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## 1st Half 2025 Transactional Study



### Report of Findings

8 July 2025  
Confidential & Proprietary

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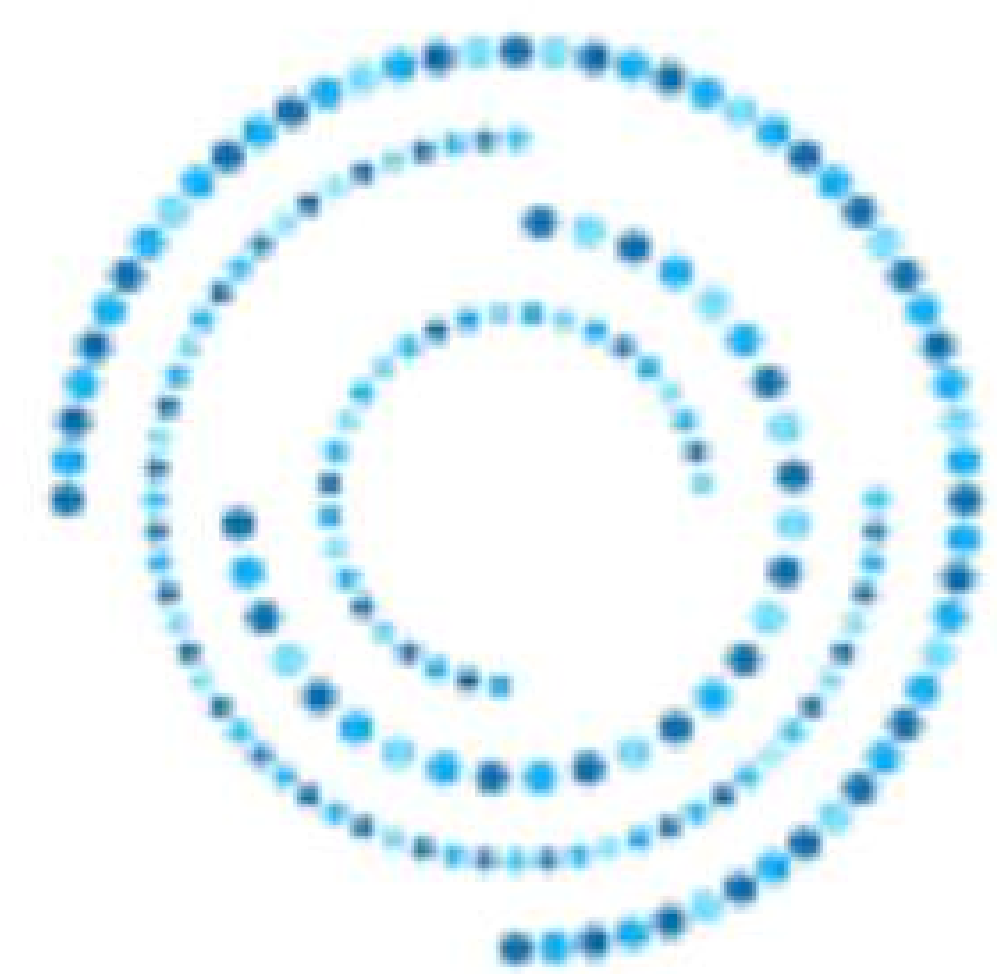
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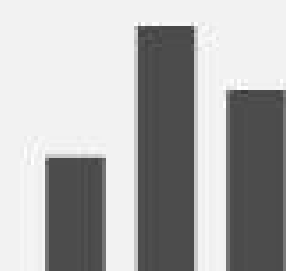








# Harnessing the Power of Data

...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:



Digital Surveys



Focus Groups



In-Depth Interviews

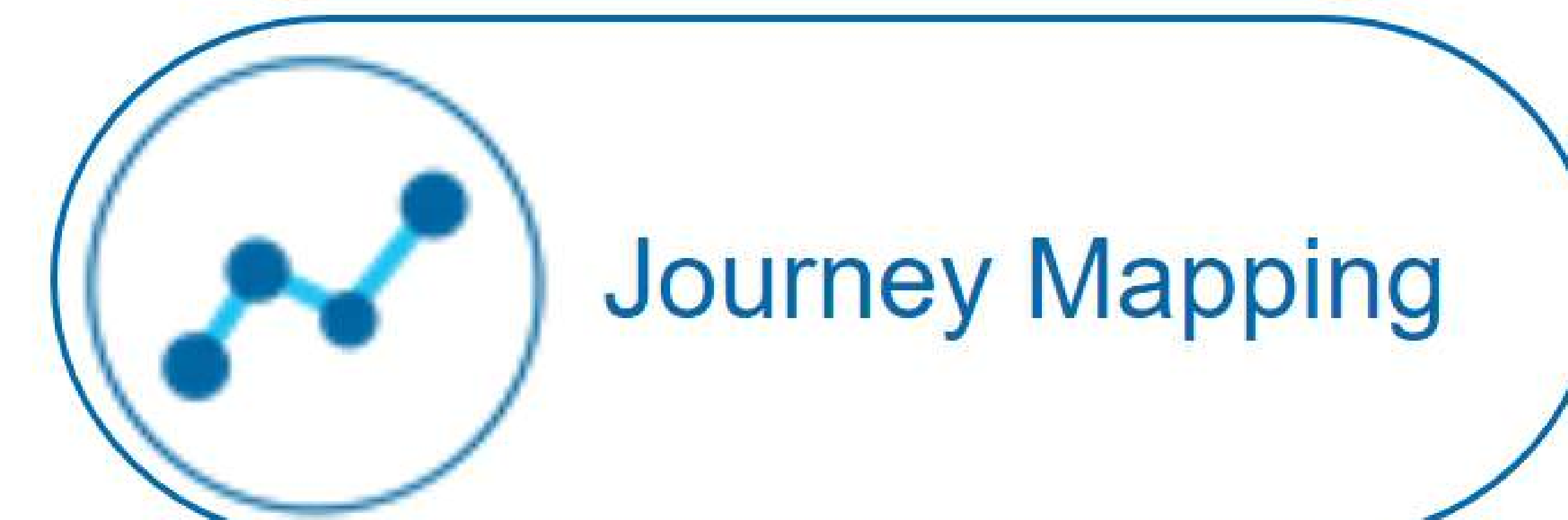
## Studies:



