

# Customer Satisfaction

## INSPIRING UTILITY ACTION IN GRID PROBLEM AREAS

Despite the grid improvements utilities are making, **customer satisfaction is on the decline**. This trend, combined with new regulations, is having a significant impact on daily operations, driving utilities to take action.

### Customer COMPLAINTS

**"It's always my house."**  
Frustration from repeated outages in grid problem areas while seeing neighbor's lights on.



**"Why does this keep happening?"**  
Customers are irritated by outages on blue-sky days, even if the outages only last a few seconds.



### Utility CHALLENGES

**"We come face to face with upset customers."**  
Line crews field complaints in customers' backyards, slowing restoration efforts.



**"We have to do reputation damage control."**  
Social media complaints are an unerasable public record of negative customer perception.

**"We need to fix this."**  
Customer complaints can reveal where and how the system can be improved.



### Industry PRESSURE

**"Tracking new metrics will drive improvement."**

**CEMI** CUSTOMERS EXPERIENCING MULTIPLE INTERRUPTIONS  
tracks individual customers with several outages per year.

**CELID** CUSTOMERS EXPERIENCING LONG INTERRUPTION DURATION  
tracks individual customers with exceptionally long outages.

 SAIFI SCORE  $\neq$   CEMI SCORE

After implementing CEMI, a Tennessee utility found **over 20,000 customers still experienced 6+ interruptions**, despite a SAIFI  of <1.5 .

**"There are new ways to incentivize utilities."**  
Performance-based rates are gaining momentum in Canada and the U.S., incentivizing customer satisfaction improvements.



## The Solution

Improve customer satisfaction with a **targeted fault-management solution** that pinpoints grid problem areas and automatically restores power for temporary faults.

DISCOVER MORE



★ACSI Energy Utilities Report 2018  
● System Average Interruption Frequency Index  
■ Memphis Light, Gas and Water (MLGW), T&D World: "Customer Oriented Reliability" (<https://www.tdworld.com/node/24220>)