

Report of Findings

2nd Half 2025 Transactional Study

8 January 2026



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Aggregate Data

(Provided Separately)





Research Objectives

- GreatBlue Research was commissioned by the Los Alamos County Department of Public Utilities (hereinafter “DPU”) to conduct market research to understand the nature of customers' most recent transactions with DPU employees.
- The primary goals of this research study were to assess reasons for contacting the DPU, track methods of interacting with the DPU, and understand how well DPU employees are servicing customers' needs.
- The outcome of this research will enable the DPU to a) more clearly understand the nature of transactions with DPU employees, b) act on near-term opportunities for improvement, and c) create a strategic roadmap to improve interactions with customers moving forward.

Areas of Investigation

The Los Alamos County Department of Public Utilities Transactional Survey leveraged a quantitative research methodology to address the following areas of investigation:

- Reasons for contacting the DPU
- Methods of interacting with the DPU
- Number of points of contact with the DPU needed to resolve issues
- Rating DPU representatives on a series of characteristics
- Demographic profiles of respondents



Research Methodology Snapshot



Methodology Digital	No. of Completes 136	No. of Questions 19*	Incentive None	Sample Distributed by the DPU
Target Customers who have had a recent transaction with the DPU	Quality Assurance Dual-level**	Margin of Error +/- 8.37%	Confidence Level 95%	Research Dates July 1, 2025 - December 31, 2025

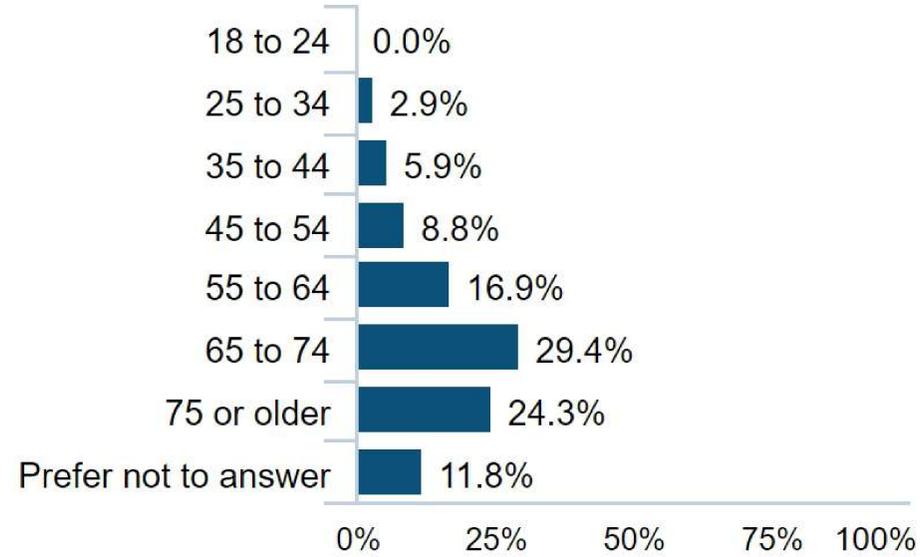
* This represents the total possible number of questions; not all respondents will answer all questions based on skip patterns and other instrument bias.

** Supervisory personnel, in addition to a computer-aided interviewing platform, ensure the integrity of the data is accurate.

