)
- ...were significantly less satisfied with the reliability of their electric service (91% vs 99% satisfied and 4.59 vs 4.91 average rating)
- ...were significantly less satisfied with how GMP communicates with them as a customer (87% vs 95% satisfied and 4.53 vs 4.79 average rating)
- ...were significantly less satisfied with GMP overall (92% vs 96% satisfied and 4.59 vs 4.79 average rating)
- ...were significantly less likely to view the rates GMP charges for services positively, specifically less likely very + somewhat reasonable (44% vs 55%) and more likely very + somewhat unreasonable (23% vs 14%)

Q4 2021 vs. Q4 2020

(Q4 2021 n=406, Q4 2020 n=402)

Customers in Q4 2021 compared to respondents in the same quarter in 2020...

- ...were significantly more likely to have contacted GMP to ask a question about their bill (39% vs 14%) and for shut-off due to non-payment (7% vs 0%)
- ...were significantly less likely to have contacted GMP to establish new service (6% vs 12%) and to transfer service (3% vs 7%)
- ...were significantly more satisfied overall with their most recent contact (95% vs 92% satisfied, 87% vs 81% top score 5-out-of-5, and 4.77 vs 4.64 average rating)
- ...were significantly more satisfied with the call center representative overall (95% vs 91% satisfied and 4.81 vs 4.69 average rating)
- ...were significantly more satisfied with the wait time to speak to a representative (4.74 vs 4.62 average rating)
- **...were significantly more satisfied with the representative's ability to handle their request (4.78 vs 4.67 average rating)**
- ...were significantly more satisfied with the personal attention shown by the representative (98% vs 95% satisfied and 4.90 vs 4.81 average rating)

- ...were significantly more likely to indicate their request was resolved with this most recent contact (91% vs 85%)
- ...were significantly more satisfied with GMP overall as a result of their contact (97% vs 93% satisfied)

2021 vs 2020 and 2019

(2021 n=1612, 2020 n=1610, 2019 n=1609)

Customers in 2021 compared to 2020 and 2019...

- ...were significantly less likely than the past two years to have contacted GMP to work out repayment arrangement or schedule (7% vs 9% and 12%)
- ...were significantly more likely than the past two years to have contacted GMP to ask a question about their bill (28% vs 16% and 17%) and to inquire about energy efficiency (2% vs 1% and 1%)
- ...were significantly more likely than 2019 to have contacted GMP with a general inquiry (14% vs 10%), to transfer service (5% vs 3%), and to inquire about tree trimming (2% vs 1%). These are all a continuation of trends from 2020
- ...were significantly less satisfied overall with their contact compared to 2019 (92% vs 94% satisfied and 4.68 vs 4.74 average rating). This continues a trend from 2020
- ...were significantly more likely than 2019 to require a field service visit (5% vs 3%). This continues a trend from 2020 (6%)
- **...were significantly less likely than 2019 to indicate their request was resolved with their most recent contact (89% vs 95%). This continues a trend from 2020 (89%)**
- ...were significantly more likely than 2019 to indicate that Email (36% vs 31%) was the best way for GMP to communicate with them. This continues a trend from 2020 (36%)
- ...were significantly less likely than 2019 to indicate that Social Media (3% vs 7%) was the best way for GMP to communicate with them. This continues a trend from 2020 (3%)

Analysis of District-level Data

GMP routinely provides customer demographic data to Research America Inc. From time-to-time, we review the background data to determine if any subgroups provide value. One particularly interesting factor is District. Twelve districts were represented over the past 3 years. We searched for differences within each district (2019 vs 2020 vs 2021) as well as differences between districts (one district vs all else, for 2021 only). Significant differences may not be found for every district due to low sample size.

The following observations highlight statistically significant differences between districts. It is important to note that these observations only highlight differences that are large enough to identify with a reasonable level of confidence; meaning they are unlikely due to chance. The absence of an observation does not indicate the absence of a difference, but rather there is insufficient data to draw a conclusion with a reasonable level of confidence.

Bolded observations indicate an attribute ranked in the top three Impact items.

Ascutney (2019 n=26, 2020 n=27, 2021 n=35)

- There are no significant differences between years for customers in the Ascutney district.
- Customers in the Ascutney district were significantly more likely than all other customers to require a field service visit (14% vs 5%)
- **Customers in the Ascutney district were significantly more likely than all other customers to have had an outage in the past year (80% vs 56%)**

Bradford (2019 n=25, 2020 n=37, 2021 n=30)

- Customers in 2021 were significantly more likely than 2020 to have contacted GMP to make a payment (37% vs 14%)
- Customers in the Bradford district were significantly more likely than all other customers to have contacted GMP to make a payment (37% vs 14%)

Brattleboro (2019 n=84, 2020 n=92, 2021 n=90)

- Customers in 2019 and 2021 were significantly more likely than 2020 to have contacted GMP with a question about their bill (19% and 26% vs 9%)
- Customers in 2020 were significantly more likely than 2019 and 2021 to have contacted GMP to establish new service (12% vs 3% and 3%)

- Customers in 2020 and 2021 were significantly more likely than 2019 to require field service (8% and 6% vs 0%)
- Customers in 2021 were significantly more likely than 2020 to have had an outage in the past year (75% vs 59%)
- Customers in the Brattleboro district were significantly more likely than all other customers to have had an outage in the past year (75% vs 55%)
- Although the percentage is low, customers in the Brattleboro district were significantly more likely than all other customers to indicate radio advertising was the most effective way for GMP to inform them of new products and services (5% vs 1%)

Manchester

(2019 n=61, 2020 n=76, 2021 n=58)

- Customers in 2019 were significantly more likely than 2020 and 2021 to have contacted GMP to make a payment (32% vs 12% and 9%)
- Customers in 2020 were significantly more likely than 2021 to have contacted GMP to work out repayment arrangements or schedule (12% vs 2%)
- Customers in 2021 were significantly more likely than 2020 to have contacted GMP to report or ask questions about a power outage (10% vs 1%)
- Customers in 2020 and 2021 were significantly more likely than 2019 to indicate email is the most effective way for GMP to inform them of new products and services (55% and 54% vs 34%)
- Customers in the Manchester district were significantly more likely than all other customers to indicate email was the most effective way for GMP to inform them of new products and services (54% vs 32%). They were also significantly less likely to prefer letter/direct mail (5% vs 21%)
- Customers in the Manchester district were significantly more likely than all other customers to view the rates GMP charges for services negatively, in particular: somewhat + very unreasonable (33% vs 19%)

Middlebury

(2019 n=108, 2020 n=122, 2021 n=106)

- Customers in 2019 were significantly more likely than 2020 and 2021 to have contacted GMP to make a payment (30% vs 16% and 13%)
- Customers in 2021 were significantly more likely than 2019 and 2020 to have contacted GMP to inquire about energy efficiency (5% vs 0% and 0%)
- Customers in the Middlebury district were significantly more likely than all other customers to have contacted GMP to report or ask questions about a power outage

(10% vs 5%), and less likely to have contacted to work out repayment arrangements or schedule (1% vs 8%)

- **Customers in 2021 were significantly more likely than 2020 to have had an outage in the past year (66% vs 47%)**
- Customers in 2021 were significantly less satisfied than 2020 with the rates GMP charges for services, in particular: somewhat + very unreasonable (23% vs 12%)
- Although the percentage is low, customers in the Middlebury district were significantly more likely than all other customers to indicate their contact was a repeat contact (10% vs 5%)

Poultney

(2019 n=66, 2020 n=58, 2021 n=56)

- Customers in 2019 were significantly more likely than 2020 and 2021 to have contacted GMP to make a payment (39% vs 14% and 12%)
- Customers in 2020 were significantly more likely than 2021 to have contacted GMP to work out repayment arrangements or schedule (15% vs 3%)
- Customers in 2020 and 2021 were significantly more likely than 2019 to have a “less favorable” of GMP as a result of their contact (9% and 7% vs 0%). It appears the less favorable respondents are equally coming from the “unchanged” and “more favorable” groups
- **Customers in 2019 and 2021 were significantly more likely than 2020 to indicate their request was resolved with this most recent contact (97% and 94% vs 82%)**
- There were no meaningful significant differences between customers in the Poultney district and all other customers

Royalton

(2019 n=68, 2020 n=58, 2021 n=77)

- Customers in 2019 were significantly more likely than 2020 and 2021 to have contacted GMP about shut-off due to non-payment (12% vs 2% and 3%)
- Customers in 2021 were significantly more likely than 2020 to have contacted GMP to report or ask questions about their bill (10% vs 2%)
- Customers in the Royalton district were significantly more satisfied than all other customers with their contact overall (97% vs 91% satisfied and 4.87 vs 4.65 average rating)
- Customers in 2020 were significantly more likely than 2019 and 2021 to have a “less favorable” opinion of GMP as a result of their contact (9% vs 0% and 0%). There was a slightly higher percentage of “more favorable” and “unchanged” in 2019 and 2021

- Customers in the Royalton district were significantly less likely than all other customers to indicate they have a “less favorable” of GMP as a result of their recent contact (0% vs 5%). “Unchanged” and “more favorable” are both slightly higher for Royalton district customers
- **Customers in 2019 were significantly more likely than 2020 and 2021 to indicate their request was resolved with their recent contact (100% vs 91% and 94%)**
- Customers in 2021 were significantly more satisfied than 2020 with the reliability of their electric service (99% vs 87% satisfied and 4.82 vs 4.51 average rating)
- **Customers in the Royalton district were significantly more likely than all other customers to indicate they had an outage in the past year (68% vs 56%)**
- Customers in the Royalton district were significantly more satisfied than all other customers with how GMP communicates with them as a customer (97% vs 91% satisfied and 4.83 vs 4.64 average rating)
- Customers in 2021 were significantly more likely than 2020 to feel neutral about the rates GMP charges for service (45% vs 23%). 2020 had significantly higher percentages that felt the rates were unreasonable
- Customers in the Royalton district were significantly more likely than all other customers to feel neutral about the rates GMP charges for services (45% vs 32%). The high percentage of neutral customers in Royalton come at the expense of customers who view the rates as unreasonable

Rutland

(2019 n=182, 2020 n=160, 2021 n=175)

- Customers in 2019 were significantly more likely than 2020 and 2021 to have contacted GMP to make a payment (33% vs 16% and 15%)
- Customers in 2021 were significantly more likely than 2019 and 2020 to have contacted GMP to ask a question about their bill (27% vs 10% and 16%)
- Customers in the Rutland district were significantly more likely than all other customers to have contacted GMP to work out repayment arrangements or schedule (11% vs 6%), and they were less likely than all other customers to have contacted to report or ask questions about an outage (2% vs 6%) and to transfer service (2% vs 6%)
- **Customers in the Rutland district were significantly less satisfied than all other customers with the ability of the representative to handle their request or issue (88% vs 95% satisfied and 4.61 vs 4.78 average rating)**
- **Customers in the Rutland district were significantly less likely than all other customers to have had an outage in the past year (44% vs 60%)**
- Although fewer customers had an outage, customers in the Rutland district were significantly less satisfied than all other customers with the time to restore power after an outage (4.19 vs 4.47 average rating and 6% vs 1% dissatisfied)

- Although the percentage of customers that had an outage in the past year has remained relatively stable, satisfaction with the time to restore power has gone down from 2019 to 2020 to 2021: satisfaction is down, significantly more customers in 2021 were very dissatisfied (6% vs 0% and 0%), and the average rating has trended downward
- Customers in the Rutland district were significantly less satisfied than all other customers in terms of the overall call (89% vs 95% satisfied and 4.62 vs 4.78 average rating)
- Customers in the Rutland district were significantly less satisfied than all other customers with the way GMP communicates with them as a customer (86% vs 92% satisfied, 4% vs 1% dissatisfied, and 4.51 vs 4.68 average rating)
- Customers in the Rutland district were significantly more likely than all other customers to indicate newspaper advertising was the most effective way for GMP to inform them of new products and services (4% vs 1%)
- Customers in the Rutland district were significantly less satisfied than all other customers with GMP overall (90% vs 95% satisfied and 4.52 vs 4.69 average rating)

Springfield

(2019 n=86, 2020 n=104, 2021 n=97)

- Customers in 2019 were significantly more likely than 2020 and 2021 to have contacted GMP for a shut-off due to non-payment (6% vs 0% and 0%)
- Customers in 2021 were significantly more likely than 2019 and 2020 to have an “unchanged” opinion of GMP as a result of their recent contact (71% vs 53% and 55%). This increase is drawing from “more favorable”, which is significantly lower in 2021 than 2019 and 2020 (25% vs 39% and 40%)
- Although the percentage satisfied (top-2 box) is the same, significantly more customers in 2021 compared to 2019 and 2020 gave the highest rating of their satisfaction with how GMP communicates with them as a customer (81% vs 67% and 68%, top box 5-out of-5)
- Customers in the Springfield district were significantly more likely than all other customers to have an “unchanged” opinion of GMP as a result of their contact (71% vs 58%) and less likely to have a “more favorable” opinion (25% vs 38%)

St. Albans

(2019 n=154, 2020 n=112 2021 n=144)

- Customers in 2019 and 2021 were significantly more likely than 2020 to have contacted GMP to ask a question about their bill (25% and 32% vs 15%)
- Customers in 2019 and 2020 were significantly more likely than 2021 to have contacted GMP to make a payment (27% and 22% vs 11%)

- Customers in 2021 were significantly more satisfied than 2020 with the representative's ability to handle their request (98% vs 86% satisfied and 4.88 vs 4.58 average rating). The representative's courtesy and personal attention shown are also slightly higher than 2020
- Customers in the St. Albans district were significantly more satisfied than all other customers with the representative's ability to handle their request (98% vs 93% satisfied, 92% vs 85% top score, and 4.88 vs 4.73 average rating)
- Customers in 2019 were significantly more likely than 2020 and 2021 to indicate their request was resolved with this most recent contact (96% vs 87% and 88%)
- Customers in the St. Albans district were significantly more satisfied than all other customers with the reliability of their electric service (98% vs 93% satisfied, 88% vs 79% top score, and 4.84 vs 4.67 average rating)
- Customers in the St. Albans district were significantly less likely than all other customers to have had an outage in the past year (39% vs 60%)

St. Johnsbury

(2019 n=55, 2020 n=61, 2021 n=64)

- Customers in 2019 and 2021 were significantly more likely than 2020 to have contacted GMP to transfer service (7% and 8% vs 0%)
- Customers in the St. Johnsbury district were significantly more likely than all other customers to indicate letter/direct mail was the most effective way for GMP to inform them of new products and services (32% vs 19%), and they were less likely to prefer email (22% vs 34%)

Woodstock

(2019 n=27, 2020 n=35, 2021 n=38)

- There are no significant differences between years for customers in the Woodstock district.
- Customers in the Woodstock district were significantly more likely than all other customers to indicate email was the most effective way for GMP to inform them of new products and services (49% vs 33%)

3. Impact Results

Ten attributes were considered in the Impact Analysis regarding customers’ overall satisfaction. In the past few reports, “Field Service Visit” was replaced by “Power Outage in Past Year”. The past few years demonstrated that whether a respondent had a field service visit had virtually no impact on Overall Satisfaction whereas the rates for services and experiencing an outage, while not of high influence on Overall Satisfaction, had a dampening effect by sheer volume.

The following table is sorted in IMPACT order with those attributes at the top of the list having the greatest impact on recent overall satisfaction across the measured population.

These results are based on all 2021 responses. As expected, these results are more variable in the beginning of the year and less variable at the end of the year.

IMPACT TABLE

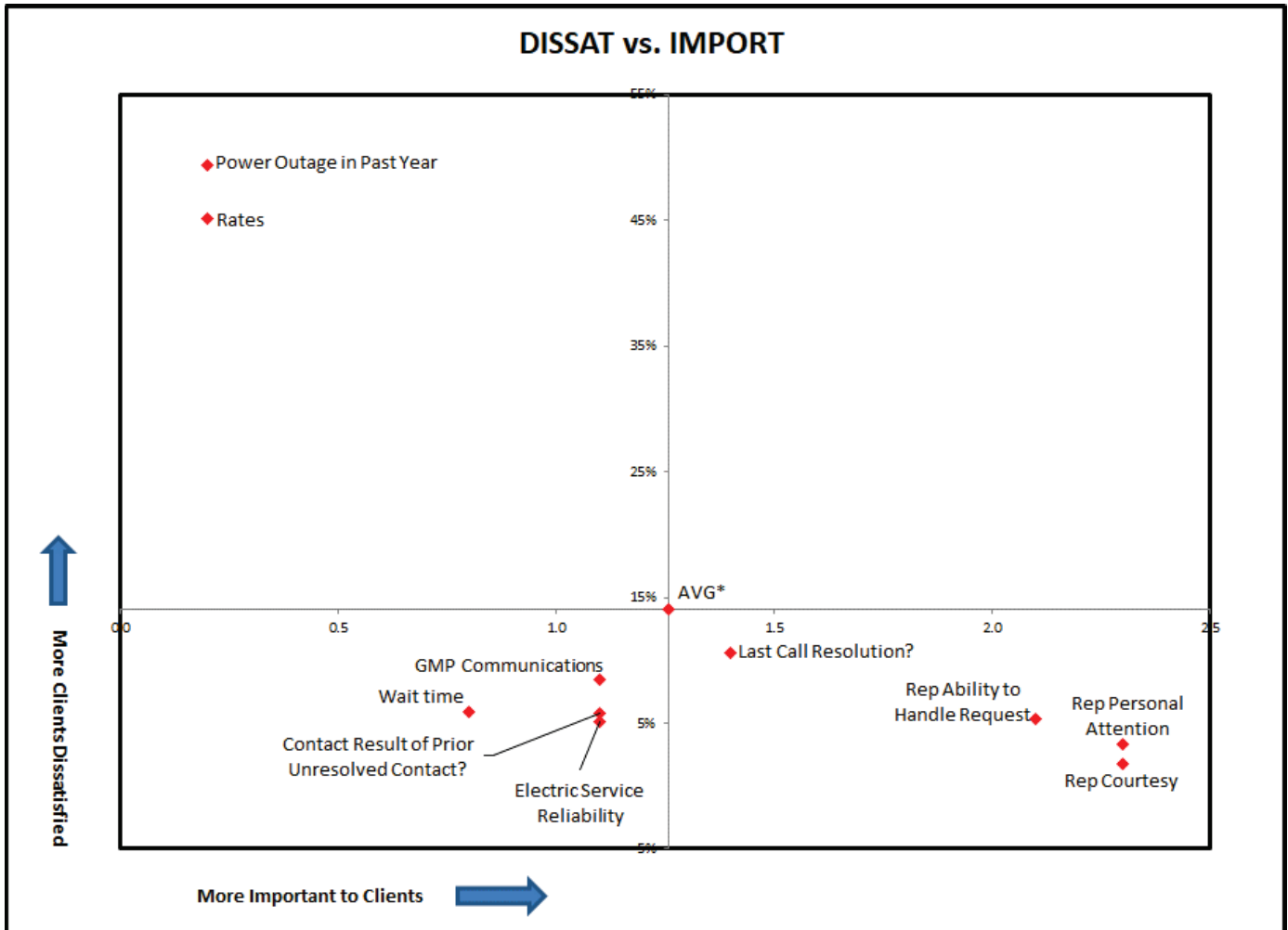
ATTRIBUTE	IMPORT	DISSAT	IMPACT
Last Call Resolution?	1.4	10.5%	17.9
Rep Ability to Handle Request	2.1	5.3%	13.6
Power Outage in Past Year	0.2	49.4%	12.0
GMP Communications	1.1	8.5%	11.3
Rates	0.2	45.2%	10.9
Rep Personal Attention	2.3	3.3%	9.1
Contact Result of Prior Unresolved Contact?	1.1	5.8%	7.7
Electric Service Reliability	1.1	5.1%	6.9
Wait time	0.8	5.9%	5.7
Rep Courtesy	2.3	1.8%	5.0
AVG*	1.3	14.1%	10.0

Please refer to Appendix B for a full explanation of the Impact Analysis.

