



ADVANIS

for



2023 Customer Satisfaction Survey

March 2023



Deliverables

Advanis is pleased to provide **this report with results of the 2023 Customer Satisfaction study.**

- We include comparisons to previous years of the study, where applicable.

In addition to this report, you have access to **Advanis' Online Reporting Environment (ORE)** which allows you to:

- create charts and tables like those contained in this report
 - you will be able to do much more analysis than we had space for in this overall report (e.g., look at results comparing segments of the annual consumption index or the regions within your LDC, if applicable)
- review the verbatim responses to:
 - the open-ended question “Is there anything you would like your LDC to do to improve its services to you?”; and
 - questions where respondents could “specify” a response to one of your custom questions (if applicable).
 - Note that you can export the verbatim responses to Excel at the click of a button; and
 - search for key words or filter the results by different segments (e.g., customer type, region) or other questions in the survey.

To access the ORE, visit this link: portal.advanis.net and enter your username in the format `firstname_lastname`. If you've forgotten your password, there is a link to reset it on the login page. If you have any questions, please contact Gary.Offenberger@advanis.net.

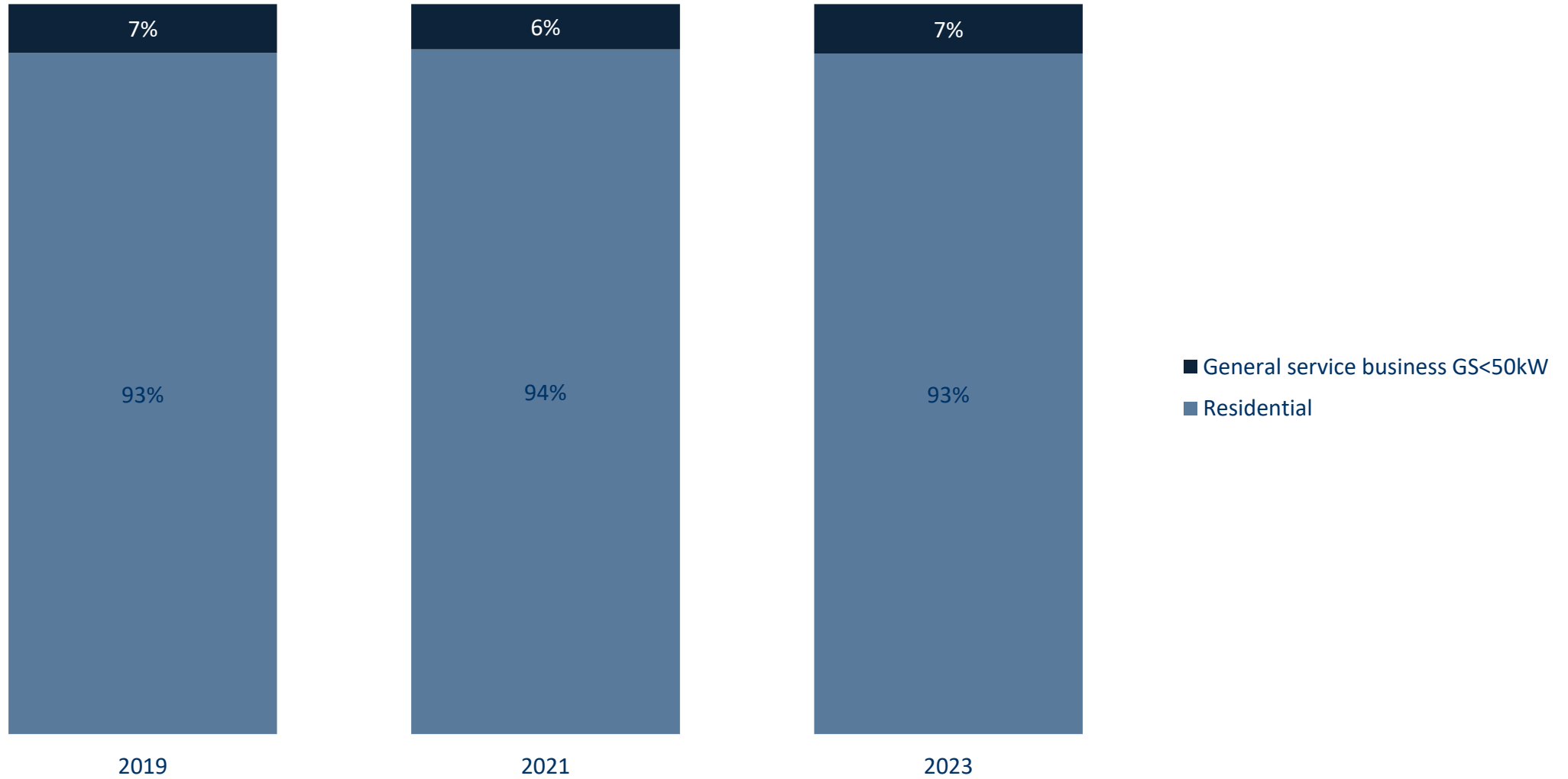
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Lead Consultant: Gary.Offenberger@advanis.net // 780.229.1140

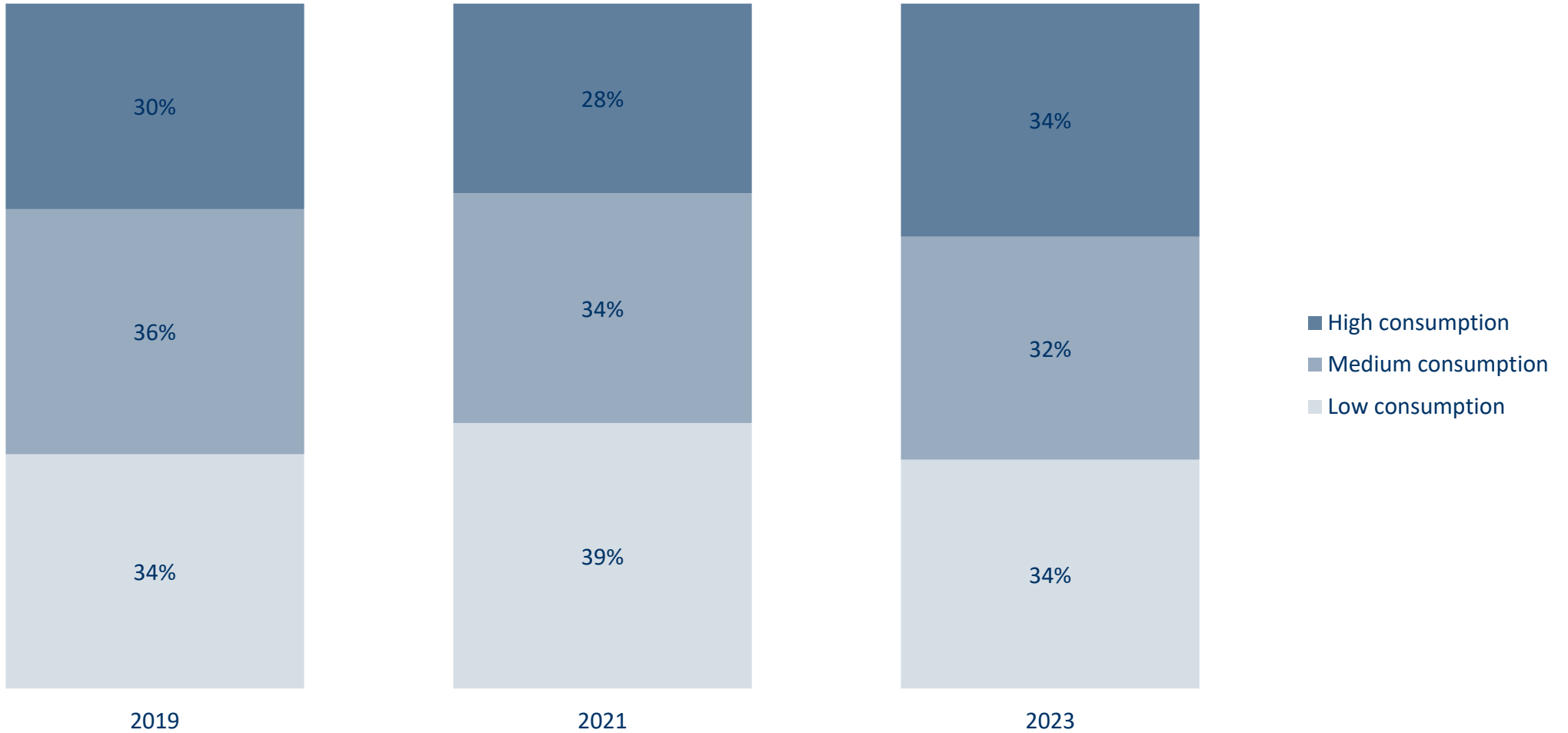
Customer (i.e., Survey Respondent) Profile

Customer Type - information provided by Tillsonburg Hydro



Weight: Aggregate weight for LDC based on customer_type
Filters: LDC: Tillsonburg Hydro

*Indexed score of annual consumption (Only have GS data for 2023 onwards) -
information provided by Tillsonburg Hydro*

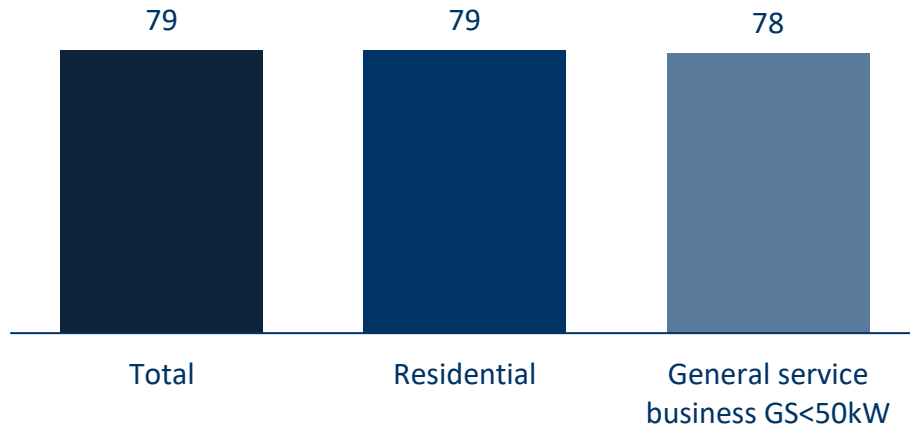


Weight: Aggregate weight for LDC based on customer_type
Filters: LDC: Tillsonburg Hydro

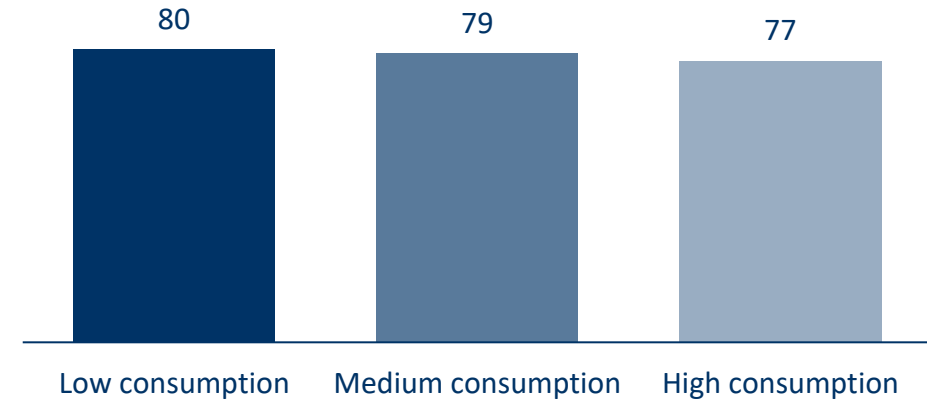
Customer Satisfaction Index Score – 2023 Results & Trend

Customer Satisfaction Index: Tillsonburg Hydro for 2023

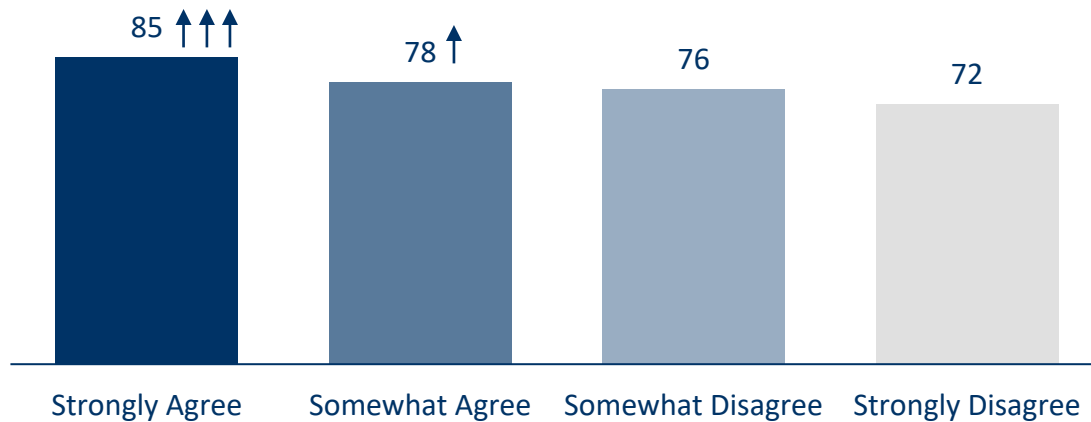
CSI Score – Total and by Customer Type



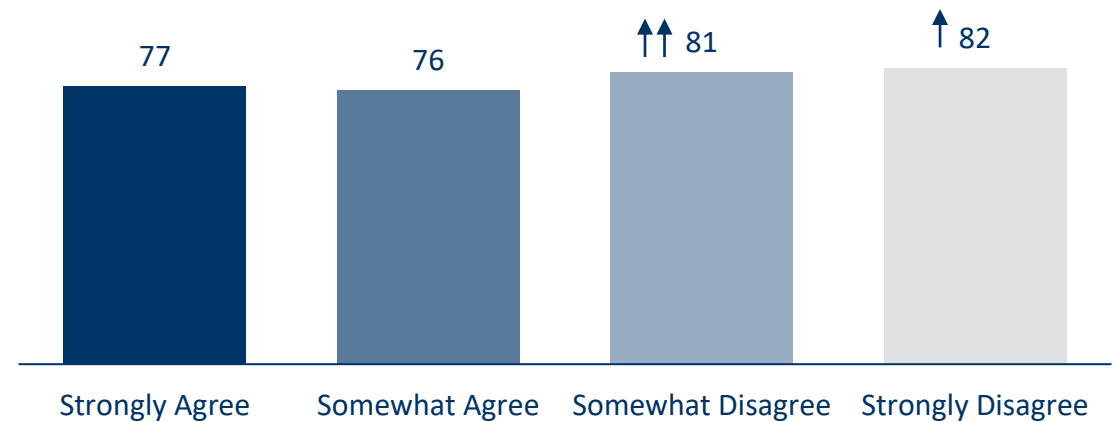
CSI Score by Annual Consumption Index



CSI Score for each segment of agreement with:
“Customers are well served by the electricity system in Ontario”