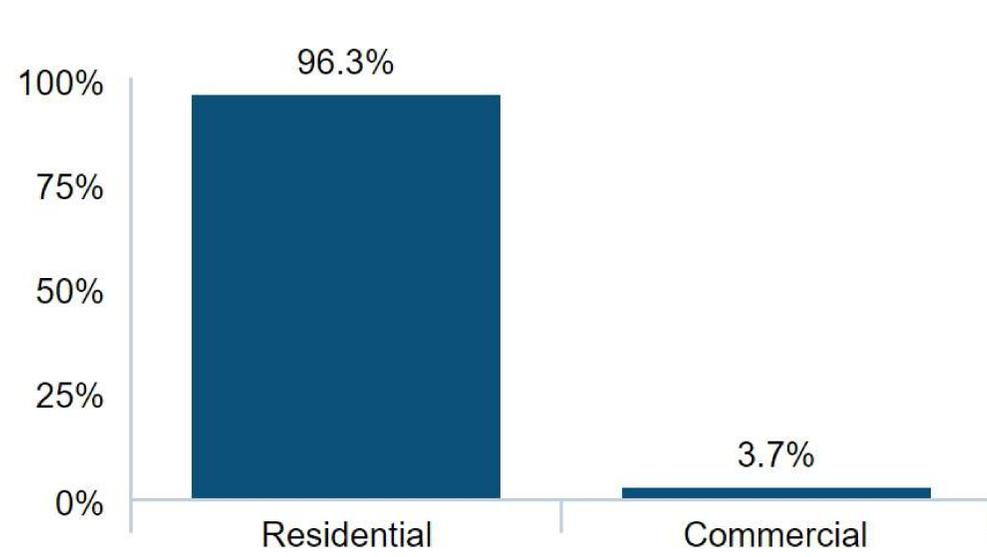
Respondent Profile | Demographics



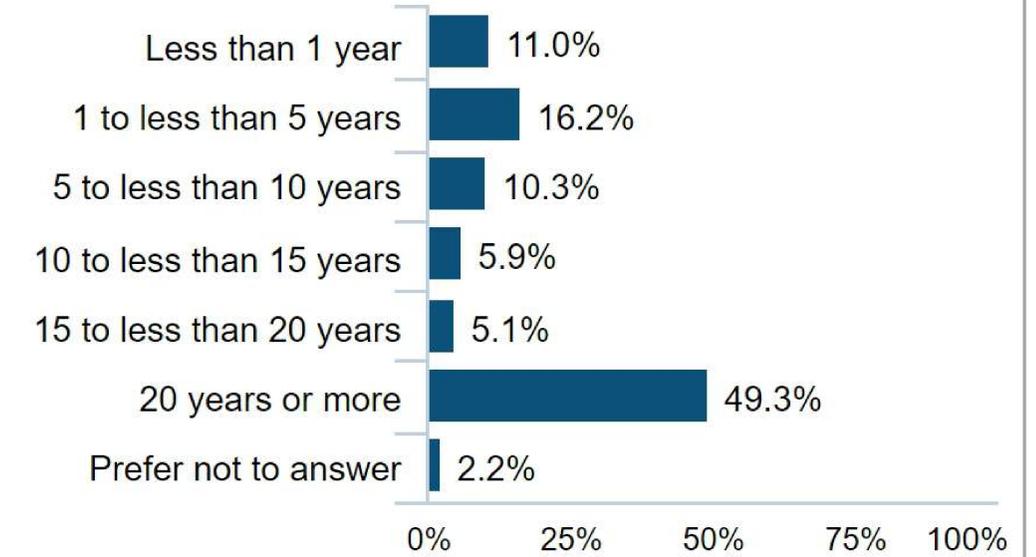
Age



Type of Customer



Length of Time as Customer

