



Business & Key Account Customer Satisfaction Study 2024 Electric



Report of Findings

2 April 2025

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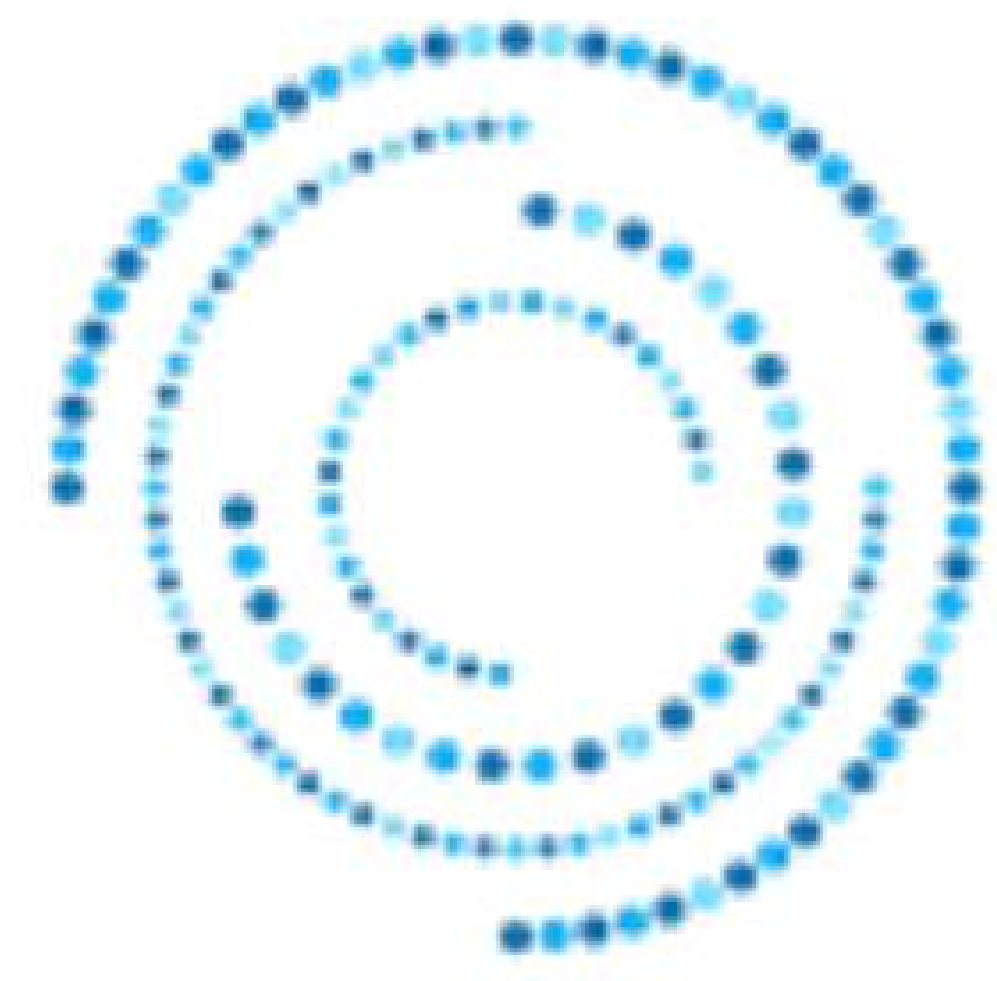
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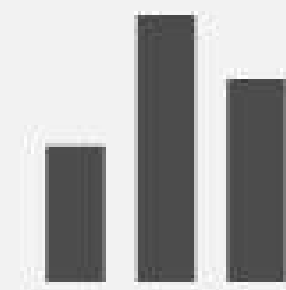
Aggregate Data (Provided Separately)







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:

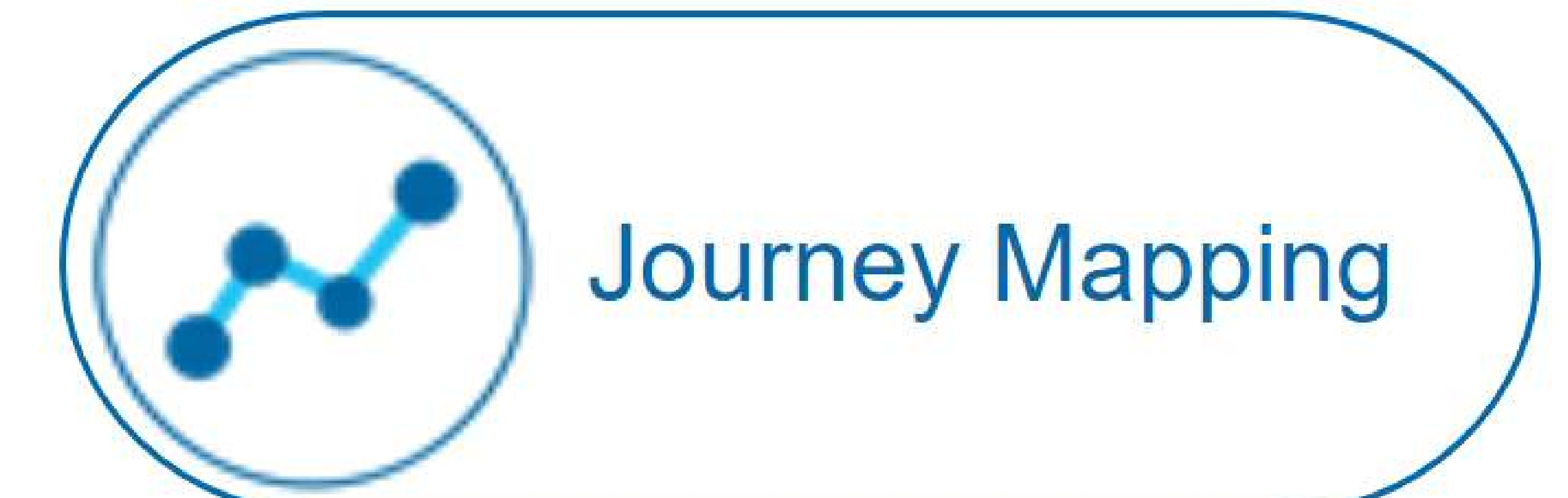


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Project Overview

Research Objectives

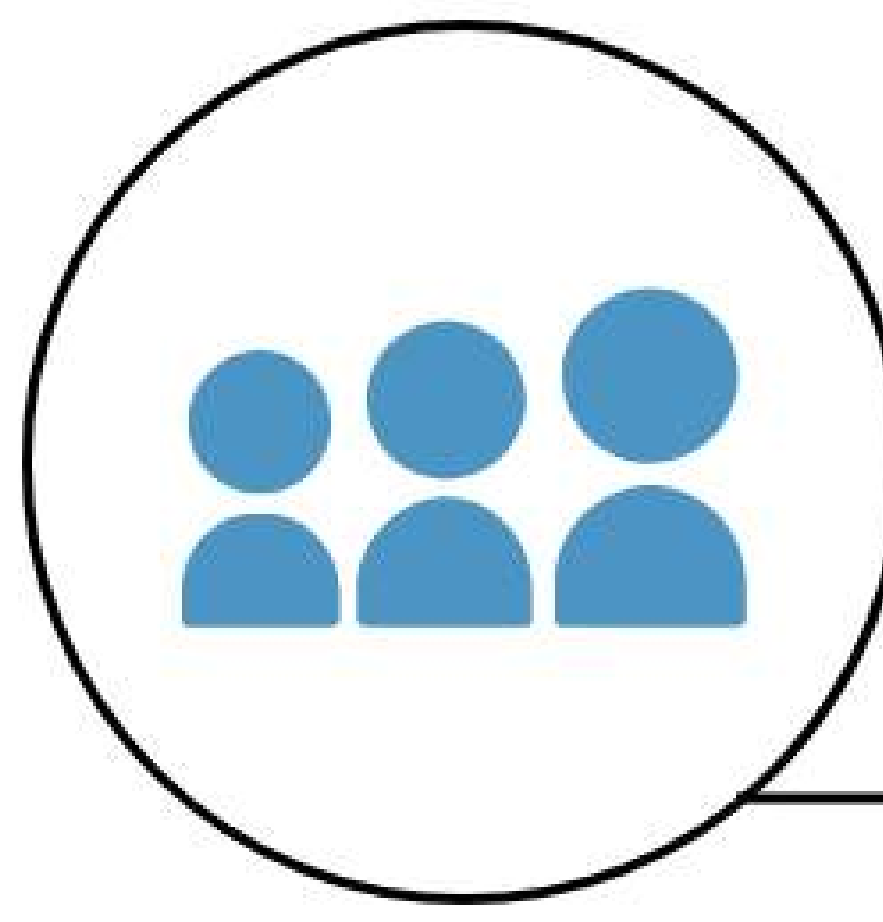
- GreatBlue Research was commissioned by Lodi Electric Utility to conduct comprehensive research among business and key account customers to gain a deeper understanding of their perceptions of the utility and satisfaction with the services provided.
- The primary goals of this research study were to assess business and key account customers' satisfaction with their electric utility, uncover perceptions of their utility, and explore their interest in various utility-related products and services.
- The outcome of this research will enable Lodi Electric Utility personnel to a) more clearly understand, and ultimately set, customer expectations, b) act on near-term opportunities for improvement, and c) create a strategic roadmap to increase customer satisfaction.