CSI Score for each segment of agreement with:
“The cost of my electricity bill has a major impact [on personal finances] OR [bottom line of organization]”



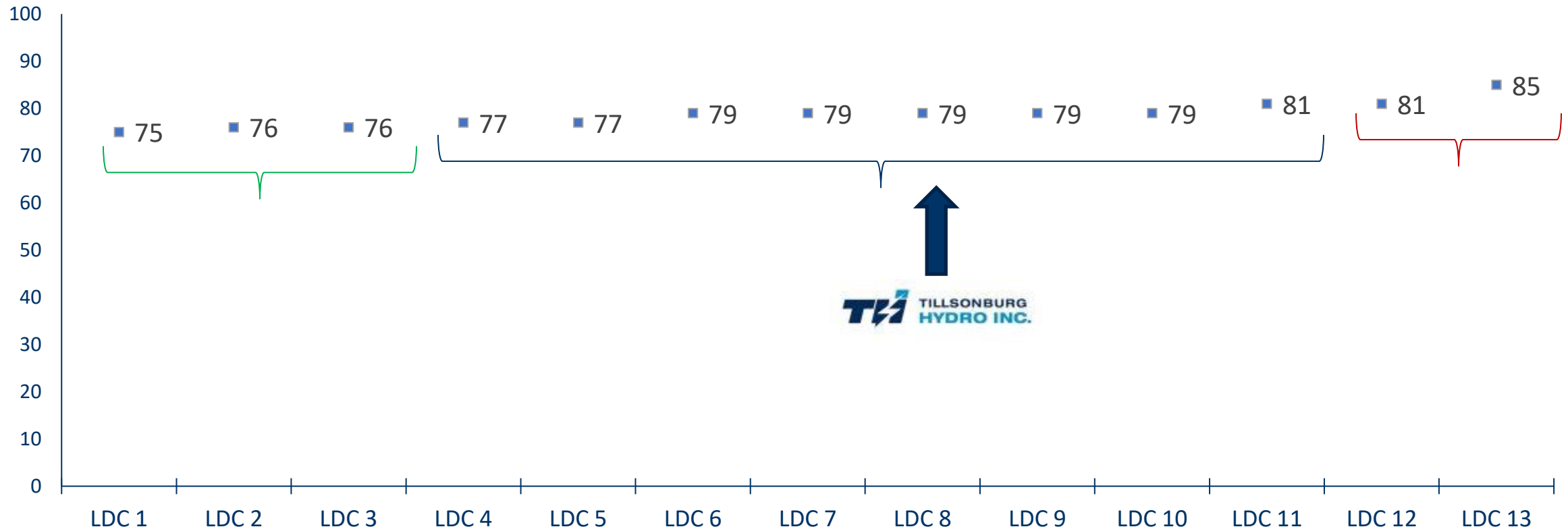
Weight: Aggregate weight for LDC based on customer_type

Filters: Year of Data Collection: 2023, LDC: Tillsonburg Hydro

Note: Arrows denote statistically higher than other segment(s) at 95% confidence level; sometimes an apparent difference is not statistically significant because of low base size in a segment

Customer Satisfaction Index: Compared to Other CHEC Members

- In 2023, Tillsonburg's score of 79 is *statistically* the same as that of 7 other LDCs.
- Tillsonburg's score is *statistically* higher than that of 3 other LDCs.
- Tillsonburg's score is *statistically* lower than that of 2 other LDC (the score of 81 for one of the LDCs is not statistically higher than Tillsonburg's).

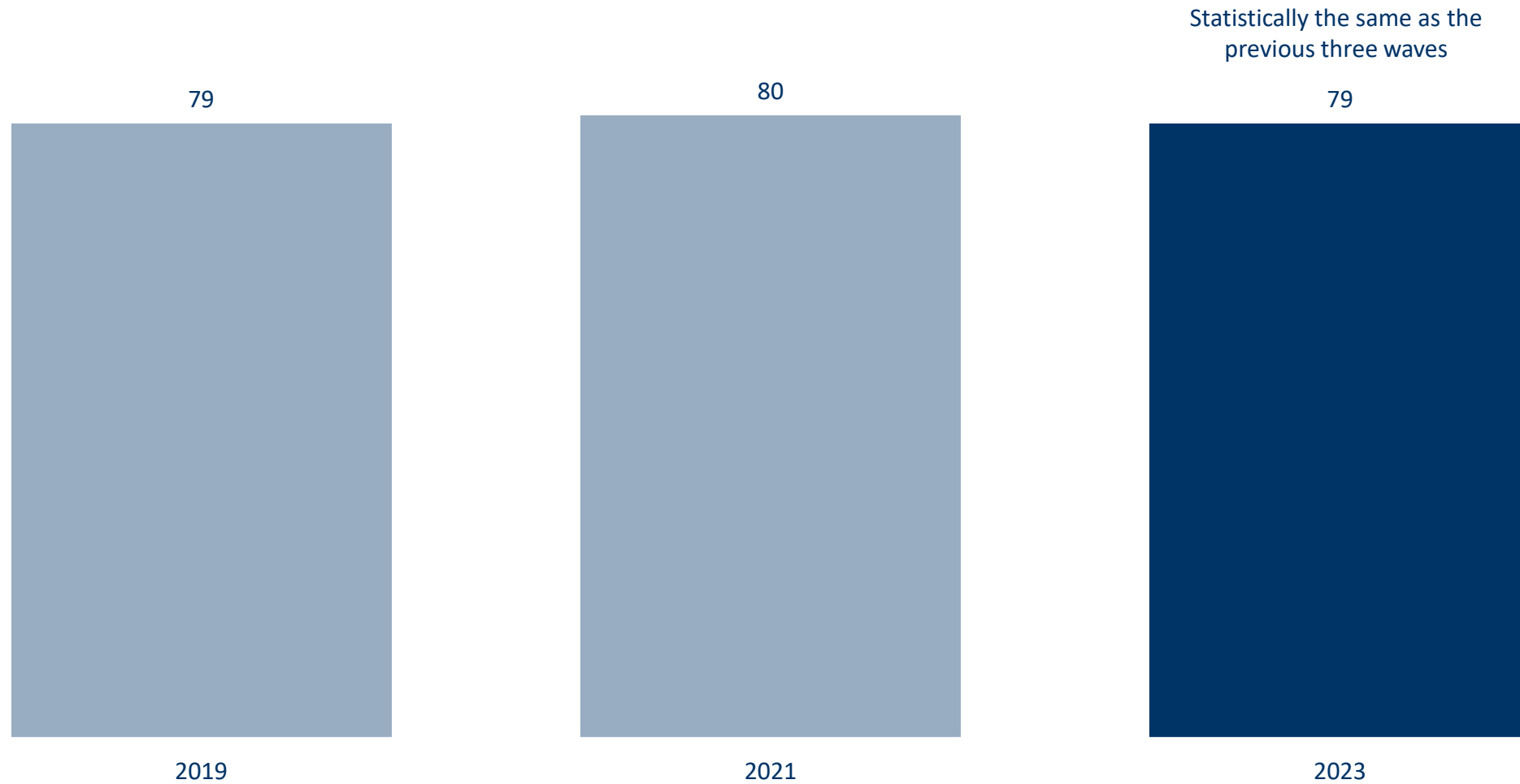


Weight: Aggregate weight for LDC based on customer_type

Filters: Year of Data Collection: 2023

Note: Statistical differences at 95% confidence level; sometimes an apparent difference is not statistically significant because of low base size in a segment

Tillsonburg Hydro's Customer Satisfaction Index by Year



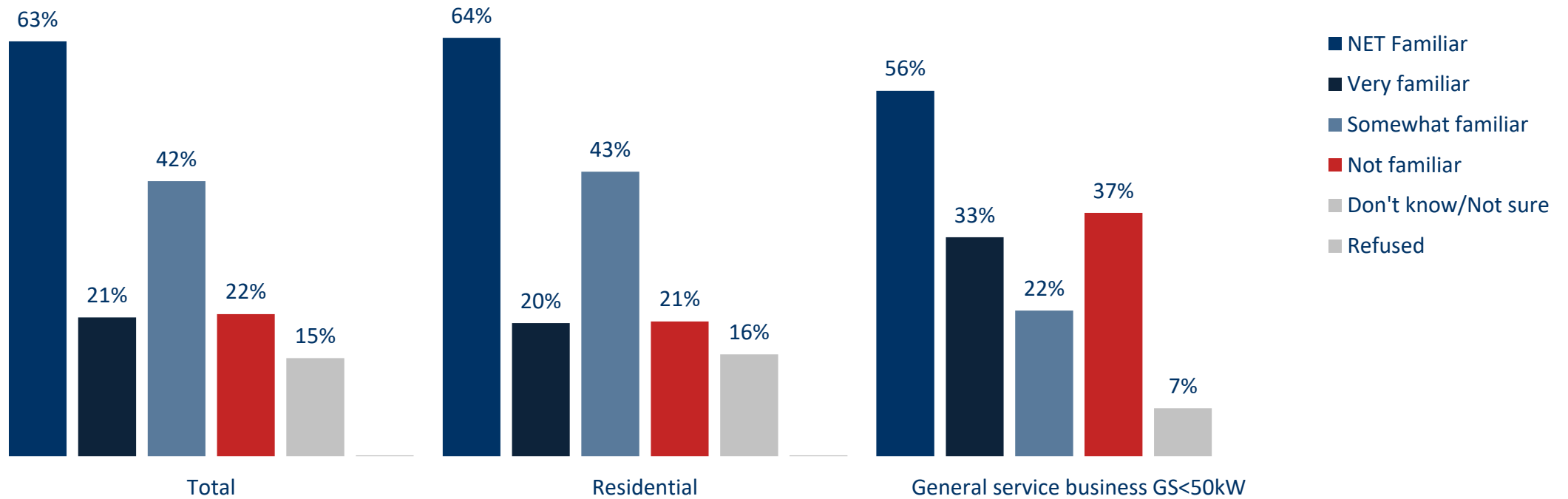
Weight: Aggregate weight for LDC based on customer_type

Filters: LDC: Tillsonburg Hydro

Note: Statistical differences at 95% confidence level; sometimes an apparent difference is not statistically significant because of low base size in a segment

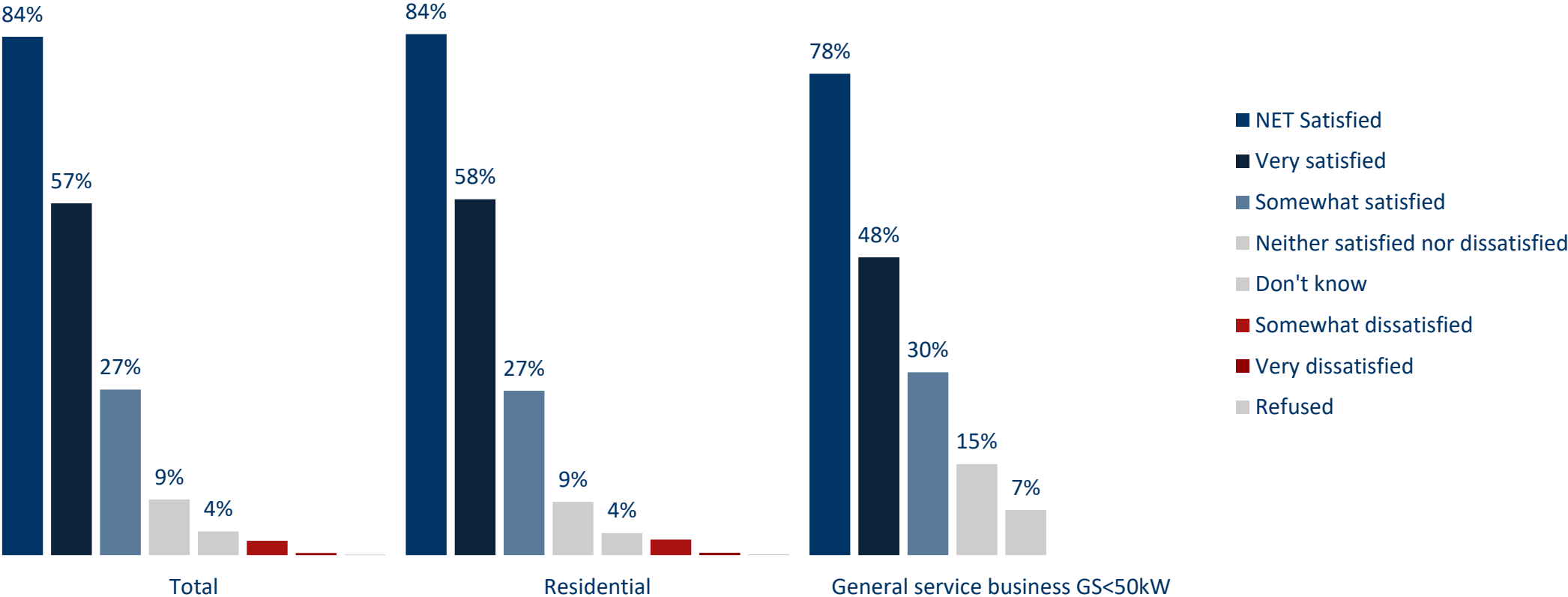
Core (OEB) Survey Questions – 2023 Results

How familiar are you with Tillsonburg Hydro, which operates the electricity distribution system in your community?