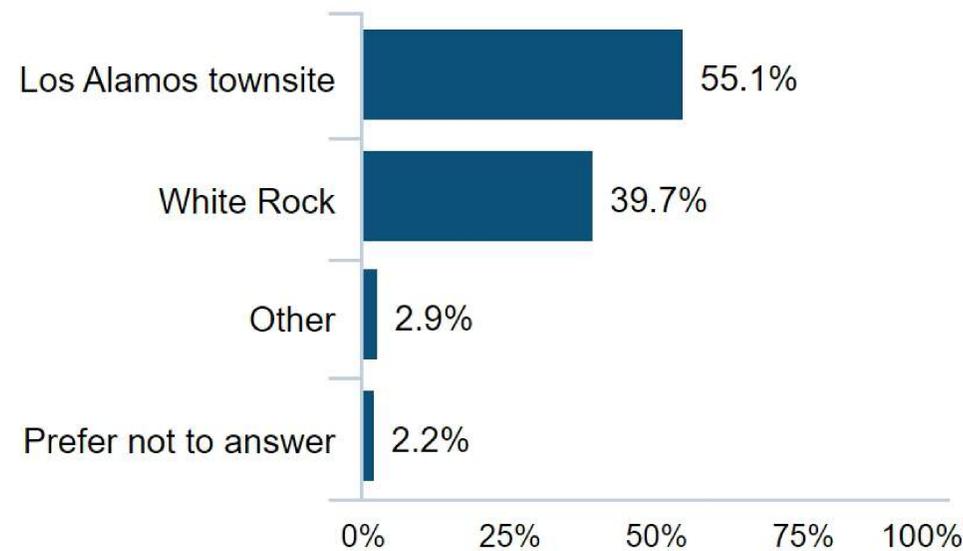


Home Ownership

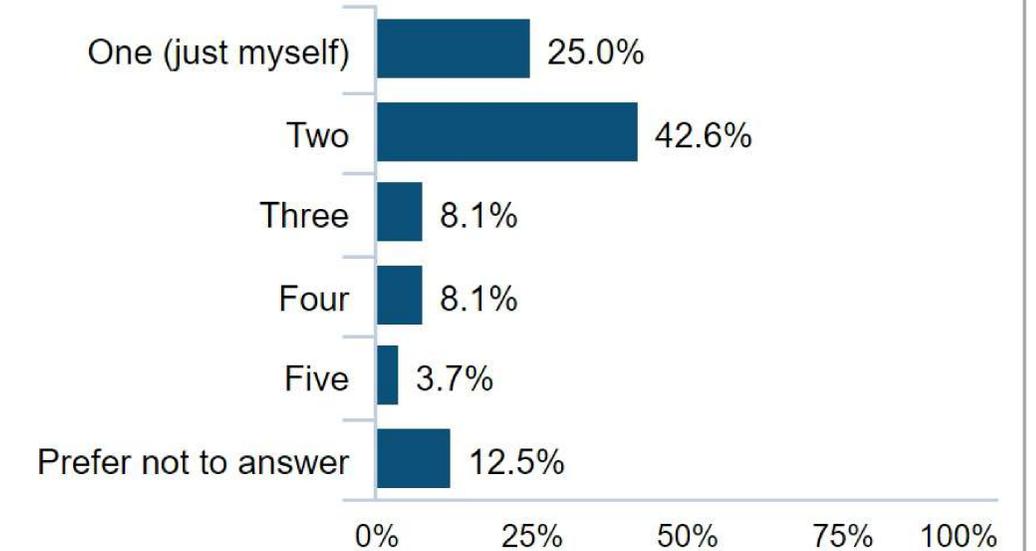
12.5% | **80.1%**
Rent | Own

7.4% of respondents provided responses of "prefer not to say" or "not applicable"