Another view to place DISSAT and IMPORT into perspective is the X/Y scatter chart or Quadrant Analysis. Along the X-axis we find the relative importance of each attribute. Along the Y-axis we find the percent of the population that indicated they were dissatisfied with the attribute.

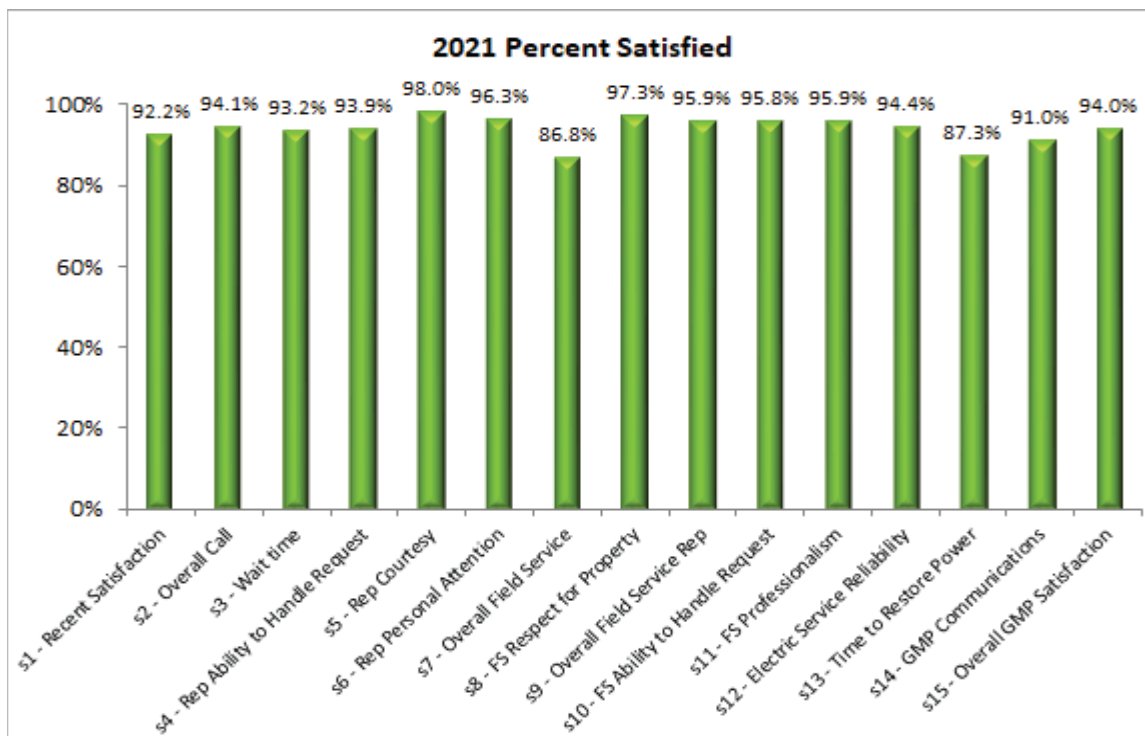
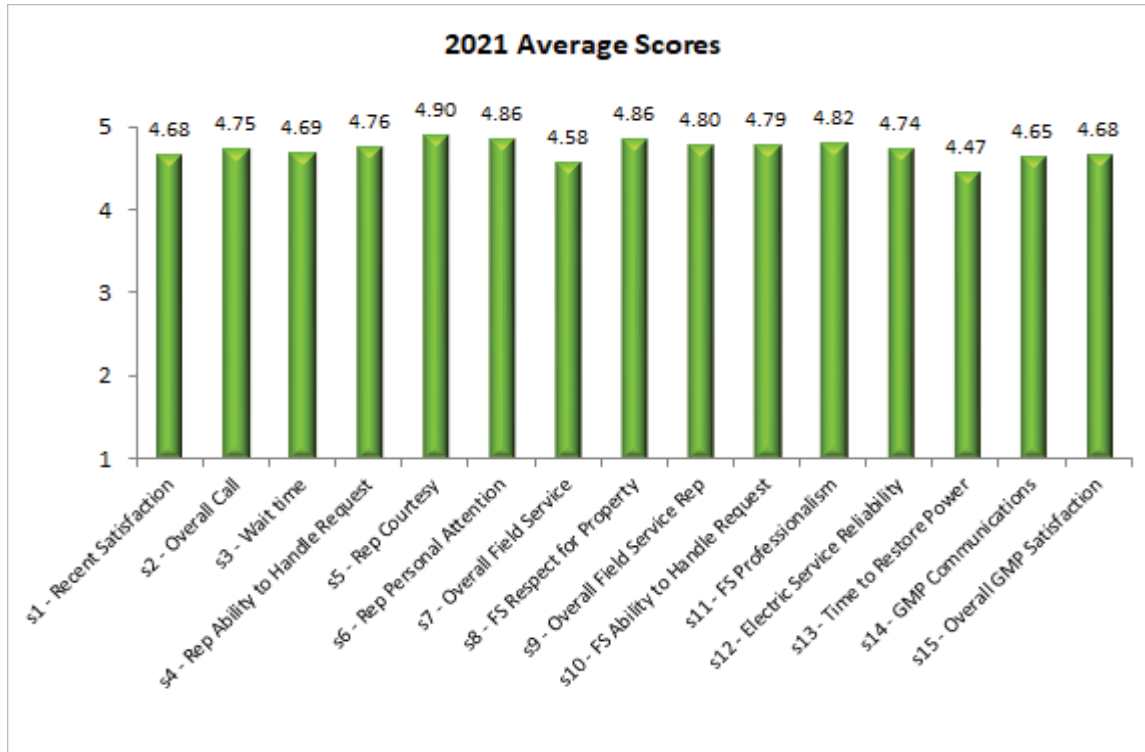
CAUTION: The axis is for the purposes of relative positioning of the attributes. It does not necessarily indicate Green Mountain Power standards.

In the most general use of this chart, you would focus on any attributes that appear in the upper right quadrant as they represent a higher incidence of dissatisfaction with the more important attributes.



4. Summary Charts 2021

The following charts are provided for the convenience of comparing all score-based responses on a single chart; the first by average satisfaction score and the second by percent of scores greater than or equal to 4 on a scale of 1 to 5.

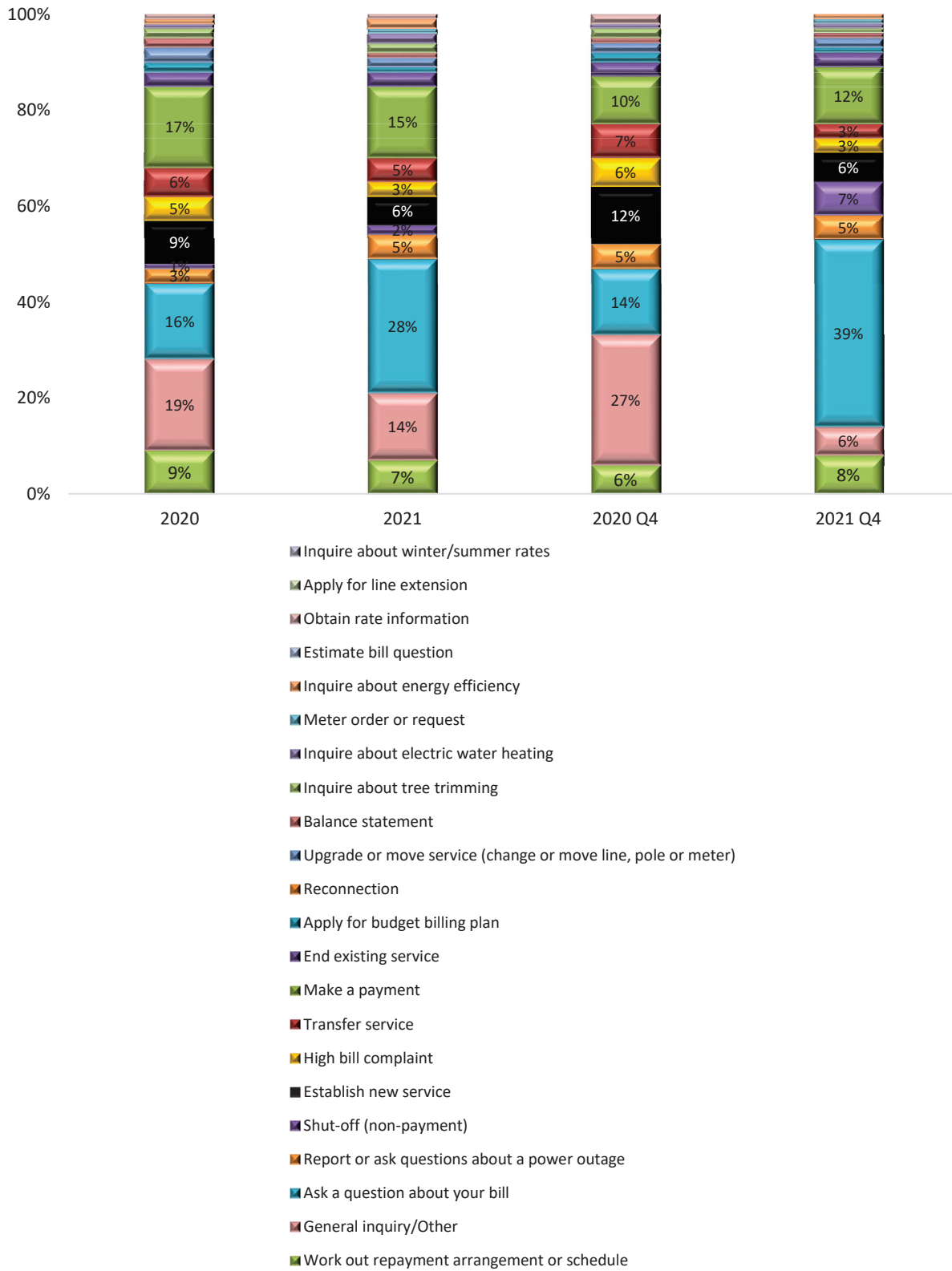


5. Survey Results Detailed

What was your main reason for contacting GMP?

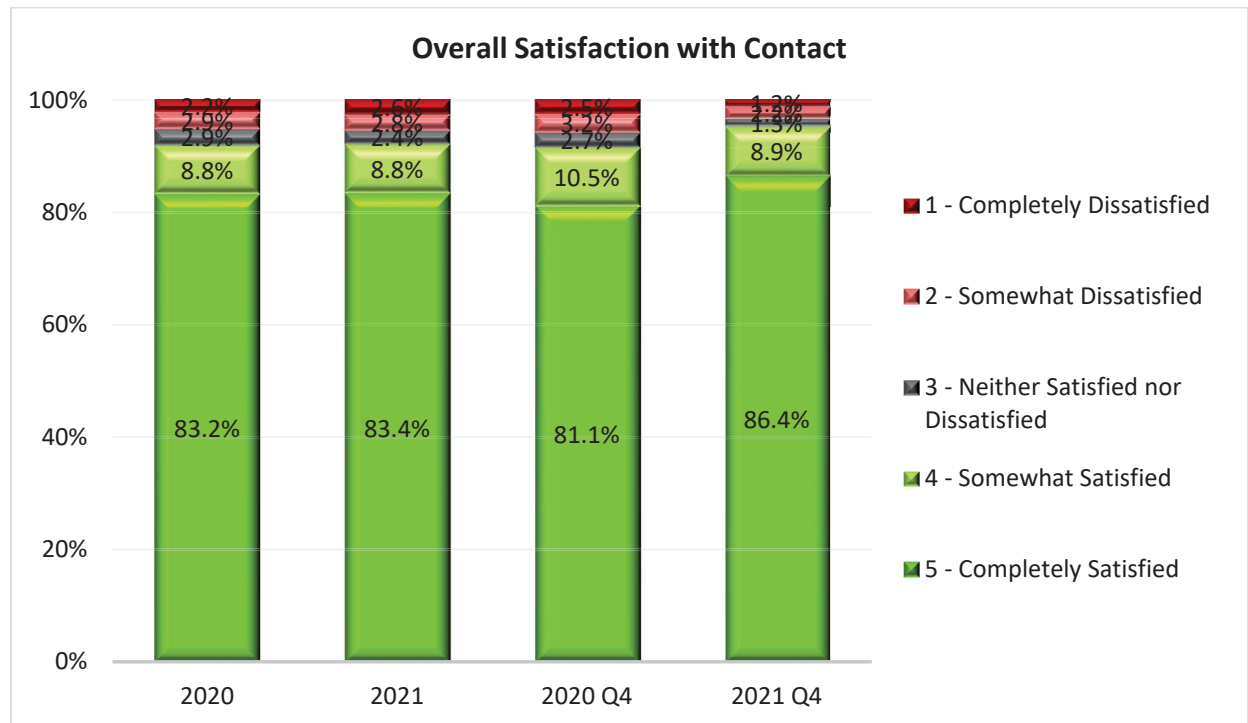
		Quarter			
		2020	2021	2020 Q4	2021 Q4
		A	B	C	D
Contact Reason	Base	1607	1610	402	406
	Work out repayment arrangement or schedule	9% B	7%	6%	8%
	General inquiry/Other	19% B	14%	27% D	6%
	Ask a question about your bill	16%	28% A	14%	39% C
	Report or ask questions about a power outage	3%	5%	5%	5%
	Shut-off (non-payment)	1%	2% A	-	7% C
	Establish new service	9% B	6%	12% D	6%
	High bill complaint	5%	3%	6%	3%
	Transfer service	6%	5%	7% D	3%
	Make a payment	17% B	15%	10%	12%
	End existing service	3%	3%	3%	3%
	Apply for budget billing plan	2% B	1%	2%	1%
	Reconnection	-	-	-	-
	Upgrade or move service (change or move line, pole or meter)	3% B	2%	2%	2%
	Balance statement	2%	1%	1%	1%
	Inquire about tree trimming	2%	2%	2%	1%
	Inquire about electric water heating	1%	2%	1%	1%
	Meter order or request	-	1%	-	1%
	Inquire about energy efficiency	1%	2% A	-	1% C
	Estimate bill question	-	-	-	-
Obtain rate information	1%	1%	2%	-	
Apply for line extension	-	-	-	-	
Inquire about winter/summer rates	-	-	-	-	

Contact Reason



Thinking specifically about when you contacted GMP, how satisfied overall are you with GMP's performance in handling your inquiry or service request? Would you say you are [5] completely satisfied, [4] somewhat satisfied, [3] neither satisfied nor dissatisfied, [2] somewhat dissatisfied, or [1] completely dissatisfied with GMP's performance in handling your inquiry or service request?

		Quarter			
		2020	2021	2020 Q4	2021 Q4
		A	B	C	D
Overall Satisfaction with Contact	Base	1594	1595	401	403
	Net: {5 - Completely Satisfied, 4 - Somewhat Satisfied}	92.0%	92.2%	91.5%	95.3% C
	5 - Completely Satisfied	83.2%	83.4%	81.1%	86.4% C
	4 - Somewhat Satisfied	8.8%	8.8%	10.5%	8.9%
	3 - Neither Satisfied nor Dissatisfied	2.9%	2.4%	2.7%	1.3%
	2 - Somewhat Dissatisfied	2.9%	2.8%	3.2%	2.2%
	1 - Completely Dissatisfied	2.2%	2.6%	2.5%	1.2%
	Mean	4.68	4.68	4.64	4.77 C



What could GMP have done in order to have completely satisfied your needs or expectations?