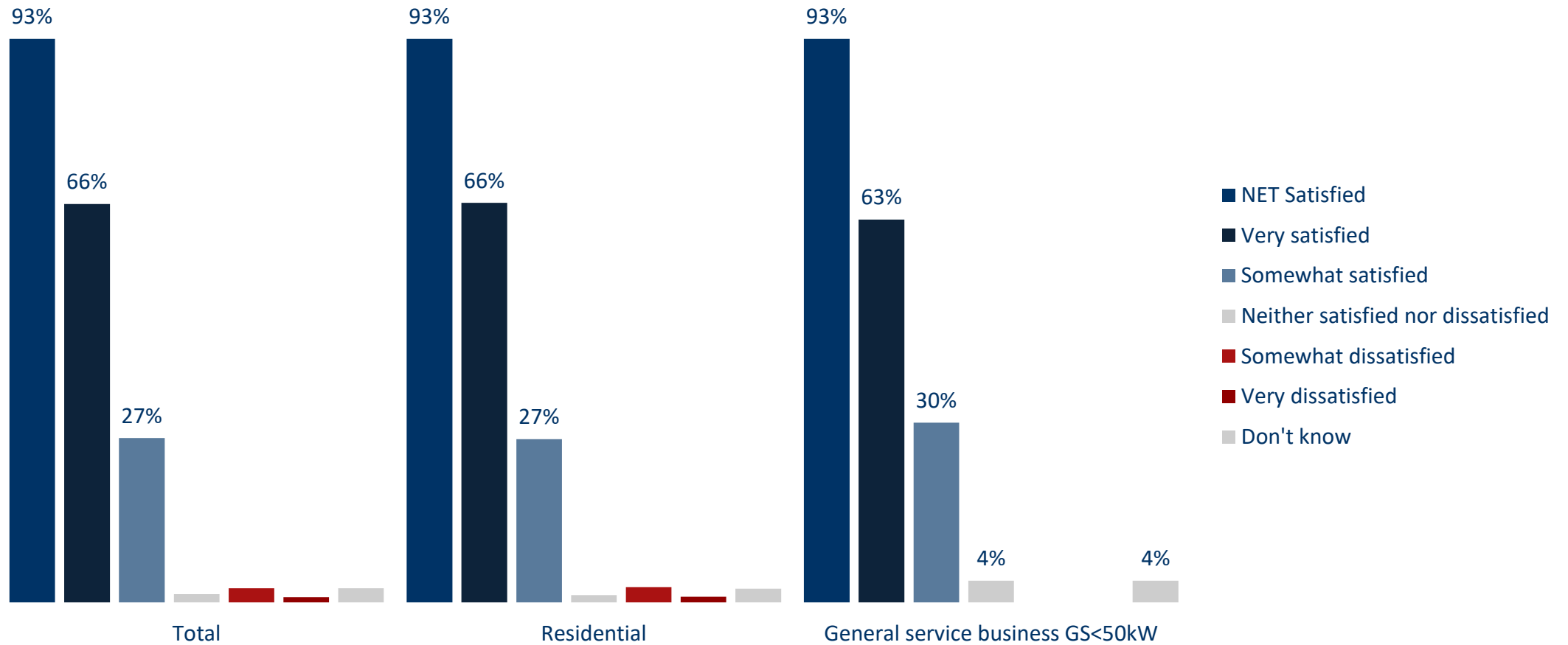
Weight: Aggregate weight for LDC based on customer_type
Filters: Year of Data Collection: 2023, LDC: Tillsonburg Hydro

Thinking specifically about the services provided to you and your community by Tillsonburg Hydro, OVERALL, how satisfied are you with the services that you receive?



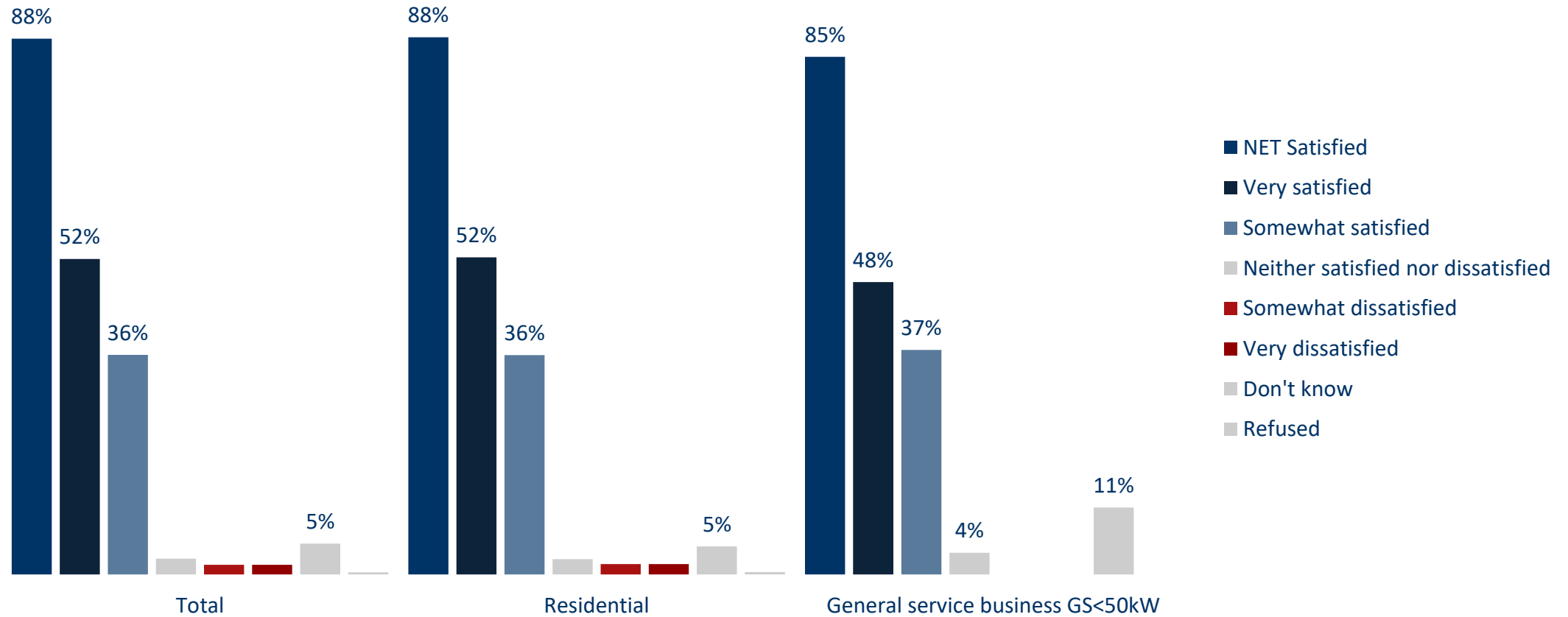
Weight: Aggregate weight for LDC based on customer_type
 Filters: Year of Data Collection: 2023, LDC: Tillsonburg Hydro

How satisfied are you with the electrical service that you receive from Tillsonburg Hydro - based on the RELIABILITY of your electrical service as judged by the number of outages you experience?



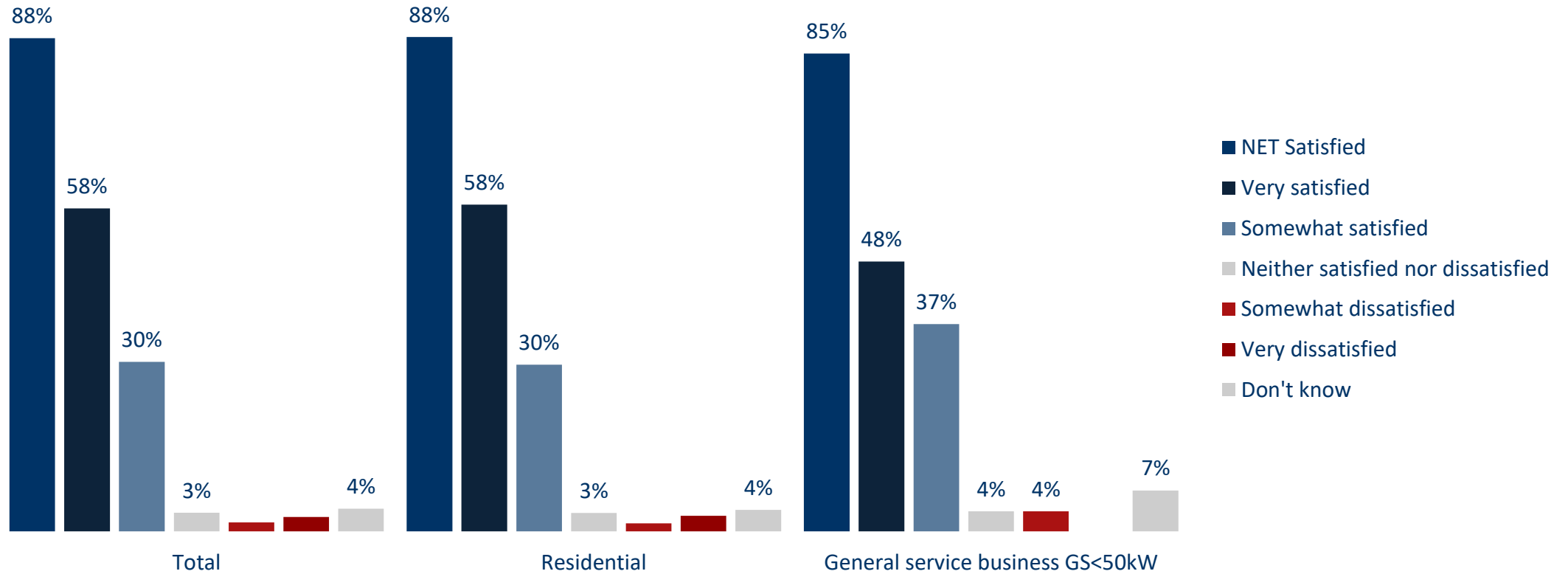
Weight: Aggregate weight for LDC based on customer_type
 Filters: Year of Data Collection: 2023, LDC: Tillsonburg Hydro

How satisfied are you with the electrical service that you receive from Tillsonburg Hydro - based on the amount of TIME IT TAKES TO RESTORE POWER when outages occur?



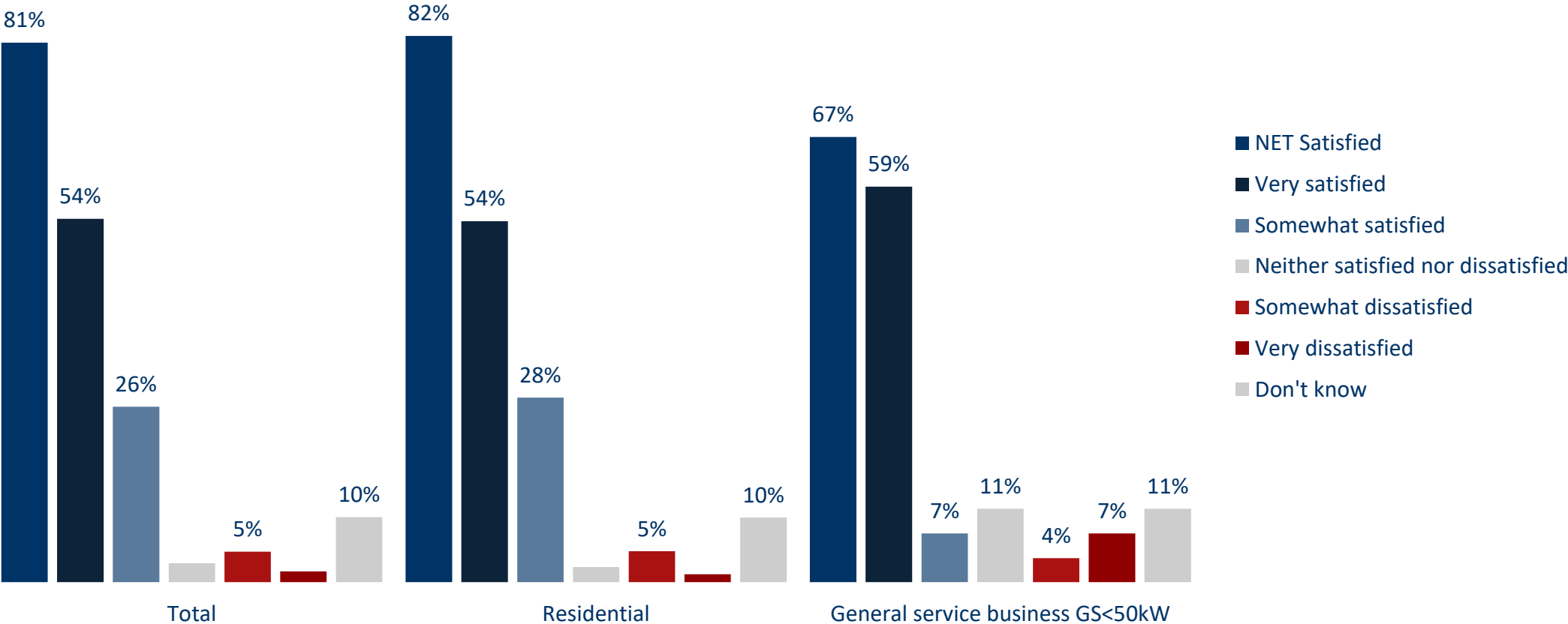
Weight: Aggregate weight for LDC based on customer_type
 Filters: Year of Data Collection: 2023, LDC: Tillsonburg Hydro

How satisfied are you with the electrical service that you receive from Tillsonburg Hydro - based on the QUALITY OF THE POWER delivered to you as judged by the absence of voltage fluctuations that can result in flickering/dimming of lights / an affect on



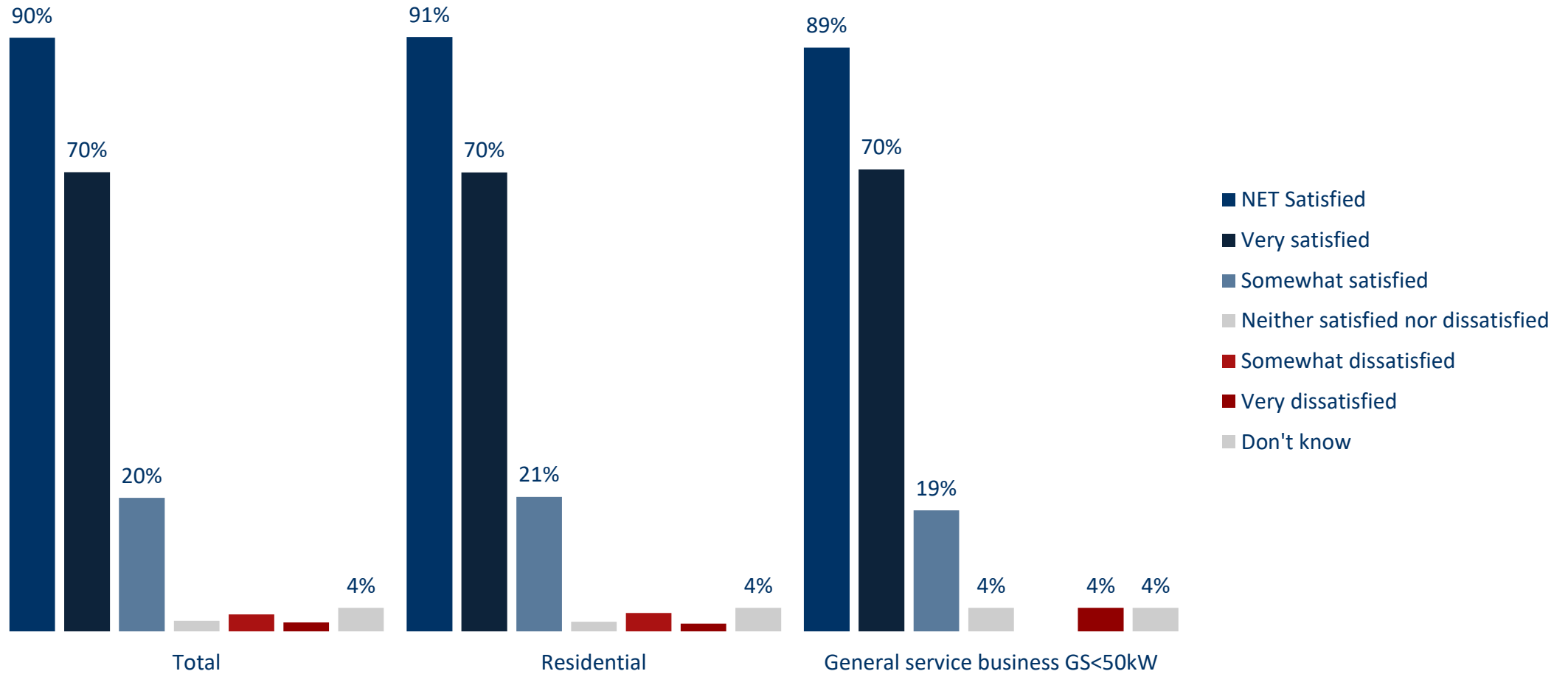
Weight: Aggregate weight for LDC based on customer_type
 Filters: Year of Data Collection: 2023, LDC: Tillsonburg Hydro

How satisfied are you with the bills that you receive from Tillsonburg Hydro - based on them providing ACCURATE BILLS?