Awareness and Perception Studies



Customer and Employee Satisfaction Studies



Journey Mapping



Creative and New Concept Testing



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# Project Overview

## 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<br><b>Digital</b>   | No. of Completes<br><b>167</b>           | No. of Questions<br><b>19*</b>      | Incentive<br><b>None</b>       | Sample<br><b>Distributed by the DPU</b>            |
| Target<br><b>Customers who have had a recent transaction with the DPU</b> | Quality Assurance<br><b>Dual-level**</b> | Margin of Error<br><b>+/- 7.55%</b> | Confidence Level<br><b>95%</b> | Research Dates<br><b>January 1 - June 30, 2025</b> |

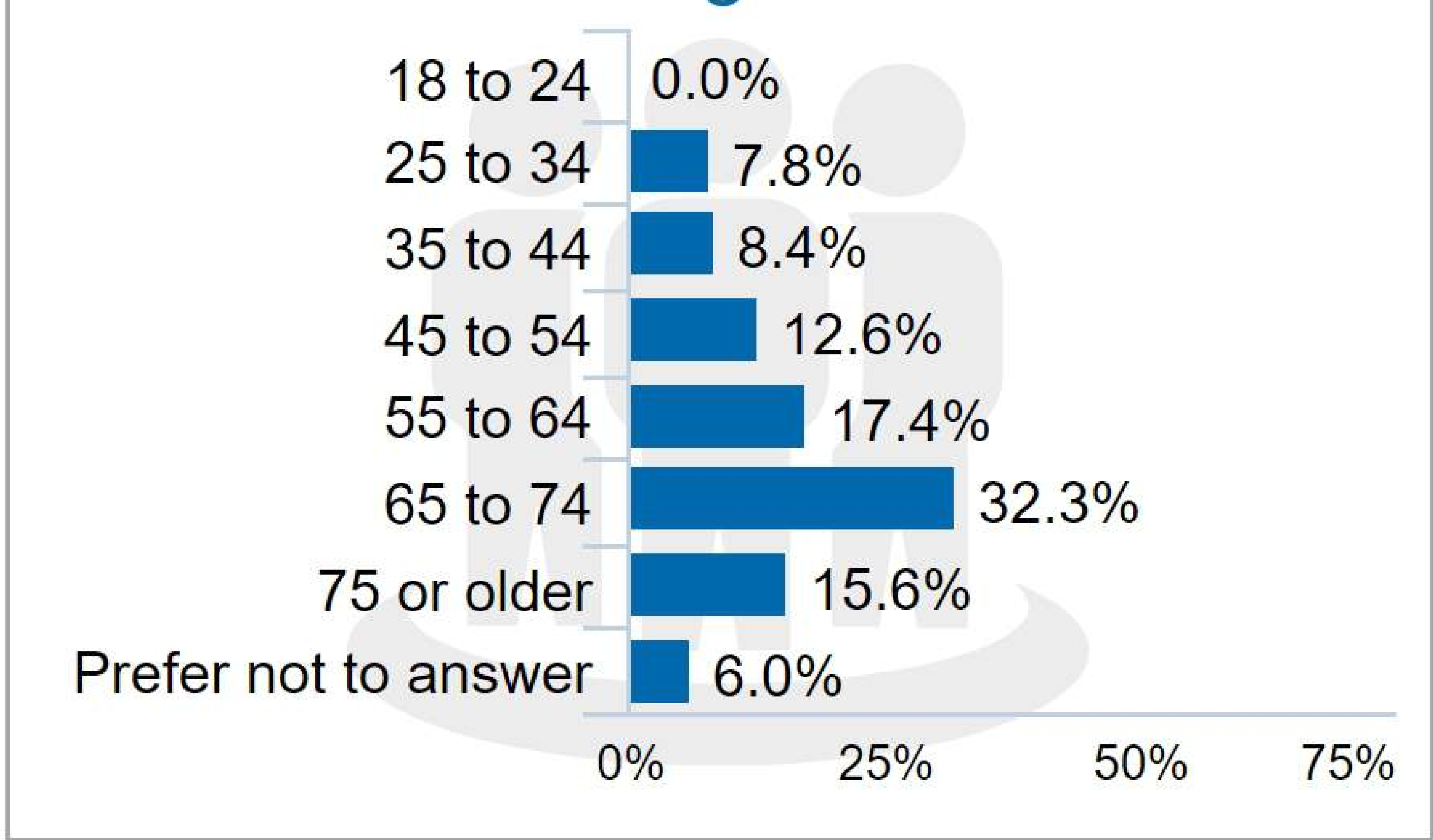
\* This represents the total possible number of questions; not all respondents will answer all questions based on skip patterns and other instrument bias.

\*\* Data quality personnel, in addition to computer-aided interviewing platform, ensure the integrity of the data is accurate.

