



2nd Half 2024 Transactional Study



Report of Findings

9 January 2025
Confidential & Proprietary

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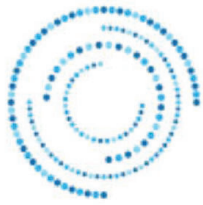
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Harnessing the Power of Data

...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.”

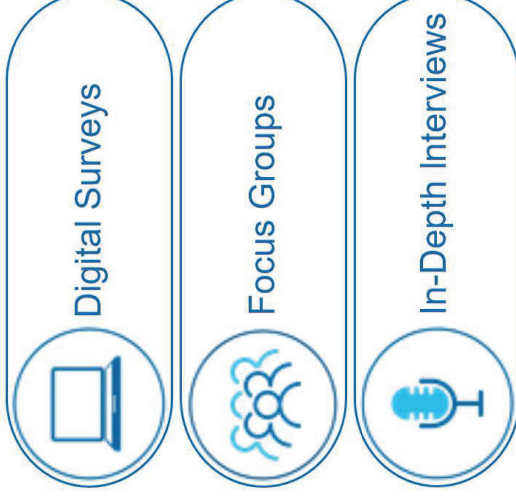


Talent with a knowledge base in a wide range of industries and methodologies ensures a 360° view of the challenges faced and the expertise to address them.



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

Methodologies:



Studies:

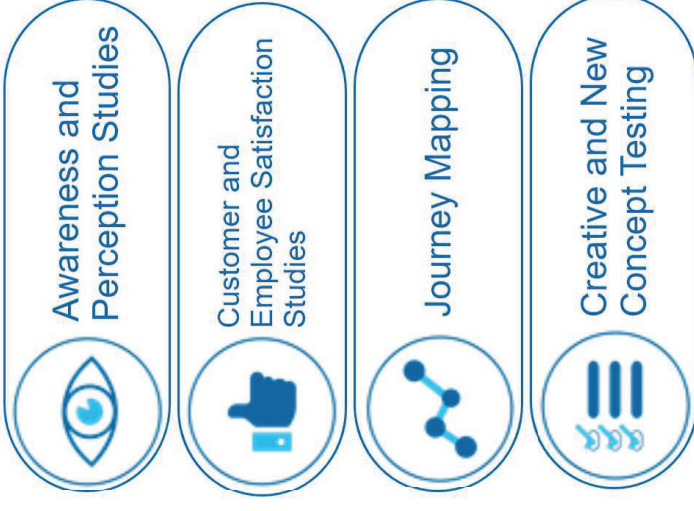


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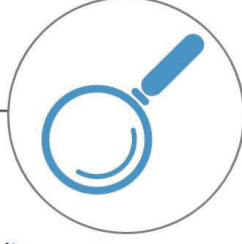
Research Objectives

- 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



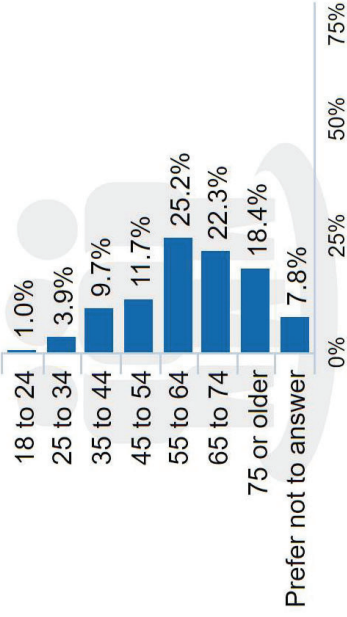
Research Methodology Snapshot

Methodology Digital	No. of Completes 103	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 +/- 9.63%	Confidence Level 95%	Research Dates July 1 - December 31, 2024

