



Overview of the Utility Website Evaluation Study (UWES)

2012
**SERVICE
EXCELLENCE
SUMMIT**

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Energy Practice

Agenda

- Study Overview
- Methodology
- Preliminary Findings
- Details



Background

- J. D. Power and Associates has conducted website evaluation studies for auto manufacturers for over 11 years
- JD Power's energy practice has conducted overall customer satisfaction studies for electric and gas companies for over 13 years
- JD Power has expanded the website evaluation studies to other industry sectors – insurance, credit cards and utilities



Objectives

- Help utilities develop websites to:
 1. improve online customer satisfaction
 2. increase customer online self-service adoption rates
- Deliver in-depth findings about the customer's website experience and satisfaction
- Apply JD Power's voice of customer and mystery shopper approach by using customers to assess their own utility's website
- Identify and share best practices – both within the utility sector and, where appropriate, from other industry sectors
- Deliver actionable recommendations for improvements for study subscribers



Study Scope

Brands

All websites servicing regulated US electric suppliers with 500,000 or more customers

Customers

Residential customers with responsibility for their electric account

Tasks

Setup an online account	Research energy saving information
Log into your account	Initiate or update service
View electric consumption history	Report new outages or view current outages
Review account information	Locate contact information for your utility
Online payment	Perform account and profile maintenance

Factors

Ease of navigating the website

Appearance of the website

Speed of the website

Clarity of information on the website

Range of services on website



Brands

*All regulated US electric supplier websites servicing 500,000 or more residential customers**

- | | | |
|-----------------------------|----------------------------------|-----------------------------------|
| 1. AEP | 17. FirstEnergy | 33. Pepco Holdings |
| 2. Alabama Power | 18. Florida Power & Light | 34. Portland General Electric |
| 3. Alliant Energy | 19. Georgia Power | 35. PPL Electric Utilities |
| 4. Ameren | 20. KCP&L | 36. Progress Energy |
| 5. APS | 21. L. A. Dept. of Water & Power | 37. PSE&G |
| 6. BGE | 22. Long Island Power Authority | 38. Puget Sound Energy |
| 7. Central Maine Power | 23. MidAmerican Energy | 39. Rocky Mountain Power |
| 8. ComEd | 24. National Grid | 40. San Diego Gas & Electric |
| 9. Con Edison | 25. Northeast Utilities | 41. SMUD |
| 10. Consumers Energy | 26. NSTAR | 42. South Carolina Electric & Gas |
| 11. CPS Energy | 27. NV Energy | 43. Southern California Edison |
| 12. Detroit Edison | 28. NYSEG | 44. SRP |
| 13. Dominion Virginia Power | 29. OG&E | 45. Tampa Electric |
| 14. Duke Energy | 30. Pacific Gas and Electric | 46. We Energies |
| 15. Duquesne Light | 31. Pacific Power | 47. Westar Energy |
| 16. Entergy | 32. PECO | 48. Xcel Energy |

* Other company brands not listed are included on a proprietary basis on request



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Methodology

Scope and Objectives

- Leverage knowledge from auto manufacturer website evaluations
- Use the existing JD Power research to determine the most popular tasks

Execution

- Ask customers to complete tasks at their utility website
- Ensure tasks do not impact utility operations
- Identify tasks a customer can reasonably complete within 20 minutes

Quality Assurance

- Conduct quality assurance of respondent feedback to ensure validity and accuracy of the customer's evaluation

Analysis and Reporting

- Analyze the overall study findings
- Recognize top performing websites
- Provide in-depth findings and recommendations to subscribing brands



UWES Advisory Board

- JD Power collaborated with a group of industry thought leaders to design a website evaluation study that is appropriate and beneficial to the utility sector
- Eleven members of the Advisory Board
- Advisory Board objectives are:
 1. Provide a context and understanding of the business objective(s) supported by the utility website
 2. Ensure that JD Power measures the right tasks for the utility industry
 3. Provide direction, as required, during the testing, execution and delivery of the 2012 study



UWES Study Schedule

1. Launch study August 2011
2. Finalize scope and methodology October 2011
3. Establish Advisory Board October 2011
4. Develop Survey Instrument November 2011
5. Finalize Survey Instrument December 2011
6. Test Survey January 2012
7. Field study February 2012
8. Announce results – press release
Recognize the top ranked websites April 2012
9. Deliver individual subscriber deliverables April/May 2012



Survey Outline

- Screener and Demographic Questions
- Instructions – Preliminary Website Review
- Evaluation of Website
- Task Based Activities
 - Set-up online account (if no account set up)
 - Log in to account
 - Electric usage
 - Review account information (account balance, payment due date, previous payment)
 - Schedule an Online Payment
 - Research energy saving information
 - Start/Stop/Transfer Service
 - Outage Reporting and Viewing
 - Contact Information
 - Account Maintenance
- Navigation, Appearance, Speed, Usefulness of Information, Services
- Overall Website Rating



Survey Instrument Detail – Make an Online Payment (Simplified Example)

Please visit the website, log in, and start to make an online payment.