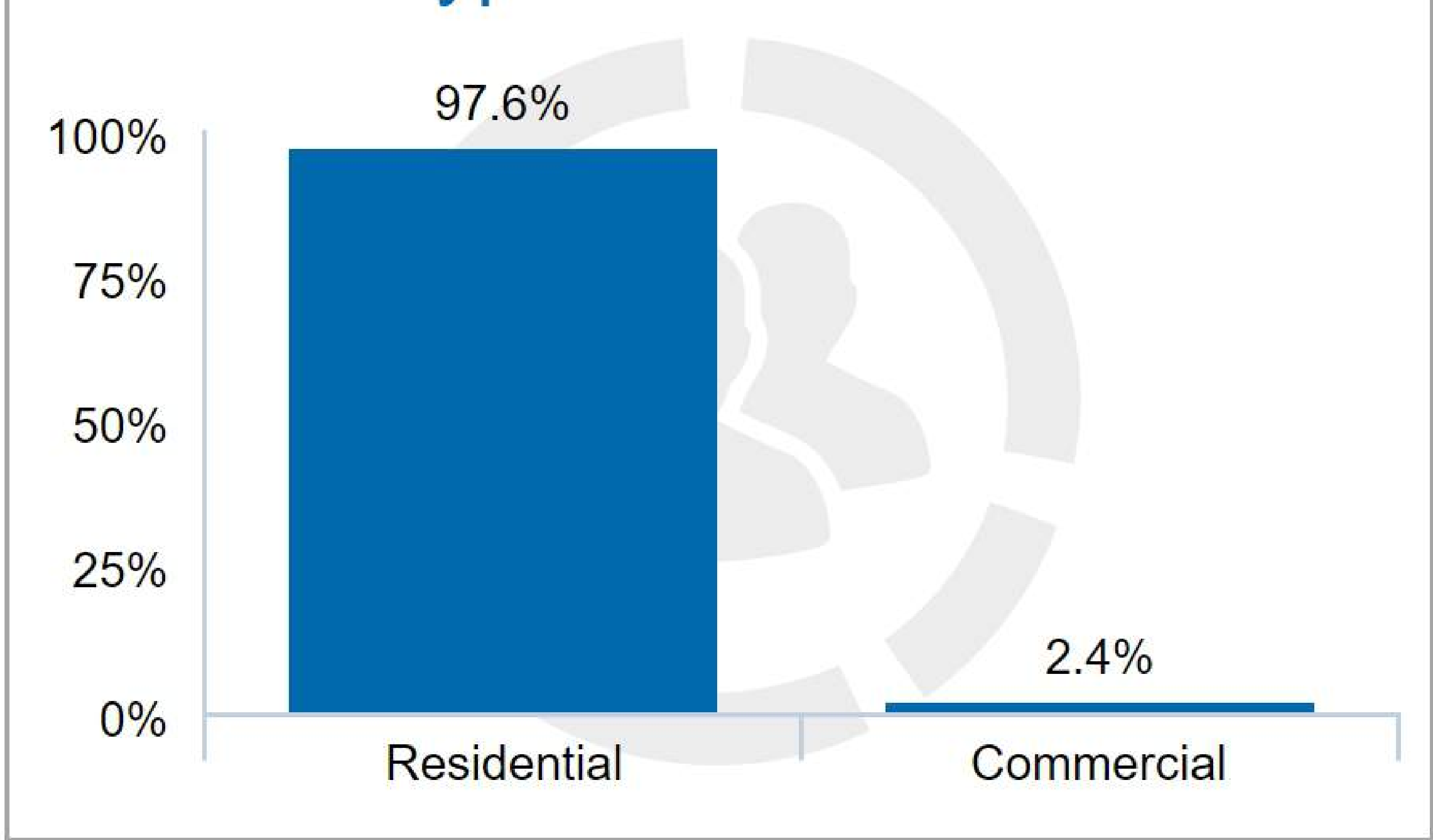


# Respondent Snapshot

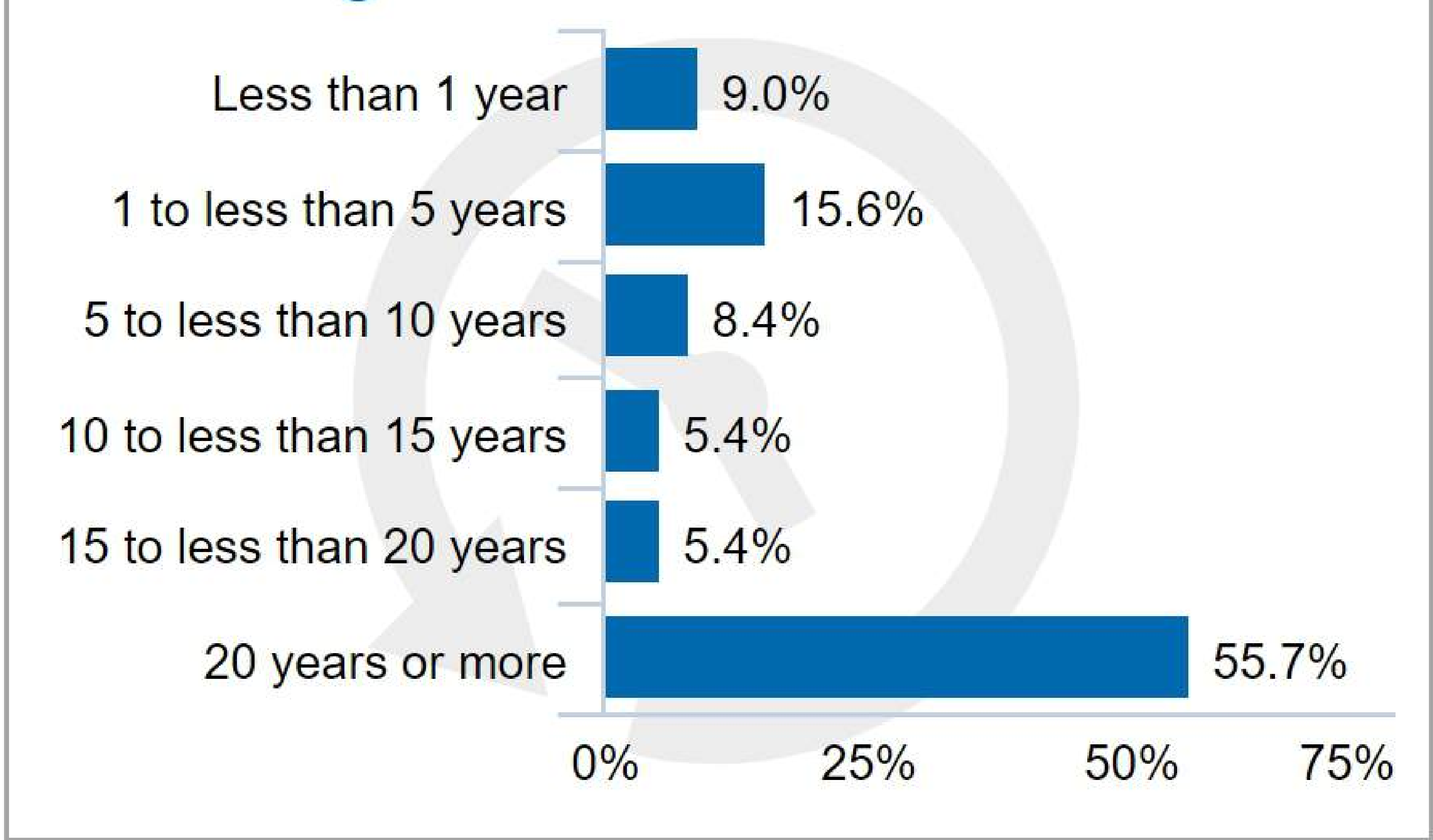
Age



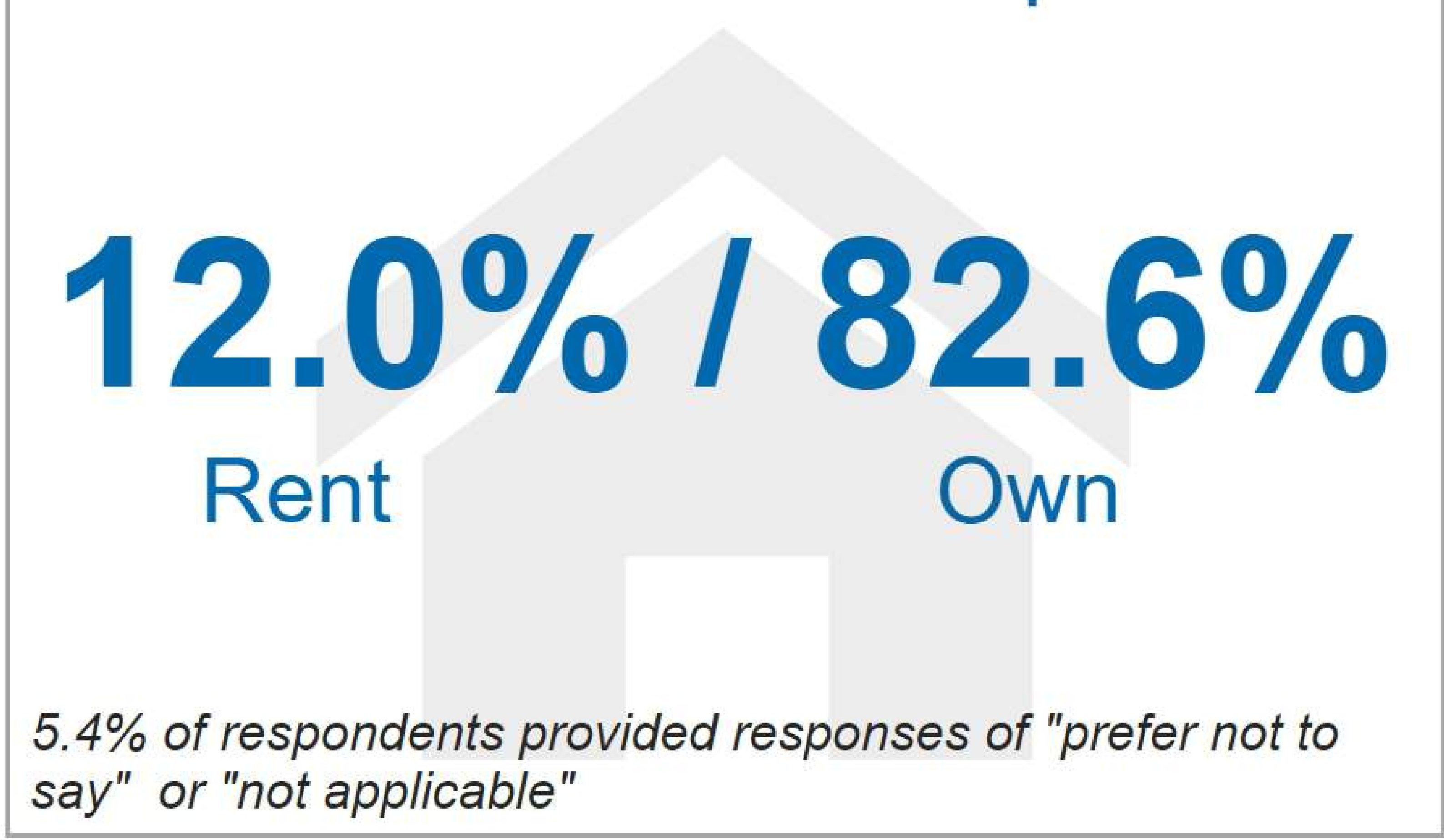