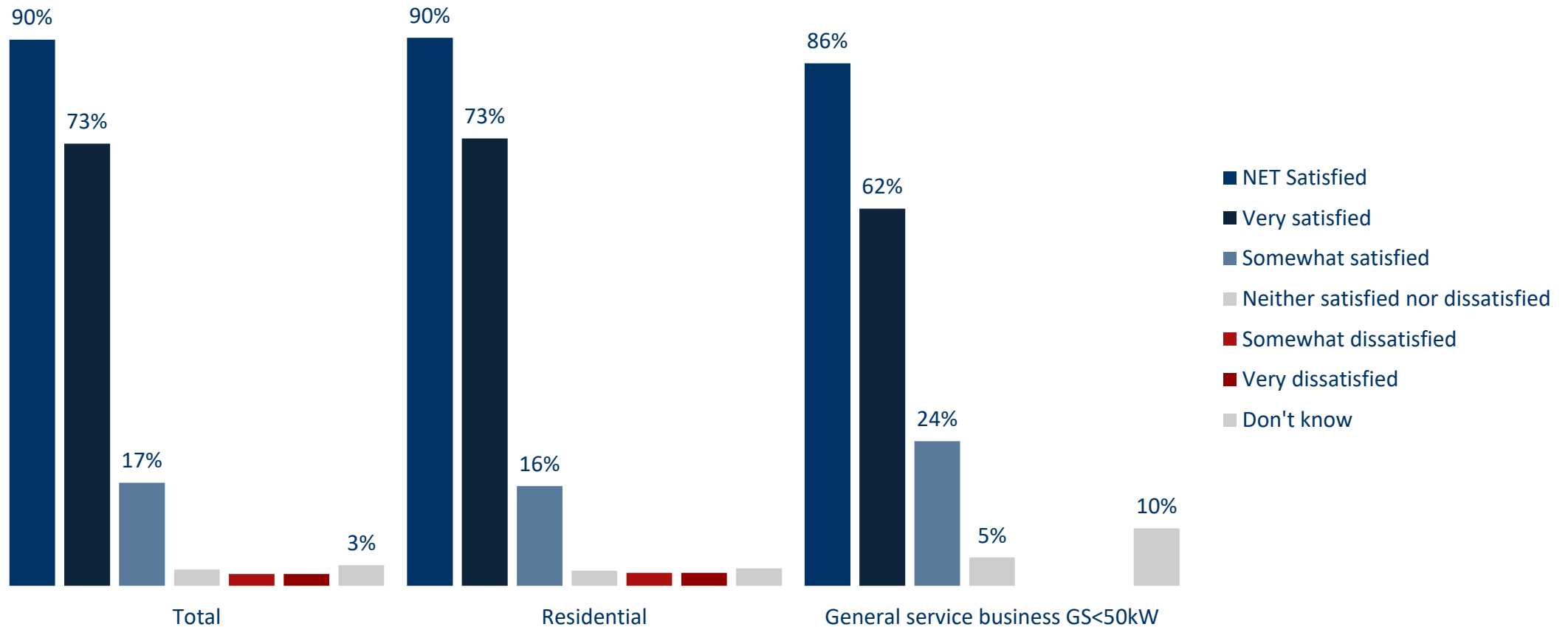
Weight: Aggregate weight for LDC based on customer_type
 Filters: Year of Data Collection: 2023, LDC: Tillsonburg Hydro

How satisfied are you with the bills that you receive from Tillsonburg Hydro - based on them providing CONVENIENT OPTIONS TO RECEIVE AND PAY BILLS?



Weight: Aggregate weight for LDC based on customer_type
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How satisfied are you with the CUSTOMER SERVICE you have received when dealing with employees of Tillsonburg Hydro, whether on the telephone, via email, in person or through online conversations including social media?

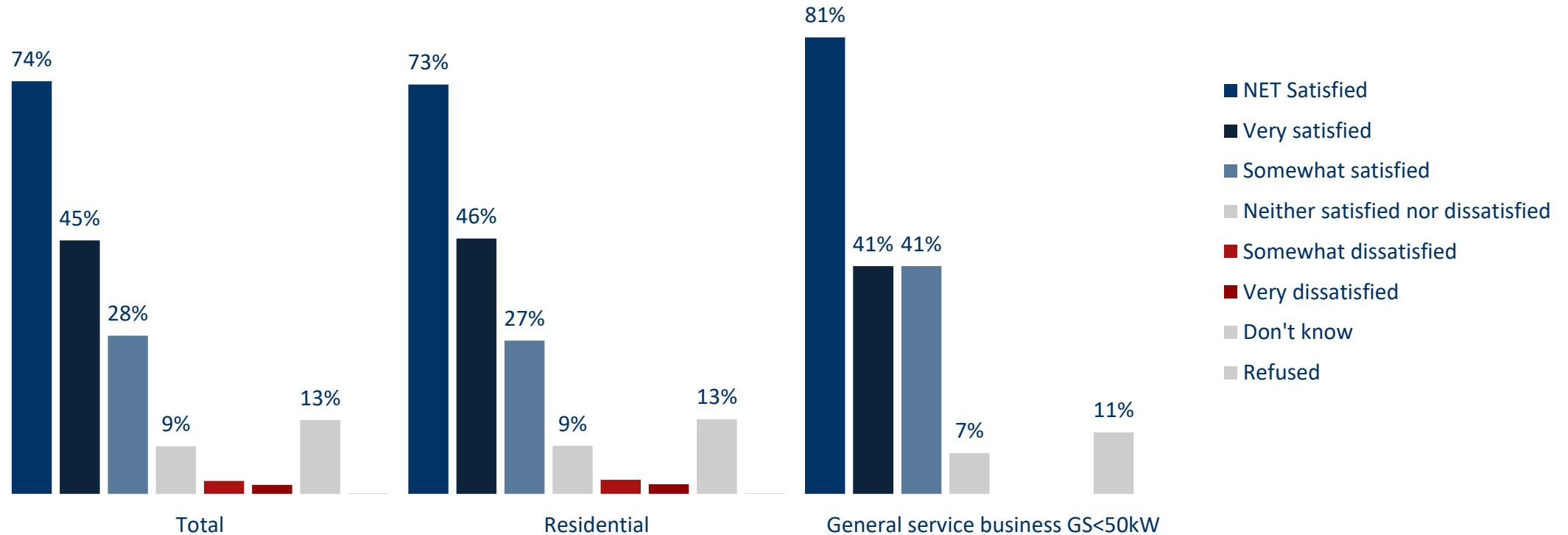


Weight: Aggregate weight for LDC based on customer_type

Filters: Year of Data Collection: 2023, LDC: Tillsonburg Hydro

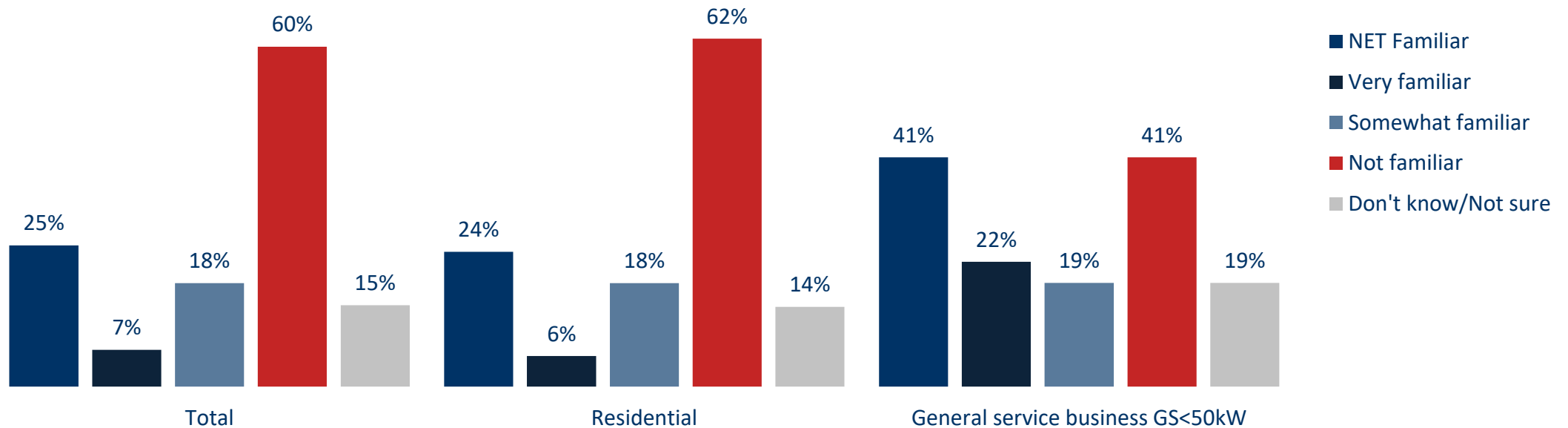
Note: Base excludes those who indicated that they had not contacted customer service, thus could not provide an assessment

How satisfied are you with the COMMUNICATIONS that you may receive from Tillsonburg Hydro without talking directly to an employee, including information found on their website, bill inserts, advertising, notices, emails, or social media sites?



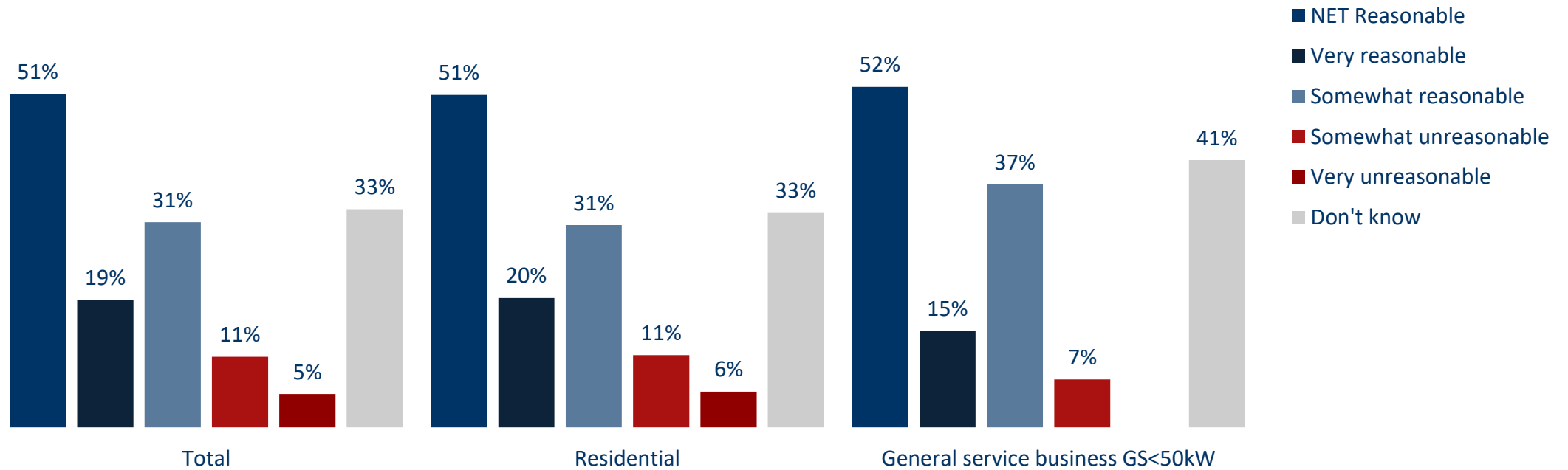
Weight: Aggregate weight for LDC based on customer_type
 Filters: Year of Data Collection: 2023, LDC: Tillsonburg Hydro

How familiar are you with the percentage of your electricity bill that went to Tillsonburg Hydro? So, NOT the portions allocated to power generation companies, transmission companies, the provincial government and regulatory agencies.



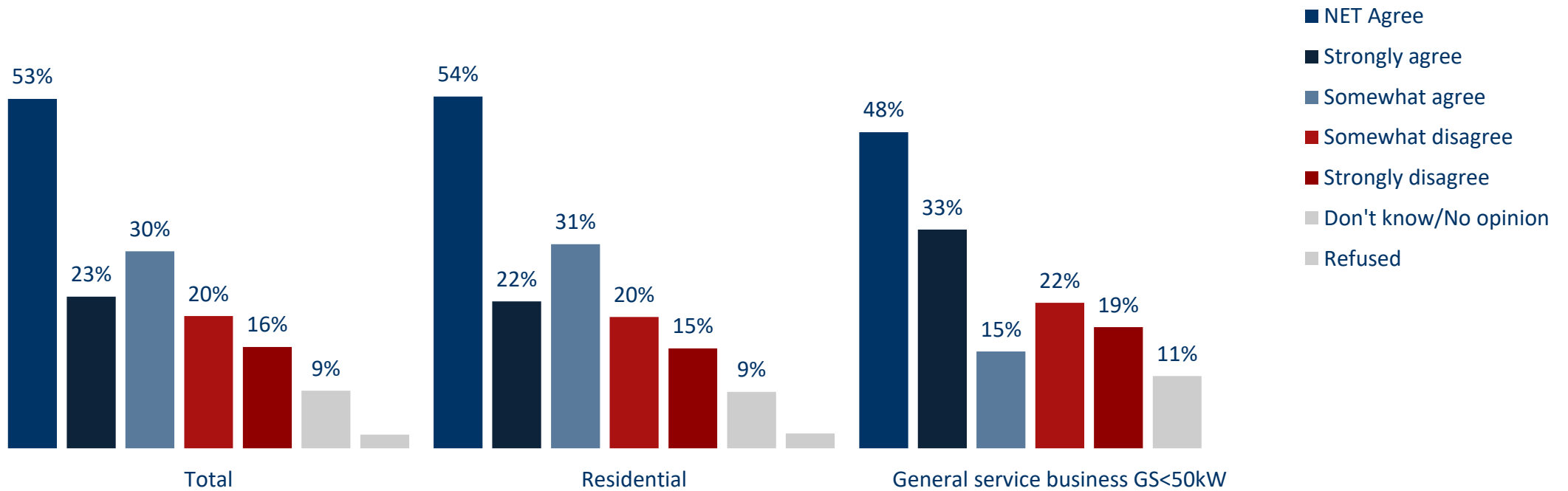
Weight: Aggregate weight for LDC based on customer_type
Filters: Year of Data Collection: 2023, LDC: Tillsonburg Hydro

Do you feel that the percentage of your total electricity bill that you pay to Tillsonburg Hydro for the services they provide is...?