PLEASE NOTE: You do not have to complete the entire payment process to proceed with this survey. Only go to the final submit page unless you wish to make an actual payment to your account.

Q. Did you start to make an online payment successfully?

- Yes
- No

Q. Please rate how easy or difficult it was to make an online payment on the website:
You do not have to complete the entire payment process to proceed with this survey.

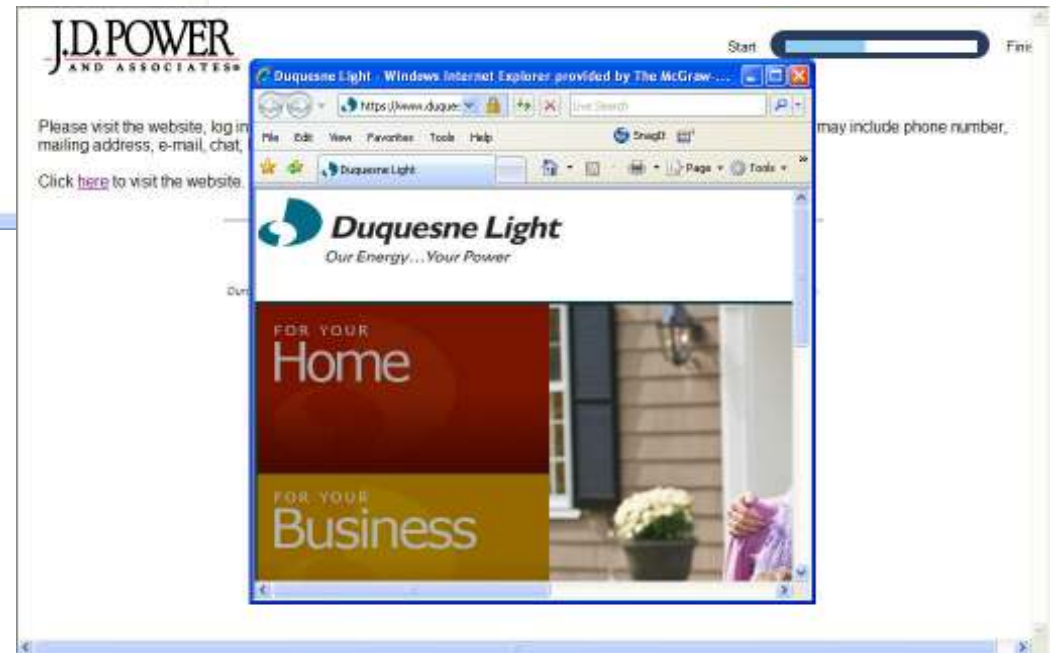
- Very difficult
- Somewhat difficult
- Neither difficult nor easy
- Somewhat easy
- Very easy

Q. Based on your above response, how could the website improve this process (what would you add/improve/eliminate from the process)?