Type of Customer



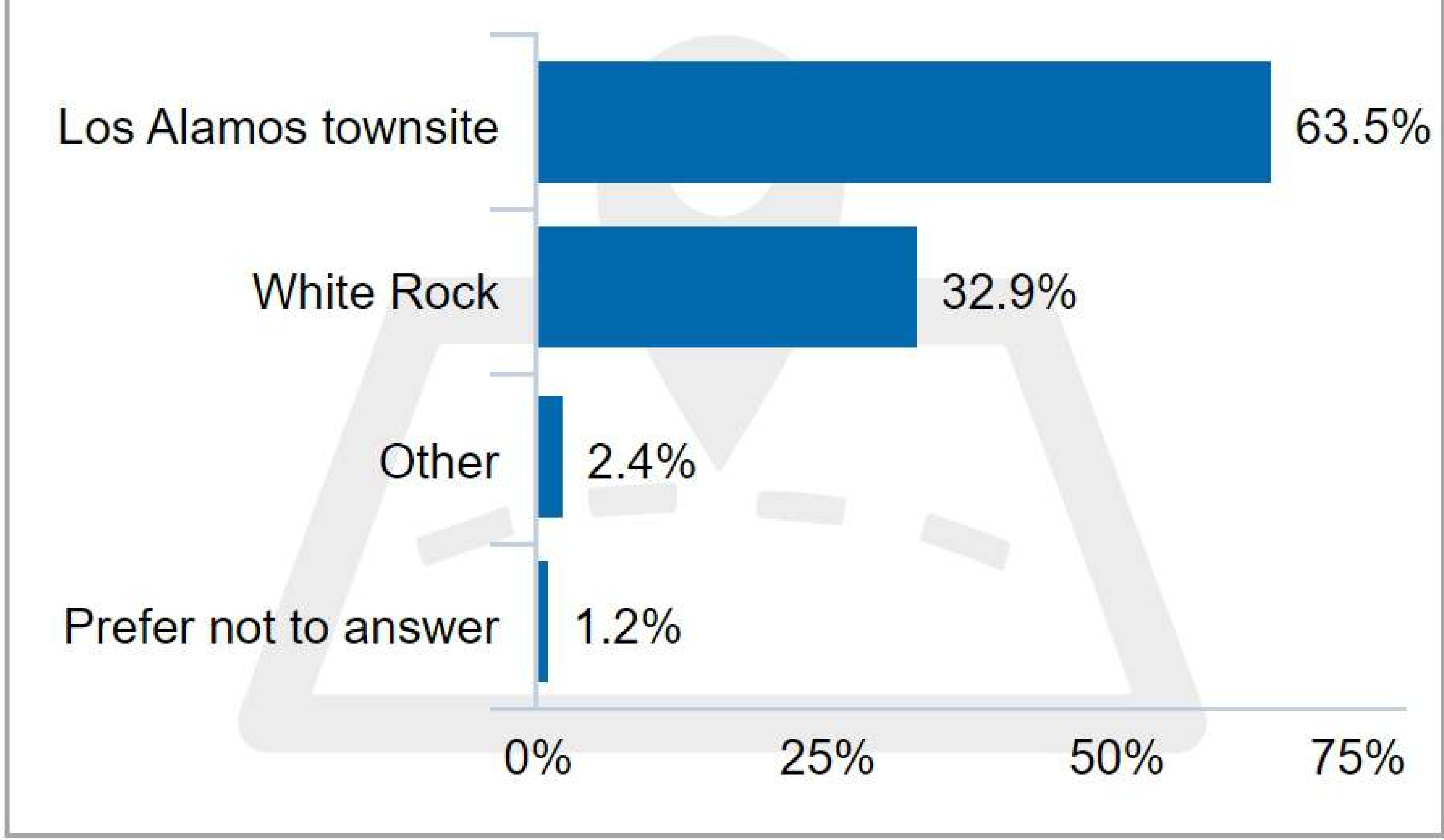
Length of Time as Customer



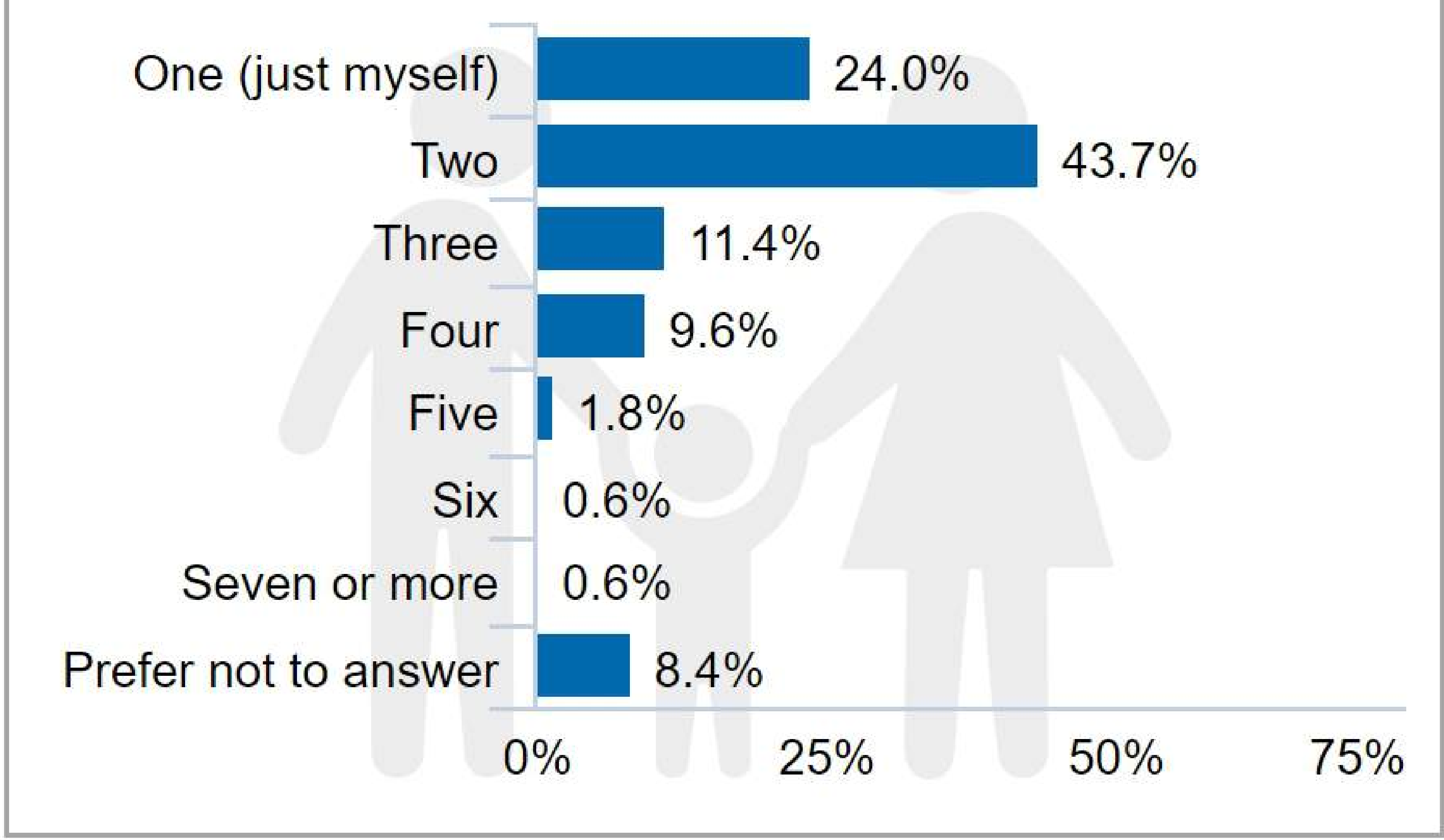