Location of Residence



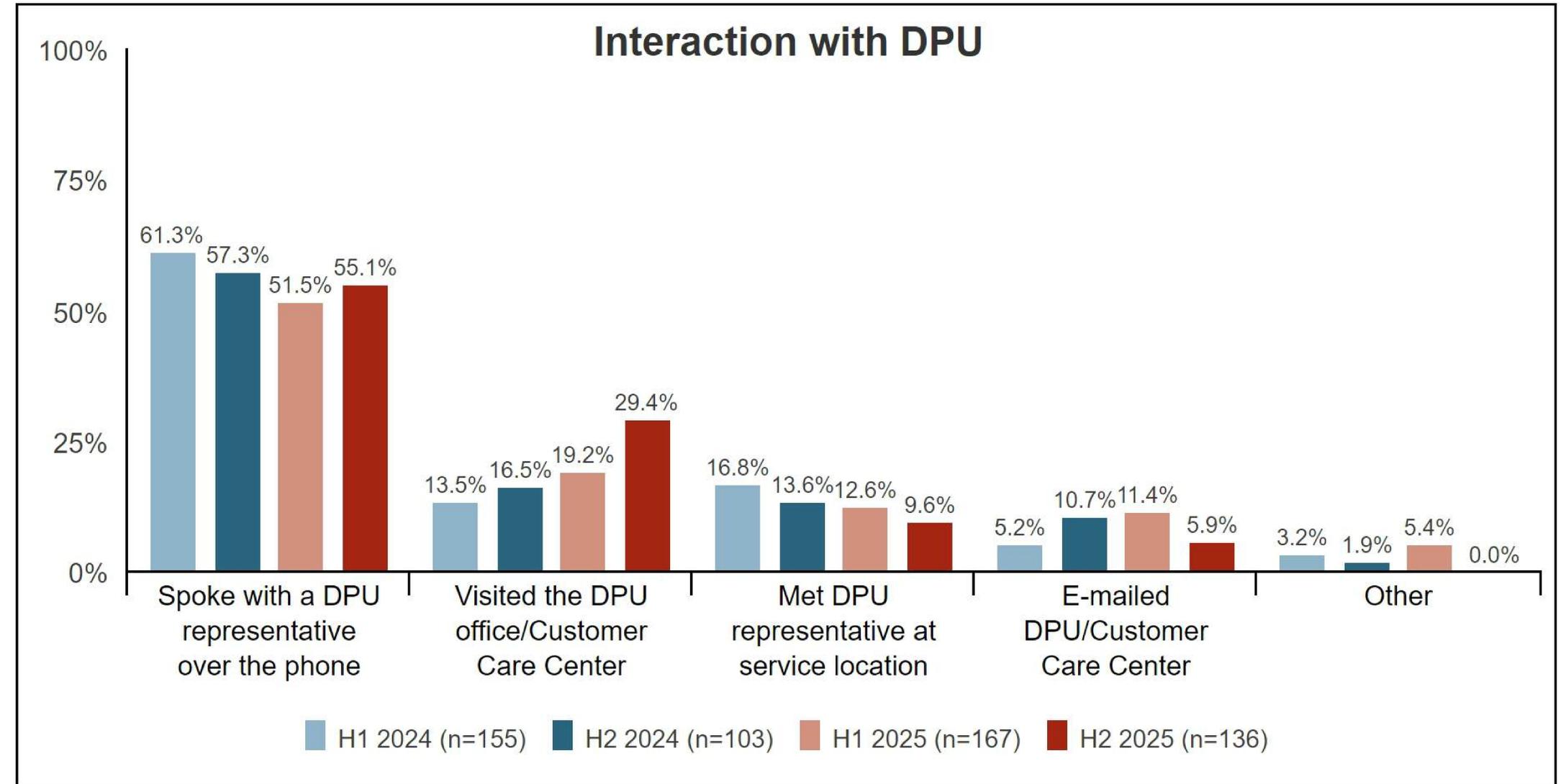
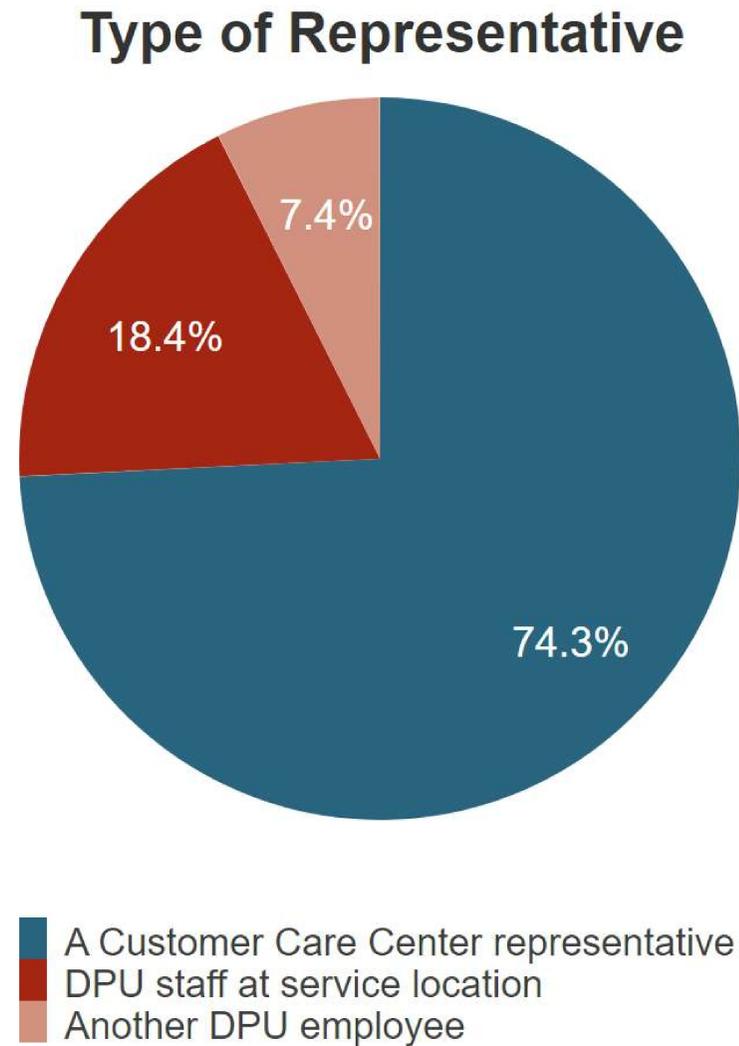
Household Size