Areas of Investigation

In order to service these objectives, GreatBlue developed a bespoke research study leveraging a digital survey to learn about the following topics:

- Organizational characteristic ratings
- Customer's relationship with Lodi Electric Utility
- Power delivery ratings
- Awareness of Lodi Electric Utility's electrification programs and energy mix
- Customers' upcoming investments
- Satisfaction with customer service
- Awareness of various programs and services offered by Lodi Electric Utility
- Assessment of key account manager
- Satisfaction with electric rates
- Interest in building and fleet electrification
- Perceived benefit of municipal ownership
- Preferred communication methods
- Firmographic profile of respondents



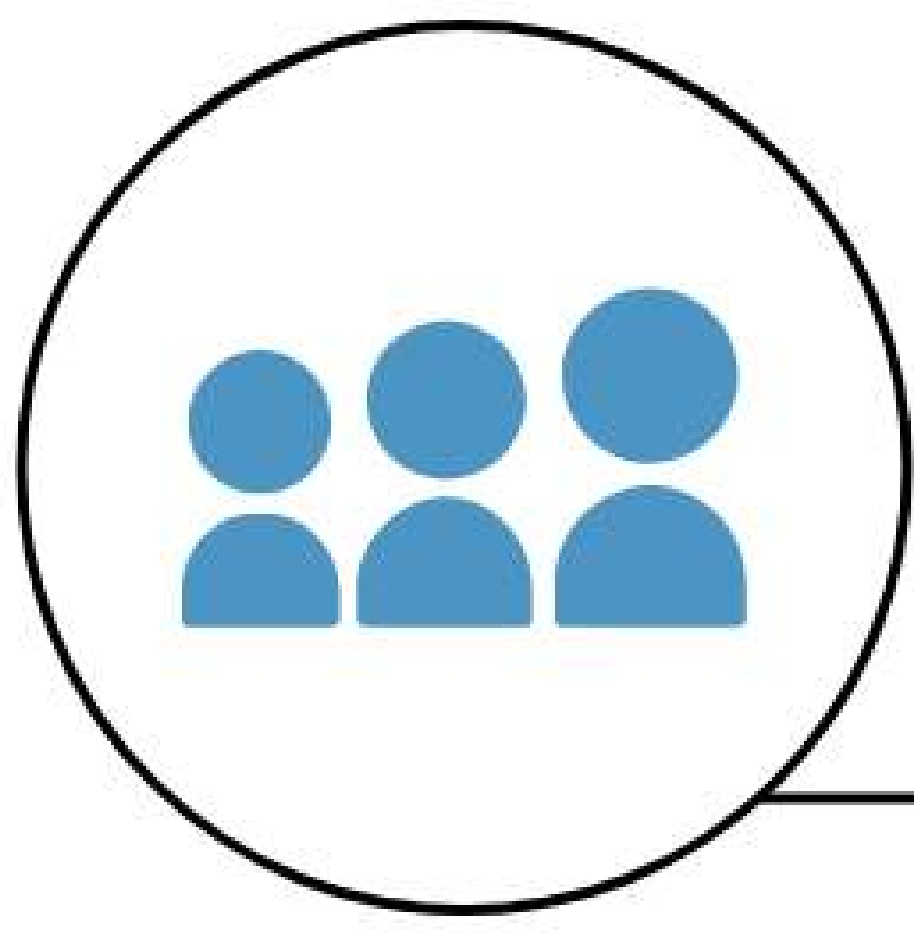
Research Methodology Snapshot



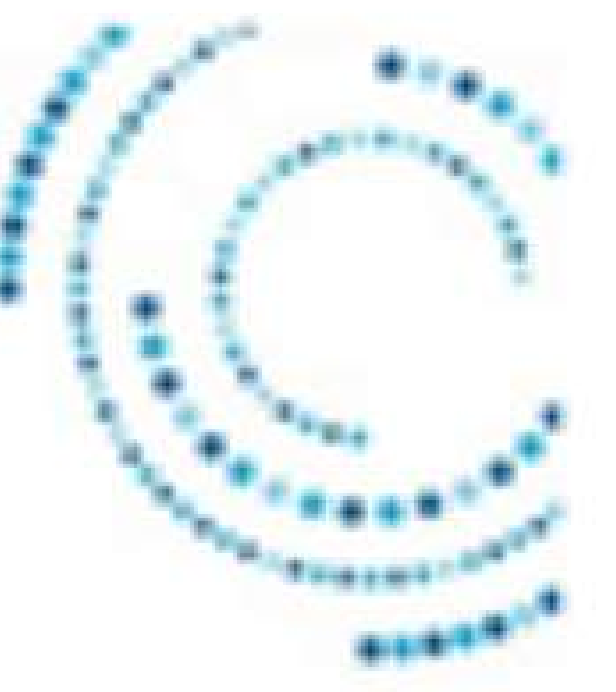
Methodology Digital	No. of Completes 30	No. of Questions 47*	Incentive None	Sample Lodi Electric Utility Customer List
Target Business and Key Account Customers	Quality Assurance Dual-level**	Margin of Error +/- 16.76%	Confidence Level 95%	Research Dates October 10 - December 30, 2024

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

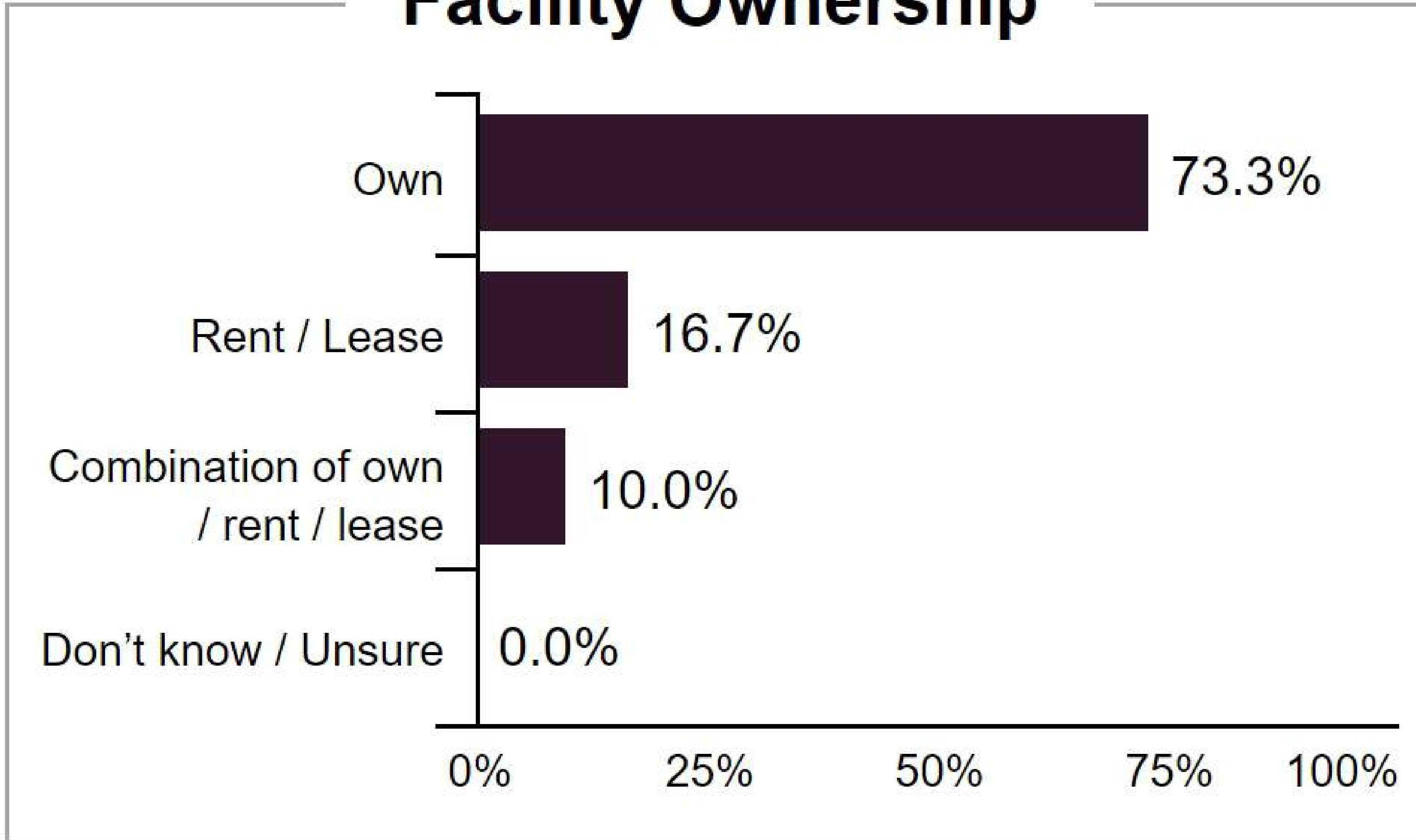
** Data quality personnel, in addition to computer-aided interviewing platform, ensure the integrity of the data is accurate.