Home Ownership



Location of Residence



Household Size





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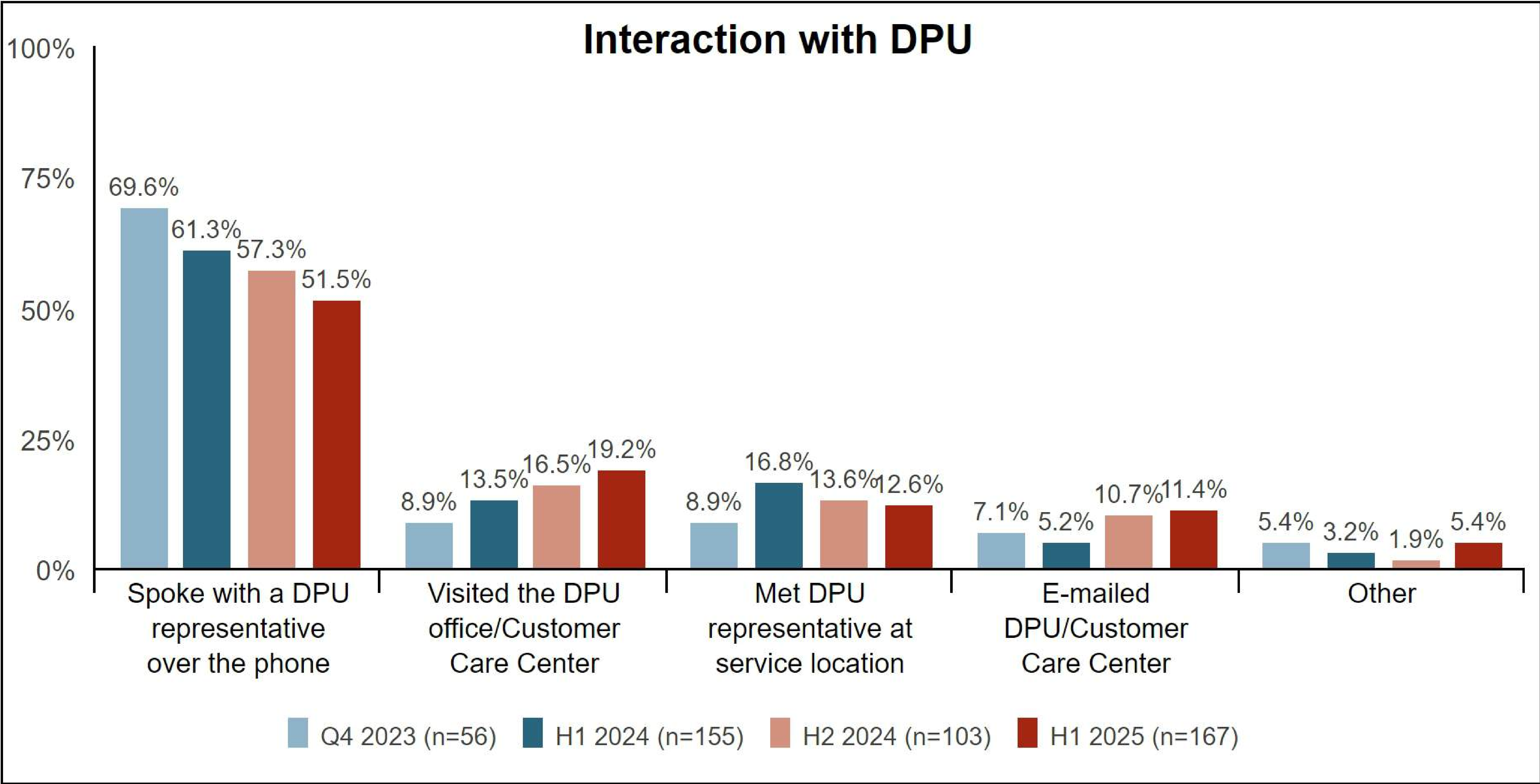
