
NRLP

NEW RIVER LIGHT & POWER

2023 Customer Survey

What We Heard

A snapshot of customer feedback, priorities and follow-up actions.

Survey conducted March - June 2023



About the survey

How the 2023 research was conducted and how this snapshot should be read.

145

NRLP customer respondents

Margin of error: +/-8.6%

11

participating member utilities

ElectriCities retail customer research

12 min.

approximate survey length

Mostly online interviews

This document is a summary, not the full research report.

In 2023, New River Light and Power participated in a customer satisfaction survey facilitated by ElectriCities of North Carolina to better understand customer experiences, priorities and expectations.

Residential and commercial customers were invited to share feedback on topics including electric service, customer service, communications, energy use and utility programs. The survey allowed NRLP to compare customer feedback with broader public power and electric utility benchmarks.

Source detail: ElectriCities customer satisfaction research conducted by Maru/Matchbox; NRLP residential sample fielded March 2-June 2, 2023.

Customer satisfaction at a glance

NRLP customers reported high levels of satisfaction with their electric utility and strong confidence in the service they receive.

8.1 / 10

average overall satisfaction

Higher than the 2023 residential benchmark of 7.3.

89%

**said expectations were met
most or all of the time**

Compared with 76% of the overall residential sample.

79%

Would choose NRLP

If they had a choice of electric utility providers.

**What matters
most to you:**

60% of NRLP residential respondents ranked reliable electric service as their number 1 utility priority.

Sources: Satisfaction with Utility; Utility Expectations; Most Important Utility Characteristics.

Reliable service matters most

Reliability was both the top customer priority and one of NRLP's strongest-performing areas.

60%

ranked reliable electric service first among utility characteristics.

This was far above the next priorities: good value at 16% and environmental stewardship at 15%.

Reliable service rating



Meets expectations



Would choose NRLP



Key takeaways

Customer feedback reinforces NRLP's continued focus on safe, reliable electric service and outage response.

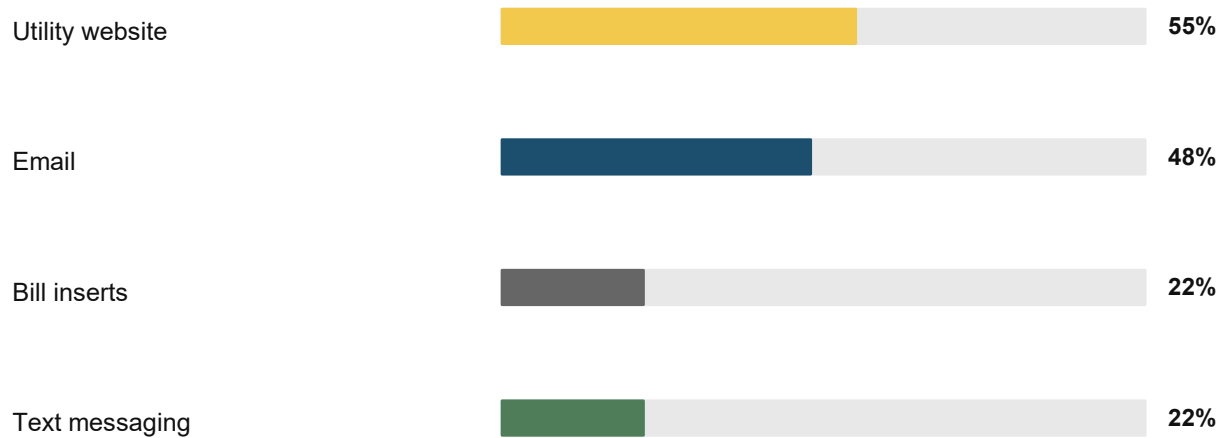
While customers rated NRLP highly for reliability, the survey also showed opportunity to strengthen perceptions of value and help customers better understand the cost of electricity and their energy use.

Sources: Most Important Utility Characteristics; Utility Organizational Characteristics; Utility Expectations; Utility Choice.

How customers want to hear from us

The website and email were the top preferred sources for utility information.

Preferred source for utility information



Outage information

Text message was the clear top preference for receiving outage information.