Key Study Findings

Customer Service | Interaction with DPU

Nearly three-quarters of respondents had a Customer Care Center representative assist them during their most recent transaction with the DPU. Additionally, over half of respondents spoke with a DPU representative over the phone during their most recent transaction, which was 3.6 percentage points higher than in the first half of 2025. Of note, more respondents visited the DPU office / Customer Care Center in the second half of 2025 (+10.2 percentage points), showing a steady year-over-year increase.



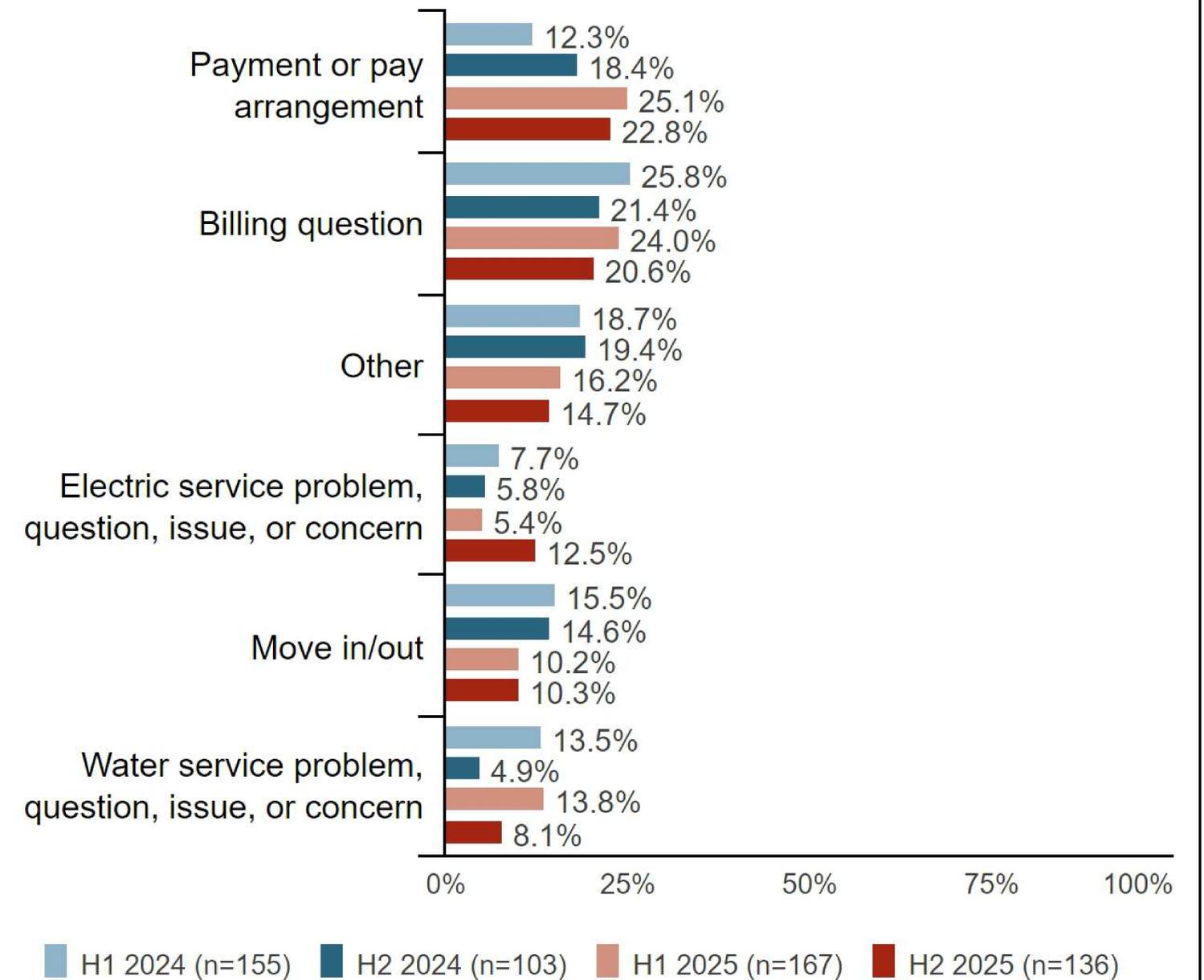
Q: Who assisted you in your most recent transaction with DPU?
Q: How did you interact with DPU?