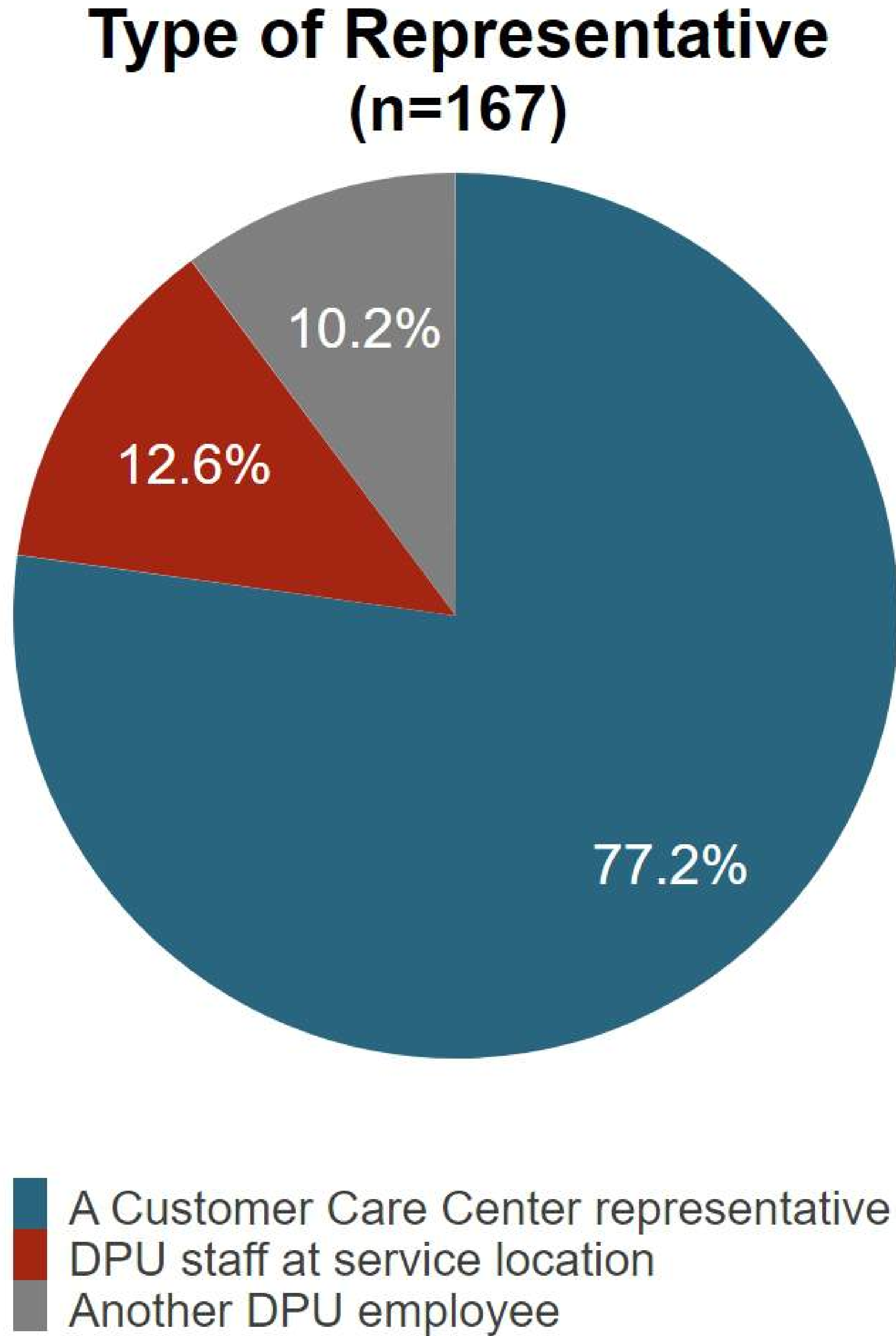
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# Customer Service | Interaction with DPU