82% preferred text messages for outage updates.

What we're doing: continued investment in the NRLP website, email updates, customer portal/mobile tools and outage communications, including exploring an Outage Management System with texting.

Sources: Source of Communication about Utility Provider; Preferred Source for Outage Information.

Energy use, programs and choice

Customers gave NRLP high marks overall, while also signaling interest in cost, rates and energy-use options.

An opportunity to strengthen value

Customers rated NRLP highly for reliability, while ratings for value were more mixed, highlighting an opportunity to continue improving the overall customer experience.

Energy-use topics customers showed interest in



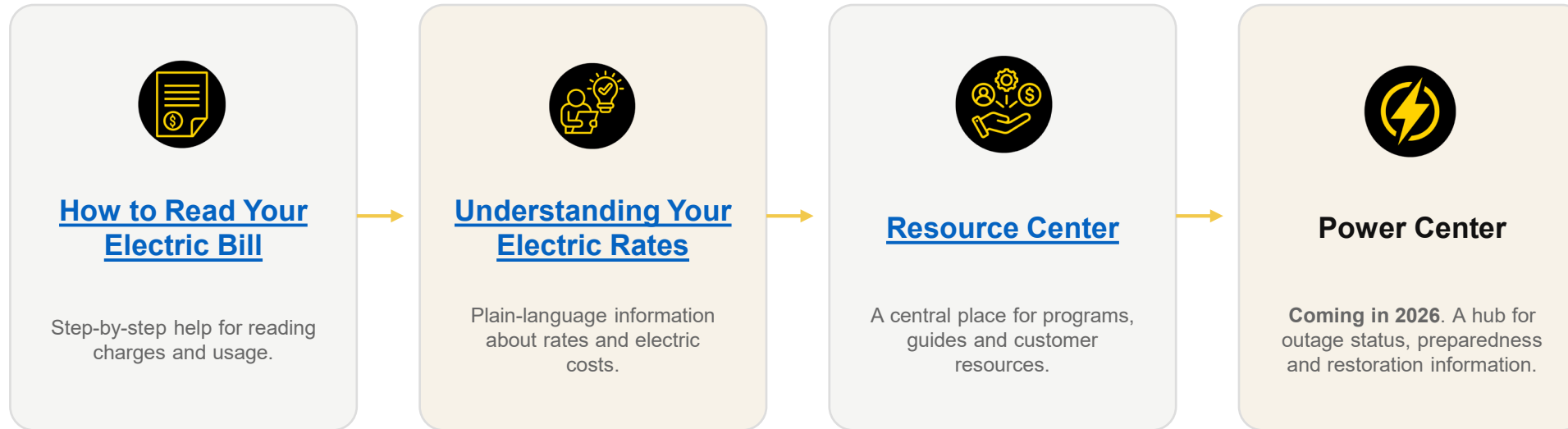
Plain-language billing, rate and energy-use resources directly support what customers asked for.

Sources: Utility Organizational Characteristics; Programs & Offers; Rate Options.

From feedback to action

The survey now serves as a benchmark for customer-focused improvements.

The 2023 survey reinforced the importance of making utility information easy to find, understand and use. Since then, NRLP has continued to expand customer resources and improve access to important information.



Updated and additional resources, such as the How to Read Your Electric Bill webpage, are a direct result of customer feedback. NRLP uses customer feedback to guide continued improvements in service, communications and customer resources.

Looking ahead

Customer feedback will continue to shape how NRLP communicates, plans and serves customers.

1

Use the 2023 survey as a benchmark

This snapshot creates a public record of key customer priorities and expectations.

2

Prepare for the next large-scale survey

Future surveys can be designed with public reporting in mind from the start.

3

Keep improving customer communication

Website, email, billing, outage and energy-use resources should remain easy to find and understand.

Final note

This document highlights selected findings from NRLP's 2023 customer satisfaction research. The results continue to serve as one source of information for NRLP planning and customers service improvements.

New River Light & Power

Source: App State's NRLP 2023 Retail Customer Survey Report, ElectriCities/Maru customer satisfaction research.