

Quantum
Market
Research

Customer Experience Monitor – Wave 1 2021

CitiPower / Powercor / United Energy



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About the research

Quantitative Methodology



Surveys conducted via a mix of online (via email and SMS invites) and telephone.



Fieldwork conducted from the 20th of April to the 17th of May 2021.



Average survey length: 5-10 minutes



All sample provided by CitiPower / Powercor / United Energy.



All respondents invited to enter a prize draw for a \$500 GiftPay voucher.

Average interview length (minutes)	Online	Phone
Planned interruptions	5	-
Unplanned interruptions	4	-
Quality of supply	7	10.5
Phone enquiry	5	9.5
Customer projects	6	9.5
Vegetation management	4	5.5
No Go Zone	9	10.5
Claims/complaints	7	9.5
Solar / Embedded Generation	6	8.5

Who we spoke to


The number of interviews achieved by event and distributor is shown in these tables.

The target number of interviews per event per distributor was as follows:

- 40 per distributor for CI Augmentation Projects
- 40 for CitiPower for Vegetation Management
- 80 for all other event x distributor combinations

	Total number of respondents n=	Interviewed by telephone n=	Interviewed online n=
United Energy	663	184	479
Planned Interruptions	85	-	85
Unplanned Interruptions	94	-	94
Quality of Supply	15	10	5
Phone Enquiry	83	17	66
CI Augmentation Projects	47	16	31
Vegetation Management	104	41	63
No Go Zone	46	40	6
Claims / Complaints	82	40	42
Solar / Embedded Generation	107	20	87

	Total number of respondents n=	Interviewed by telephone n=	Interviewed online n=
CitiPower	540	193	347
Planned Interruptions	89	-	89
Unplanned Interruptions	84	-	84
Quality of Supply	4	3	1
Phone Enquiry	95	27	68
CI Augmentation Projects	45	27	18
Vegetation Management	53	29	24
No Go Zone	51	40	11
Claims / Complaints	34	27	7
Solar / Embedded Generation	85	40	45
Powercor	894	208	686
Planned Interruptions	93	-	93
Unplanned Interruptions	90	-	90
Quality of Supply	42	26	16
Phone Enquiry	100	-	100
CI Augmentation Projects	100	5	95
Vegetation Management	117	60	57
No Go Zone	58	40	18
Claims / Complaints	84	40	44
Solar / Embedded Generation	210	37	173

 Indicates cells that did not achieve target quotas



Summary of results

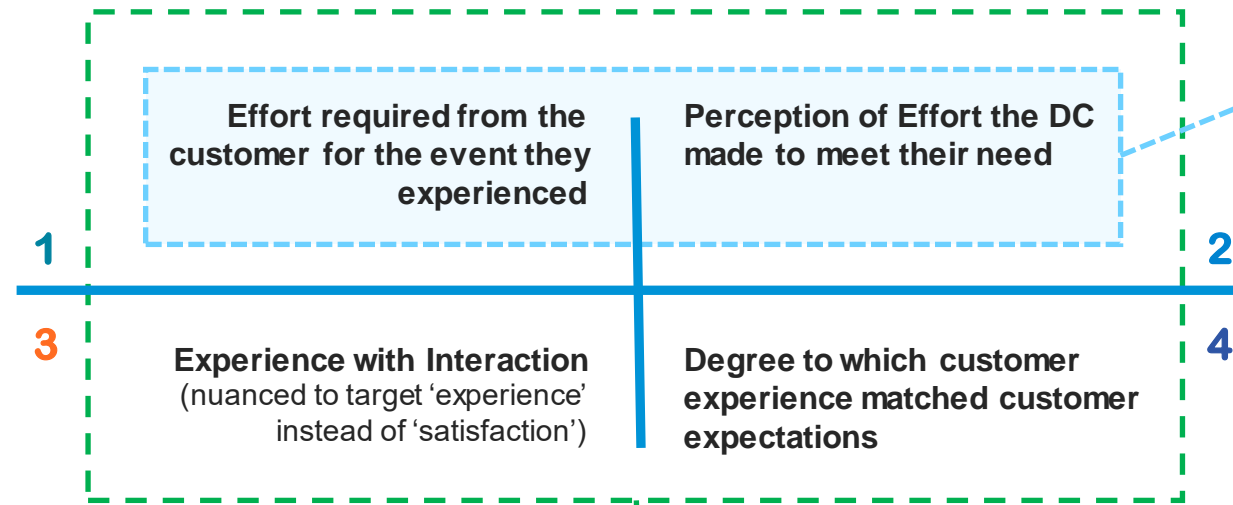
Key Metrics

1 = Effort Score

% of respondents who said their interaction was quite low effort or very low effort