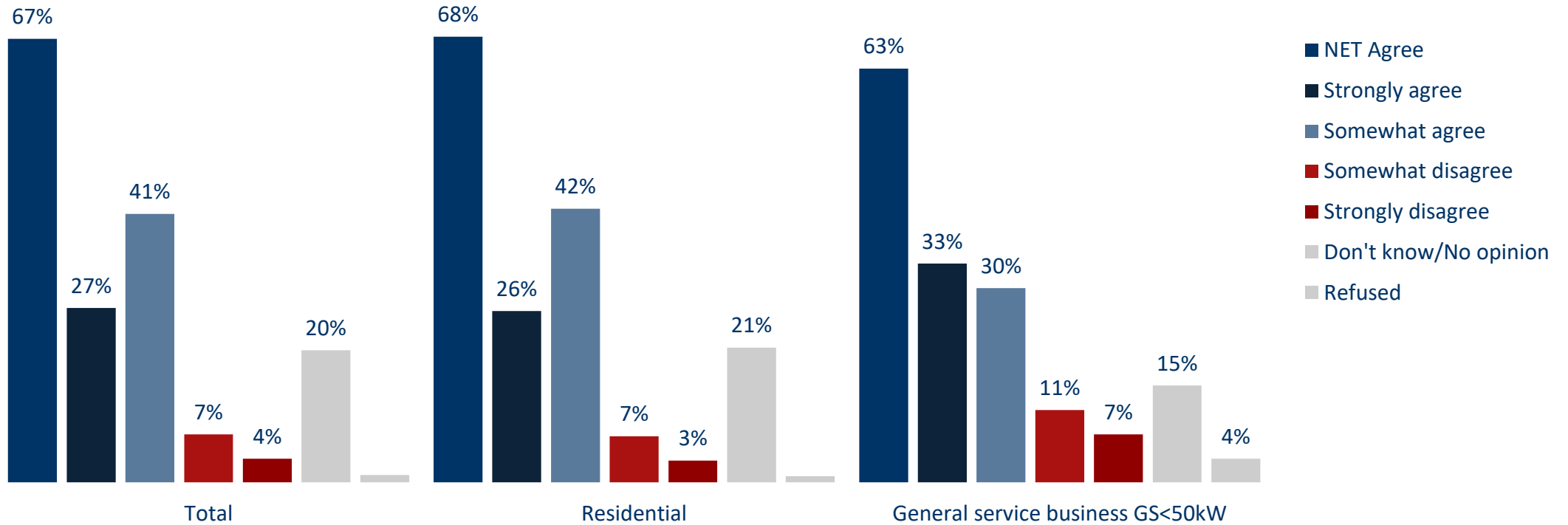


Weight: Aggregate weight for LDC based on customer_type
Filters: Year of Data Collection: 2023, LDC: Tillsonburg Hydro

To what extent do you agree with "The cost of my electricity bill has a major impact [on personal finances OR bottom line of organization]"?

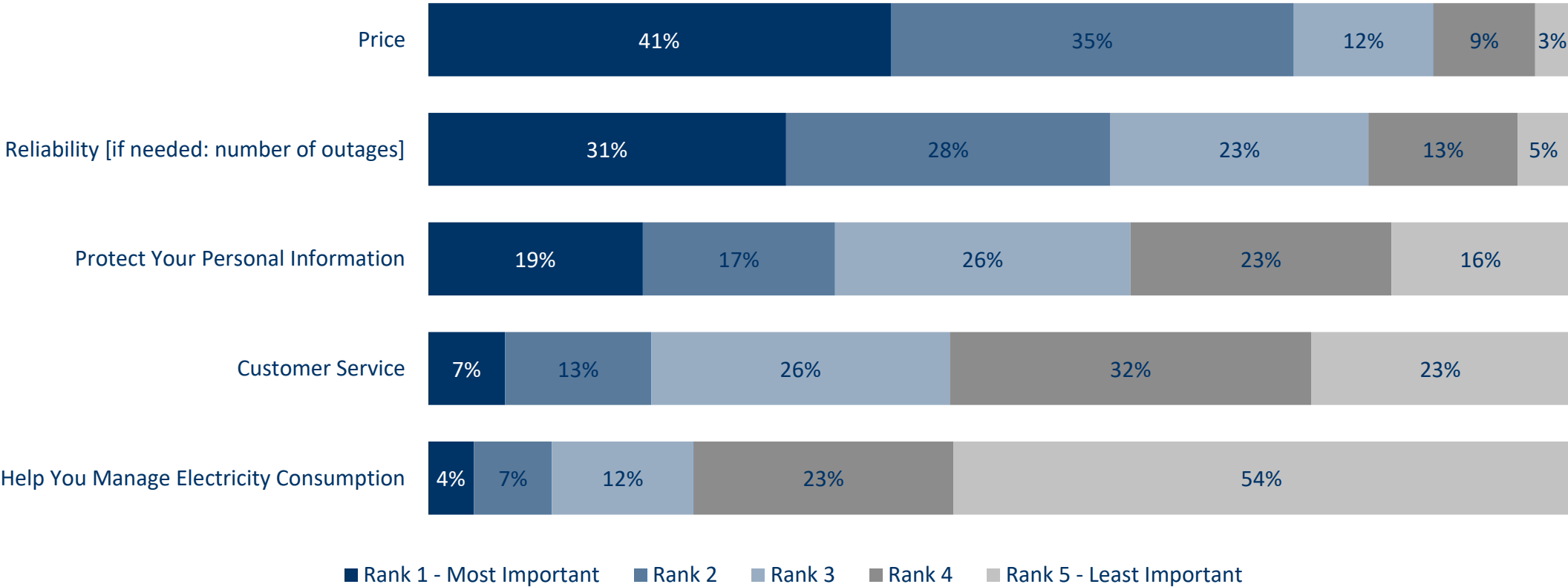


To what extent do you agree with "Customers are well served by the electricity system in Ontario"?



Tillsonburg Hydro's Custom Survey Questions – 2023 Results

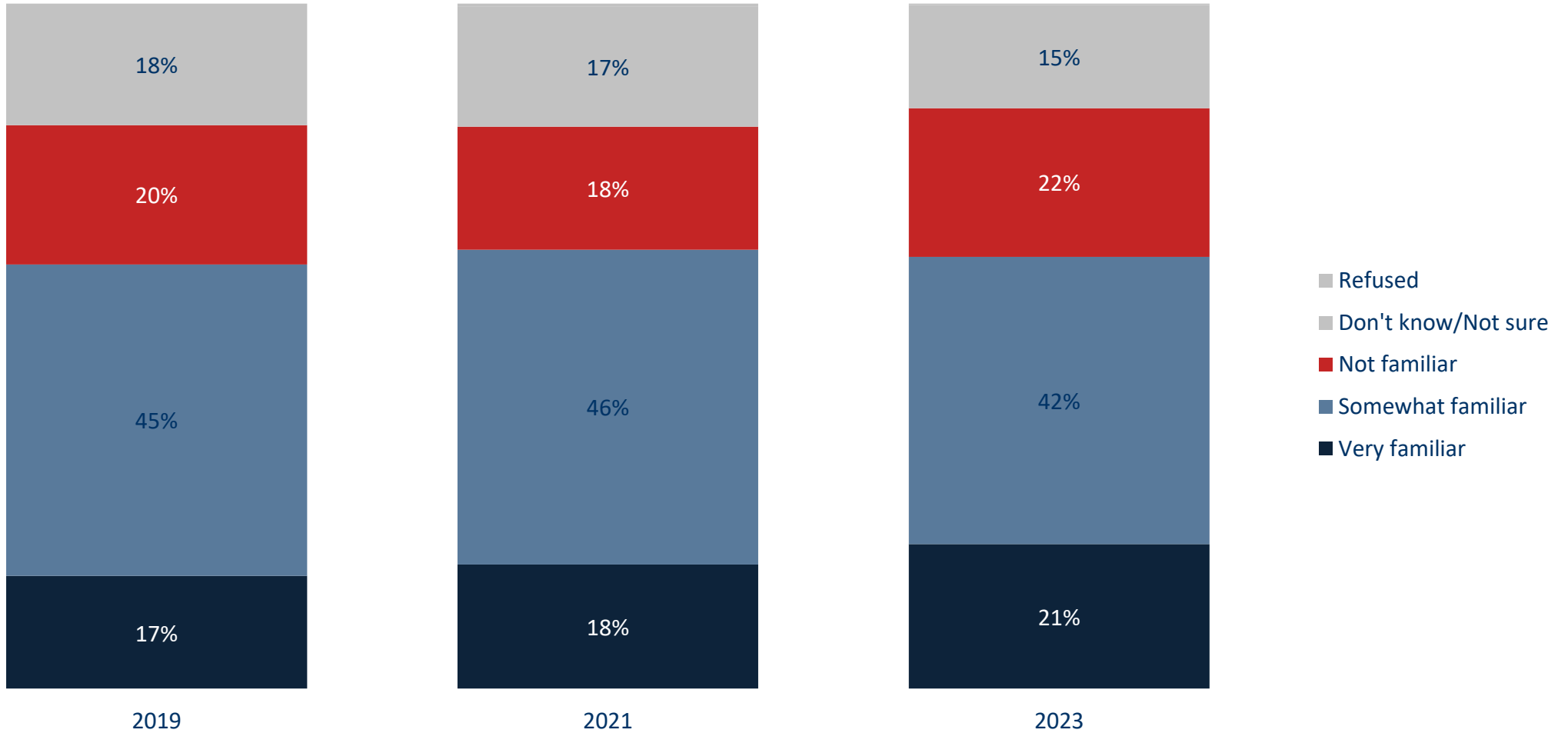
Tillsonburg Hydro is in the process of preparing a rate application to the Ontario Energy Board for 2024 and would like to get feedback from its customers to help set its priorities. Please rank the following 5 items from most important to you [1] to least



Weight: Aggregate weight for LDC based on customer_type
 Filters: LDC: Tillsonburg Hydro
 Base Size: 402

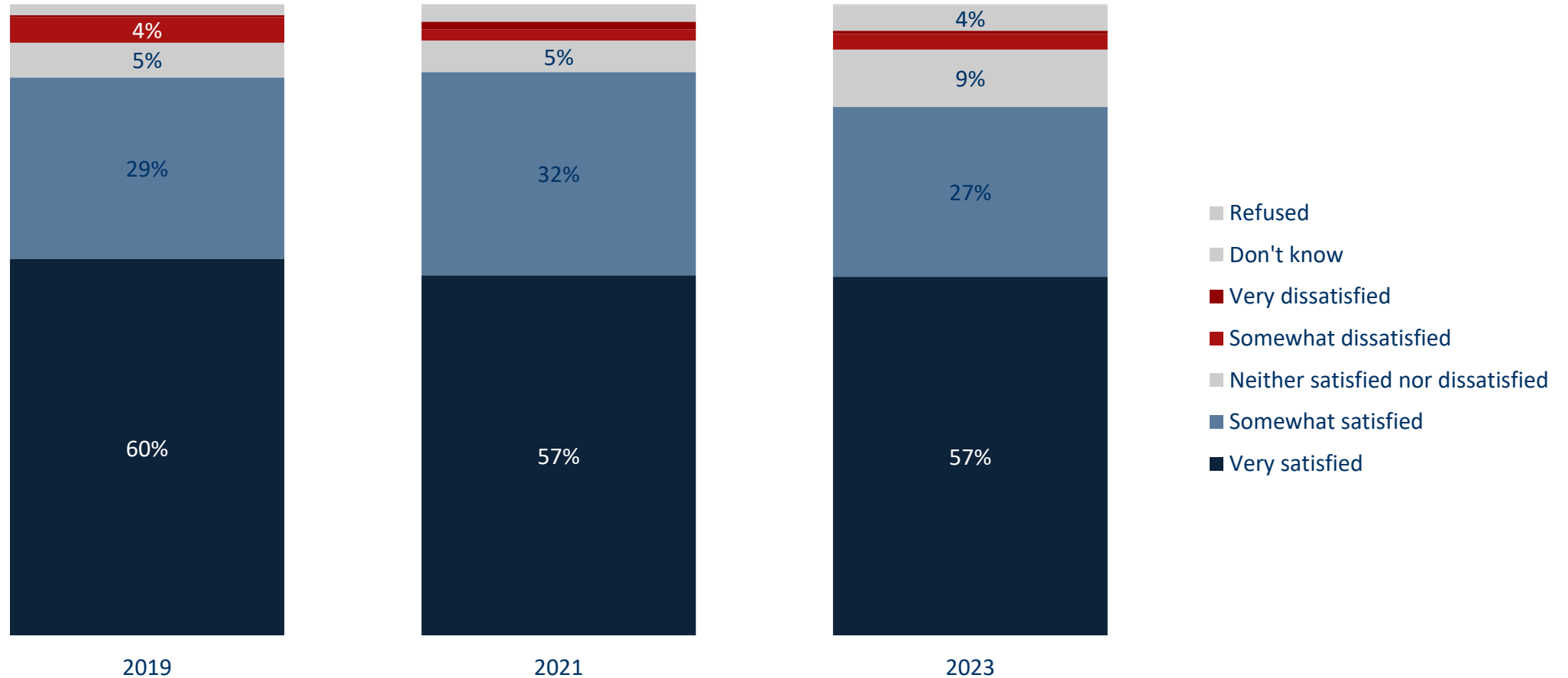
Core (OEB) Survey Questions – Trend over Time