Customer Service | Reason for Contact

"Payment or pay arrangement" was the top reason customers contacted the DPU in the second half of 2025, although fewer customers reported this as their reason for contact compared to the first half of 2025 (-2.3 percentage points). "Billing questions" remained the second most common reason for contact in the first half of 2025.

Of note, more customers contacted the DPU regarding an "electric service problem, question, issue, or concern" compared to the first half of 2025 (+7.1 percentage points).

Reason for Most Recent Contact with DPU



Top 6 responses shown

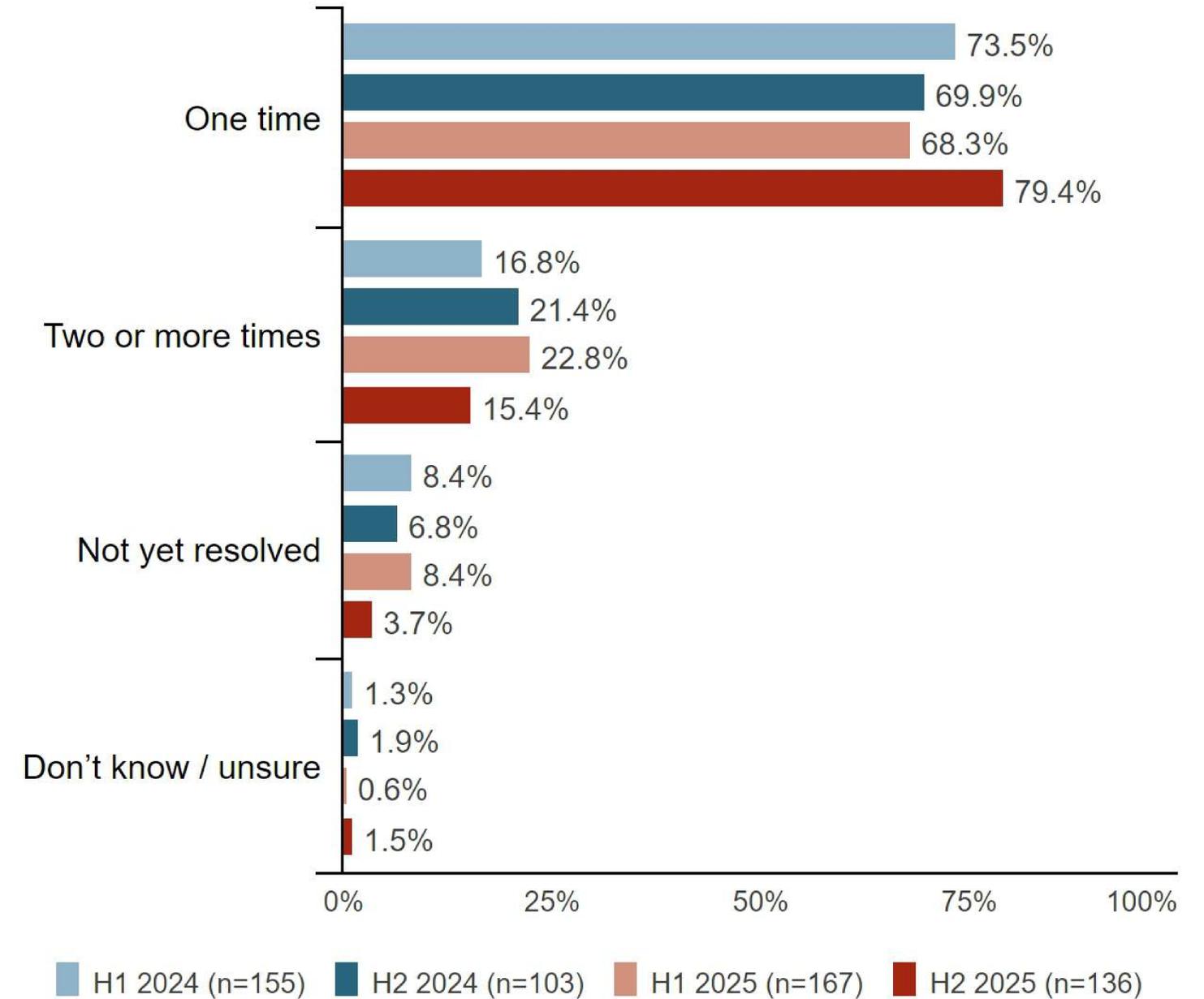
Q: What was the reason for your most recent contact with DPU? (Select all that apply)