3 = Experience Score

Average score over all respondents across all experience measures, based on the % of service delivery statements respondents agreed with (mildly/strongly)



1+2 = Total Combined Effort Score

% of respondents who said they felt their distributor put in at least as much effort as they did – this is calculated at the individual level

4 = Expectations Score

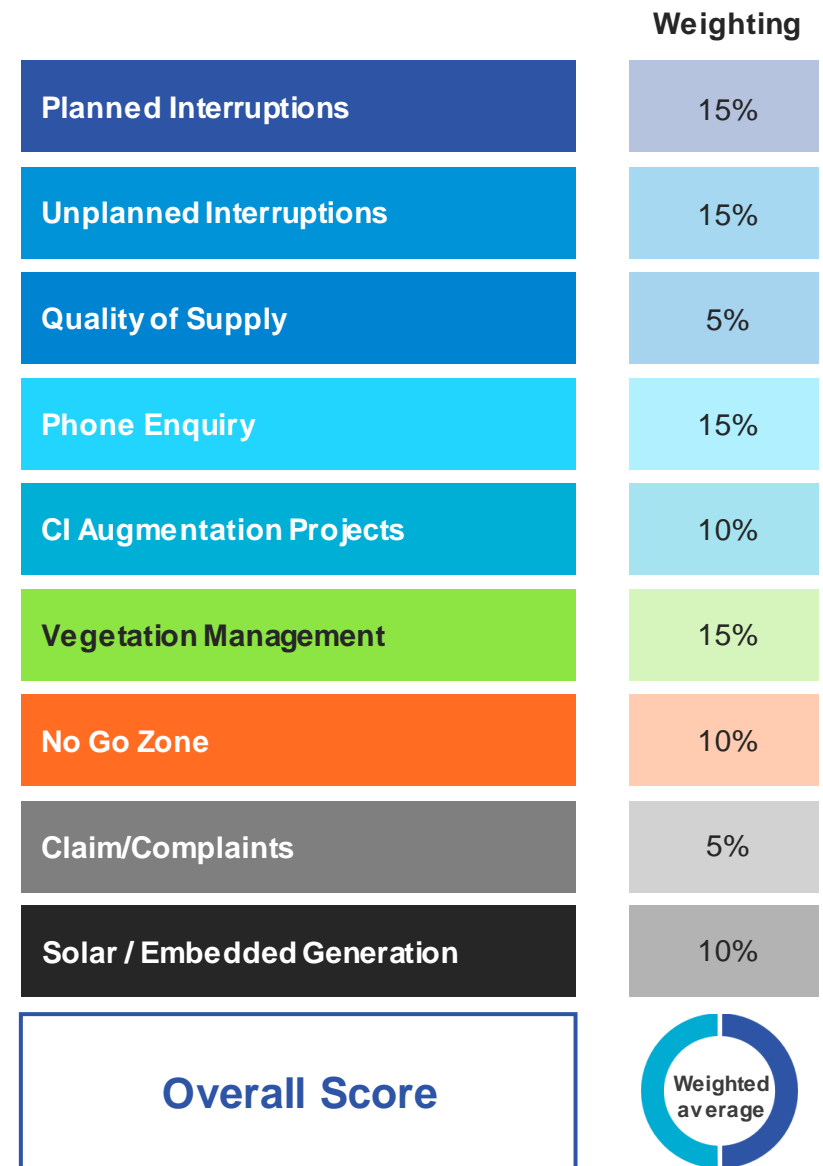
% of respondents who said the distributor met or exceeded their expectations

1+2+3+4 = Total Customer Experience Score

Mean of the other four scores

How the overall metrics are calculated

- Each of the three key metrics are reported for each customer event, for each distributor.
- A weighted average is also calculated for each metric for each distributor over all nine events. The weighting applied to each event is shown to the right.