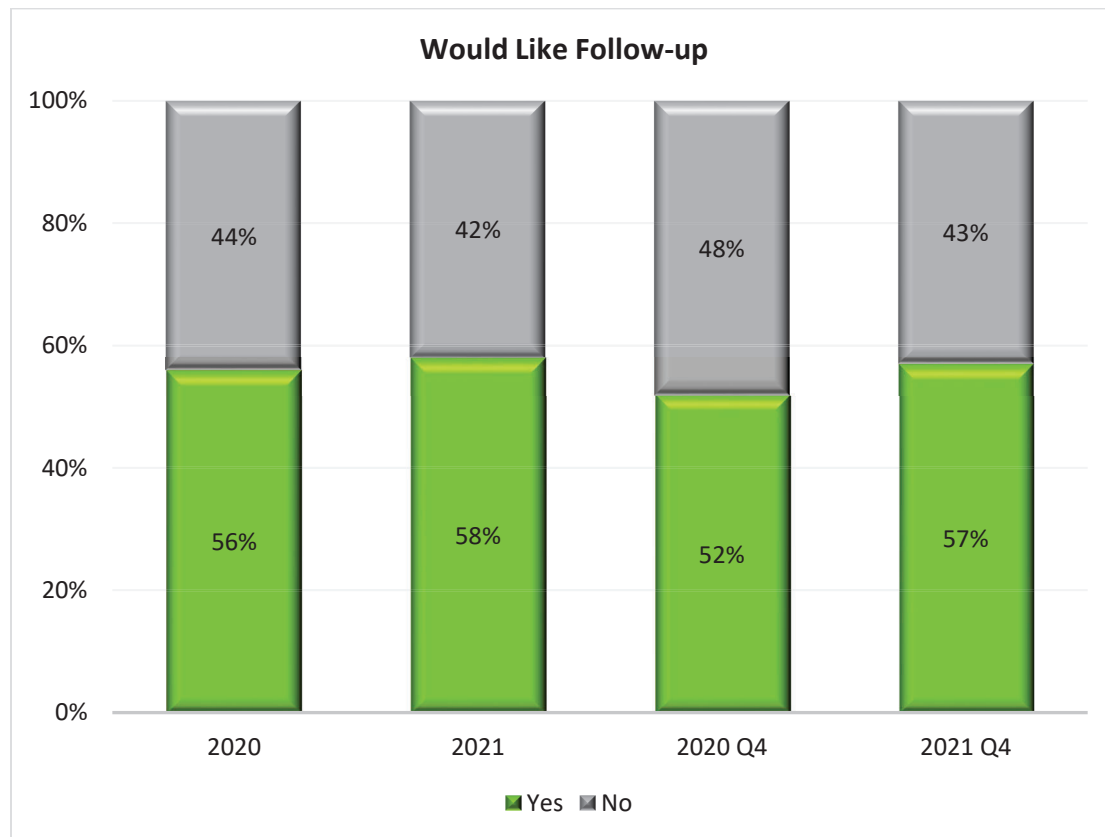
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	Overall Satisfaction with Contact	What could GMP have done in order to have completely satisfied your needs or expectations?
1	4	A lot of people are changing to the call back option. This is handy to do this.
2	4	First time I called they never sent the email they said they would.
3	4	Fix the power in my house.
4	4	Have a live representative instead of the automated attendant.
5	4	Have the window time be shorter.
6	4	I am unclear if I was put back on the payment plan.
7	4	I didn't have access because I didn't have the account number. I had the address and GMP helped me.
8	4	I don't know if GMP is going to cut the tree or forgot about it.
9	4	I don't know.
10	4	I don't know.
11	4	I don't know. I don't like getting shut-off notices when they know I'm on a program.
12	4	I had requested to have automated payments. I wanted to use my credit card. GMP called and they said I was to use my bank account. I finally got it resolved.
13	4	I never had a lost check in fifty years.
14	4	I suppose that they could have waited to make sure that my payment had arrived before sending out the notice.
15	4	I was hoping to get a refund on the double payment.
16	4	I was told that there really was a problem and why everything is so high.
17	4	I wasn't able to access the GMP app. I have to wait for the first bill to come. I didn't know there was a \$20.00 fee to transfer to my name.
18	4	If the representative had known and talked to the person about the situation maybe the software may have been set up where it didn't know the status.
19	4	I'm not sure how it ended. Potentially, the person who didn't pay, won't end up paying anything. I don't like to think that this will punish the person who was getting the wrong bill.
20	4	Make the billing period a thirty day billing period.
21	4	Nothing.
22	4	Nothing.
23	4	Nothing.
24	4	The automated system it should be easier than pressing all these buttons.
25	4	The back and forth should not go on so long. It was unnecessary.
26	4	The list on the bill is not clear.
27	4	The power was out for four hours. Just to get the power on sooner it would be good. My wife has an ailment.
28	4	The representative kept fumbling and I didn't know if she could do what I was asking.
29	4	The representative was not the most polite.
30	4	The way the graph depicts on the bill.
31	4	They could explain why the bill is so high.
32	4	They could have followed up with us after the work was performed.
33	4	They couldn't take my credit union account information to pay my bill. I had to pay with a credit card.

	Overall Satisfaction with Contact	What could GMP have done in order to have completely satisfied your needs or expectations?
34	4	They have not guaranteed that I will get back my money from losing my TV's and microwave that was due to power loss.
35	4	Try to help me delete my old credit card number, and put in a new number.
36	4	We don't want to talk to a computer. Give us an option to speak to a person.
37	3	Make the bill less confusing.
38	3	Make the billing figures much clearer to understand.
39	3	Nothing more than what you are doing.
40	3	Nothing.
41	3	They can't do it until the next bill comes out.
42	2	GMP could have explained more about the VRAP program, and be more patient with me.
43	2	GMP could have used their own people instead of a third party.
44	2	I have no idea. Have more people working.
45	2	I never heard back from the representative. They never called me back. It took a week to set up an appointment.
46	2	Return my phone call. Still waiting.
47	2	Since the representative didn't have knowledge about my situation, she should have found someone who could explain to me why the surge happened.
48	2	The representative couldn't do anything about it. She didn't make the rules or regulations.
49	2	They could have communicated better with me about my money.
50	2	To resolve the issue. Call back when promised instead of ignoring me. There is an error in the computer where GMP can fix the ongoing problem for the upcoming future bills.
51	1	Everything was acceptable.
52	1	Give me time to pay the bill, because I don't know what's going to happen my husband is in the hospital.
53	1	GMP could have checked to see if I paid. I paid in advance.
54	1	I wanted them to take my request to change account over the phone instead of sending out a form.
55	1	I would have the representative be more knowledgeable about the billing. There are many charges on the bill.

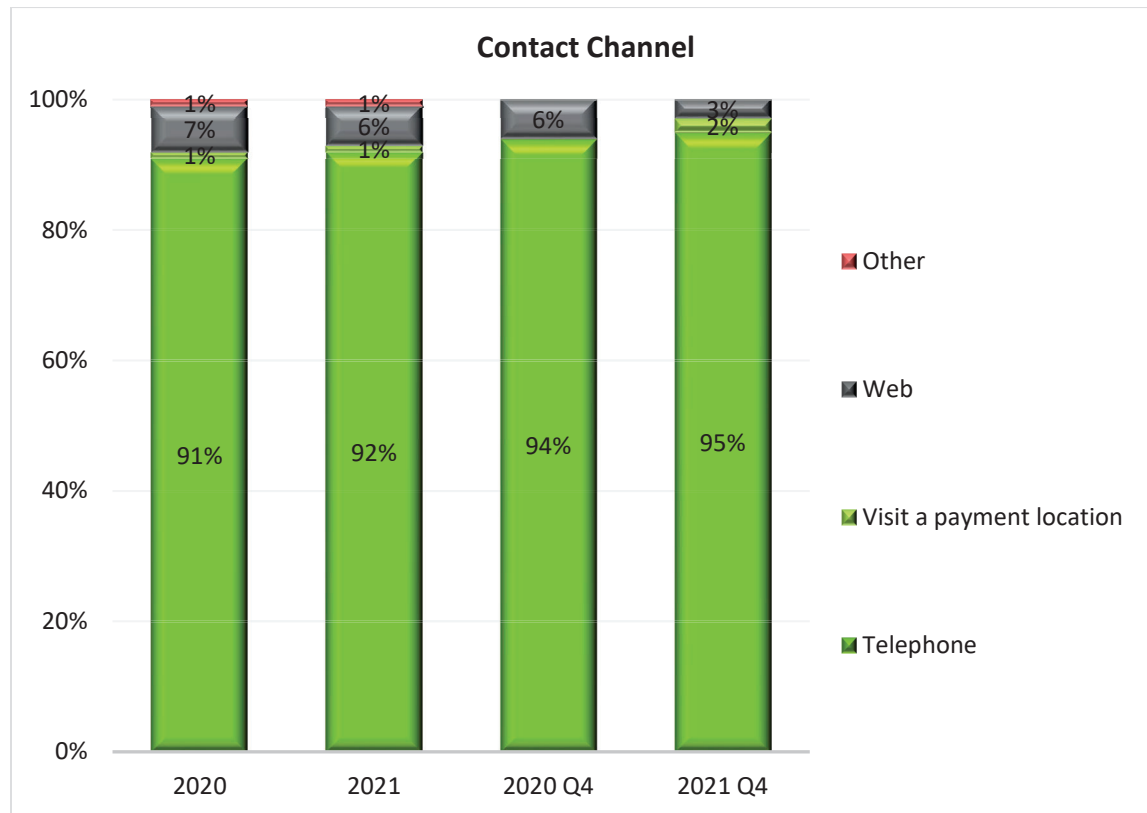
Would you like a customer service representative from GMP to follow-up with you about this?

		Quarter			
		2020	2021	2020 Q4	2021 Q4
		A	B	C	D
Would Like Follow-up	Base	89	85	25	14
	Yes	56% *	58% *	52% **	57% **
	No	44% *	42% *	48% **	43% **



Was this most recent contact by telephone, visiting a payment location, web, or by some other means?

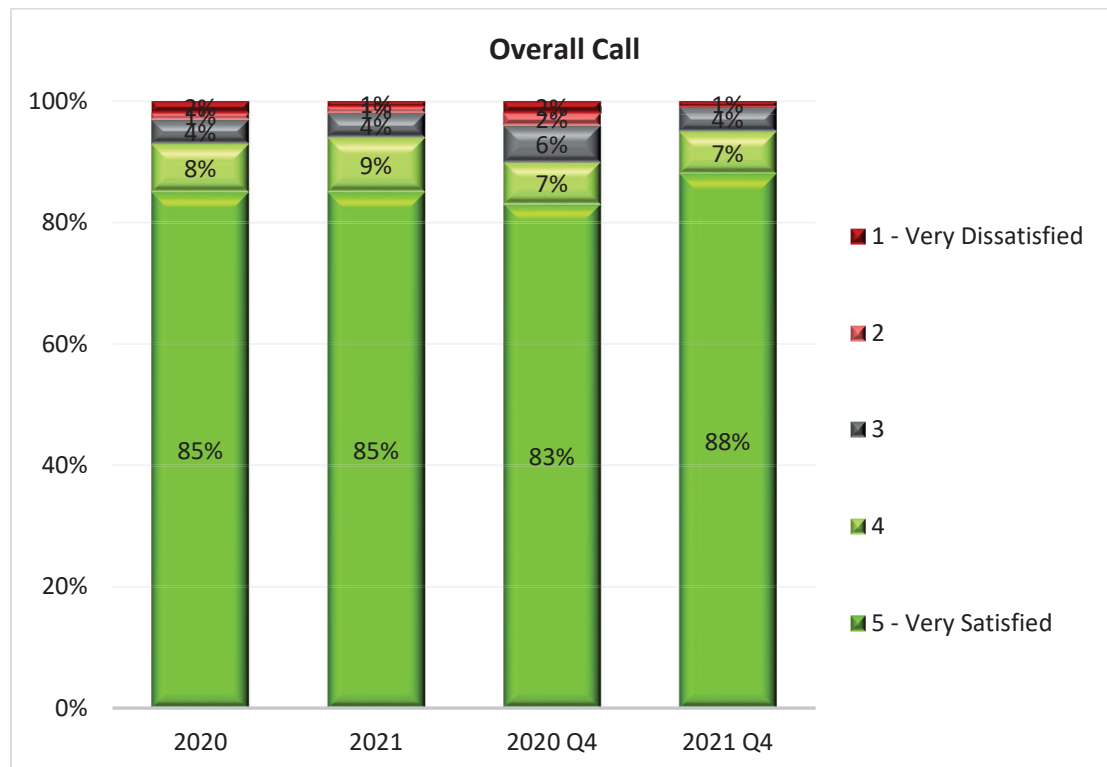
		Quarter			
		2020	2021	2020 Q4	2021 Q4
		A	B	C	D
Contact Channel	Base	1610	1612	402	406
	Telephone	91%	92%	94%	95%
	Visit a payment location	1%	1%	-	2% C
	Web	7%	6%	6%	3%
	Other	1%	1%	-	-



Thinking about your most recent interaction with GMP and using a 1 to 5 scale where a 1 means very dissatisfied and 5 means very satisfied, how would you rate:

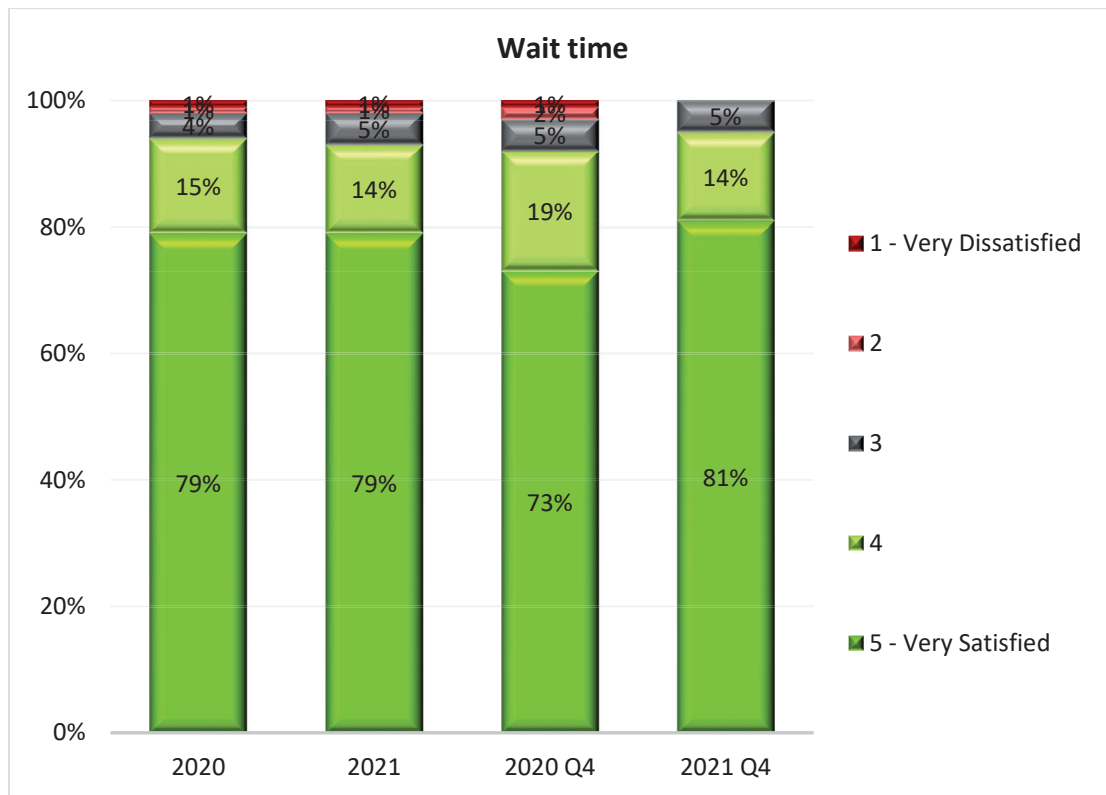
Your overall satisfaction with the way the call was handled?

		Quarter			
		2020	2021	2020 Q4	2021 Q4
		A	B	C	D
Overall Call	Base	1466	1476	375	383
	Net: {5, 4}	93%	94%	91%	95% C
	5 - Very Satisfied	85%	85%	83%	88%
	4	8%	9%	7%	7%
	3	4%	4%	6%	4%
	2	1%	1%	2%	-
	1 - Very Dissatisfied	2%	1%	2%	1%
	Mean	4.72	4.75	4.69	4.81 C



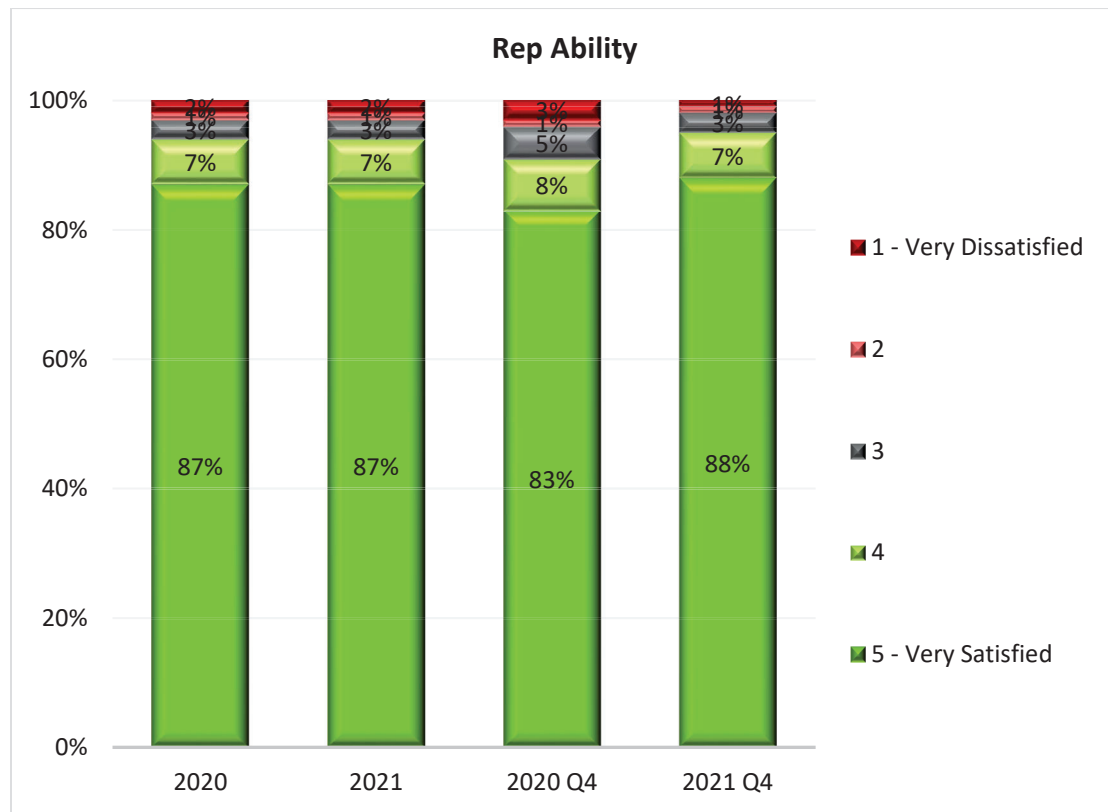
The wait time required to speak with a representative?