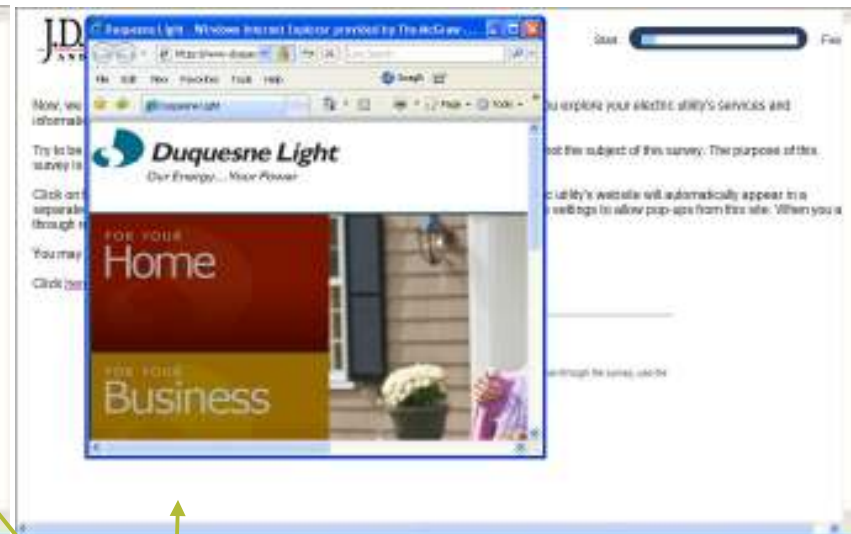
2012 UWES—Survey Screenshots

Website is opened in a separate window to be enlarged.



2012 UWES—Survey Screenshots

Website is opened in a separate window to be enlarged.



Note, screenshot images do not include browser toolbars, etc. that may be visible on the entire screen

Screenshot images are captured in 1024x768 screen resolution on Internet Explorer

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A Few Words from Your Customers...

"I think it's the best utility website in Columbus. Much better than Time-Warner"

"it's as if they have read your mind and already have most of whatever you would want to know right there for you"

"No improvement needed. Very easy to navigate"

"I was able to easily find all of the information and complete all of the tasks. For everyday use, this should be very easy. I will be using it monthly"



A Few More Words from Your Customers...

*"It's a little cluttered and
BOOOOORRRRRRIIIINNNNGGG"*

*"It seemed particularly
sluggish when I was logged
into the Online section"*

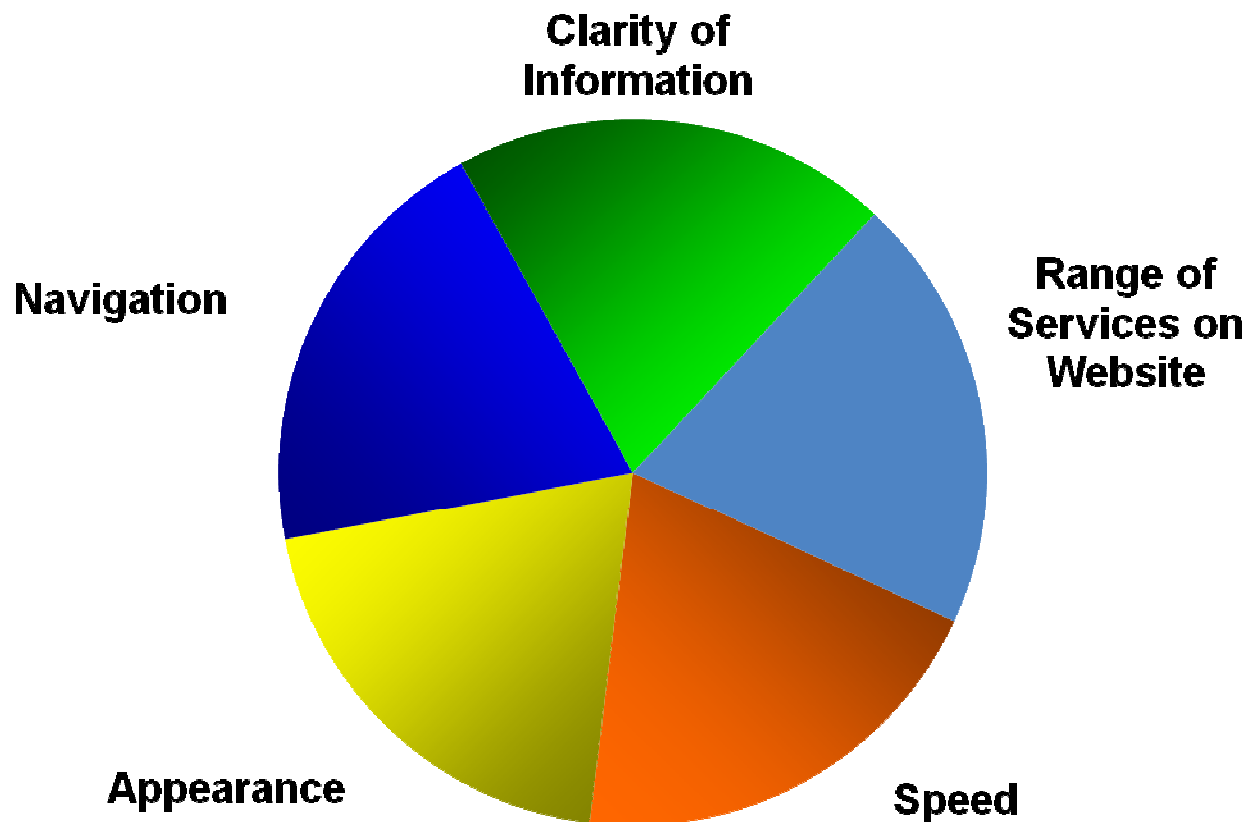
*"Get rid of the \$4.50
charge for using a credit
card."*