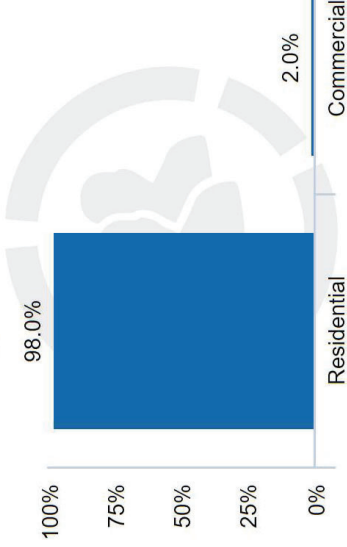
* This represents the total possible number of questions; not all respondents will answer all questions based on skip patterns and other instrument bias.
** Data quality personnel, in addition to computer-aided interviewing platform, ensure the integrity of the data is accurate.

Respondent Snapshot

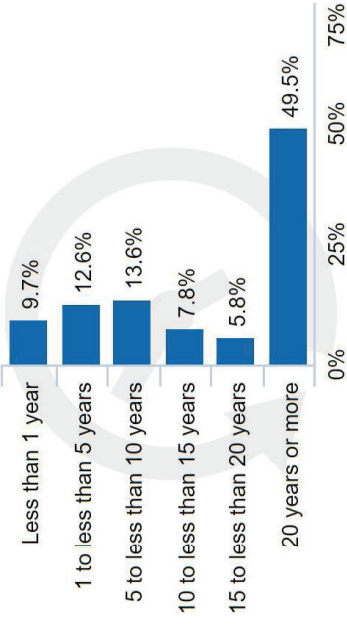
Age



Type of Customer



Length of Time as Customer



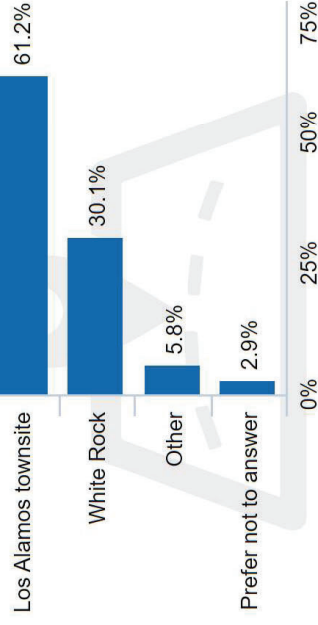
Home Ownership

9.7% / 82.5%

Rent Own

7.8% of respondents provided responses of "prefer not to say" or "not applicable"

Location of Residence



Household Size

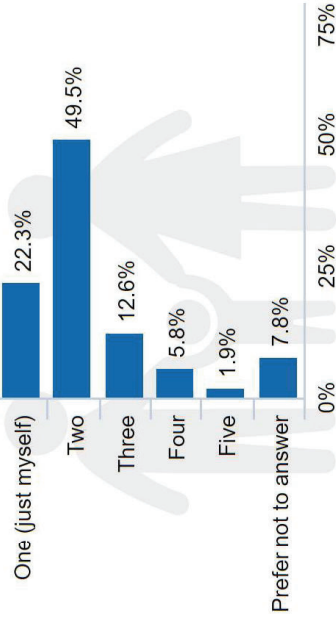


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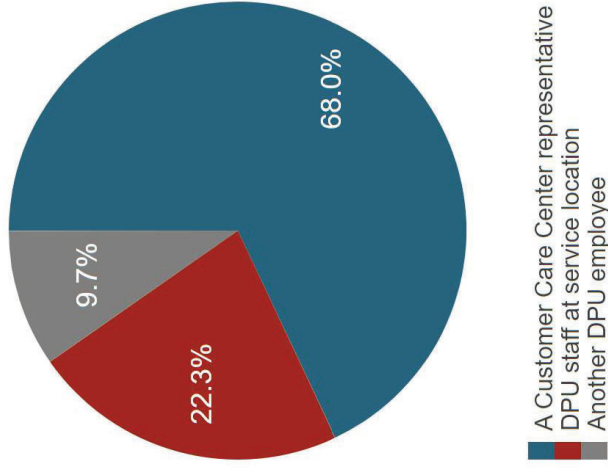
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Customer Service | Interaction with DPU