Over 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 5.8 percentage points lower than in the second half of 2024, and a further decline from H1 2024. Conversely, slightly more respondents visited the DPU office / Customer Care Center (+2.7 percentage points).



Q4: Who assisted you in your most recent transaction with DPU?  
Q6: How did you interact with DPU?

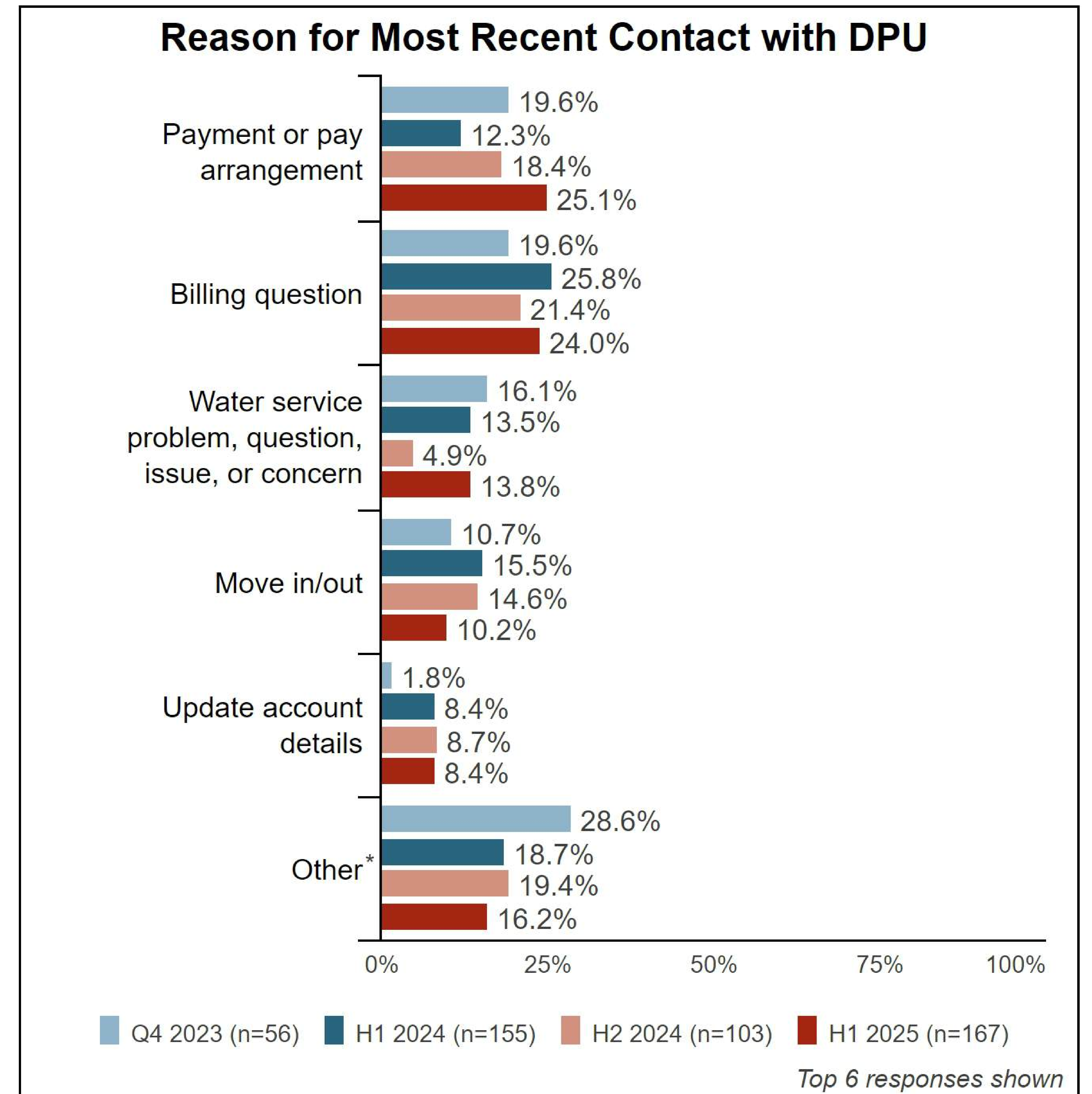


# Customer Service | Reason for Contact

"Payment or pay arrangement" was the top reason customers contacted the DPU in the first half of 2025; increasing by 6.7 percentage points compared to H2 2024. "Billing questions" remained the second most common reason for contact in H1 2025.

Other common reasons for contact in H1 2025 were for a "water service problem, question, issue, or concern," to "move in/out" or to "update account details."