*"make the font/categories
stick out a little more"*

*"Larger text, it is
difficult to read
especially being red"*



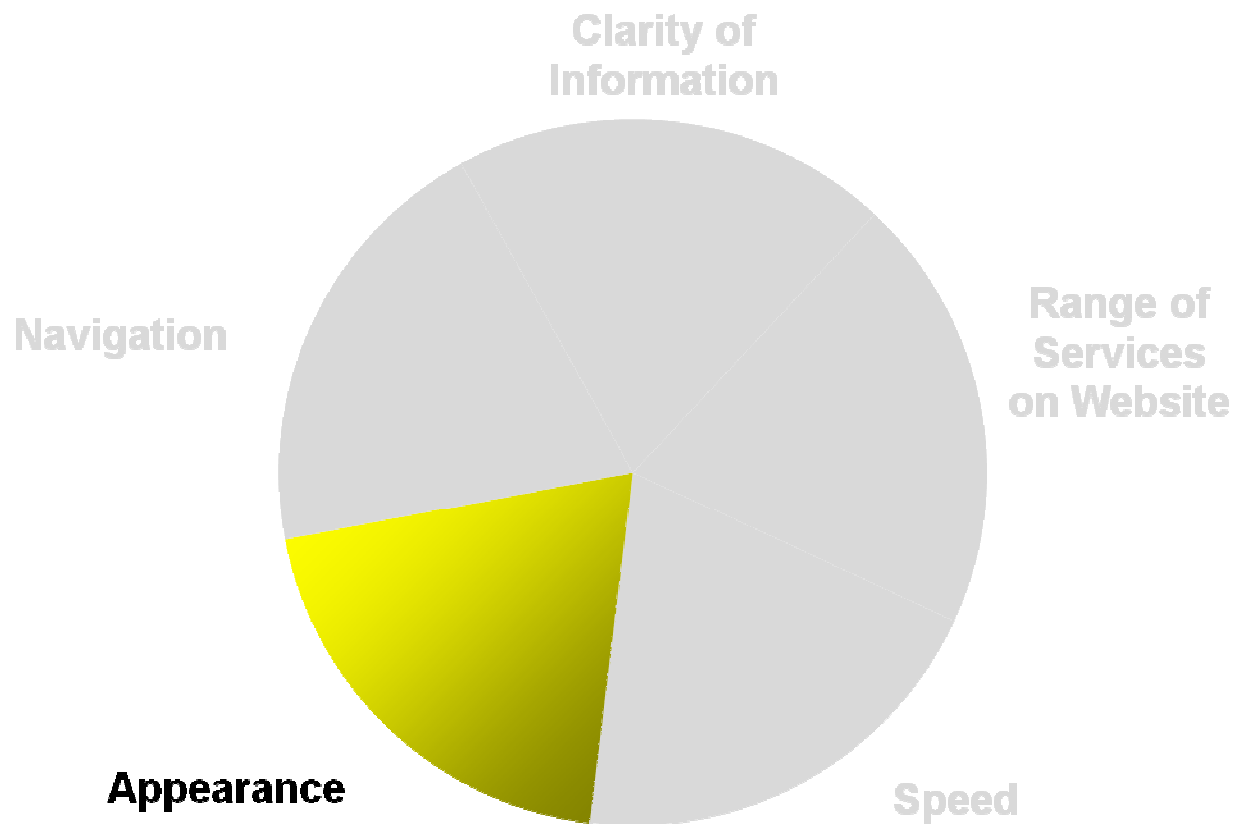
UWES Website Evaluation Study (UWES): Model is Final. Factor and Attribute Weights are Not Yet Known*



* March 2012



UWES Website Evaluation Study (UWES)





Los Angeles Department of Water & Power

Customer Service

Rebates & Programs

Doing Business

Green LA

Supply & Reliability

Health & Safety

Community Involvement

About LADWP

WE'RE WORKING FOR L.A.!