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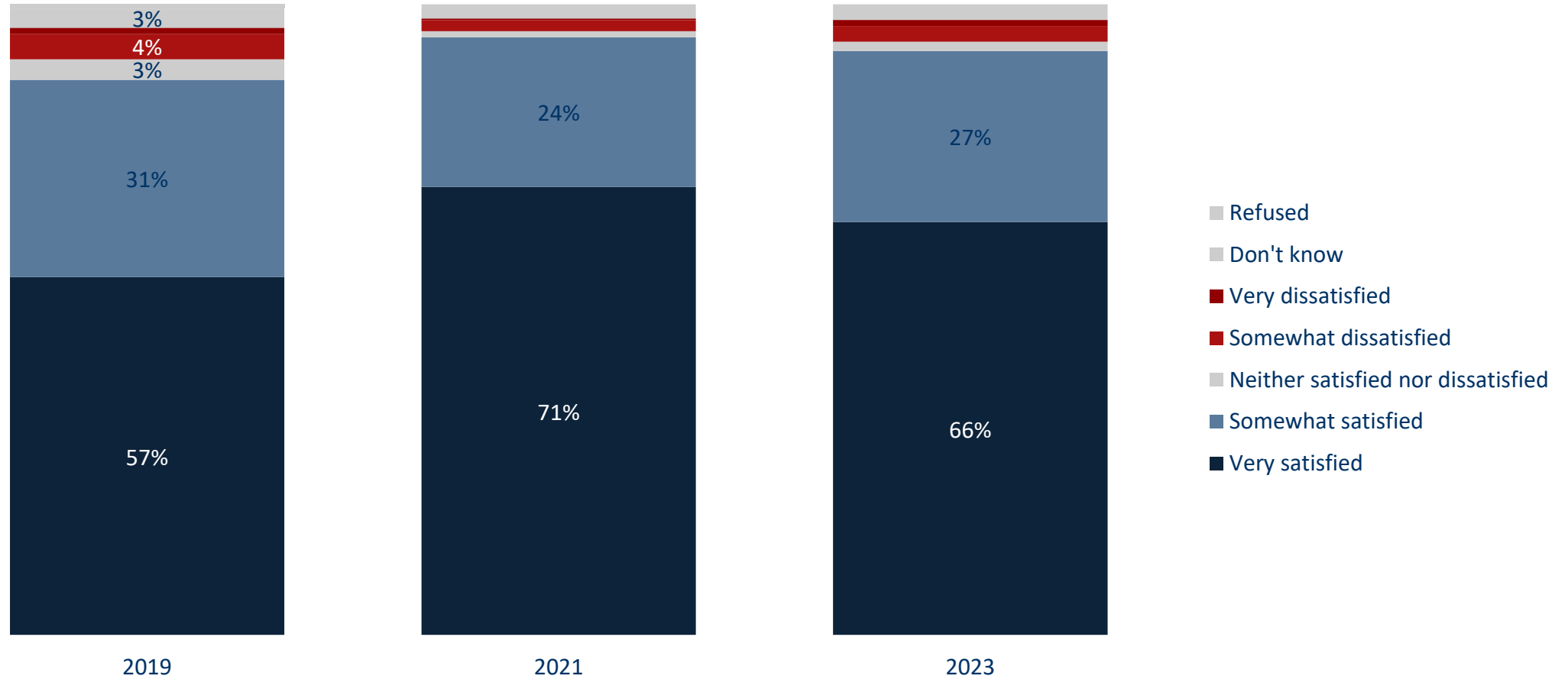
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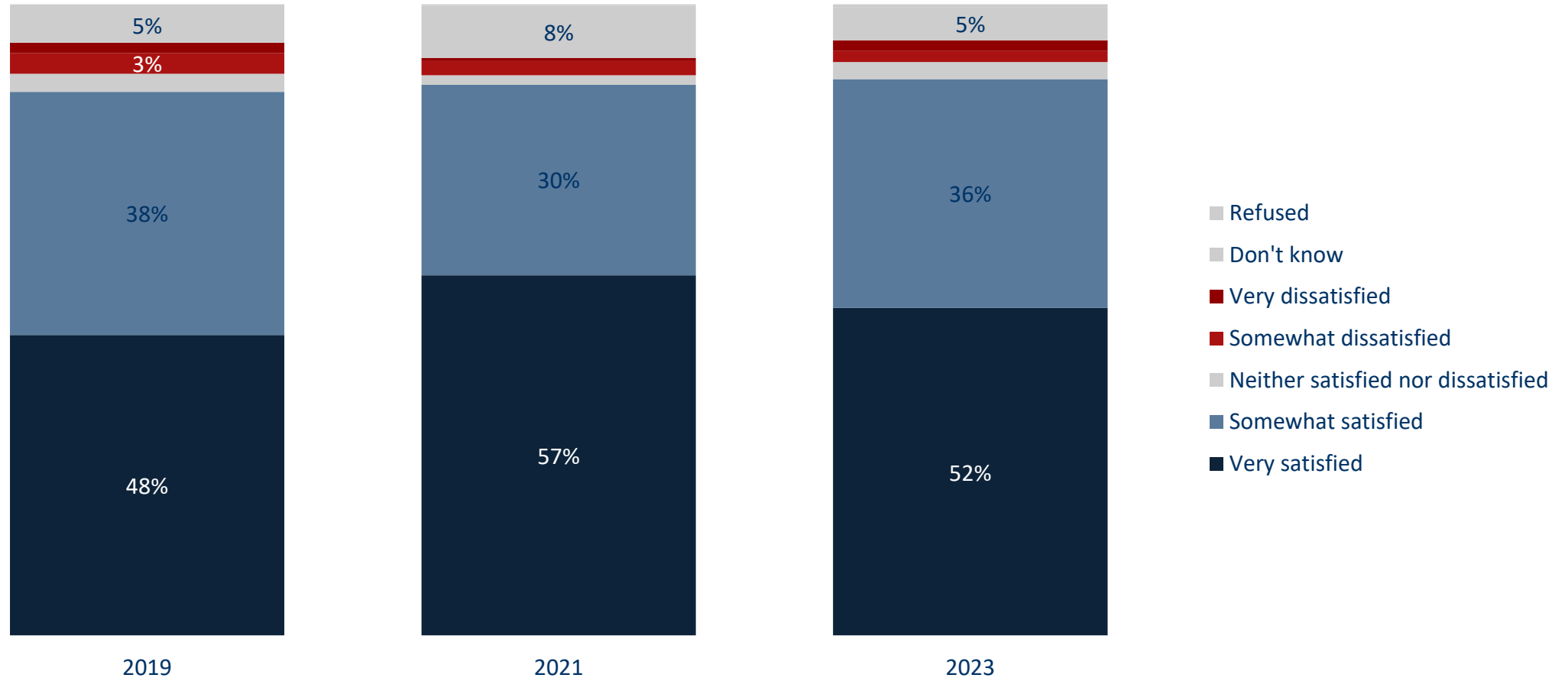
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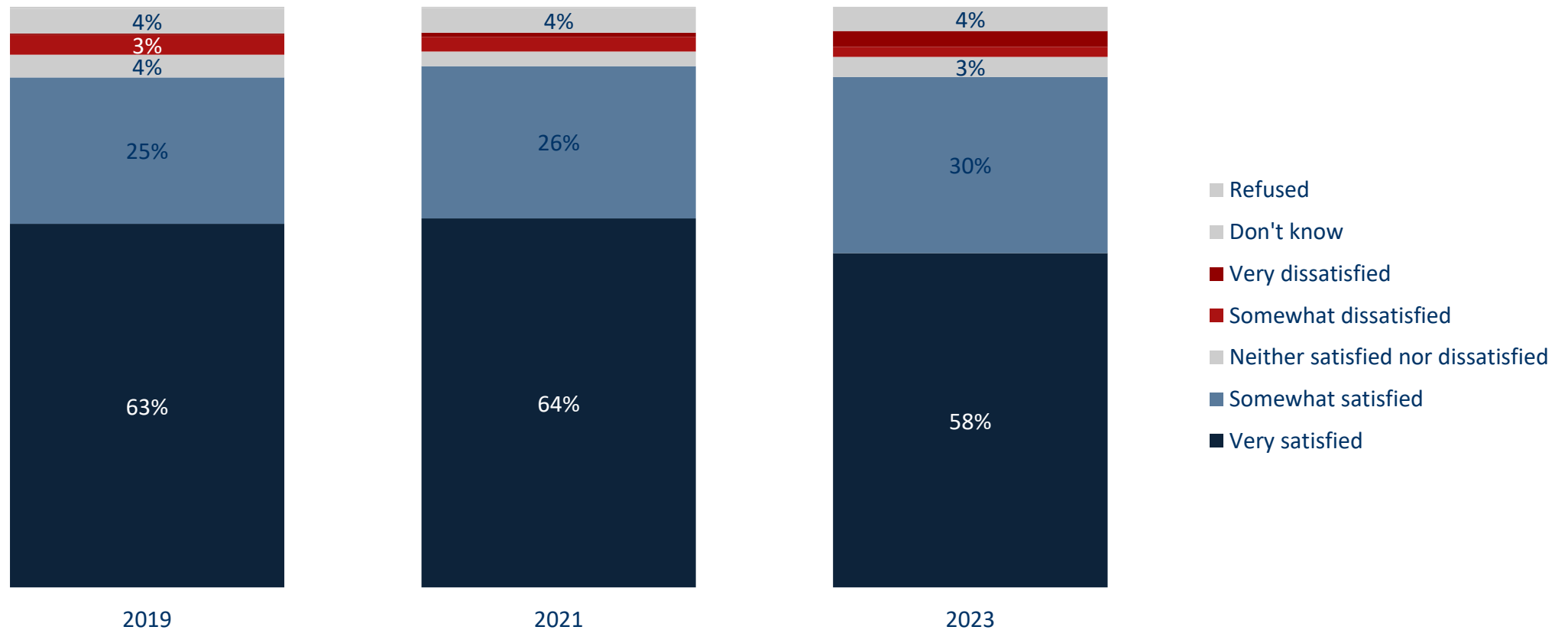
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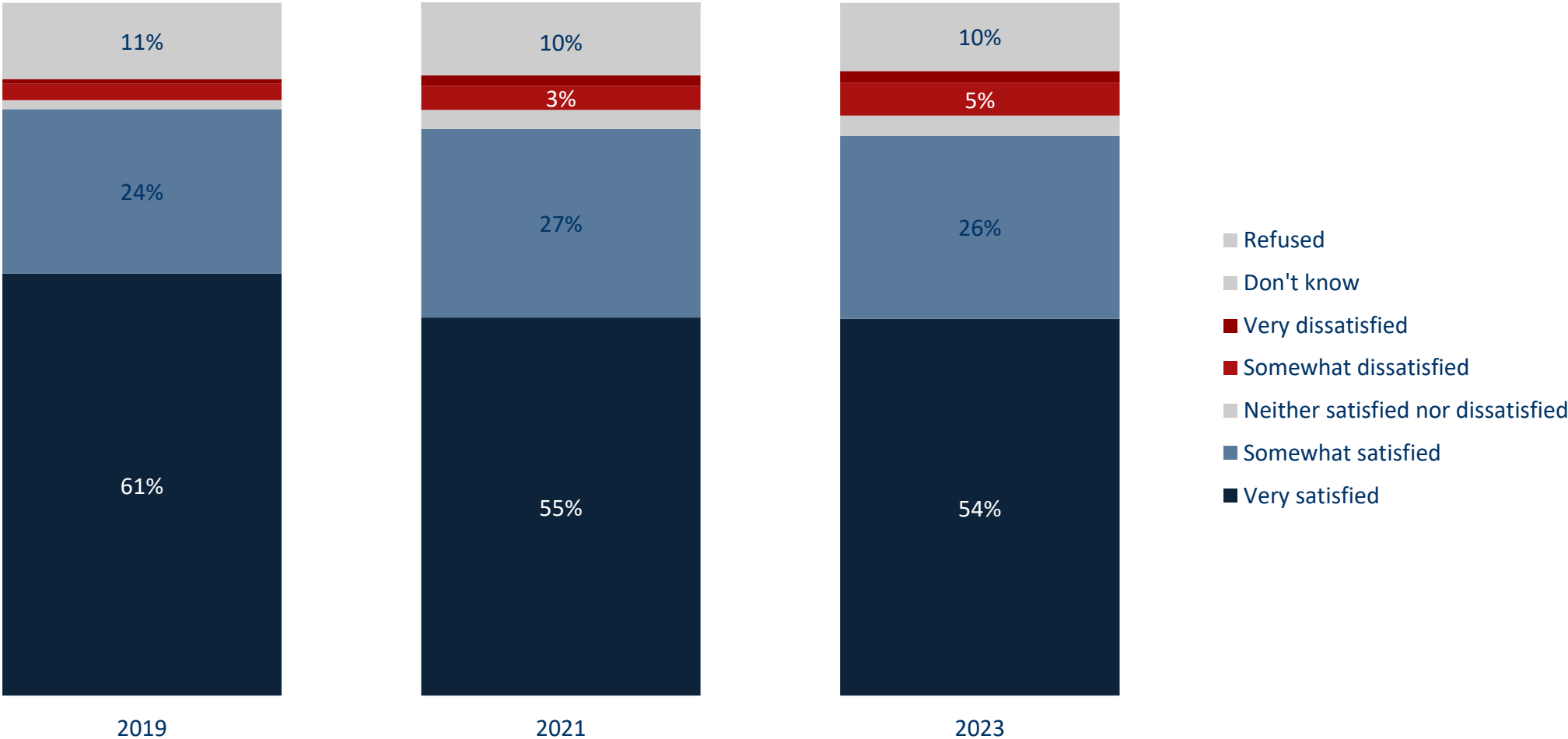
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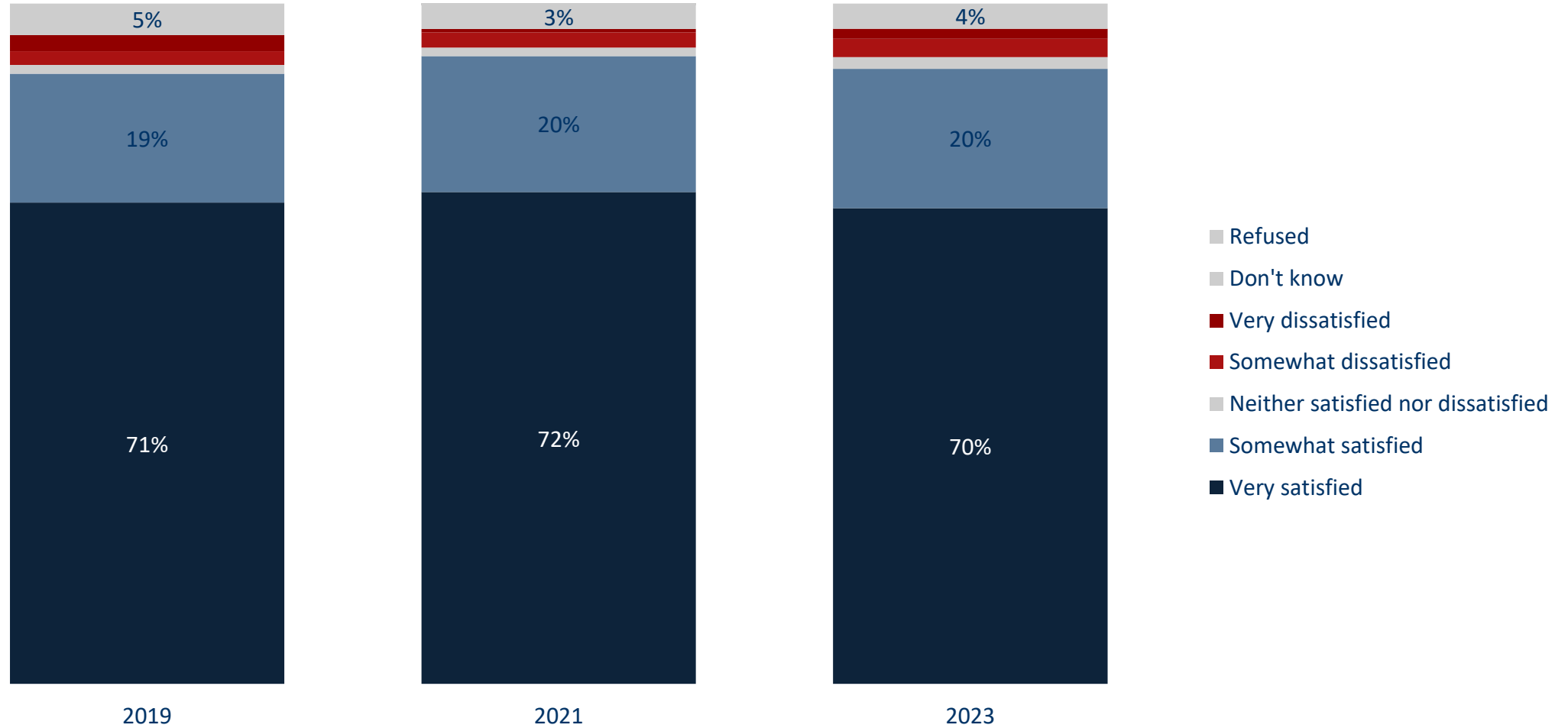
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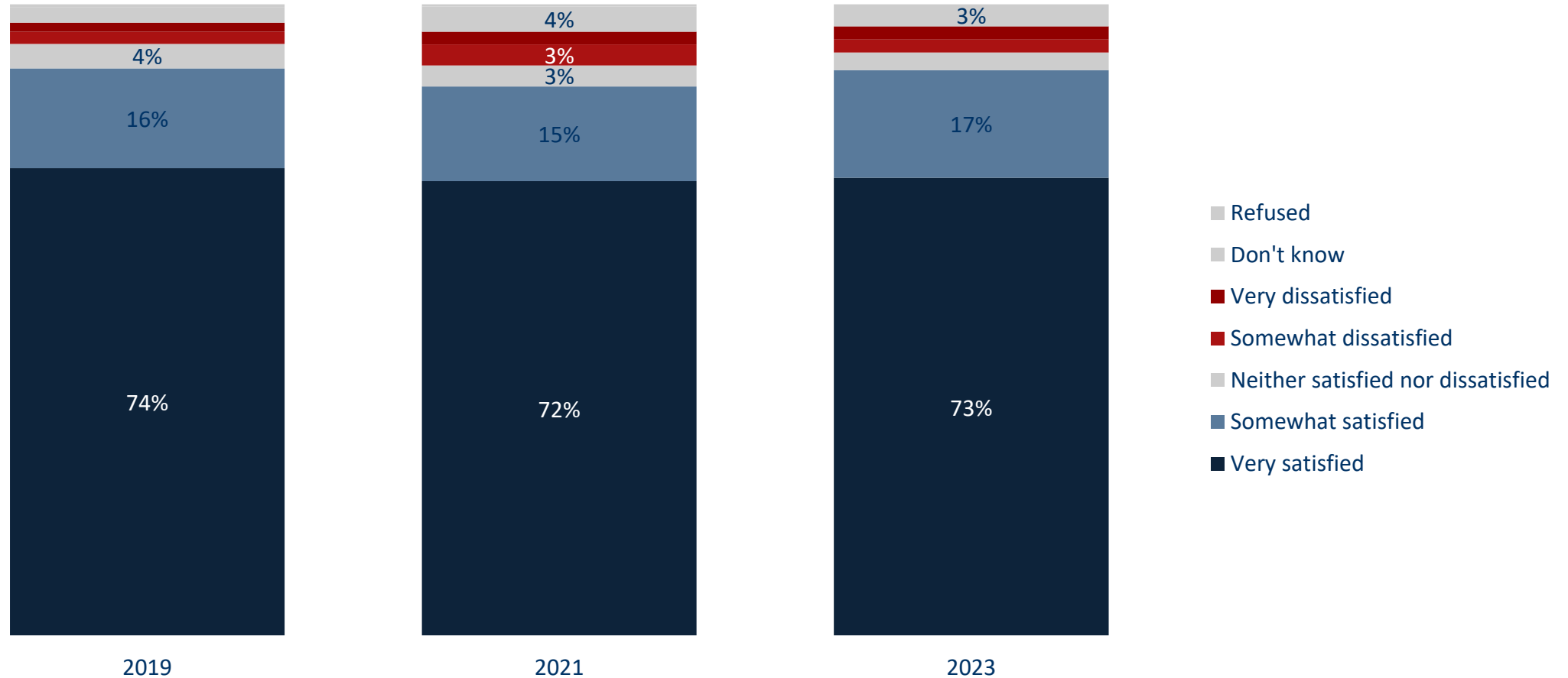
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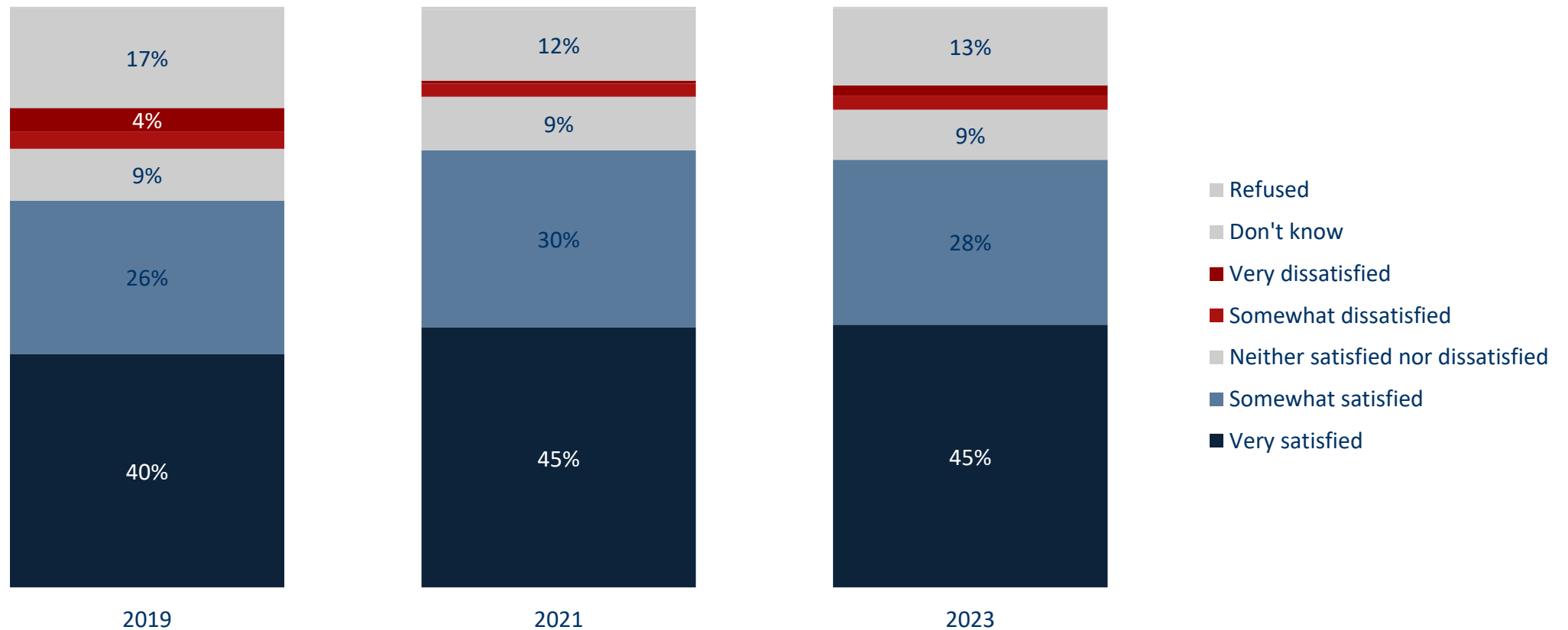