CitiPower over time

	Effort Score		Total Combined Effort Score		Experience Score		Expectations Score		Total Customer Experience Score	
	2020 Wave 2	2021 Wave 1	2020 Wave 2	2021 Wave 1	2020 Wave 2	2021 Wave 1	2020 Wave 2	2021 Wave 1	2020 Wave 2	2021 Wave 1
Planned Interruptions	68%	72%	94%	90%	98%	95%	90%	90%	88%	87%
Unplanned Interruptions	55%	66%	90%	95%	86%	72% ↓	94%	77% ↓	81%	78%
Quality of Supply	36%	50%	64%	67%	67%	50%	55%	75%	56%	60%
Phone Enquiry	51%	54%	86%	89%	90%	91%	84%	94% ↑	78%	82%
CI Augmentation Projects	30%	27%	70%	75%	74%	76%	67%	72%	60%	62%
Vegetation Management	83%	82%	86%	100% ↑	63%	63%	76%	77%	77%	80%
No Go Zone	47%	27% ↓	89%	92%	91%	98%	93%	96%	80%	78%
Claim/Complaints	36%	21%	45%	36%	45%	62%	55%	39%	45%	40%
Solar / Embedded Generation	54%	42%	70%	71%	70%	70%	70%	74%	66%	64%
Overall Score	55%	54%	82%	85%	80%	78%	80%	81%	71%	75%

Powercor over time

	Effort Score		Total Combined Effort Score		Experience Score		Expectations Score		Total Customer Experience Score	
	2020 Wave 2	2021 Wave 1	2020 Wave 2	2021 Wave 1	2020 Wave 2	2021 Wave 1	2020 Wave 2	2021 Wave 1	2020 Wave 2	2021 Wave 1
Planned Interruptions	69%	64%	99%	91% ↓	97%	99%	96%	96%	90%	87%
Unplanned Interruptions	51%	48%	91%	94%	82%	90%	81%	94% ↑	76%	81%
Quality of Supply	44%	43%	81%	82%	76%	79%	68%	70%	67%	68%
Phone Enquiry	55%	51%	85%	89%	95%	87% ↓	91%	85%	82%	78%
CI Augmentation Projects	44%	36%	84%	78%	79%	77%	79%	74%	72%	66%
Vegetation Management	73%	70%	92%	85%	83%	73%	81%	74%	82%	75%
No Go Zone	49%	31%	85%	79%	93%	86%	91%	82%	80%	70%
Claim/Complaints	28%	29%	64%	51%	74%	63%	58%	50%	56%	48%
Solar / Embedded Generation	51%	44%	83%	82%	77%	76%	81%	82%	73%	71%
Overall Score	55%	50%	88%	84%	86%	83%	84%	82%	78%	75%


United Energy over time

	Effort Score		Total Combined Effort Score		Experience Score		Expectations Score		Total Customer Experience Score	
	2020 Wave 2	2021 Wave 1	2020 Wave 2	2021 Wave 1	2020 Wave 2	2021 Wave 1	2020 Wave 2	2021 Wave 1	2020 Wave 2	2021 Wave 1
Planned Interruptions	63%	67%	92%	95%	99%	98%	88%	93%	86%	88%
Unplanned Interruptions	41%	49%	88%	90%	65%	67%	77%	81%	68%	72%
Quality of Supply	37%	27%	70%	57%	63%	73%	64%	57%	59%	54%
Phone Enquiry	59%	44%	86%	87%	87%	89%	87%	90%	80%	78%
CI Augmentation Projects	41%	43%	78%	64%	88%	64% ↓	88%	72% ↓	74%	61%
Vegetation Management	77%	80%	95%	92%	76%	78%	78%	77%	82%	82%
No Go Zone	41%	37%	91%	91%	94%	100%	98%	96%	81%	81%
Claim/Complaints	28%	27%	53%	54%	52%	52%	38%	44%	43%	44%
Solar / Embedded Generation	40%	50%	79%	78%	84%	73%	80%	82%	71%	71%
Overall Score	51%	52%	85%	80%	81%	80%	81%	81%	75%	74%