Customer Service | Contact Resolution

Nearly eight-out-of-ten respondents had their issue or question resolved to their satisfaction during their first contact with the DPU, which was an increase compared to the first half of 2025 (+11.1 percentage points).

Furthermore, less than one-fifth of respondents contacted the DPU more than once before their issue was resolved, which was a decrease compared to the first half of 2025 (-7.4 percentage points).

Number of Times Contacted Before Issue Was Resolved



Q: Regarding your reason for contacting DPU, how many times did you need to contact DPU before your issue or question was resolved to your satisfaction?

Customer Service | Representative Characteristics

Respondents provided higher ratings for DPU representatives across all six (6) service characteristics in the second half of 2025, resulting in an 8.9 percentage point increase in the average positive rating from the first half of 2025. Notably, positive ratings for the "overall quality of service" provided by the DPU representative increased by 12.7 percentage points in the second half of 2025 compared to the first half of 2025, and ratings for representatives' "clear communication" increased by 11.0 percentage points.

Positive Ratings of DPU Representative Characteristics

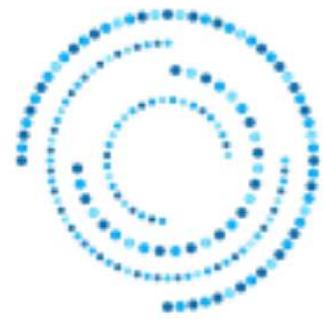
	H1 2024	H2 2024	H1 2025	H2 2025
Clear communication	90.1%	93.0%	83.8%	94.8%
Courtesy and professionalism	89.5%	93.1%	88.0%	94.7%
Overall quality of service	87.4%	90.1%	81.9%	94.6%
Wait time or punctuality	91.5%	90.2%	86.1%	93.9%
Knowledgeable	87.4%	93.0%	84.3%	92.4%
Issue resolution	85.2%	90.0%	82.4%	89.5%
Average	88.5%	91.6%	84.4%	93.3%

Responses 7-10 shown, excluding "don't know" responses

H1 2024: n=155, H2 2024: n=103, H1 2025: n=167, H2 2025: n=136

Q: Please rate the DPU representative you most recently interacted with on the following characteristics, using a 10-point scale where one (1) is "very poor" and ten (10) is "very good."

About GreatBlue



Harnessing the Power of Data

...to help clients achieve organizational goals.

 **Data** supporting strategic decisions to improve products and services. Since 1979, our experience with study and instrument design, data collection, analysis, and formal presentation assists our clients in identifying the “why” and “what’s next.”

 **Talent** with a knowledge base in a wide range of industries and methodologies ensures a 360° view of the challenges faced and the expertise to address them.

 **Solutions** that are customized to provide a personalized approach to understanding organizational, employee, and customer needs, allowing for more informed decisions.

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