CUSTOMER SERVICE

- Access Your Account
- Make a Payment
- Turn On Service
- Transfer Service
- Turn Off Service
- Contact Customer Service

▪ ESPAÑOL

Search

[Advanced Search](#)

SPOTLIGHT

Consumer Rebate Program

Beat the Heat with LADWP's Whole House Rebates up to \$750!

LADWP is pleased to announce bonus rebates in keeping with the statewide Energy Upgrade California program which encourages a whole house approach to energy efficiency. For a limited time, the LADWP will provide bonus amounts for

Price, Reliability, and Quality

The Los Angeles Department of Water & Power, the nation's largest municipal utility, serving the water and electricity needs of the City of Los Angeles...
24 hours a day, 365 days a year. (800-342-5397)

LEARN ABOUT

CHARGE UP L.A.!
REBATES FOR EV HOME CHARGERS

WATCH VIDEO

SPOTLIGHT

Water Quality Update

In December 2011, LADWP submitted a request to the California Department of Public Health for a two year extension to the compliance date for the Stage 2 Rule.
[More >](#)

Free "Rain Garden"

Do you live in the Northeast San Fernando Valley and does your home have functional gutters and downspouts? If so, you may qualify for a free "Rain Garden" to capture and infiltrate rainwater.
[More >](#)

LADWP has a very cluttered appearance

The screenshot shows the LADWP website homepage. At the top left is the LADWP logo. To its right is a horizontal navigation bar with tabs for Customer Service, Rebates & Programs, Doing Business, Green LA, Supply & Reliability, Health & Safety, Community Involvement, and About LADWP. Below this is a banner with the text "WE'RE WORKING FOR L.A.!". The main content area is divided into several sections: a search bar with a search button and a link to "Advanced Search"; a "SPOTLIGHT" section with a blue header and text about a "Consumer Rebate Program"; a "LEARN ABOUT" section with a green header and a large graphic for "CHARGE UP L.A.!" featuring "REBATES FOR EV HOME CHARGERS" and a "WATCH VIDEO" button; a "CUSTOMER SERVICE" section with a list of links: "Access Your Account", "Make a Payment", "Turn On Service", "Transfer Service", "Turn Off Service", "Contact Customer Service", and "ESPAÑOL"; and a "SPOTLIGHT" section with a blue header and text about a "Water Quality Update".

There is a lot of text on the home page of LADWP and little use of color

Always on.SM

[Residential](#) | [Business](#) | [Customer Service](#) | [Community](#) | [Environment](#) | [About Us](#)

My Account

- Pay My Bill
- View My Bill
- Access Account History

[Mobile](#)

[Log In](#)

Not Registered? [Sign Up](#)



Save on electronics and appliances. [Learn more](#)



[Lake Conditions](#)

Follow Alabama Power:



How to read your bill

We've improved the design of your Alabama Power bill to make it easier to read and find what you need.

[LEARN MORE](#)



[Project SHARE](#)

[New Bill](#)

[Environmental](#)

[Save Energy](#)

[Heat Pump](#)

NEWS

In The News

Renew Our Rivers completes 12th year by collecting 12



Customer Service

Residential | Business
Turn On/Off Power



Services for:

Energy Managers
Builders & Developers



Login

User ID:

[Forgot User ID?](#)

Password:

[Forgot Password?](#)

Remember my User ID

New User? [Register now](#) | [Learn more](#)

Save Money & Energy

High Bills? AEP Ohio offers many tips to help customers reduce energy usage and keep costs down.

- [Residential Energy Savings Rebates and Programs](#)
- [Online Energy Checkup](#)
- [Energy-Saving Tips](#)
- [Energy Calculators](#)

Outages & Problems

Report Outages & Problems

Please Select ...