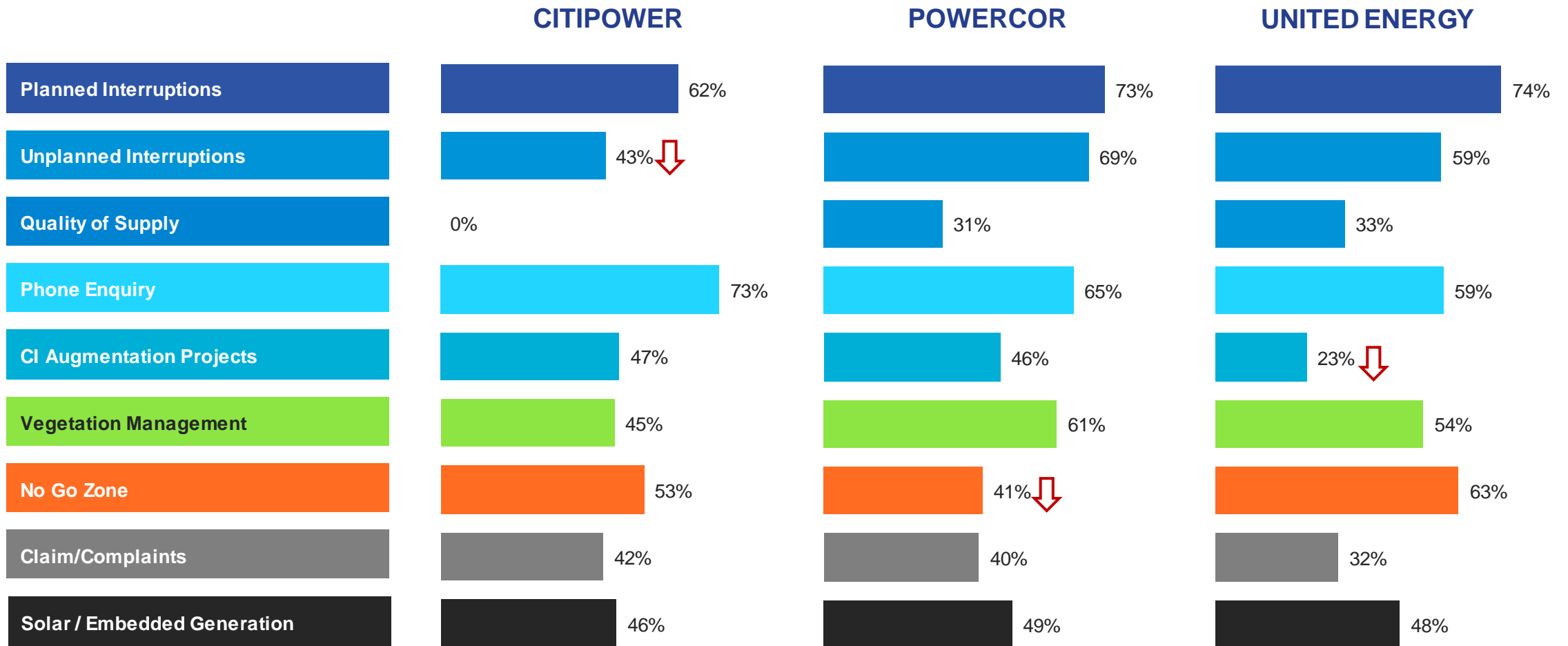
Making things less effortful for customers

% who found the interaction low/very low effort

	CITIPOWER		POWERCOR		UNITED ENERGY	
	2020 Wave 2	2021 Wave 1	2020 Wave 2	2021 Wave 1	2020 Wave 2	2021 Wave 1
Planned Interruptions	68%	72%	69%	64%	63%	67%
Unplanned Interruptions	55%	66%	51%	48%	41%	49%
Quality of Supply	36%	50%	44%	43%	37%	27%
Phone Enquiry	51%	54%	55%	51%	59%	44%
CI Augmentation Projects	30%	27%	44%	36%	41%	43%
Vegetation Management	83%	82%	73%	70%	77%	80%
No Go Zone	47%	27% 	49%	31%	41%	37%
Claim/Complaints	36%	21%	28%	29%	28%	27%
Solar / Embedded Generation	54%	42%	51%	44%	40%	50%
Overall Score	55%	54%	55%	50%	51%	52%



Many customers didn't feel more could be done to make the process easier for them



What are the top ways in which distributors can make it easier for customers?