		Quarter			
		2020	2021	2020 Q4	2021 Q4
		A	B	C	D
Wait time	Base	1383	1395	365	369
	Net: {5, 4}	94%	93%	93%	95%
	5 - Very Satisfied	79%	79%	73%	81% C
	4	15%	14%	19%	14%
	3	4%	5%	5%	5%
	2	1%	1%	2%	-
	1 - Very Dissatisfied	1%	1%	1%	-
	Mean	4.70	4.69	4.62	4.74 C



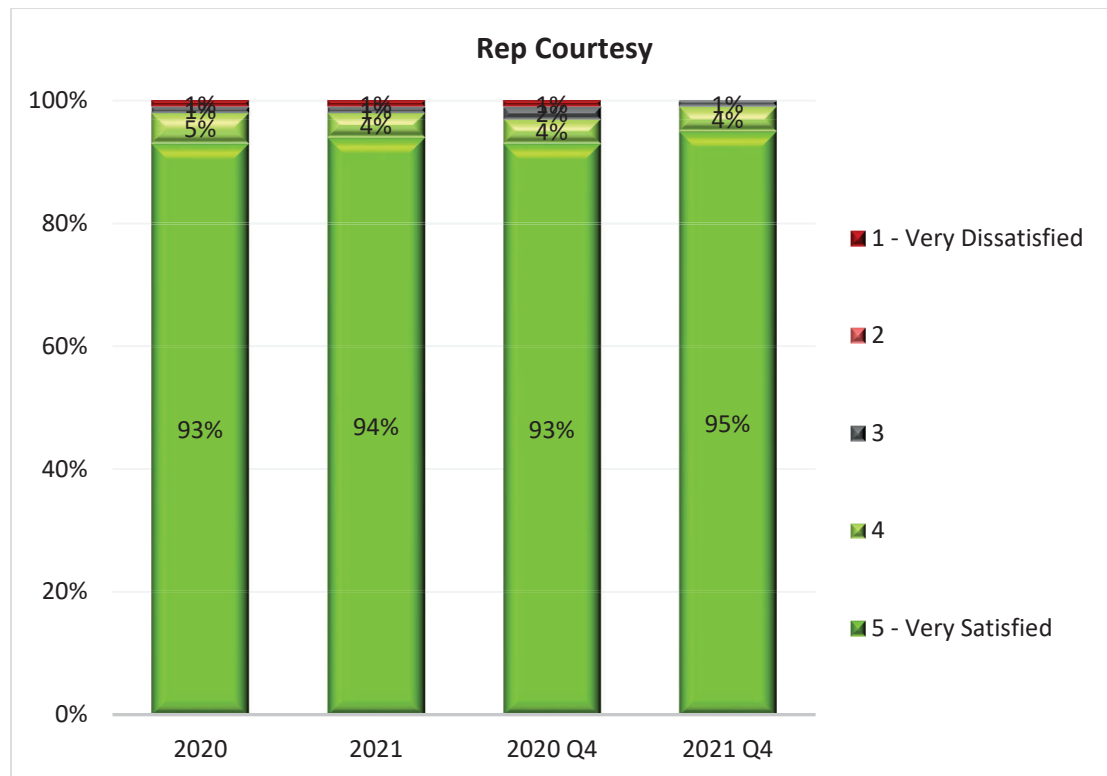
The ability of the representative to handle your request?

		Quarter			
		2020	2021	2020 Q4	2021 Q4
		A	B	C	D
Rep Ability	Base	1437	1442	372	382
	Net: {5, 4}	93%	94%	91%	94%
	5 - Very Satisfied	87%	87%	83%	88%
	4	7%	7%	8%	7%
	3	3%	3%	5%	3%
	2	1%	1%	1%	1%
	1 - Very Dissatisfied	2%	2%	3%	1%
	Mean	4.74	4.76	4.67	4.78 C



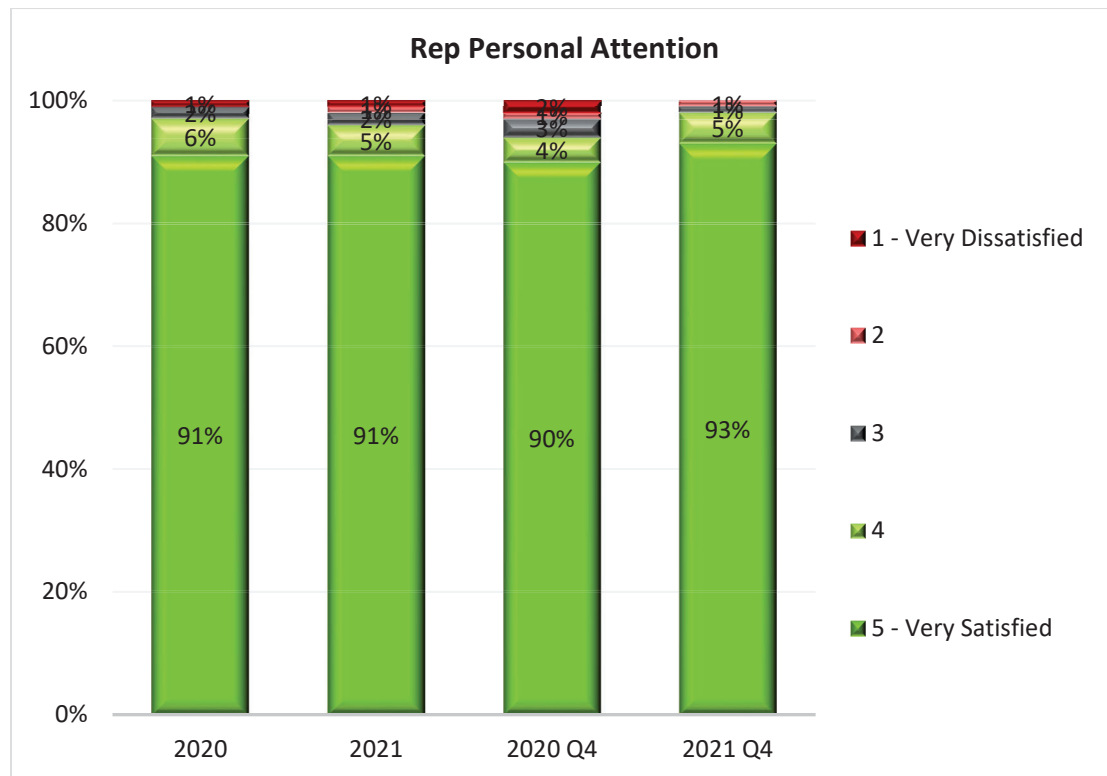
The courtesy of the representative?

		Quarter			
		2020	2021	2020 Q4	2021 Q4
		A	B	C	D
Rep Courtesy	Base	1441	1456	372	381
	Net: {5, 4}	98%	98%	97%	99%
	5 - Very Satisfied	93%	94%	93%	95%
	4	5%	4%	4%	4%
	3	1%	1%	2%	1%
	2	-	-	-	-
	1 - Very Dissatisfied	1%	1%	1%	-
	Mean	4.89	4.90	4.88	4.93



The personal attention given by the representative?

		Quarter			
		2020	2021	2020 Q4	2021 Q4
		A	B	C	D
Rep Personal Attention	Base	1432	1447	370	381
	Net: {5, 4}	96%	96%	95%	98% C
	5 - Very Satisfied	91%	91%	90%	93%
	4	6%	5%	4%	5%
	3	2%	2%	3%	1%
	2	-	1%	1%	1%
	1 - Very Dissatisfied	1%	1%	2%	-
	Mean	4.85	4.86	4.81	4.90 C



Do you have any suggestions to help GMP improve their customer service?

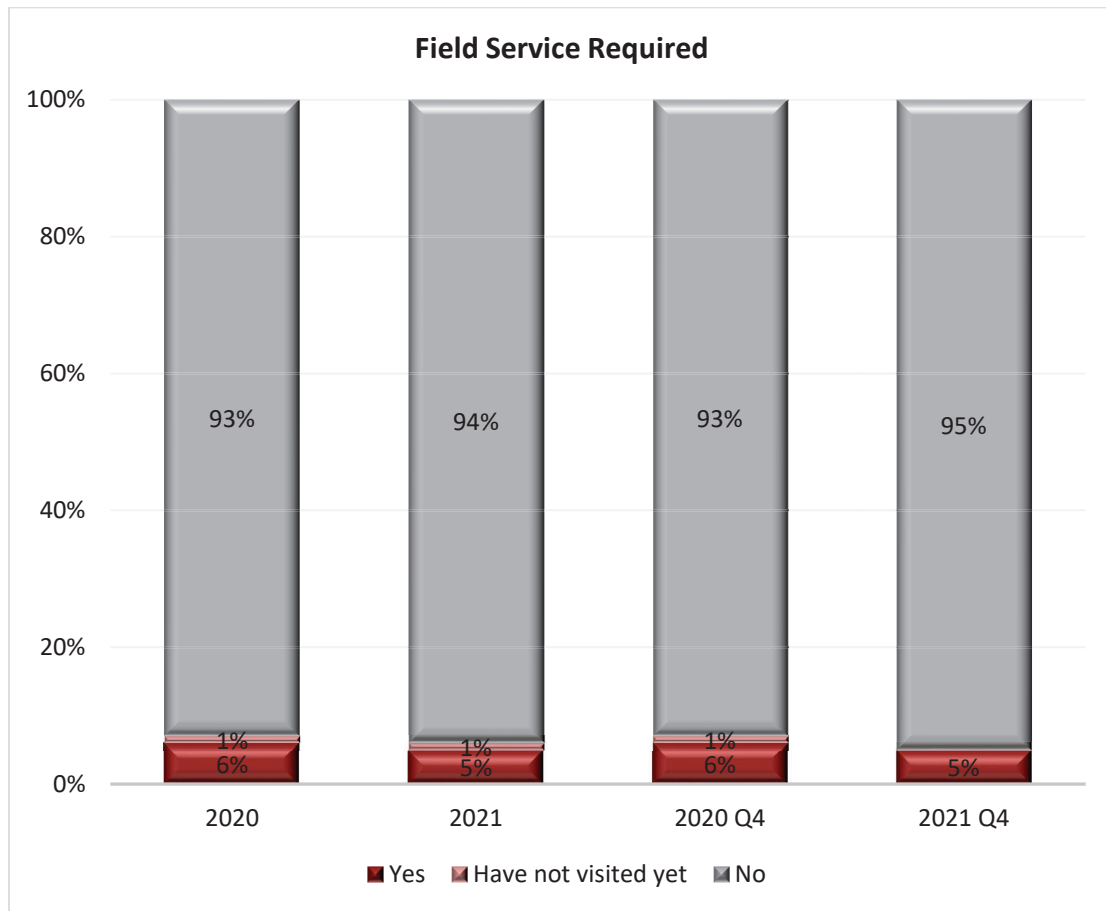
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Do you have any suggestions to help GMP improve their customer service?	
1	Be more diligent with follow ups.
2	Be very careful when establishing new services.
3	Correct the website. It was wrong. It didn't recognize it was a credit not a shut-off notice.
4	Cut some trees so there are less that fall down on the power lines.
5	Don't be so rude.
6	Don't charge so much.
7	Don't spray toxic herbicide on the ground.
8	Don't take so long to clear the checks.
9	Don't use third parties to do the work.
10	Electricity is such a necessary thing that it's amazing how much it still costs. With technology and everything you would think it would be cheaper but that's the way of the world.
11	Especially in the winter, GMP should make an offer to help as many people by calling them back. Have a recording that we give our phone number and they will call us back.
12	Give us a choice of talking to a live person.
13	GMP has a rental program. I would like a call back.
14	GMP should consider not sending papers out until they know what is going to happen.
15	GMP should reach in a non-aggressive manner. I always pay my bill on time. It was very rude on how they do it. Send me an email or letter.
16	GMP should really look at customers payment history before sending out shut off notices.
17	GMP supervisor had exceptional service with me. I felt listened to. The representatives can check their attitude.
18	Have a live representative to talk to.
19	Have everyone handle the calls exactly like she did.
20	Hire more staff.
21	Honestly no.
22	I am more concerned about them spraying herbicide. I have expressed many times that I do not want them spraying on my property because of the cows.
23	I am the property owner. I should be able to transfer service to my name.
24	I called and left a message and GMP didn't call me back. It took a week.
25	I can't think of anything. Of everyone I have to deal with they are the best.
26	I do not. I had a wonderful time being a customer with GMP.
27	I don't know how they can improve anymore they are very very nice.
28	I don't know how they could improve.
29	I don't think so.
30	I don't.
31	I never had – I've always had very good experience.
32	I spoke to a different representative on a Friday and she didn't seem to have the information that the first representative had. I didn't know if her notes were taking from the first representative.
33	I think training should be required.
34	I want text alerts for power outages.
35	I would have liked an extension instead of phone tree. They did not give me an extension when I last contacted them.
36	If GMP could give me a reminder that it is time to pay the bill In Florida.
37	If the customer needs help just help them over the phone instead of going on the computer which I am not savvy about.
38	I'm satisfied.
39	It took a few calls for GMP to return my call.

Do you have any suggestions to help GMP improve their customer service?	
40	It would be nice if the representative could have taken the credit card over the phone to make a payment.
41	It would be nice to give me an email that GMP was looking into it.
42	It would be nice to set up service online.
43	It's all good.
44	Just trying to get through to get a representative.
45	Keep doing what they're doing.
46	Keep doing what they're doing.
47	Keep hiring the people you are hiring.
48	Let their customers know they bill in advance.
49	Lower the rates.
50	Make representatives more available.
51	Make the billing more easier to understand, more straightforward.
52	Maybe talk to IT to make it easier to find the correct phone number for customer service. Create an algorithm, maybe.
53	On the bill, the account number should be a little bit larger for people who can't see too well.
54	Read through and answer more clearly. Having details are good. It was very vague.
55	Someone could have followed up with me to explain why the surge happened. The representative just sent a claim form to replace the electronics. Power goes out every two weeks, and I would like to know why this happens.
56	Stop raising the rates.
57	Take my credit union numbers, they said it doesn't exist but it does.
58	The automate system was hard to navigate.
59	The first representative I spoke with should have patients and respect. The second representative was very good.
60	The graph isn't properly scaled. The bill can be better.
61	The phone tree is cumbersome and lengthy to get through the options. Make it quick and easier.
62	The representative could have researched it or gave it to a supervisor.
63	The wait time should be eliminated.
64	They could help me to take my last credit card number out.
65	They could send paperwork on time.
66	They should handle it over the phone instead of sending out a form.
67	They should have a program for solar panels.
68	They should make the way they do the net metering a little different.
69	They should not charge me \$2.00 to pay my bill with a debit card.
70	They should record payments properly. As a result, I was going to be shut off, but they realized they had made a mistake.
71	To check the payment record before sending the shut off notice.
72	To have GMP get a hold of Tesla.
73	To have more of the information in front of them. Not have to ask too many questions to put me on hold and that they can find me on their computers faster.
74	To have the leasing program come back for the water heater.
75	When you call the call center, you get a representative and they can't resolve the problem. They should send a message to who can resolve it. The people who have authority should be the ones who should answer the phone.

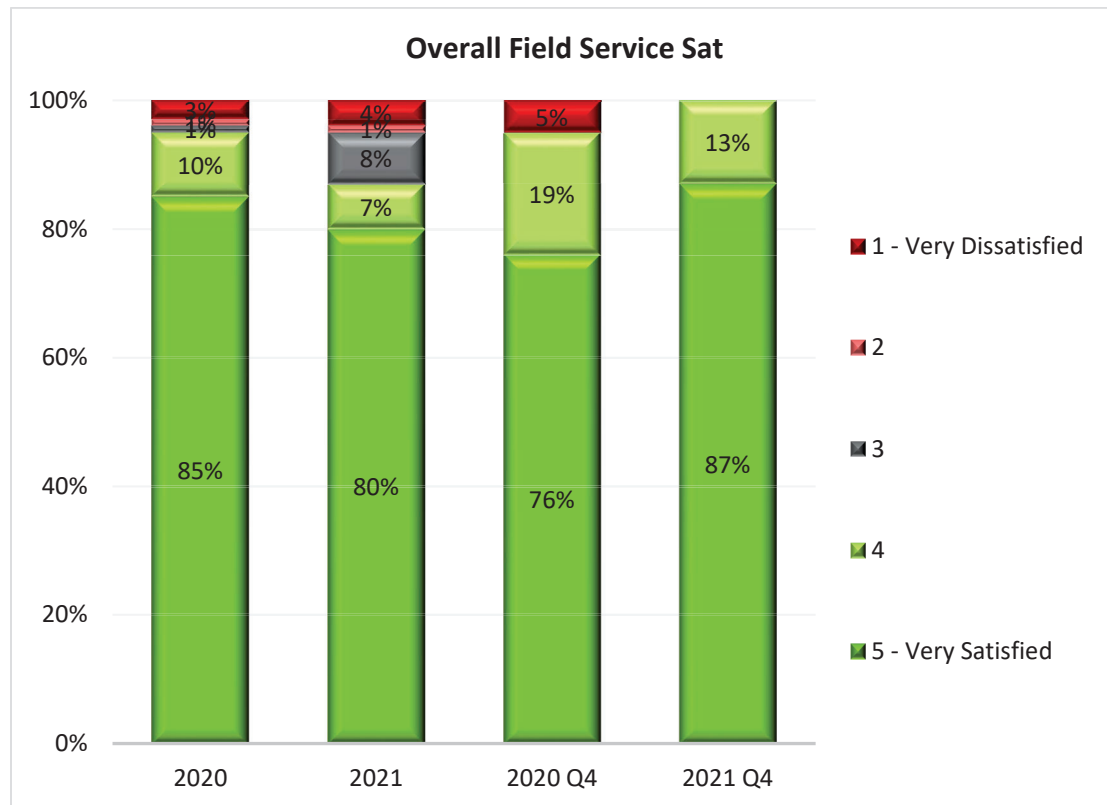
Did your request require a field service representative to visit your home?