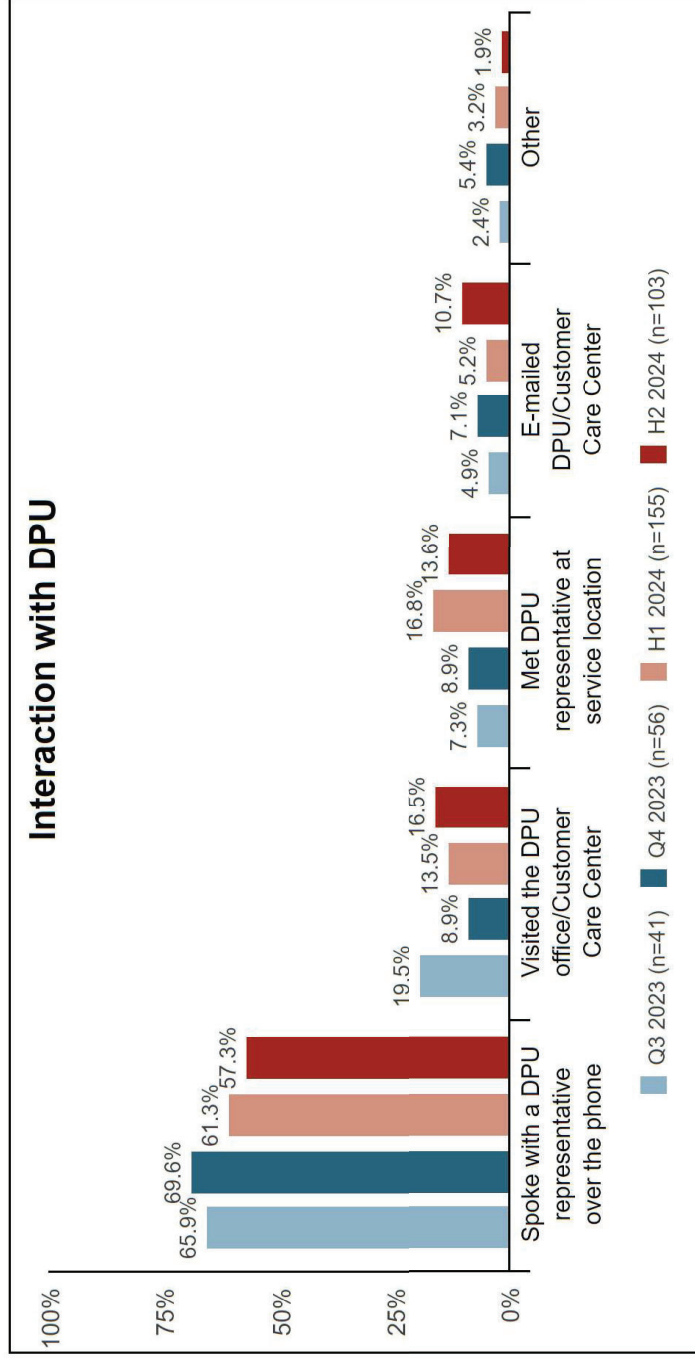
Over two-thirds of respondents had a Customer Care Center representative assist them during their most recent transaction with the DPU. Additionally, nearly three-fifths of respondents spoke with a DPU representative over the phone during their most recent transaction, which was 4.0 percentage points lower than in H1 2024 and a further decline from Q4 2024. Conversely, slightly more respondents visited the DPU office/Customer Care Center (+3.0 percentage points) or emailed the DPU/Customer Care Center (+5.5 percentage points).

Type of Representative
(n=103)



Q4: Who assisted you in your most recent transaction with DPU?

Q6: How did you interact with DPU?