	CITIPOWER		POWERCOR		UNITED ENERGY	
	Top mention	Second mention				
Planned Interruptions	Better communication 18%	Better / clearer information 3%	Better communication 14%	Less outages 4%	Better communication 8%	Better / clearer information 7%
Unplanned Interruptions	Better communication 27%	Better / clearer information 6%	Better communication 14%	Better / clearer information 9%	Better communication 19%	Better / clearer information 11%
Quality of Supply	Improve response time 75%	Improve call centre service 25%	Better / clearer information 29%	Better communication 24%	Better / clearer information 27%	Expand solar capacity 20%
Phone Enquiry	Improve call centre service 5%	Better communication 4%	Improve response time 9%	Better communication 6%	Resolve the issue 11%	Better communication 8%
CI Augmentation Projects	Better communication 13%	Improve response time 9%	Better / clearer information 14%	Better communication 11%	Better communication 34%	Better / clearer information 17%
Vegetation Management	Better communication 28%	Better standard of pruning 8%	Better communication 11%	Better standard of pruning 10%	Better communication 13%	Clean up / don't damage property 11%
No Go Zone	Improve response time 18%	Better / clearer information 8%	Improve response time 22%	Better customer service 10%	Better communication 11%	Improve response time 11%
Claim/Complaints	Provide compensation 15%	Better customer service 12%	Take responsibility 15%	Better customer service 14%	Better customer service 17%	Improve response time 15%
Solar / Embedded Generation	Better / clearer information 13%	Expand solar capacity 13%	Better / clearer information 12%	Better communication 8%	Better / clearer information 17%	Better communication 7%

Better communication was mentioned across all processes other than claims/complaints

	CITIPOWER		POWERCOR		UNITED ENERGY	
	Top mention	Second mention				
Planned Interruptions	Better communication 18%	Better / clearer information 3%	Better communication 14%	Less outages 4%	Better communication 8%	Better / clearer information 7%
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Claim/Complaints	Provide compensation 15%	Better customer service 12%	Take responsibility 15%	Better customer service 14%	Better customer service 17%	Improve response time 15%
Solar / Embedded Generation	Better / clearer information 13%	Expand solar capacity 13%	Better / clearer information 12%	Better communication 8%	Better / clearer information 17%	Better communication 7%

Better, clearer or more detailed information was the second most mentioned

CITIPOWER

POWERCOR

UNITED ENERGY

	Top mention	Second mention				
Planned Interruptions	Better communication 18%	Better / clearer information 3%	Better communication 14%	Less outages 4%	Better communication 8%	Better / clearer information 7%
Unplanned Interruptions	Better communication 27%	Better / clearer information 6%	Better communication 14%	Better / clearer information 9%	Better communication 19%	Better / clearer information 11%
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Solar / Embedded Generation	Better / clearer information 13%	Expand solar capacity 13%	Better / clearer information 12%	Better communication 8%	Better / clearer information 17%	Better communication 7%

Response times could be improved, particularly for No Go Zone

	CITIPOWER		POWERCOR		UNITED ENERGY	
	Top mention	Second mention				
Planned Interruptions	Better communication 18%	Better / clearer information 3%	Better communication 14%	Less outages 4%	Better communication 8%	Better / clearer information 7%
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Solar / Embedded Generation	Better / clearer information 13%	Expand solar capacity 13%	Better / clearer information 12%	Better communication 8%	Better / clearer information 17%	Better communication 7%

Better customer service – more knowledgeable and helpful staff – was particularly sought by those making a claim or complaint

CITIPOWER

POWERCOR

UNITED ENERGY

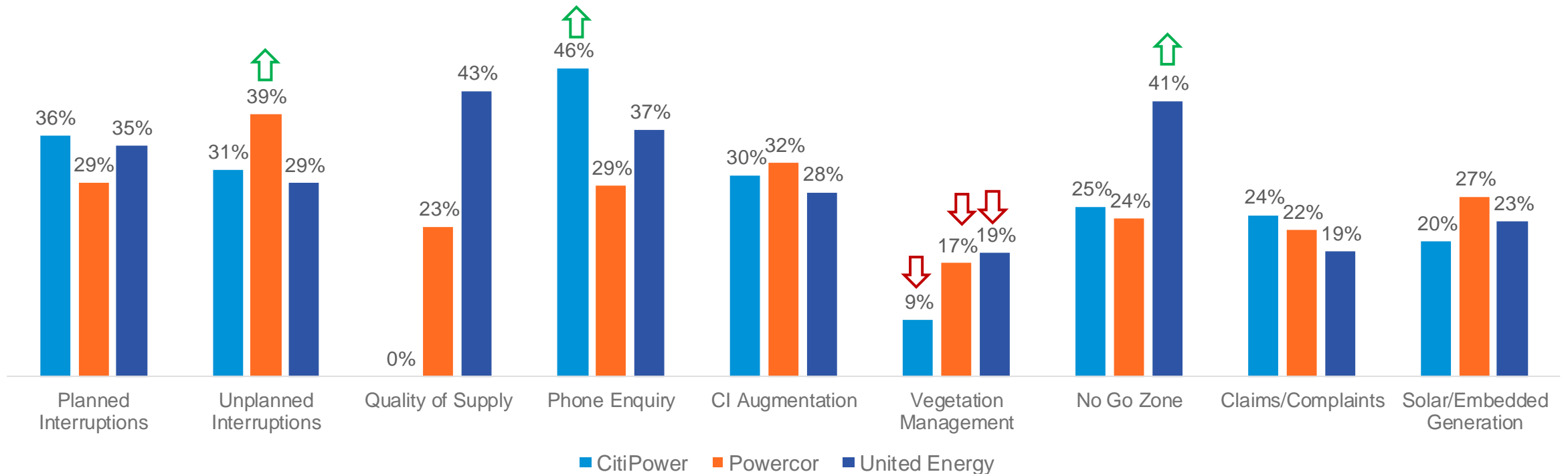
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Are we meeting customer expectations?