		Quarter			
		2020	2021	2020 Q4	2021 Q4
		A	B	C	D
Field Service Required	Base	1599	1598	399	399
	Yes	6%	5%	6%	5%
	No	93%	94%	93%	95%
	Have not visited yet	1%	1%	1%	-



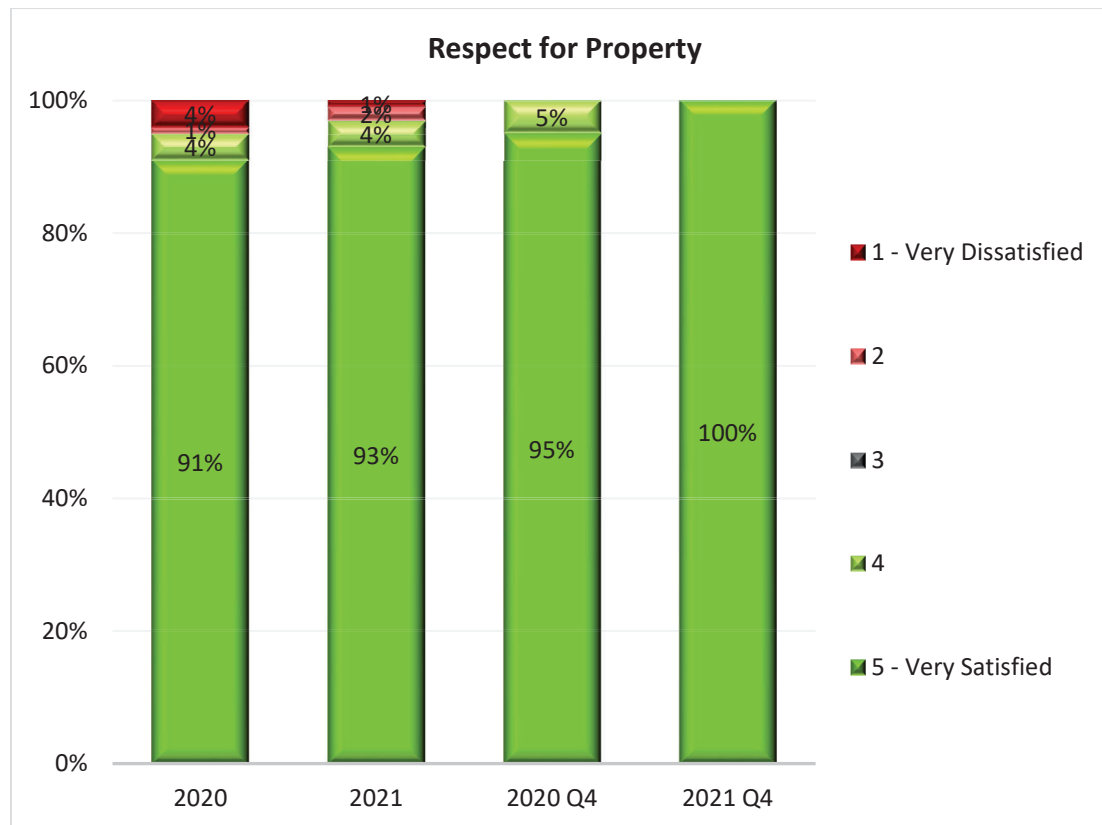
Using the same 1 to 5 scale, how would you rate your overall satisfaction with the field service that was performed?

		Quarter			
		2020	2021	2020 Q4	2021 Q4
		A	B	C	D
Overall Field Service Sat	Base	81	76	21	16
	Net: {5, 4}	95% *	87% *	95% **	100% **
	5 - Very Satisfied	85% *	80% *	76% **	87% **
	4	10% *	7% *	19% **	13% **
	3	1% *	8% A*	- **	- **
	2	1% *	1% *	- **	- **
	1 - Very Dissatisfied	3% *	4% *	5% **	- **
	Mean	4.74 *	4.58 *	4.62 **	4.88 **



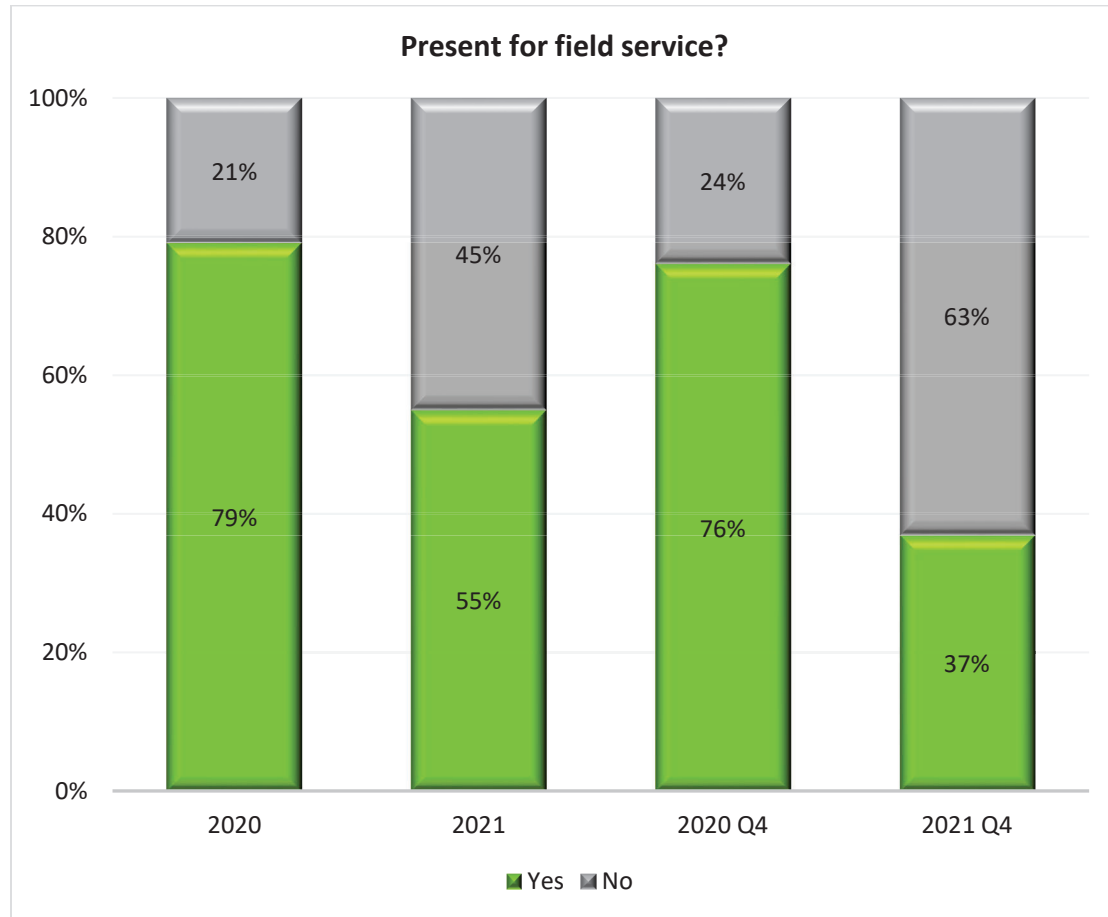
The respect the representative showed for your property?

		Quarter			
		2020	2021	2020 Q4	2021 Q4
		A	B	C	D
Respect for Property	Base	76	73	19	14
	Net: {5, 4}	95% *	97% *	100% **	100% **
	5 - Very Satisfied	91% *	93% *	95% **	100% **
	4	4% *	4% *	5% **	- **
	3	- *	- *	- **	- **
	2	1% *	2% *	- **	- **
	1 - Very Dissatisfied	4% *	1% *	- **	- **
	Mean	4.76 *	4.86 *	4.95 **	5.00 **



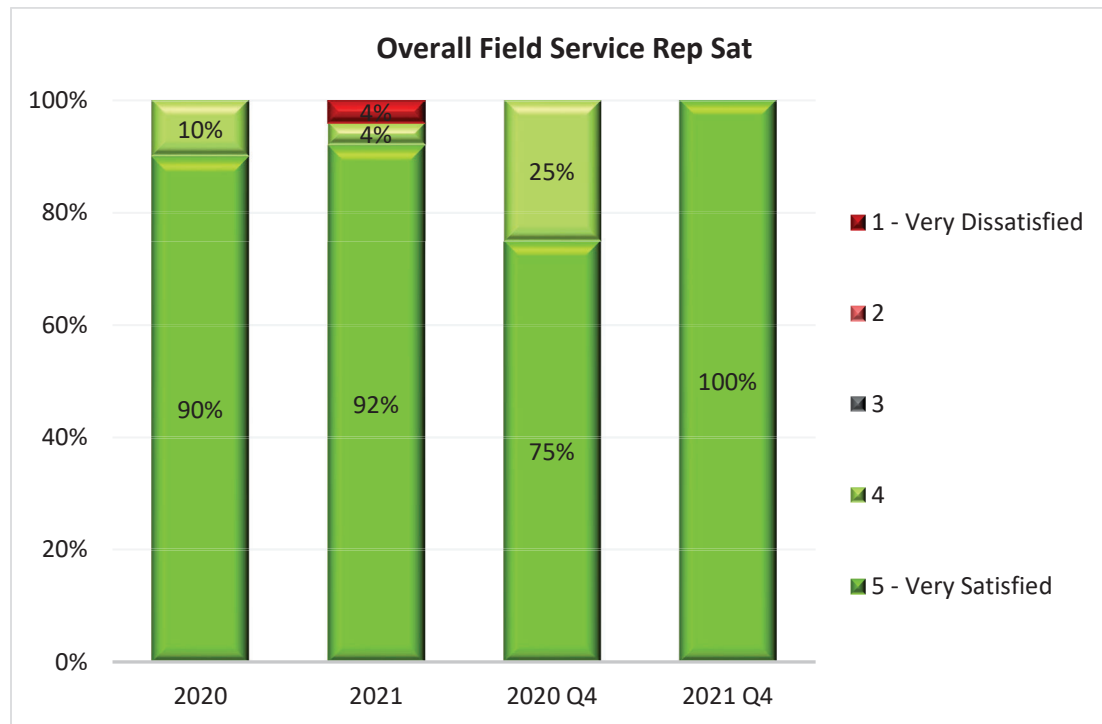
Were you present when the field service representative visited your home or property?

		Quarter			
		2020	2021	2020 Q4	2021 Q4
		A	B	C	D
Present for field service?	Base	90	89	21	19
	Yes	79% B*	55% *	76% **	37% **
	No	21% *	45% A*	24% **	63% **



How would you rate your overall satisfaction with field service representative that handled your request?

		Quarter			
		2020	2021	2020 Q4	2021 Q4
		A	B	C	D
Overall Field Service Rep Sat	Base	69	49	16	7
	Net: {5, 4}	100% *	96% *	100% **	100% **
	5 - Very Satisfied	90% *	92% *	75% **	100% **
	4	10% *	4% *	25% **	- **
	3	- *	- *	- **	- **
	2	- *	- *	- **	- **
	1 - Very Dissatisfied	- *	4% *	- **	- **
	Mean	4.90 *	4.80 *	4.75 **	5.00 **



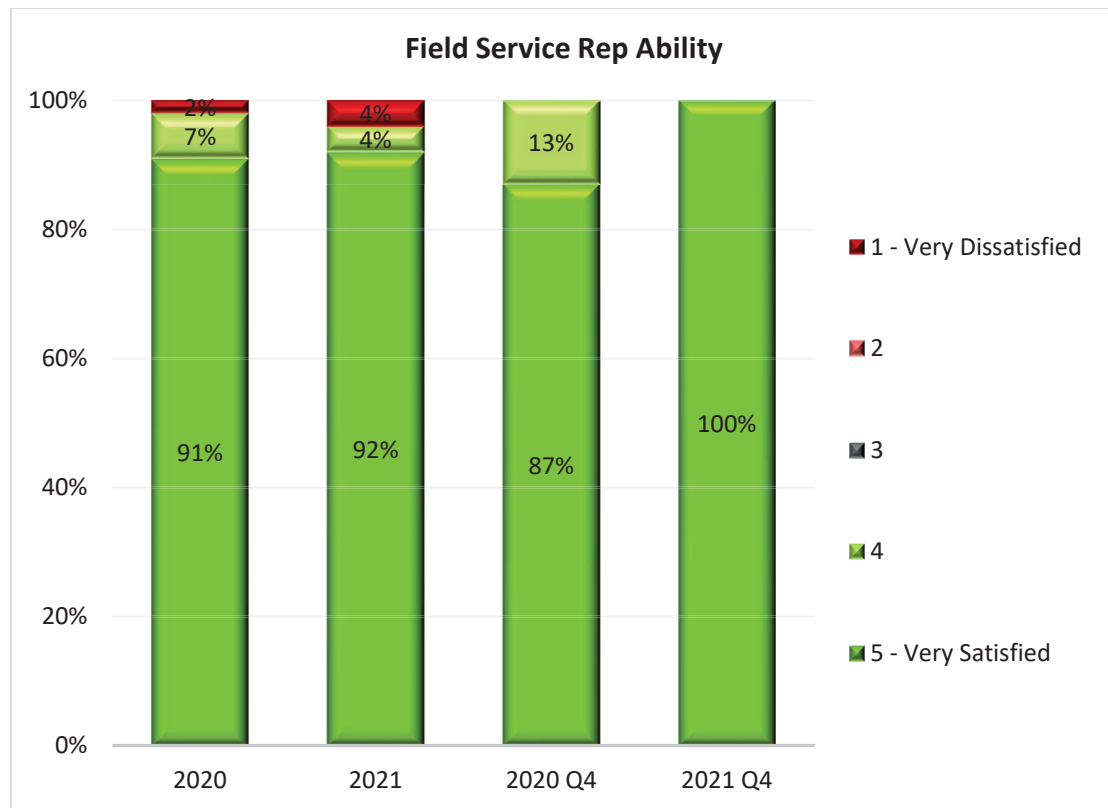
Do you have any suggestions to help GMP improve their Field Services?

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Do you have any suggestions to help GMP improve their Field Services?	
1	Better communications with the customer.
2	I'm totally satisfied. I would like to have an answer for why we are using so much electricity in the barn. He was out the next day. I was shocked.

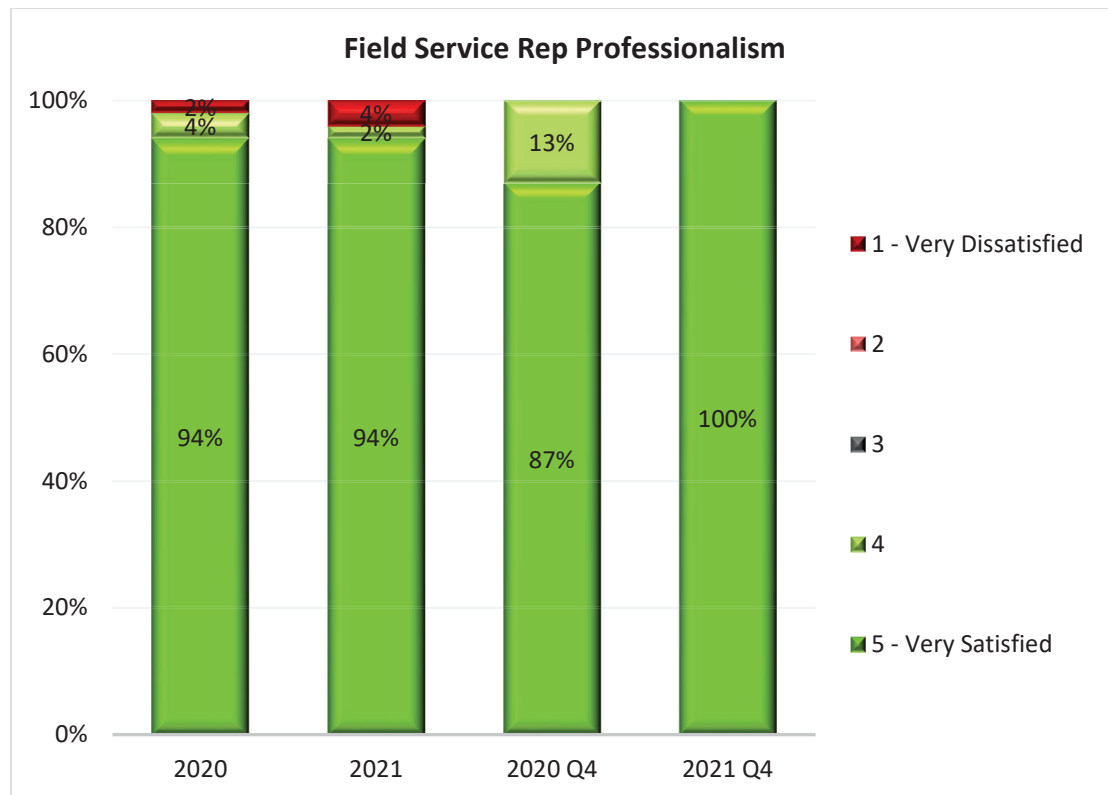
The ability of the field service representative to handle your request?