- [Report an Outage](#)
- [Map of Current Outages](#)
- [Outage Safety Tips](#)

Your Account

- [Pay Your Bill](#)
- [Paperless Billing](#)
- [View Bills](#)
- [Your Energy Usage](#)
- **Moving?** [Start](#) / [Stop](#) / [Transfer Service](#)
- [Electric Choice & The Price To Beat](#)
- [Payment Assistance](#)
- [Level Your Payments](#)

Alabama Power uses a simple layout while AEP Ohio has a busy but organized appearance

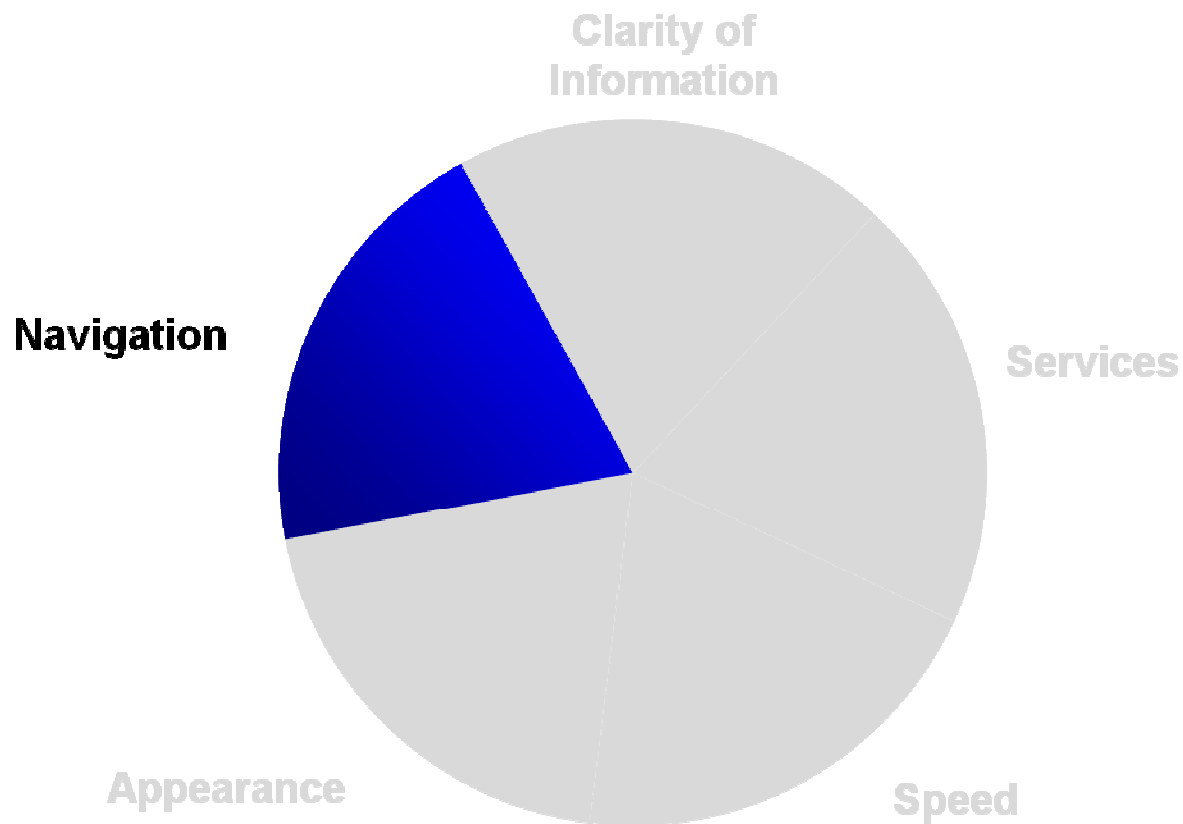



The layout for Alabama Power is simple but still relies on color for navigation

AEP Ohio is able to utilize color and font sizes to help create an organized appearance that otherwise might have been cluttered




UWES Website Evaluation Study (UWES)



FOR YOUR HOME 

- Billing & Payments
- Start/Stop Service
- Save Energy & Money
- Products & Services
- Storms & Outages
- Safety Information
- Communications

[Renewables & Customer Generation](#)**FOR YOUR BUSINESS** 

Pay Your Bill



Save Energy



View Account

OUR COMPANY **SUPPORT CENTER**  Font  Print  Rate  Share**Log In**

E-mail Address

Password

[Forgot Password](#)[Need To Register?](#) Remember Me**SUBMIT**

Check out our mobile site for more features.

VIEW VIDEO**Have a question?****ASK****TOP 10****Billing & Payments**

We offer several billing and payment options for your convenience. Pick the option that best fits your needs.

[Learn More](#)**Start/Stop/Move Service**

Moving to a new residence and need to change your service? Get started with our easy online process.