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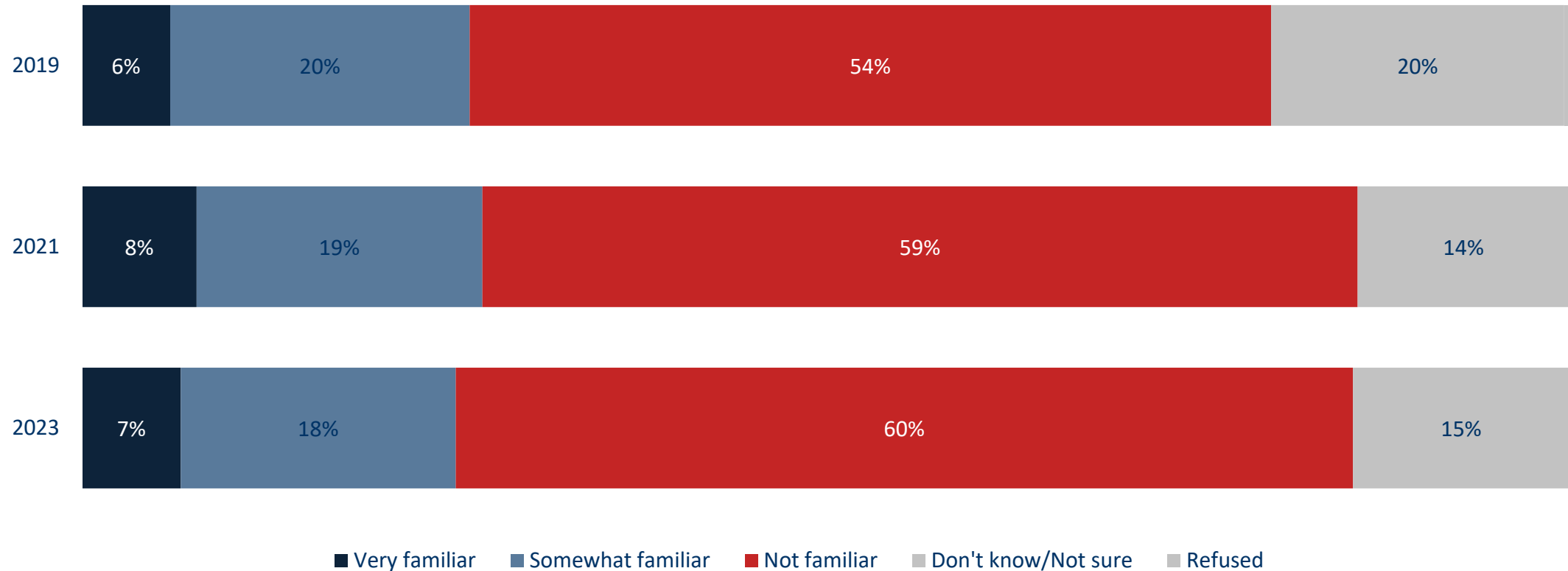
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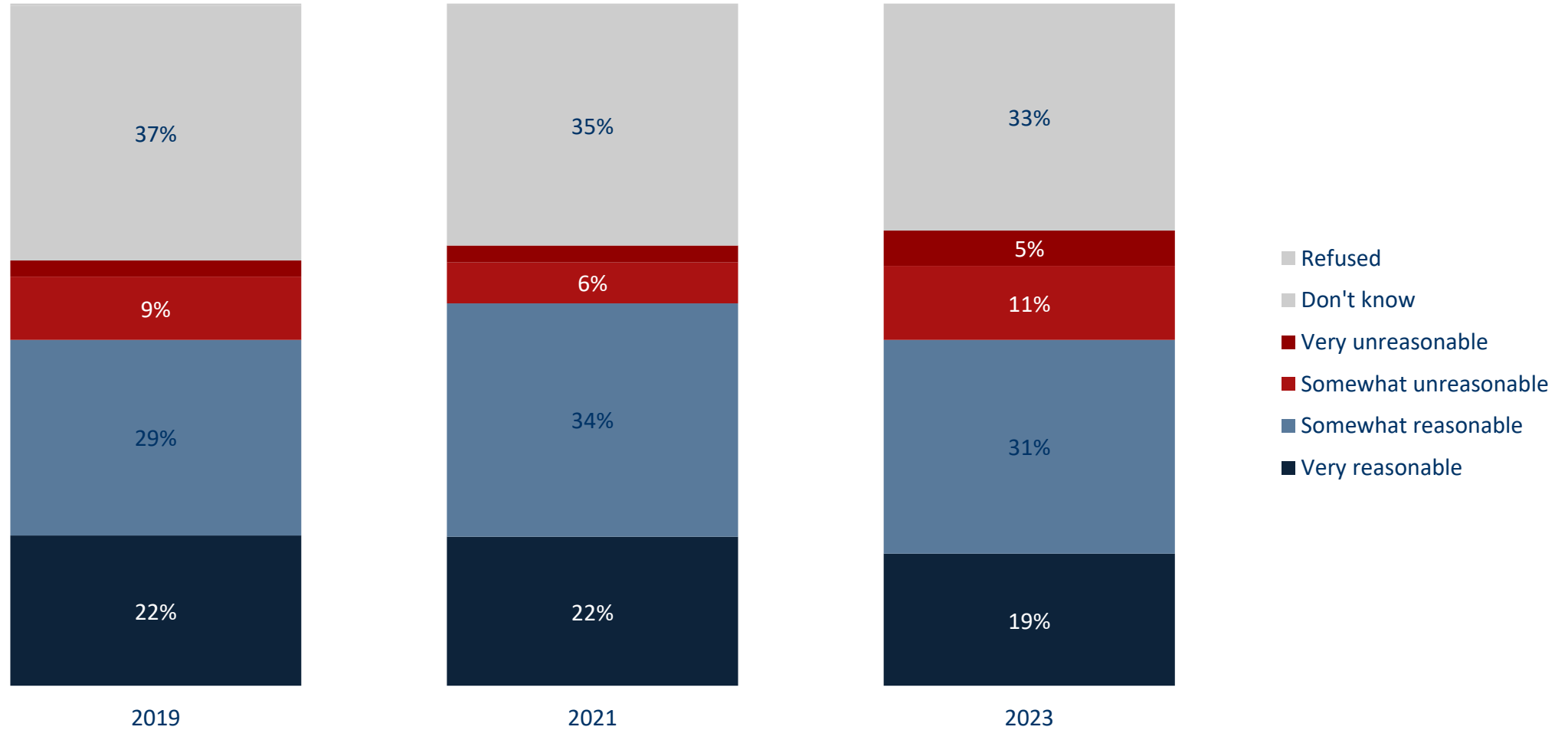
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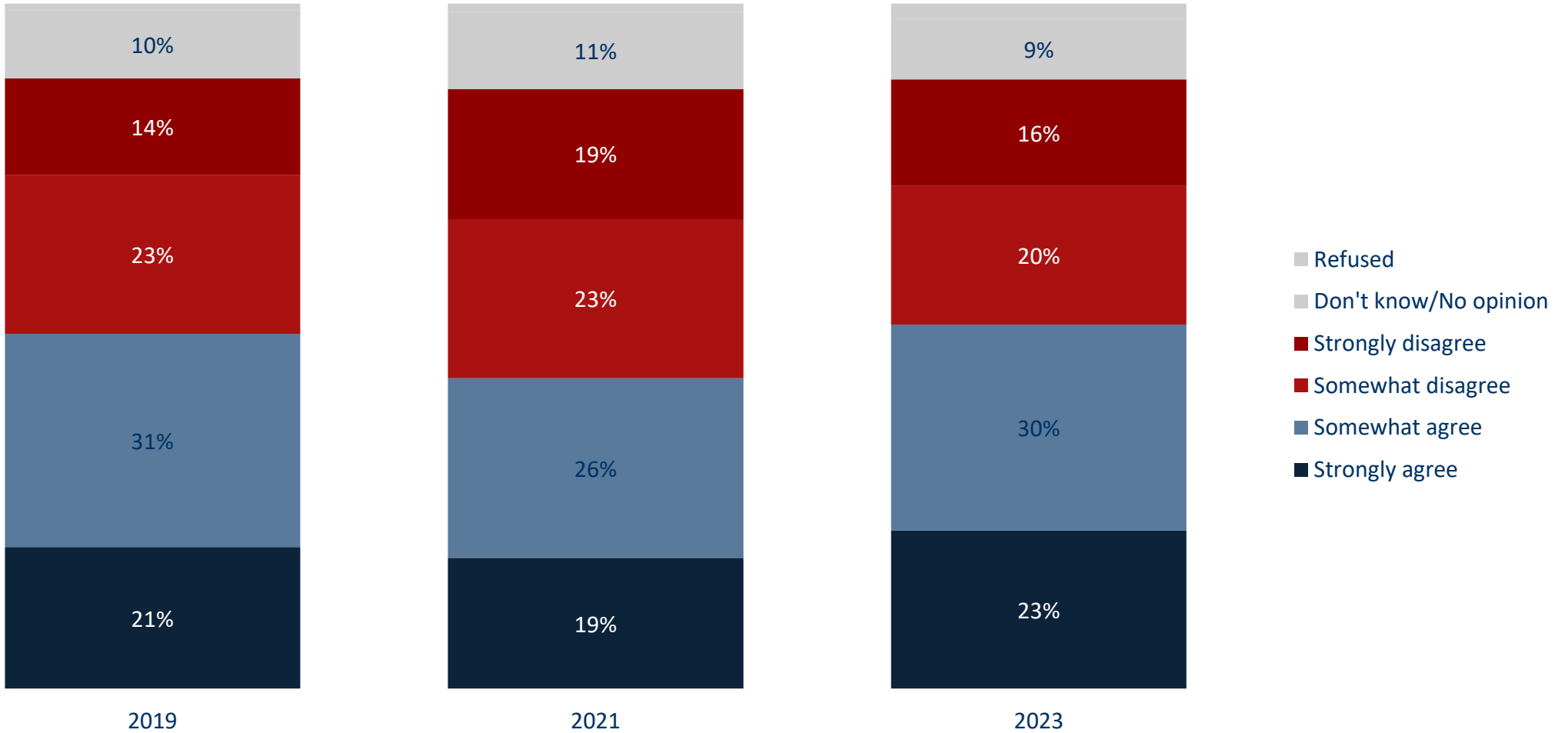
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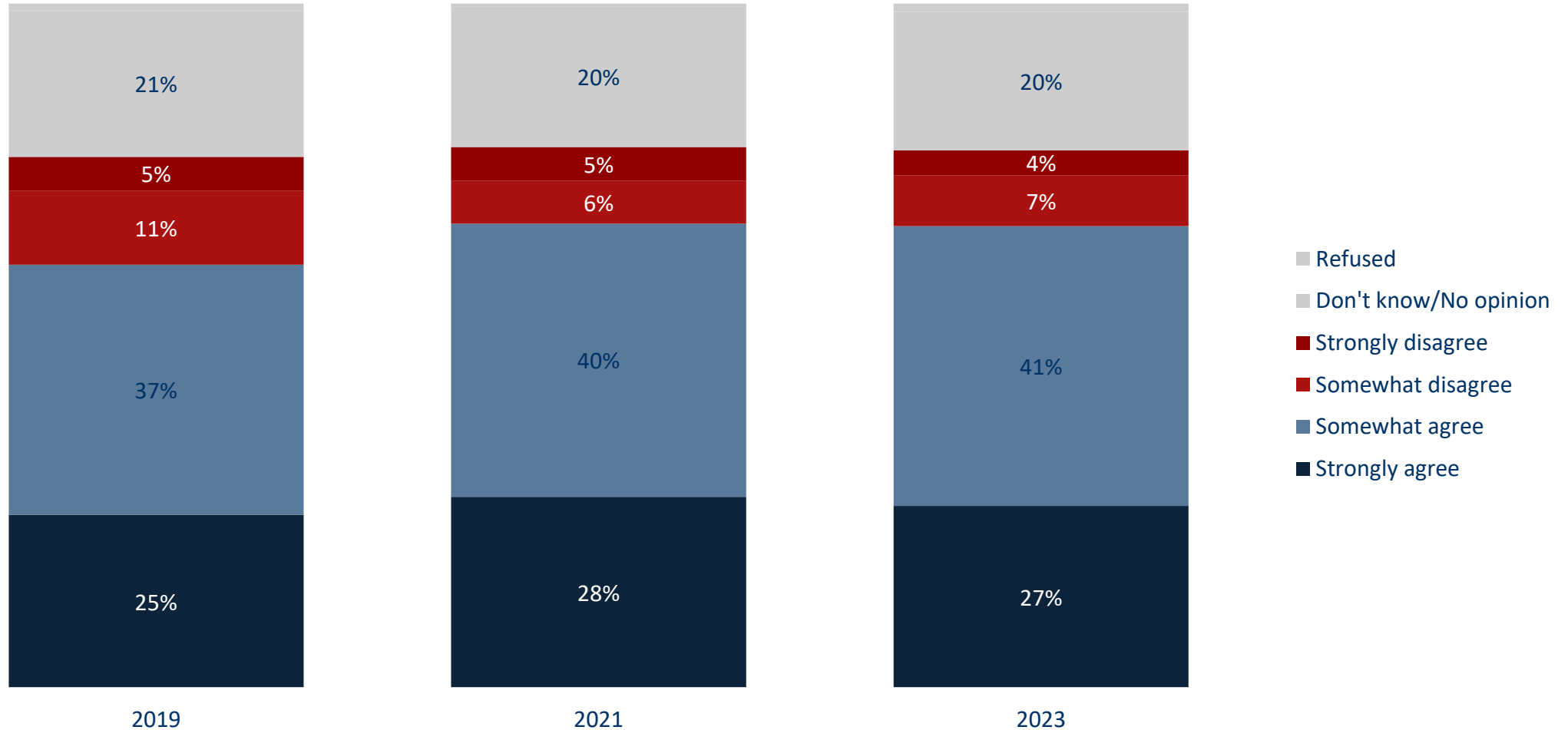
Weight: Aggregate weight for LDC based on customer_type
Filters: LDC: Tillsonburg Hydro