		Quarter			
		2020	2021	2020 Q4	2021 Q4
		A	B	C	D
Field Service Rep Ability	Base	68	48	15	7
	Net: {5, 4}	99% *	96% *	100% **	100% **
	5 - Very Satisfied	91% *	92% *	87% **	100% **
	4	7% *	4% *	13% **	- **
	3	- *	- *	- **	- **
	2	- *	- *	- **	- **
	1 - Very Dissatisfied	2% *	4% *	- **	- **
	Mean	4.87 *	4.79 *	4.87 **	5.00 **



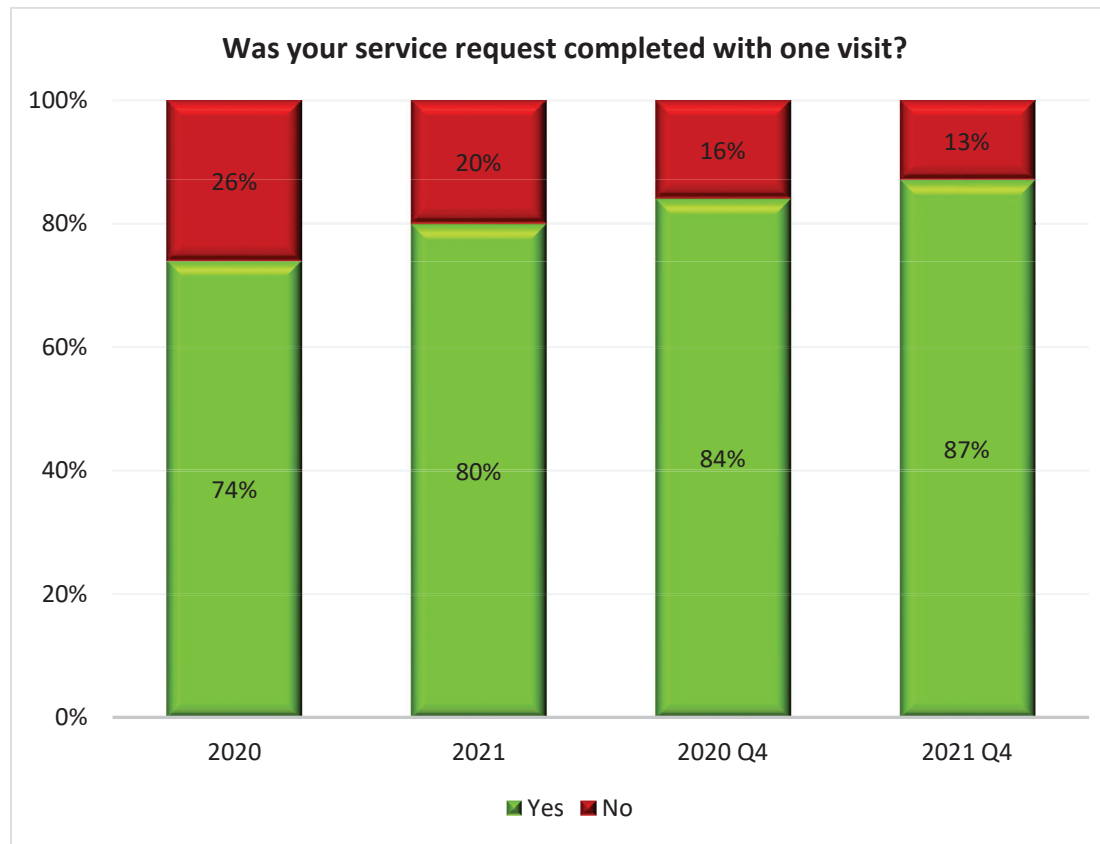
The professionalism of the field service representative?

		Quarter			
		2020	2021	2020 Q4	2021 Q4
		A	B	C	D
Field Service Rep Professionalism	Base	68	49	15	7
	Net: {5, 4}	99% *	96% *	100% **	100% **
	5 - Very Satisfied	94% *	94% *	87% **	100% **
	4	4% *	2% *	13% **	- **
	3	- *	- *	- **	- **
	2	- *	- *	- **	- **
	1 - Very Dissatisfied	2% *	4% *	- **	- **
	Mean	4.90 *	4.82 *	4.87 **	5.00 **



Was your service request completed with one visit?

		Quarter			
		2020	2021	2020 Q4	2021 Q4
		A	B	C	D
Was your service request completed with one visit?	Base	84	81	19	16
	Yes	74% *	80% *	84% **	87% **
	No	26% *	20% *	16% **	13% **



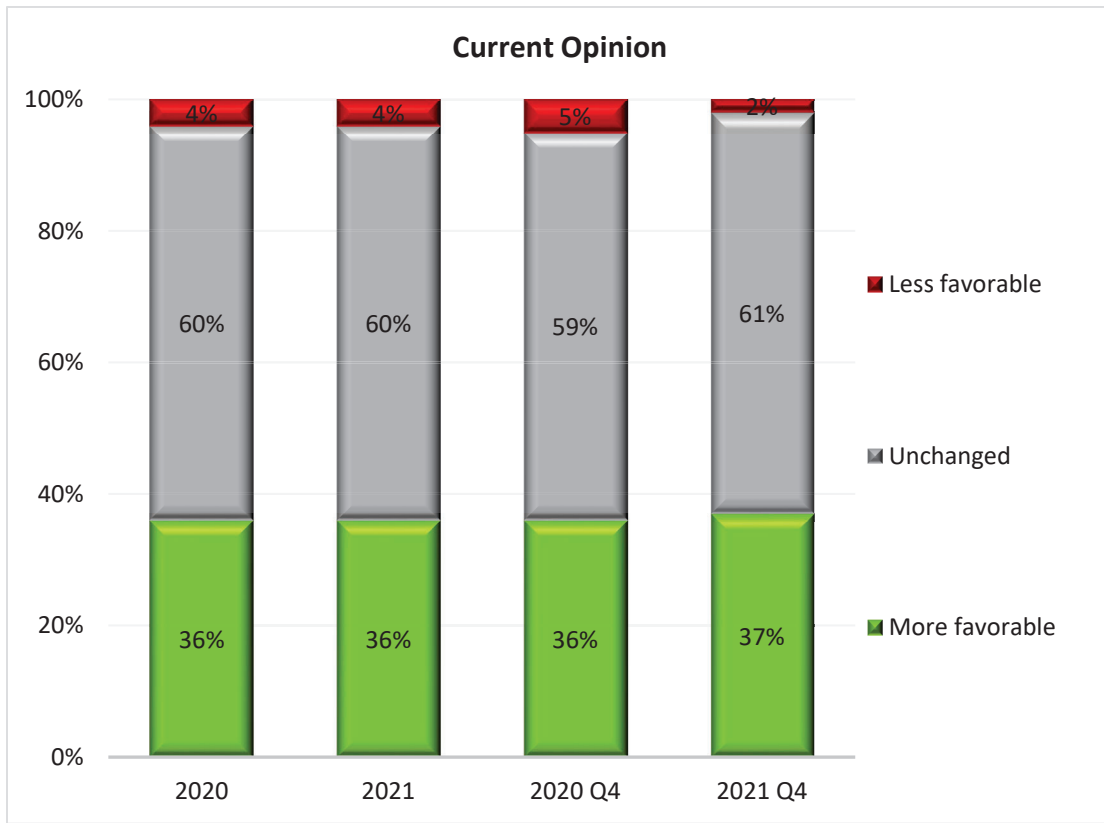
What remained incomplete?

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What remained incomplete?	
1	Nothing now.
2	Nothing now.

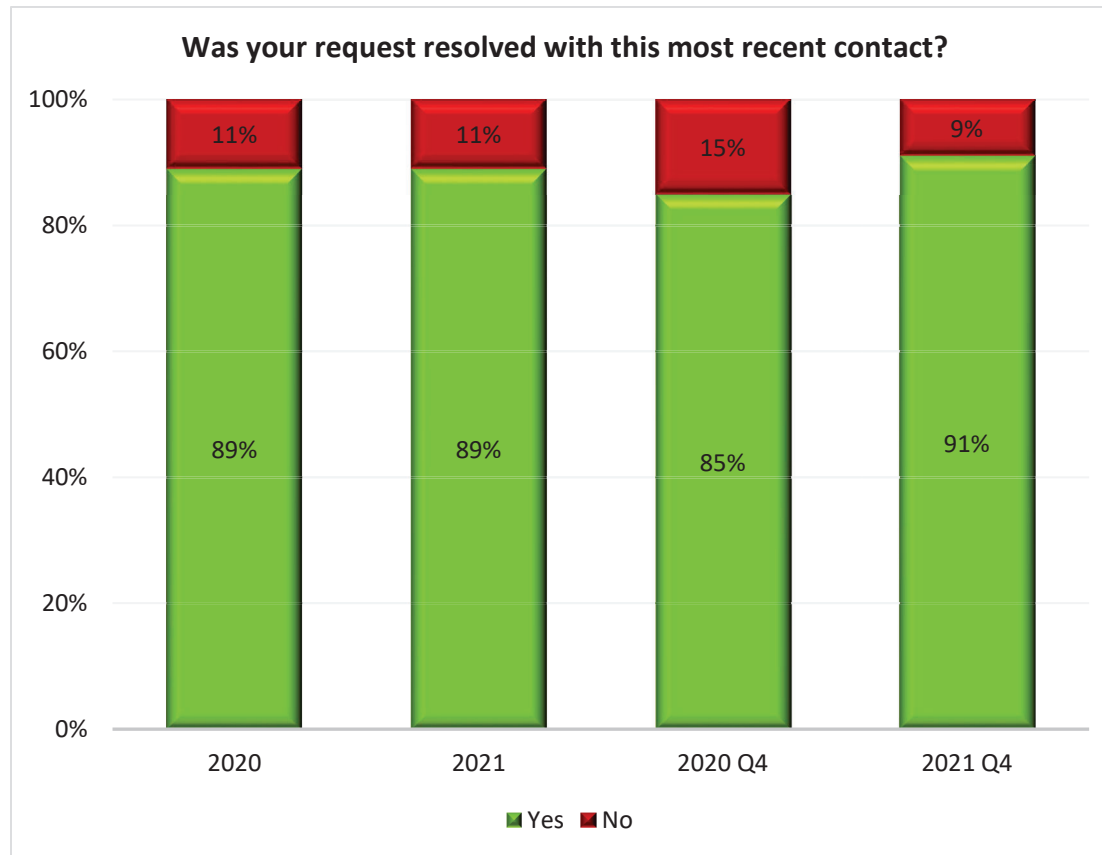
In general, how would you say this particular contact with GMP has affected your opinion of them? Would you say your opinion is now more favorable, less favorable or is unchanged as a result of how they handled your inquiry?

		Quarter			
		2020	2021	2020 Q4	2021 Q4
		A	B	C	D
Current Opinion	Base	1593	1600	399	402
	More favorable	36%	36%	36%	37%
	Unchanged	60%	60%	59%	61%
	Less favorable	4%	4%	5%	2%



Was your request resolved with this most recent contact?

		Quarter			
		2020	2021	2020 Q4	2021 Q4
		A	B	C	D
Was your request resolved with this most recent contact?	Base	1551	1557	385	395
	Yes	89%	89%	85%	91% C
	No	11%	11%	15% D	9%



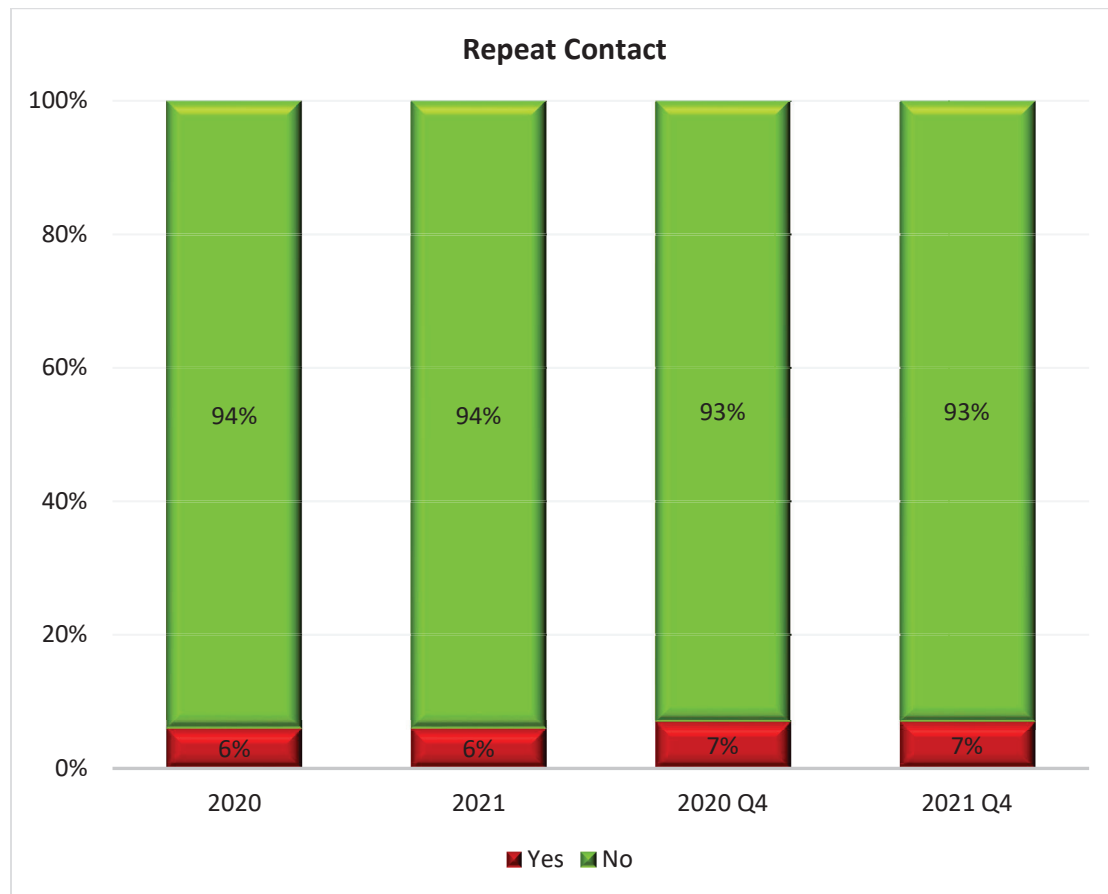
What remains unresolved?

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What remains unresolved?	
1	A service upgrade.
2	All three calls were about the billing error that has not been corrected yet.
3	Contact.
4	GMP has not applied the \$500.00 to my account yet.
5	GMP is working to get the payment sent to the right person.
6	GMP never called back.
7	I am still trying to figure out the kilowatts that is being used.
8	I am still waiting for GMP to come.
9	I am still waiting for the approval.
10	I am supposed to call November first.
11	I don't know if GMP is going to cut the tree down.
12	I have paper work to fill out that has to come back.
13	I have to call Community Action to get rid of an old balance of my ex-husbands.
14	I have to fill out the VCAP application.
15	I have to fill out the application.
16	I have to fill out the form again.
17	I have to pay the \$20.00 fee to get in the GMP app. I have to wait until November first.
18	I have to put my claim in from the loss of my TVs and microwave.
19	I haven't received the grant yet but they haven't turned off my power.
20	I still think the bill shouldn't be that high.
21	I wanted verification that I am on the VRP program.
22	I was asking for something the representative couldn't do anything about.
23	I would like to find the source of the problem.
24	I'm waiting for a form which wasn't necessary in the first place.
25	I'm waiting to hear back from Tesla to make sure that it doesn't happen again. Tesla is not very good in following up on phone calls or commitments.
26	It needs follow up.
27	My bill is still coming with a different name on my email account.
28	My bill payment.
29	Passing my information to someone who will listen to it. Not to have the power charge be on the bill.
30	The power switches on the end of the year.
31	They were calling the contractor.
32	They won't accept my credit union numbers to pay my bill.
33	To edit my credit card information.
34	When will they return my payment of \$900.00?

Was this most recent contact with Green Mountain Power the result of a prior contact that was not resolved?

		Quarter			
		2020	2021	2020 Q4	2021 Q4
		A	B	C	D
Repeat Contact	Base	1598	1590	400	397
	Yes	6%	6%	7%	7%
	No	94%	94%	93%	93%



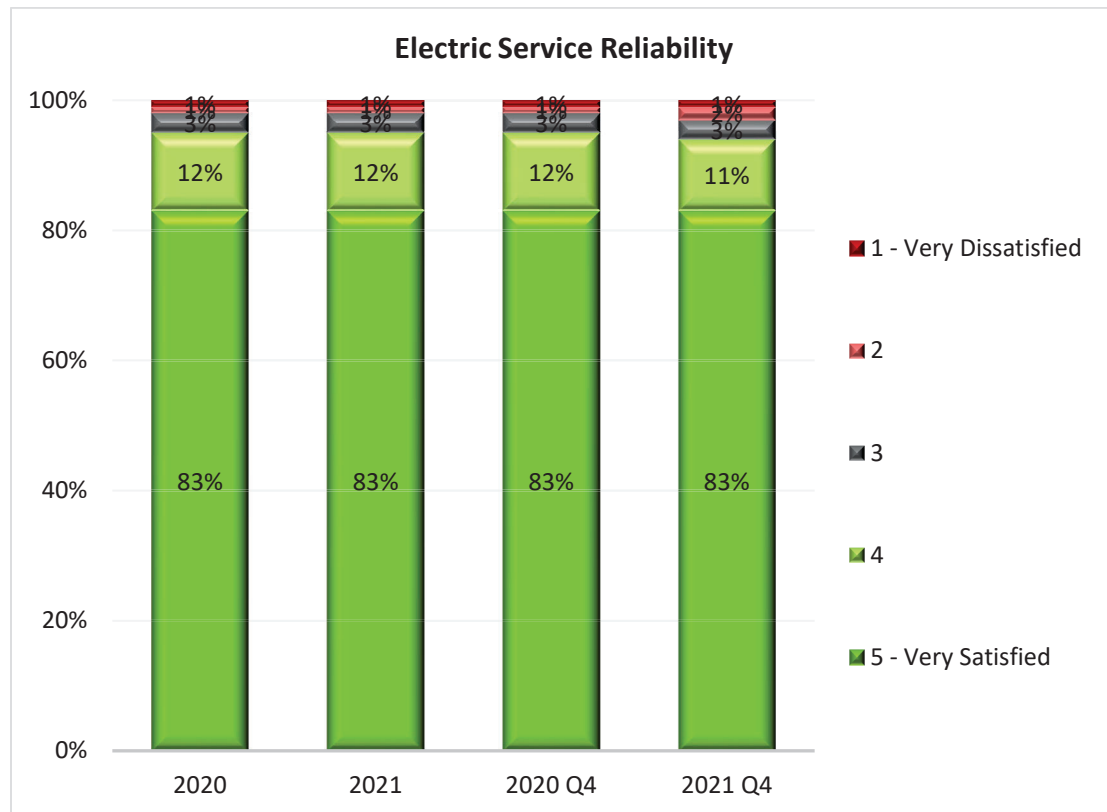
What prompted the need for additional contact?

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What prompted the need for additional contact?	
1	Another bill came.
2	GMP didn't call as promised.
3	I can't remember.
4	I contacted them a while ago to change the name on the bill, because my husband died.
5	I could not get email notifications changed.
6	I did contact GMP one time before about the same situation.
7	I didn't understand why my bill went up so high. Nothing I've done has changed.
8	I had service turned on at the wrong place.
9	I had to call back a couple of times. The representative was supposed to send a piece of paper of the wattage.
10	I have called several times and can't seem to get it resolved. The extra bill is prior to 2019.
11	I needed additional paperwork.
12	I needed more time.
13	I never got a bill or letter about the account.
14	It has been an ongoing process.
15	It wasn't resolved.
16	Not Green Mountain's fault but I haven't received the subsidy yet.
17	Persistent problem.
18	The electrician never heard from the engineer.
19	The email did not resolve anything. The call did.
20	The payment arrangement didn't go through the first time that I contacted them.
21	The repair was not repaired.
22	The representative couldn't explain what credits I gained or how to use them.
23	The third party couldn't do what I needed to be done.
24	There was a miscommunication.
25	They did not send me an email.
26	They wanted to see what money or aid I was going to receive from the federal program.
27	To make sure GMP received the money from VRAP.
28	We were waiting on paper work for us to come so we can fill the paper work out and send it back in.