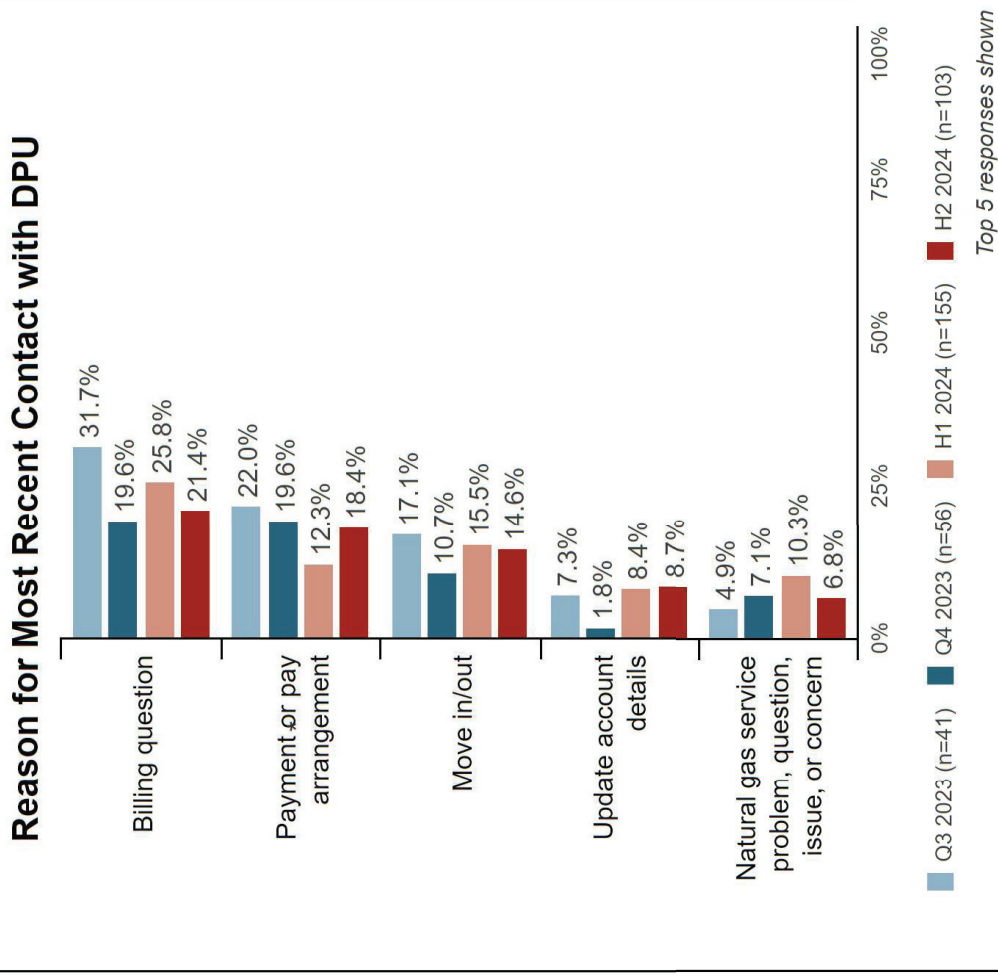


Customer Service | Reason for Contact

While "billing questions" remained the top reason customers contacted the DPU in H2 2024, it was 4.4 percentage points lower compared to H2 2024.

Other common reasons for contact in H2 2024 were for a "payment or pay arrangement" and to "move in/out."

Q5: What was the reason for your most recent contact with DPU? (Select all that apply)