Across most processes we are exceeding expectations for a significant proportion of customers

Percentage of customers who said their distributor significantly or slightly exceeded their expectations



How are we exceeding expectations?

Unplanned Interruptions POWERCOR

Good communication (73%)

**Resolved issue quickly / within or before
the expected time (36%)**

Expectations have been met by early notification communications and achieving power restoration within reasonable times.

Informed me multiple times about the supply interruption and the progress on returning supply.

Phone Enquiry CITIPOWER

**Good service / polite / helpful /
professional (56%)**

**Prompt response / resolved issue
quickly (44%)**

The person I spoke to understood me immediately, explained clearly the facts, and it related to how solar power commits to your system and how CitiPower may restrict the amount of the solar power you could put in and I didn't understand why they had rules like that and the query as well explained

No Go Zone UNITED ENERGY

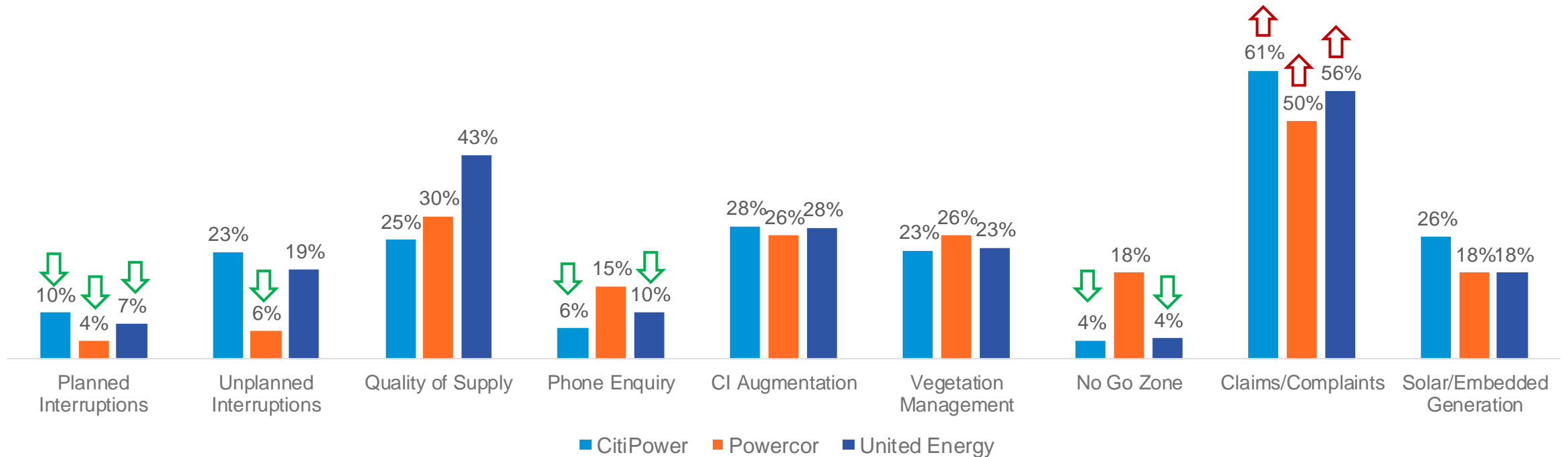
**Prompt response / resolved issue
quickly (58%)**

They were very prompt after I lodged it online in getting back and responding to me, the inspector was out here within a day, so it was all just very quick and easy.