[Learn More](#)**News** **01/20/2012**[Progress Energy Florida reaches multi-year agreement with consumer advocates](#)**01/19/2012**[Progress Energy board of directors declares dividend](#)

Progress Energy uses color, large buttons and an easy to read layout



Viewable screen with a resolution of 1024 x 768



While content is not above the fold, Progress Energy uses an easy to read layout, large buttons and color to draw the eye of the website visitor

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The J.D. Power and Associates 2012 Utility Website Evaluation StudySM (UWES) examines the features and content of electric company websites that are useful and effective to customers when interacting with their local electric utility. The study helps utilities develop websites that improve customer satisfaction and save money by increasing the number of customers using online self-service.



Utility Website Evaluation Study



Utilities that understand their customers' online experiences will be better positioned to develop websites that improve customer satisfaction and may also be able to achieve cost efficiencies by increasing the number of customers using online self-service.

As the interaction between residential customers and their local electric utility continues to evolve, it is imperative that utility websites provide an engaging and useful online experience for their customers. Utilities that understand their customers' online experiences will be better positioned to develop websites that improve customer satisfaction and may also be able to achieve cost efficiencies by increasing the number of customers using online self-service.

THE SOLUTION

The J.D. Power and Associates Utility Website Evaluation StudySM examines the content and features of electric utility websites that may be useful and effective for customers who interact online with their utility. The study examines the customer utility website experience in five factors—content, transactions, speed, appearance, and navigation—which allows utilities to:

- Examine key drivers of satisfaction among utility customers' online experiences with their electric utility website
- Align service improvement initiatives with customers' core desires and needs
- Benchmark performance on customer satisfaction among the nation's electric utilities

THE BENEFITS

Study subscription will provide access to the tools needed to gain a comprehensive, in-depth understanding of how your company is performing and to identify any areas needing improvement. Deliverables include:

- A management discussion and on-site executive presentation that provide insights into key industry trends and study findings, allowing your company to examine performance and prioritize improvement initiatives
- Access to competitive data sets, allowing a comparison of your company's performance against competitors, the industry, and the highest performers
- Data analysis via SPSS Data and iSTATWebSM files that allows for segmentation at the national and regional levels, and by individual Key Performance Indicators (KPIs)

J.D. Power's research solutions enable electric utilities to target their performance activities that have a direct impact on ROI.

COMPLETE THE PICTURE

J.D. Power offers a comprehensive suite of solutions that deepen insights into all phases of the customer life cycle, allowing you to make more informed business decisions.

Tracking

J.D. Power offers two tracking solutions that enable you to measure quality and customer satisfaction in real time and compare the data against industry benchmarks to identify areas of improvement:

AcquiritSM AcutrendSM—Provides a 360° view of the customer experience in real time through a Web-based user interface that allows for an analysis of every key performance measure against industry benchmarks



Custom Tracking—Offers a customized research and customer satisfaction measurement and tracking on a proprietary basis utilizing a variety of data collection methods, which are accessed via a user-specific data-reporting platform

Social Media Insights

Collect and evaluate customer sentiment in its natural form—unprompted. J.D. Power's advanced social media intelligence solutions easily integrate into your existing research, surpassing the basic monitoring tools that many companies currently use.

Text Analytics

J.D. Power's state-of-the-art text processing technology can analyze all of your unstructured text—gathered from any source—and provide actionable solutions and analyses that enable rapid, effective responses to the continuously changing needs and opinions of consumers.

Website Evaluation Services

Gain an understanding of how consumers interact with your website, as well as whether your website is meeting the needs of consumers and how your website stacks up against those of competitors. J.D. Power experts work with you to re-engage consumers on your website and to implement sustainable improvements.

Contact Center Solutions

J.D. Power's Contact Center experts use a rigorous and methodological approach to evaluate your contact center in order to provide measurable, actionable analyses and customized recommendations for developing a high-quality customer experience throughout all phases of the improvement process.

Mystery Shopping

Take advantage of J.D. Power's rigorous and comprehensive sales and service mystery shopping, observational audit, and compliance services, which can be customized to virtually any industry.

Consulting and Training

Develop competitive advantages by integrating Voice of the Customer data, benchmarking study findings, and J.D. Power's industry expertise into your strategic planning and operational activities.

J.D. Power offers a comprehensive suite of solutions that deepen insights into all phases of the customer life cycle, allowing you to make more informed business decisions.

For more information about J.D. Power utility products and services, please contact:

Andrew Heath at (833) 445-1100, or via email Andrew.Heath@jdp.com

Upcoming Key Dates

- Press Release: April 12th
- UWES Key Findings Web Conference: April 17th