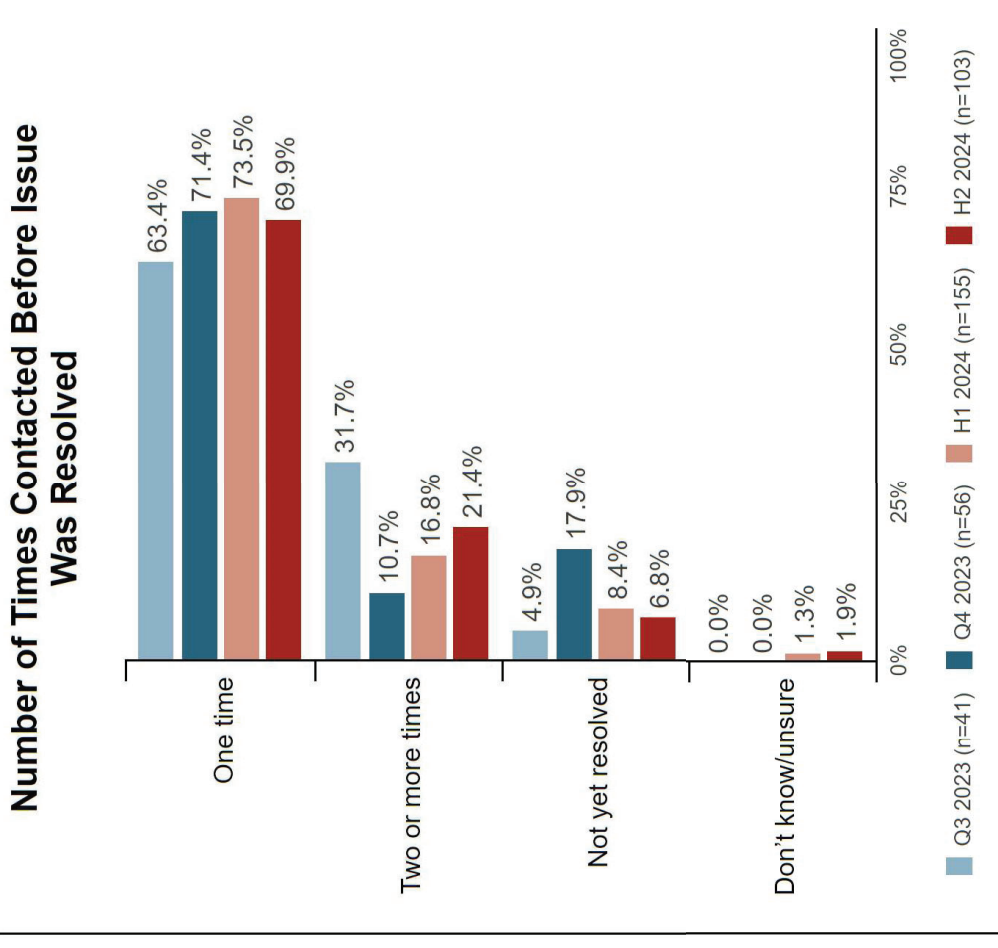
*"Other" Responses Included: "Plat ledger and permit info" and "turn water on"

Customer Service | Contact Resolution

While over two-thirds of respondents had their issue or question resolved to their satisfaction during their first contact with the DPU, this was slightly lower than in H1 2024 (-3.6 percentage points).

Furthermore, over one-fifth of respondents contacted the DPU more than once before their issue was resolved, a 4.6 percentage point increase from H1 2024.

Q7: 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 consistently provided strong ratings for DPU representatives, with increased ratings across the board. All characteristics received positive ratings from 90% of respondents or more, resulting in an average positive rating of 91.6%. Representatives' "courtesy and professionalism," "knowledge," and "clear communication" received the most positive ratings. Notably, positive ratings for representatives' "knowledge" increased by 5.6 percentage points in H2 2024 compared to H1 2024; the largest increase.

Positive Ratings of DPU Representative Characteristics

	Q3 2023	Q4 2023	H1 2024	H2 2024
Courtesy and professionalism	85.0%	91.1%	89.5%	93.1%
Knowledgeable	79.5%	85.7%	87.4%	93.0%
Clear Communication	82.5%	85.7%	90.1%	93.0%
Wait time or punctuality	78.0%	85.5%	91.5%	90.2%
Overall quality of service	78.0%	85.5%	87.4%	90.1%
Issue resolution	87.5%	81.5%	85.2%	90.0%
Average	81.8%	85.8%	88.5%	91.6%

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

Q3 2023: n=41, Q4 2023: n=56, H1 2024: n=155, H2 2024: n=103
Q8: 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."

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WHAT'S NEXT.



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