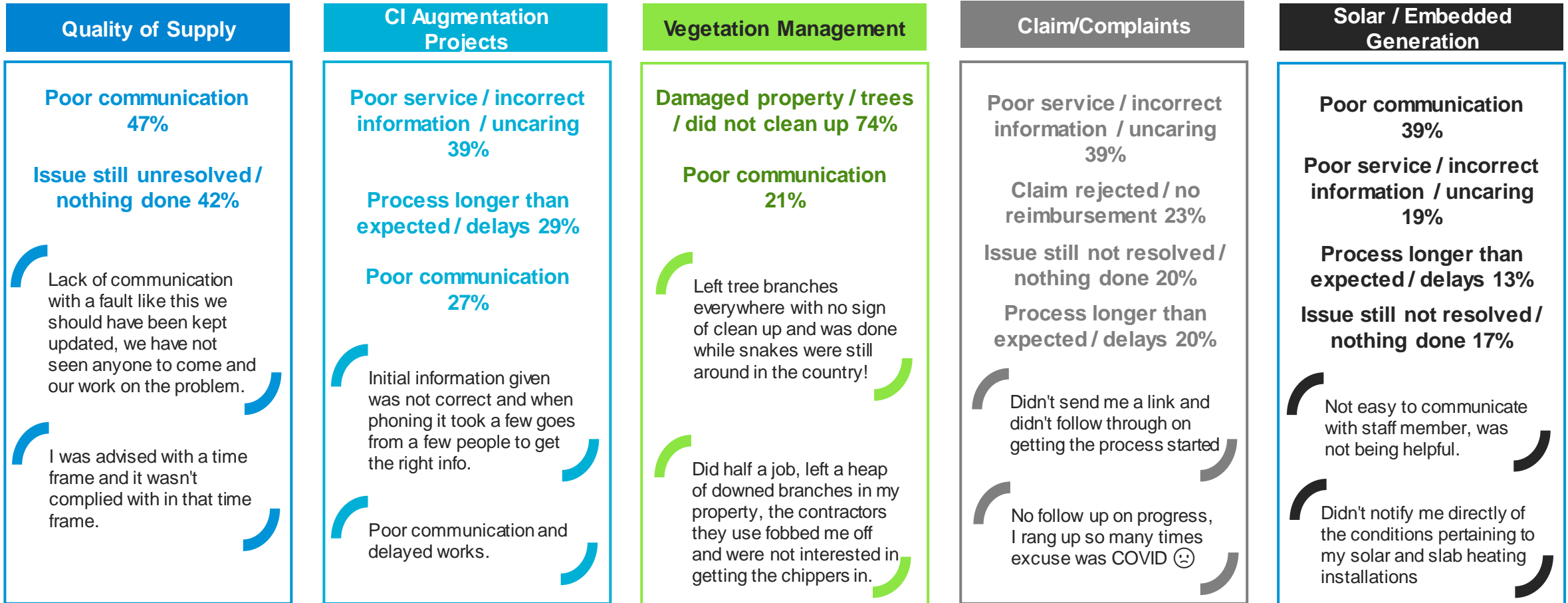
They got it done when they said they would, which is rare these days.

Unsurprisingly, claims and complaints most often fell below expectations

Percentage of customers who said their distributor significantly or slightly fell below their expectations



Where are we falling below expectations?



Percentages based on all three distributors combined

Summary

Summary

Most key metrics remain stable compared to the last wave of research

There have been significant declines in the Experience and Expectations scores for:

- CitiPower Unplanned Interruptions
- United Energy CI Augmentations

Across many processes, customers could not think of any way of making the process less effort

40%+ of customers across all three distributors had no suggestions for making the process less effort for:

- Planned and Unplanned Interruptions
- Phone Enquiries
- Vegetation Management
- No Go Zone
- Solar / Embedded Generation

There were many commonalities across processes for making the process easier for customers

The following were most frequently cited, in declining order of frequency:

- Better communication
- Better / clearer information
- Improved response times
- Better customer service

We are exceeding expectations for many customers, but are falling below for others

Claims and complaints customers were most likely to be disappointed – while it may not be possible to give them all what they want, there may be an opportunity to manage expectations here.



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