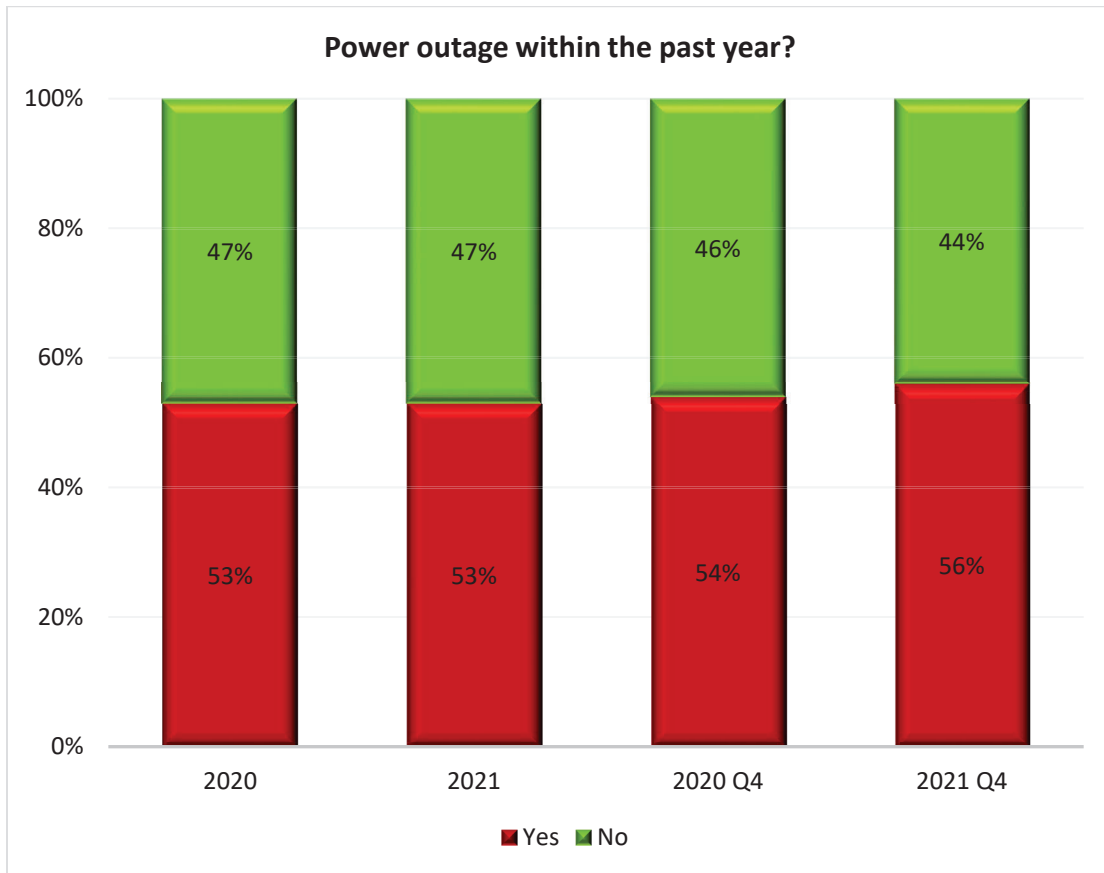
Returning to the same 1 to 5 scale where 1 means very dissatisfied and 5 means very satisfied, how satisfied are you with the reliability of your electric service?

		Quarter			
		2020	2021	2020 Q4	2021 Q4
		A	B	C	D
Electric Service Reliability	Base	1544	1544	384	395
	Net: {5, 4}	95%	94%	95%	94%
	5 - Very Satisfied	83%	83%	83%	83%
	4	12%	12%	12%	11%
	3	3%	3%	3%	3%
	2	1%	1%	1%	2%
	1 - Very Dissatisfied	1%	1%	1%	1%
	Mean	4.76	4.74	4.75	4.74



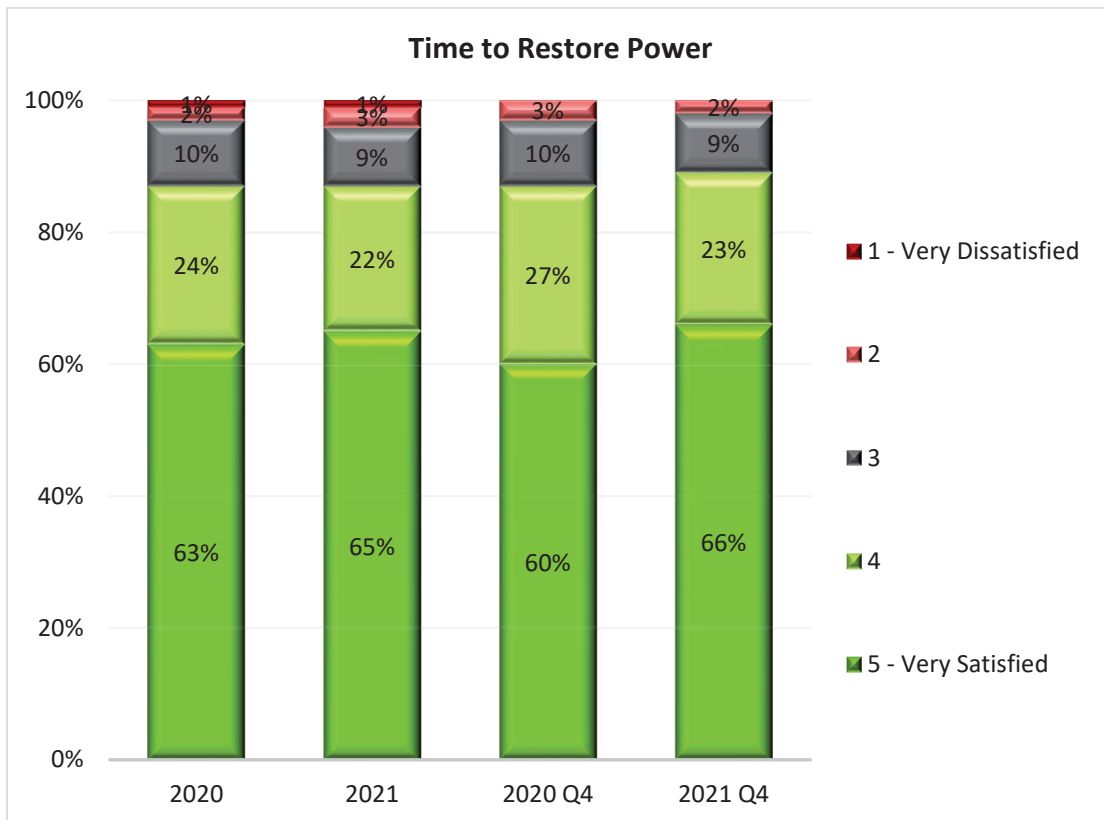
Have you experienced a power outage within the past year?

		Quarter			
		2020	2021	2020 Q4	2021 Q4
		A	B	C	D
Power outage within the past year?	Base	1513	1523	377	382
	Yes	53%	53%	54%	56%
	No	47%	47%	46%	44%



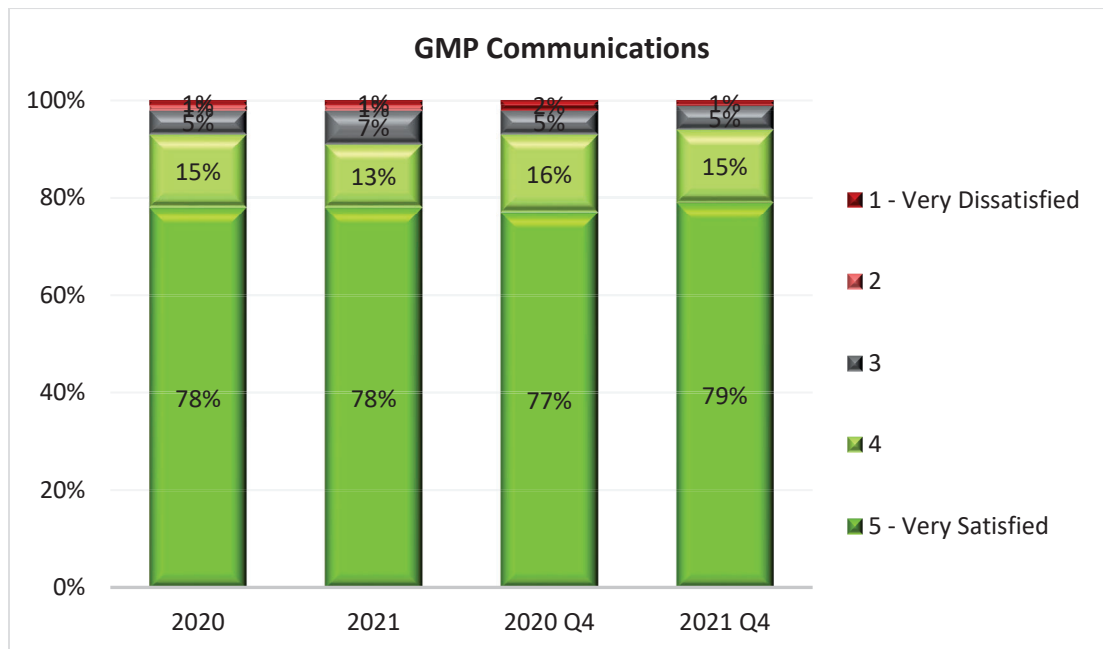
How satisfied were you with the amount of time it took Green Mountain Power to restore your power?

		Quarter			
		2020	2021	2020 Q4	2021 Q4
		A	B	C	D
Time to Restore Power	Base	760	781	195	208
	Net: {5, 4}	87%	87%	87%	89%
	5 - Very Satisfied	63%	65%	60%	66%
	4	24%	22%	27%	23%
	3	10%	9%	10%	9%
	2	2%	3%	3%	2%
	1 - Very Dissatisfied	1%	1%	-	-
	Mean	4.45	4.47	4.43	4.52



How satisfied are you with the way GMP communicates with you as a customer?

		Quarter			
		2020	2021	2020 Q4	2021 Q4
		A	B	C	D
GMP Communications	Base	1559	1548	389	397
	Net: {5, 4}	93%	91%	93%	94%
	5 - Very Satisfied	78%	78%	77%	79%
	4	15%	13%	16%	15%
	3	5%	7% A	5%	5%
	2	1%	1%	-	-
	1 - Very Dissatisfied	1%	1%	2%	1%
	Mean	4.67	4.65	4.66	4.72



**Which of the following is the most effective way for GMP to inform you of new products and services?
Would you say:**

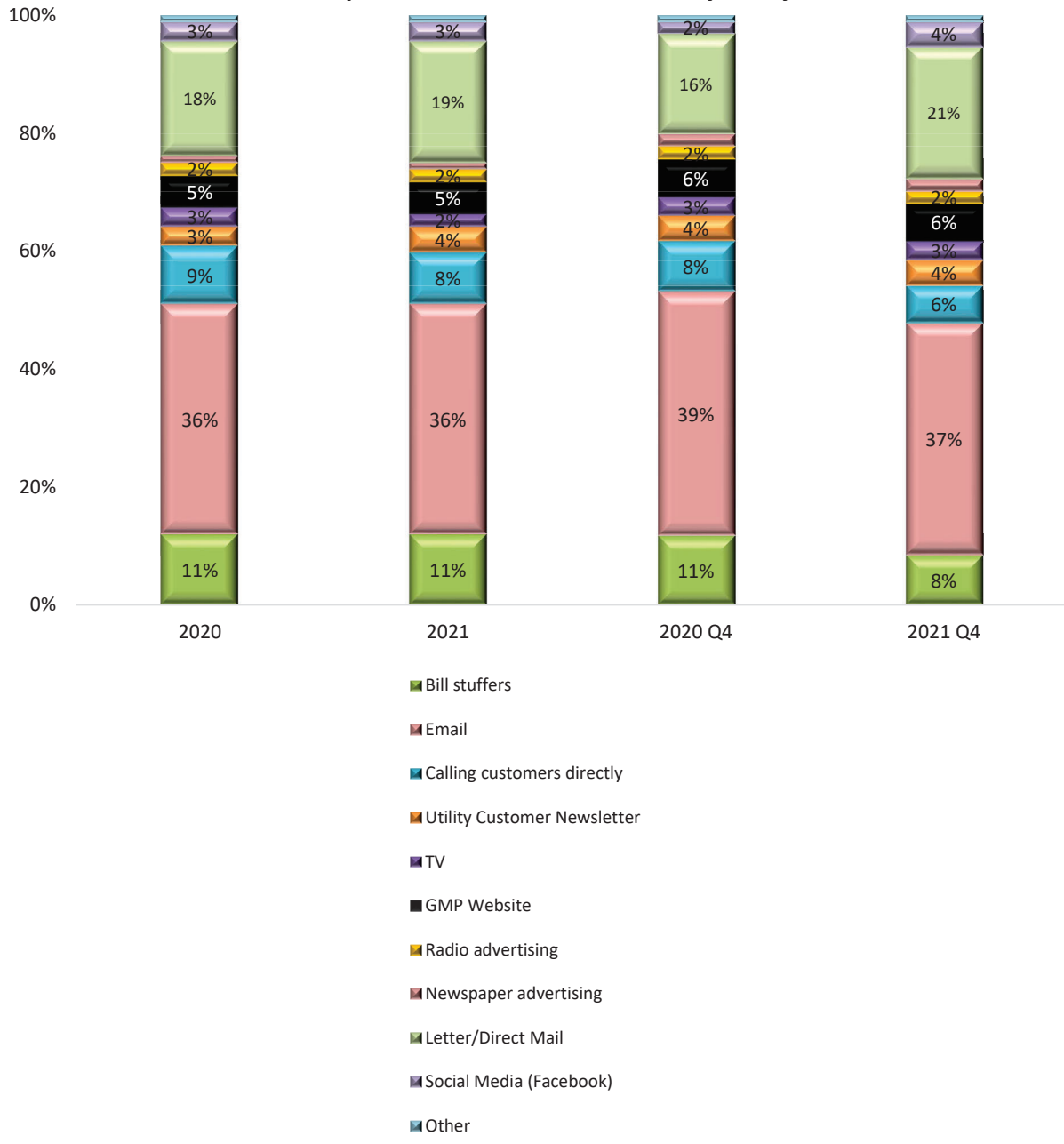
		Quarter			
		2020	2021	2020 Q4	2021 Q4
		A	B	C	D
Which of the following is the most effective way for GMP to inform you of new products and services? Would you say:	Base	1559	1565	388	393
	Bill stuffers	11%	11%	11%	8%
	Email	36%	36%	39%	37%
	Calling customers directly	9%	8%	8%	6%
	Utility Customer Newsletter	3%	4%	4%	4%
	TV	3%	2%	3%	3%
	GMP Website	5%	5%	6%	6%
	Radio advertising	2%	2%	2%	2%
	Newspaper advertising	1%	1%	2%	2%
	Letter/Direct Mail	18%	19%	16%	21%
	Social Media (Facebook)	3%	3%	2%	4%
	Other	1%	1%	1%	1%
DK/Ref	51	47	14	13	

Other Communication Method

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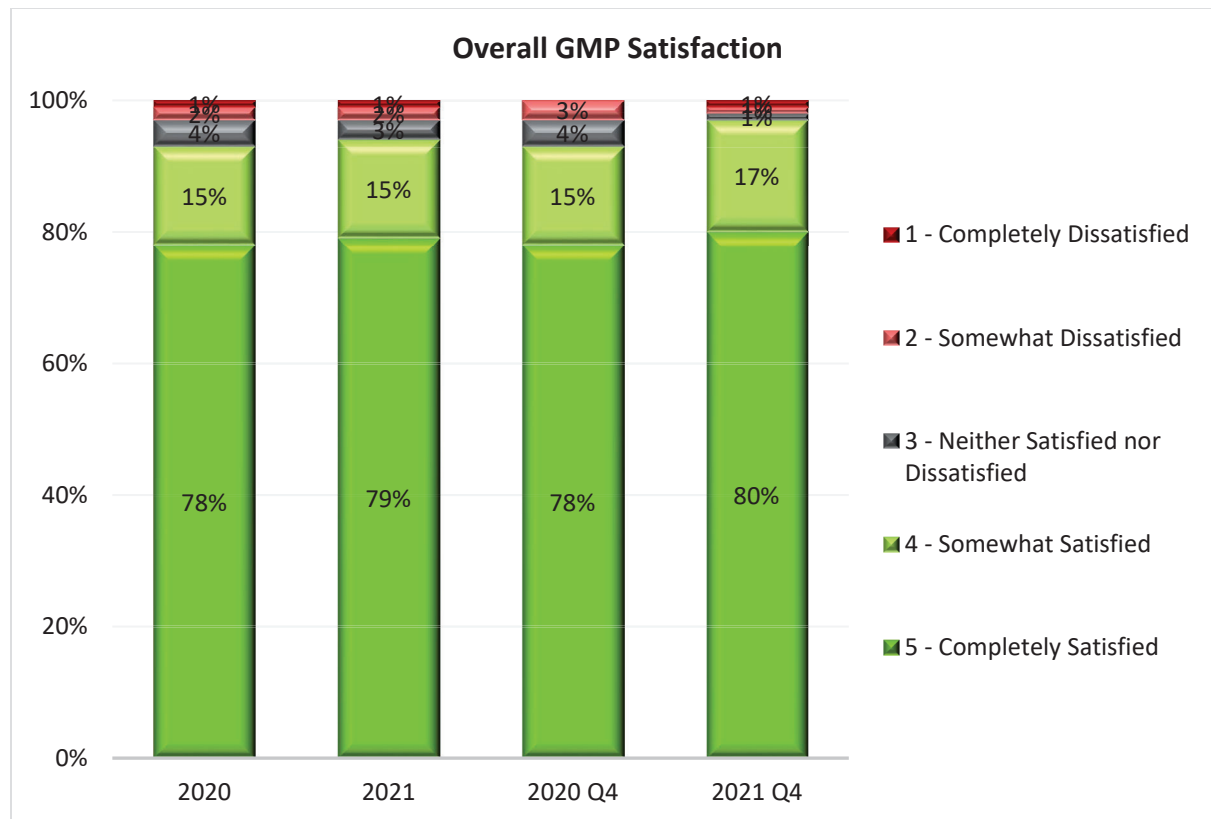
Other Communication Method	
1	Email - mix between social media.
2	None. I don't want any advertisements.
3	Please remove me from the email list. I do not want any notifications.