To what extent do you agree with "The cost of my electricity bill has a major impact [on personal finances OR bottom line of organization]"?



Weight: Aggregate weight for LDC based on customer_type
 Filters: LDC: Tillsonburg Hydro

To what extent do you agree with "Customers are well served by the electricity system in Ontario"?



Weight: Aggregate weight for LDC based on customer_type
Filters: LDC: Tillsonburg Hydro

Methodology

Methodology Summary

Commissioned by	Tillsonburg Hydro
Sample size	406 randomly selected customers
Margin of error	±4.7 percentage points, 19 times out of 20
Survey mode	Random telephone survey of customer base, CATI data collection
Survey sample	Residential and GS <50kWh customer lists provided by Tillsonburg Hydro
Time of calling	4PM-9PM Weekdays, 10AM-5PM Saturdays, scheduled callbacks
In-field dates	January 23-February 22, 2023
Language	English only
Survey author	Innovative Research/Electricity Distributors Association
Question Order	Core (OEB) questions then LDC-specific questions
Question Wording	Questions shown in report largely as asked; exact questionnaire available upon request
Survey Company	Advanis Gary.Offenberger@advanis.net

Methodology Details (1/4)

Target Respondents

The respondents of the survey were Ontario residents who are the primary bill payer or share the responsibility if residential or the person in-charge of managing the electricity bill at the organization if general service, and who resided within one of LDC's service territory(ies). Service territories were determined based on customer lists provided by the LDC.

Sample Size and Statistical Reliability

The final total completed surveys by LDC, and the associated margin of error for each, are shown below.

All margins of error are shown at a 95% confidence level.

- E.g., the margin of error associated with a sample size of 400 for a large (infinite) population is ± 4.9 percentage points, 19 times out of 20.

Since each LDC has a finite population, we used the specific population sizes (i.e., the number of sample records received from each LDC) in the calculation of margin of error. Doing so is more accurate, and results in a narrower margin of error than if we simply assumed large (infinite) population for each.

Sample sizes were set according to the *LDC Customer Satisfaction Survey: Methodology & Survey Implementation Guide*, prepared for the Electrical Distributors Association (April 19, 2016 revision):

Where possible, sample size of $n=400$.

Distributors with 3000 to 4999 customers (residential + GS<50), $n=300$

Distributors with <3000 customers (residential + GS<50), $n=200$

Methodology Details (2/4)

Sampling Methodology

Advanis was provided sample lists from each LDC. Customer lists included all basic information required such as name, telephone number, region (where applicable), customer type (residential or GS<50), LDC fee, Annual or Monthly consumption values. Redhead then calculated which quartile group each resident belonged to by evenly dividing them into four groups within each region and customer type. These quartiles were calculated based on annual consumption value.

To minimize low response:

- Sample was loaded in batches to ensure the sample was fully utilized before moving onto fresh sample records;
- Calls were made between the hours of 4pm and 9pm ET; and
- Call backs were scheduled and honored between the hours of 9am and 9pm ET.

Sample Cleaning

Redhead cleaned the customer lists individually once received from each LDC to ensure the customer list counts reflected actual individual records that could be called. The following steps were taken during sample cleaning.

- All records with no phone numbers were removed.
- All phone numbers were checked to see if they were valid numbers (i.e., 10 digits, all numerical, etc.) and any bad cases were removed.
- When duplicates were detected based on phone number, the average of the consumption value was calculated and kept for one consolidated record. All others were removed.
- Residential and GS<50KW were separated into their own lists to be loaded and managed separately in the calling system.

Regions within each customer list were given a numerical value to be used for calling quotas.

Methodology Details (3/4)

Questionnaire

The survey instrument was provided by the Electricity Distributors Association (EDA) developed in conjunction with Innovative Research. The survey consisted of an introduction, overall satisfaction, power quality and reliability, billing and payment, customer service experience, communications, price, optional deeper dive questions, and final personal finance / sector mood measures. Additional questions were provided individually by some LDCs. These questions are not required as part of the survey and, as outlined in the methodology guideline, were asked after all the standard and required questions.

Data Collection

Computer aided telephone interviews (CATI) were conducted from **January 23-February 22, 2023**.

Quality Control

- Advanis trained its interviewers to understand the study's objectives;
- Detailed call records are kept by the automated CATI system, and are supplemented by output files to SPSS for productivity analysis (i.e., not subject to human error);
- The survey was soft launched in LDCs that had the most available sample, and the data was then checked before calling began in full for each;
- 100% of all surveys are digitally recorded for potential review (see next bullet);
- Advanis' Quality Assurance team listened to the actual recordings of five-ten percent of completed surveys and compared the responses to those entered by the interviewer to ensure that responses from respondents are properly recorded;
- Team Supervisors conduct regular more formal evaluations with each interviewer, in addition to nightly monitoring of each interviewer on their team;
- Project Managers closely monitored the progress of data collection, including call record dispositions;
- All SPSS code is reviewed by a more senior researcher;
- All report output is reviewed by a more senior researcher; and
- All values in the report are reviewed by another team member to ensure accuracy.

Methodology Details (4/4)

Analysis of Findings & Data Weighting

Results were weighted to match the proportion of low volume rate class records as provided to Advanis after cleaning of the sample file. Where a region flag was also provided, results were weighted to the low volume rate class within each region and regions were weighted proportionately to one another based on the customer base as provided in the cleaned sample file.

The Customer Satisfaction index scores have been highlighted and were calculated as described below, based on instructions in the Survey Methodology Guidelines. The “response values” referenced in the description below were also determined and provided by the survey authors.

Data analysis and cross-tabulation have been conducted using SPSS and Advanis’ proprietary Online Reporting Environment software.

As noted above, LDCs without a region flag were weighted to their low volume rate class proportion based on the cleaned sample file. LDCs with a region flag were weighted to their low volume rate class proportion within each region based on the cleaned sample file, and then regions were weighted proportionately to one another based on the customer base as provided in the cleaned sample file.

Specific values of the number of sample records, estimated population proportions, and final weighted sample counts within LDC are provided on the next slide. The sum of the regional population proportions within an LDC may not equal 100% due to rounding.

This index score is calculated using the following process:

Step 1: Weight data to n=400 with each low volume rate class proportionate to its share of LDC customer base.

Step 2: Rescale the index score variables onto the 0 to 1 scale as indicated by the response values detailed below.

Step 3: The average result of the questions asked for each OEB topic and the overall satisfaction score will be added together³.

	B5
+	[C6+C7+C8] divided by 3
+	[D9+D10] divided by 2
+	E11
+	F12
+	G14
=	Total cumulative scores

Step 4: The total cumulative score from Step 2 will be divided by 6 to generate the **Customer Satisfaction Index Score** (bound between 0-1).

The chart on the following page illustrates how the **Customer Satisfaction Index Score** will be calculated.

Methodology Tables

Margin of error

LDC	Clean Customer Records from LDC	Completed Surveys	Sample Size as % of Customer list	Margin of Error @ 95% confidence level
Tillsonburg Hydro	6,639	406	6.12%	+/- 4.7%

* Since each LDC has a finite population, we used the specific population sizes (i.e., the number of sample records received from each LDC) in the calculation of margin of error. Doing so is more accurate, and results in a narrower margin of error than if we simply assumed large (infinite) population for each.

Sample weighting

Tillsonburg Hydro						
Regions Flagged in Sample	Low Volume Rate Class	Sample Received (Cleaned, Deduplicated)	Rate Class Proportion	Estimated Customer Proportion	Weighted Sample Count	Unweighted Sample Count
TOTAL	Residential	6,190	93%	100%	379	379
	General Service < 50 kW	449	7%		27	27
					406	406



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