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"

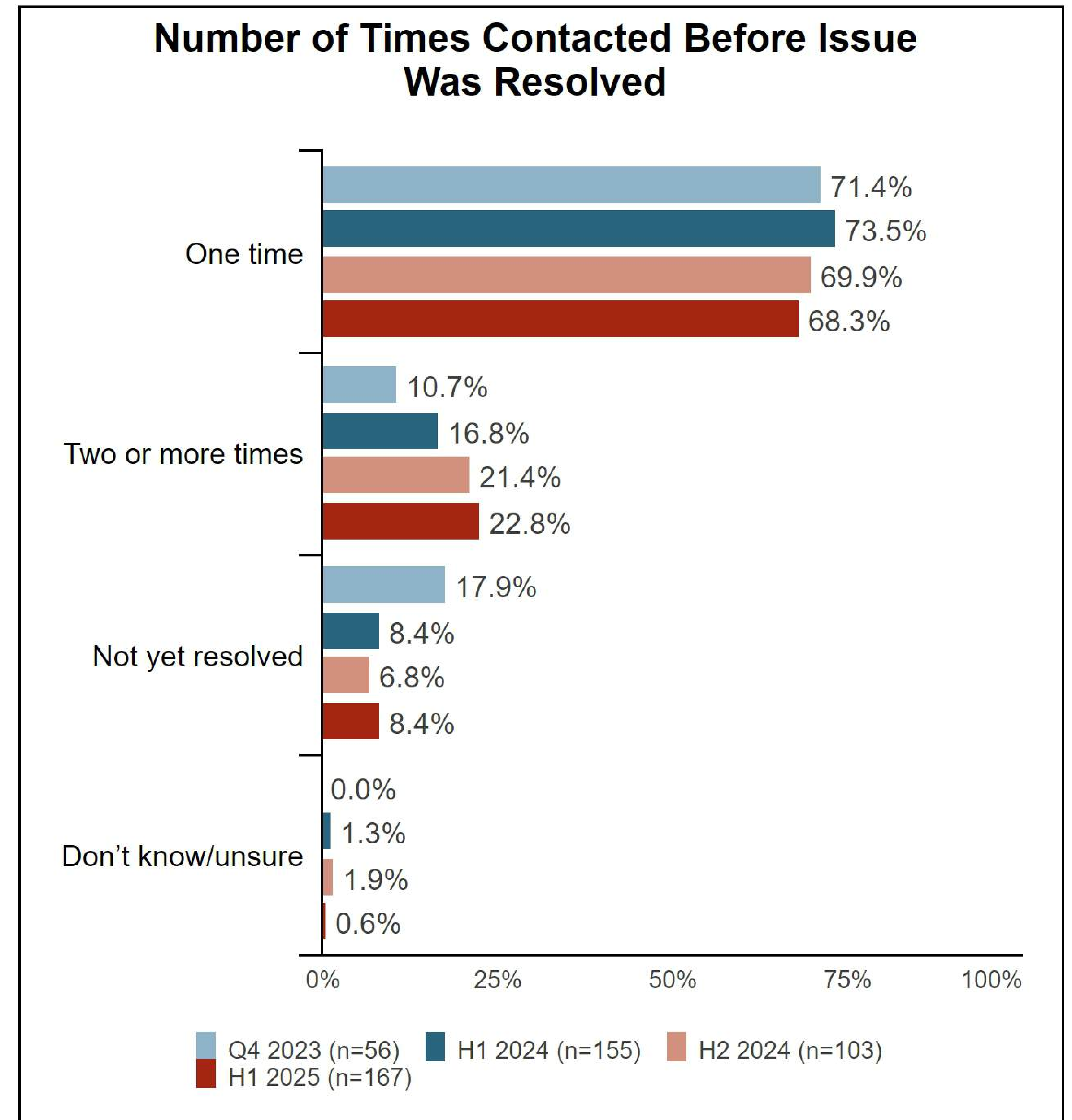


# Customer Service | Contact Resolution

Over two-thirds of respondents had their issue or question resolved to their satisfaction during their first contact with the DPU, which was consistent with the second half of 2024 (-1.6 percentage points).

Furthermore, over one-fifth of respondents contacted the DPU more than once before their issue was resolved, which was also on par with H2 2024 (+1.4 percentage points).

*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 provided lower ratings for DPU representatives across all six (6) service characteristics in the first half of 2025, resulting in a 7.2 percentage point decrease in the average positive rating from H2 2024. Notably, positive ratings for representatives using "clear communication" decreased by 9.2 percentage points in H1 2025 compared to H2 2024, and ratings for their "knowledge" decreased by 8.7 percentage points. Additionally, ratings for the "overall quality of service" declined by 8.2 percentage points.

Positive Ratings of DPU Representative Characteristics

|                              | Q4 2023 | H1 2024 | H2 2024 | H1 2025 |
|------------------------------|---------|---------|---------|---------|
| Courtesy and professionalism | 91.1%   | 89.5%   | 93.1%   | 88.0%   |
| Wait time or punctuality     | 85.5%   | 91.5%   | 90.2%   | 86.1%   |
| Knowledgeable                | 85.7%   | 87.4%   | 93.0%   | 84.3%   |
| Clear Communication          | 85.7%   | 90.1%   | 93.0%   | 83.8%   |
| Issue resolution             | 81.5%   | 85.2%   | 90.0%   | 82.4%   |
| Overall quality of service   | 85.5%   | 87.4%   | 90.1%   | 81.9%   |
| Average                      | 85.8%   | 88.5%   | 91.6%   | 84.4%   |

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

Q4 2023: n=56, H1 2024: n=155, H2 2024: n=103, H1 2025: n=167  
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."



# Customer Service | Impact of Contact Resolution

The overall decline in ratings for DPU representatives from the second half of 2024 to H1 2025 was primarily driven by customers who required multiple contacts to resolve their issue. The average positive rating among these customers fell by -15.3 percentage points over the last six months. In contrast, customers whose issue was resolved on the first contact continued to provide consistently high satisfaction ratings, showing little to no decline over the same period.

Positive Ratings of DPU Representative Characteristics

|                              | H2 2024  |                   | H1 2025  |                   |
|------------------------------|----------|-------------------|----------|-------------------|
|                              | One time | Two or more times | One time | Two or more times |
| Courtesy and professionalism | 100.0%   | 85.7%             | 95.6%    | 76.3%             |
| Knowledgeable                | 100.0%   | 81.8%             | 96.5%    | 68.4%             |
| Clear Communication          | 100.0%   | 90.5%             | 96.5%    | 65.8%             |
| Issue resolution             | 100.0%   | 81.8%             | 97.3%    | 64.9%             |
| Overall quality of service   | 100.0%   | 81.8%             | 94.7%    | 64.9%             |
| Wait time or punctuality     | 97.2%    | 81.8%             | 96.5%    | 71.1%             |
| Average                      | 99.5%    | 83.9%             | 96.2%    | 68.6%             |

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

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