Which of the following is the most effective way for GMP to inform you of new products and services? Would you say:



Based on your overall experience with GMP, how satisfied would you say you are? Would you say that you are [5] completely satisfied, [4] somewhat satisfied, [3] neither satisfied nor dissatisfied, [2] somewhat dissatisfied or [1] completely dissatisfied?

		Quarter			
		2020	2021	2020 Q4	2021 Q4
		A	B	C	D
Overall GMP Satisfaction	Base	1594	1598	399	402
	Net: {5 - Completely Satisfied, 4 - Somewhat Satisfied}	93%	94%	93%	97% C
	5 - Completely Satisfied	78%	79%	78%	80%
	4 - Somewhat Satisfied	15%	15%	15%	17%
	3 - Neither Satisfied nor Dissatisfied	4%	3%	4%	1%
	2 - Somewhat Dissatisfied	2%	2%	3%	1%
	1 - Completely Dissatisfied	1%	1%	-	1%
	Mean	4.68	4.68	4.67	4.74



Overall GMP Satisfaction, What could GMP do or change to make you completely satisfied?

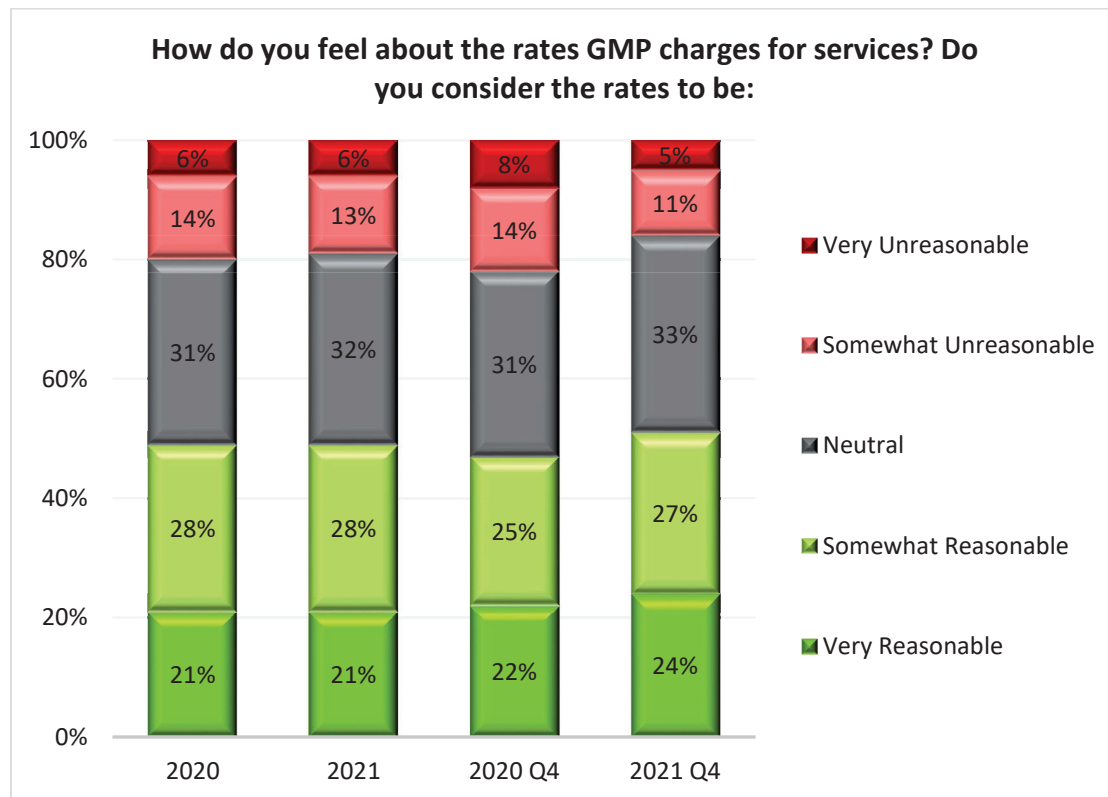
Fourth Quarter 2021 Only

	Overall GMP Satisfaction	What could GMP do or change to make you completely satisfied?
1	4	Address my prior issues.
2	4	Address the way they do the group net metering.
3	4	Addressing power outages more quickly.
4	4	Be more up front when I have a power outage. I have to ask someone to help me start my generator and I won't bother them for an hour or two but if it's going to be longer than that let me know. I have health issues.
5	4	Better customer communication and follow up.
6	4	Come up with a way I can get solar on my property.
7	4	Communications could be better.
8	4	Don't use third parties for customer services.
9	4	Fix the electric in my house.
10	4	Fix the lines so we don't get outages.
11	4	Fix the problems and communicate with the customer.
12	4	Get rid of the automated system when you to make a payment.
13	4	Give me my electricity for free.
14	4	Give me my money that GMP owes me.
15	4	Give me solar power free.
16	4	GMP has to update their information.
17	4	Have a live representative.
18	4	I don't have an answer.
19	4	I don't have a reason.
20	4	I don't know.
21	4	I don't know. GMP does a good job.
22	4	I don't know. I don't have anything.
23	4	I would like someone to follow up with me for a conclusion of this issue.
24	4	Improve the phone tree. It's hard to navigate.
25	4	Keep my rates down.
26	4	Lower my bill.
27	4	Lower the bill costs.
28	4	Lower the bill.
29	4	Lower the cost for my electricity.
30	4	Lower the electricity rate.
31	4	Lower the power bill.
32	4	Lower the rates for people over sixty-five years old.
33	4	Lower the rates or keep them the same.
34	4	Lower the rates.
35	4	Lower the rates.
36	4	Lower their prices.
37	4	Lower their rates.
38	4	Lower their rates.
39	4	Make their shut off notices a little different.
40	4	Making sure the lines are always clear from trees.
41	4	More broadband.
42	4	Not to have so many power outages.
43	4	Nothing really.
44	4	Nothing that I can think of.

	Overall GMP Satisfaction	What could GMP do or change to make you completely satisfied?
45	4	Nothing.
46	4	Nothing.
47	4	Nothing.
48	4	Nothing.
49	4	Nothing.
50	4	Nothing.
51	4	Nothing.
52	4	Pay the claim.
53	4	Reliability.
54	4	Repair the lines so we don't get any more outages.
55	4	Return my calls.
56	4	Sometimes when I call I have to call one number to get my balance and one number to pay my bill and that's a bit frustrating. Also, fewer outages but that's how it goes.
57	4	The pricing seems higher than other companies.
58	4	The way they go about handling previous bills.
59	4	Their low income assistance programs could be made more well known.
60	4	To be able to speak to a representative quicker.
61	4	To have fewer power outages.
62	4	To have less surveys.
63	4	To have more reliability.
64	4	To have the timing not so long. Having a resolution and waiting for a callback.
65	4	To resolve the problem. GMP hires lawyers to public service boards. GMP has influenced two things, they harm the necessary transition from fossil fuel to renewable energy. They discontinue the ability to use solar energy credits for other charges as energy efficiency, meter charge, and emerald ash tree board charges.
66	4	Upgrading of the grid and the infrastructure. We have power outage monthly. GMP should change the infrastructure. The lines are so convoluted, GMP has not done anything to fix the lines.
67	4	We have had a lot of outages.
68	3	I don't know.
69	3	I would have to think about it. Mostly historically it has been difficult to get clear answers or they have been disrespectful.
70	3	It is what it is.
71	3	Just to make sure GMP replies to inquiries in a timely manner.
72	3	Let the owner put the utilities in their name.
73	3	They could lower the cost of my bill.
74	2	Check the billing record.
75	2	Lower the cost.
76	2	Return my phone call.
77	2	Take away the extra fees.
78	1	GMP can help me with the electric problem.
79	1	Quit raising the rates.
80	1	Send me my \$900.00.

How do you feel about the rates GMP charges for services? Do you consider the rates to be:

		Quarter			
		2020	2021	2020 Q4	2021 Q4
		A	B	C	D
How do you feel about the rates GMP charges for services? Do you consider the rates to be:	Base	1434	1436	366	361
	Net: {Very Reasonable, Somewhat Reasonable}	49%	49%	46%	51%
	<i>Very Reasonable</i>	21%	21%	22%	24%
	<i>Somewhat Reasonable</i>	28%	28%	25%	27%
	Neutral	31%	32%	31%	33%
	Net: {Somewhat Unreasonable, Very Unreasonable}	20%	19%	23% D	16%
	<i>Somewhat Unreasonable</i>	14%	13%	14%	11%
	<i>Very Unreasonable</i>	6%	6%	8%	5%



Appendix A - Survey Script

MMI Tag	Logic	Green Mountain Power
C1		Hello. My name is [YOUR NAME] and I'm calling on behalf of Green Mountain Power with regards to a recent contact.
C2		May I please speak with [CONTACT]?
C3		Do you recall contacting GMP for any reason in the past week or two?
C4		[IF NO] Is there someone else who may have contacted GMP within the last few weeks?
C5		[ASK FOR THAT PERSON AND IF AVAILABLE START SURVEY OVER, BEGINNING WITH THE INTRODUCTION]
C6		[IF CONTACT IS UNAVAILABLE OR UNKNOWN - THANK & TERMINATE]
C7		Before we begin, I just need to make you aware that our conversation may be recorded for quality purposes.
		Reason for Contact
Q1		What was your main reason for contacting GMP?
M1		[INSERT CODE][DO NOT READ LIST]
		1. High bill complaint
		2. Estimate bill question
		3. Ask a question about your bill
		4. Apply for budget billing plan
		5. Balance statement
		6. Report or ask questions about a power outage
		7. Meter order or request
		8. Establish new service
		9. Apply for line extension
		10. Upgrade or move service (change or move line, pole or meter)
		11. End existing service
		12. Transfer service
		13. Obtain rate information
		14. Inquire about winter/summer rates
		15. Inquire about energy efficiency
		16. Inquire about tree trimming
		17. Inquire about electric water heating
		18. Work out repayment arrangement or schedule
		19. Reconnection
		20. Shut-off (non-payment)
		21. General inquiry/Other
		22. Make a Payment
		23. Don't Know/Refused
		Overall Transaction Satisfaction
S1		Thinking specifically about when you contacted GMP, how satisfied overall are you with GMP's performance in handling your inquiry or service request? Would you say you are [5] completely satisfied, [4] somewhat satisfied, [3] neither satisfied nor dissatisfied, [2] somewhat dissatisfied, or [1] completely dissatisfied with GMP's performance in handling your inquiry or service request?
Q2	IF S1 < 5	What could GMP have done in order to have completely satisfied your needs or expectations?
M2	IF S1 < 3	Would you like a customer service representative from GMP to follow-up with you about this? [VERIFY NAME & PHONE NUMBER]
		1. Yes
		2. No
[CTYPE]		CONTACT TYPE
CTYPE1	ALL	Was this most recent contact by telephone, visiting a payment location, web, or by some other means?
		1 - Telephone
		2 - Visiting a payment location

		3 - Web
		4 - Other
CTYPE10	If CTYPE1=3	Other Contact Type
Call Center		
C8	IF CTYPE1=1	Thinking about your most recent interaction with GMP and using a 1 to 5 scale where a 1 means very dissatisfied and 5 means very satisfied, how would you rate:
S2	IF CTYPE1=1	Your overall satisfaction with the way the call was handled?
S3	IF CTYPE1=1	The wait time required to speak with a representative?
S4	IF CTYPE1=1	The ability of the representative to handle your request?
S5	IF CTYPE1=1	The courtesy of the representative?
S6	IF CTYPE1=1	The personal attention given by the representative?
Q3	IF CTYPE1=1	Do you have any suggestions to help GMP improve their customer service?
Field Service		
M3	ALL	Did your request require a field service representative to visit your home?
		1. Yes
		2. No
		3. Have not visited yet
		4. Don't Know [DO NOT READ]
		5. Refused [DO NOT READ]
S7	IF M3=1	Using the same 1 to 5 scale, how would you rate your overall satisfaction with the field service that was performed?
S8	IF M3=1	The respect the representative showed for your property?
M4	IF M3=1	Were you present when the field service representative visited your home or property?
		1. Yes
		2. No
		3. Don't Know [DO NOT READ]
		4. Refused [DO NOT READ]
S9	IF M4=1	How would you rate your overall satisfaction with field service representative that handled your request?
S10	IF M4=1	The ability of the field service representative to handle your request?
S11	IF M4=1	The professionalism of the field service representative?
M5	IF M3=1	Was your service request completed with one visit?
		1. Yes
		2. No
		3. Don't Know [DO NOT READ]
		4. Refused [DO NOT READ]
Q4	IF M5=2	What remained incomplete?
Q5	IF M3=1	Do you have any suggestions to help GMP improve their Field Services?
Change in Opinion		
M6	ALL	In general, how would you say this particular contact with GMP has affected your opinion of them? Would you say your opinion is now more favorable, less favorable or is unchanged as a result of how they handled your inquiry?
		1. More favorable
		2. Less favorable
		3. Unchanged
		4. Don't Know [DO NOT READ]
Problem Resolution		
M7	All	Was your request resolved with this most recent contact?
		1. Yes
		2. No
		3. Don't Know [DO NOT READ]
		4. Refused [DO NOT READ]
Q6	IF M7=2	What remains unresolved?
M8	All	Was this most recent contact with Green Mountain Power the result of a prior contact that was not resolved?
		1. Yes
		2. No

		3. Don't Know [DO NOT READ]
		4. Refused [DO NOT READ]
Q7	IF M8=1	What prompted the need for additional contact?
Reliability		
S12	ALL	Returning to the same 1 to 5 scale where 1 means very dissatisfied and 5 means very satisfied, how satisfied are you with the reliability of your electric service?
M9	ALL	Have you experienced a power outage within the past year?
		1. Yes
		2. No
		3. Don't Know [DO NOT READ]
		4. Refused [DO NOT READ]
S13	IF M9=1	How satisfied were you with the amount of time it took Green Mountain Power to restore your power?
Communications		
S14	ALL	How satisfied are you with the way GMP communicates with you as a customer?
M10	ALL	Which of the following is the most effective way for GMP to inform you of new products and services? Would you say:
		1. Newspaper advertising
		2. TV
		3. Radio advertising
		4. Utility Customer Newsletter
		5. Bill stuffers
		6. Email
		7. GMP Website
		8. Calling customers directly
		9. Letter/Direct Mail
		10. Social Media (Facebook)
		11. Other [DO NOT READ]
		12. Don't Know [DO NOT READ]
		13. Refused [DO NOT READ]
Q8	if M10 = 11	[OTHER COMMUNICATIONS CHANNEL]
Satisfaction with GMP		
S15	ALL	Based on your overall experience with GMP, how satisfied would you say you are? Would you say that you are [5] completely satisfied, [4] somewhat satisfied, [3] neither satisfied nor dissatisfied, [2] somewhat dissatisfied or [1] completely dissatisfied?
Q9	IF S15 <5	What could GMP do or change to make you completely satisfied?
Rates		
M11	ALL	How do you feel about the rates GMP charges for services? Do you consider the rates to be:
		1. Very Reasonable
		2. Somewhat Reasonable
		3. Neutral
		4. Somewhat Unreasonable
		5. Very Unreasonable
		6. Don't Know/Refused [DO NOT READ]
Demographics		
M12		[GENDER – DO NOT READ]
		1. Male
		2. Female
AGE		And finally, which of the following best describes your age? Please stop me when I reach the correct answer.
		1. Teens
		2. Twenties
		3. Thirties
		4. Forties
		5. Fifties
		6. Sixties
		7. Seventies

		8. Eighties
		9. Nineties
		10. Over 100
		11. Don't Know [DO NOT READ]
		12. Refused [DO NOT READ]
C9		That's all the questions I have at this time. Thank you for your time!

Appendix B - Impact Analysis Defined

For the purposes of this report, appropriate responses were compiled and analyzed for each of the following attributes:

Dissatisfaction [DISSAT]

Dissatisfaction is the percent of all respondents that selected a response in the less desirable portion of the response spectrum². In the case of an attribute that is not necessarily undesirable, the proportion represents the response that most closely correlates with overall dissatisfaction.

Prioritizing management decisions solely on the ranked results of this measure would increase satisfaction in those areas with the lowest scores. However, without considering how important each attribute is to overall satisfaction, you may find little improvement in overall satisfaction and/or retention.

An example would be if it were determined that 80 percent of the customers calling your organization surveyed were dissatisfied with the hold time required to reach a representative. The end result of replacing the phone system or hiring more people would only ensure that more people would be more satisfied in regards to the hold time. After making the large capital expenditure there might be no shift whatsoever in the overall customer satisfaction because the hold time, though annoying, was not important.

Importance [IMPORT]

Importance is the relative amount of influence a measured item tends to have on the Overall Satisfaction score.

For the purpose of analysis, importance is represented as the average difference in the overall satisfaction score between those satisfied with a given attribute and those dissatisfied by the same attribute.

When deciding which areas to improve customer satisfaction, it is generally a good idea to take into account how important each measured attribute is to the average customer. A key concept to keep in mind about importance is that where items fall on the importance index are generally driven by culture (corporate, local, regional or national) and are more difficult to move up and down the list.

It is this combination of how many customers are dissatisfied [DISSAT] and to what degree [IMPORT] that we establish relative Impact on the overall satisfaction level of the customer base.

Impact [IMPACT]

Impact is defined as the degree to which the combination of Dissatisfaction and Importance impact the Overall Satisfaction score for the entire customer base. By prioritizing management decisions based on the ranked results (highest to lowest) of the impact values would tend to maximize the overall customer satisfaction score.

For the purpose of analysis, the impact index is calculated using the following equation: [IMPACT] = [IMPORT] x [DISSAT]. The resulting values are then normalized so all the impact values add up to 100.

² This includes all scores less than 4 on a 1 to 5 scale for score-based questions.