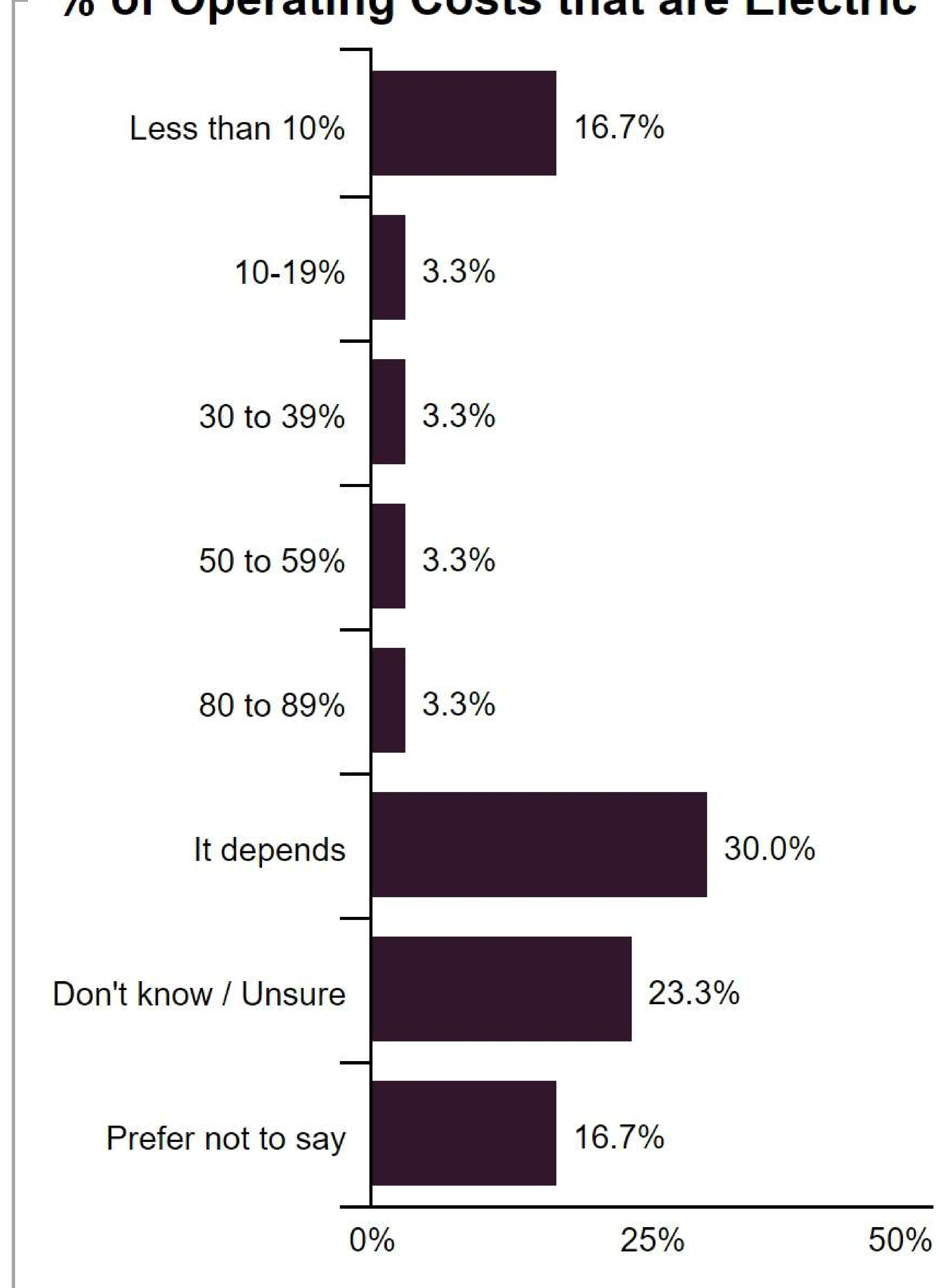
Respondent Snapshot



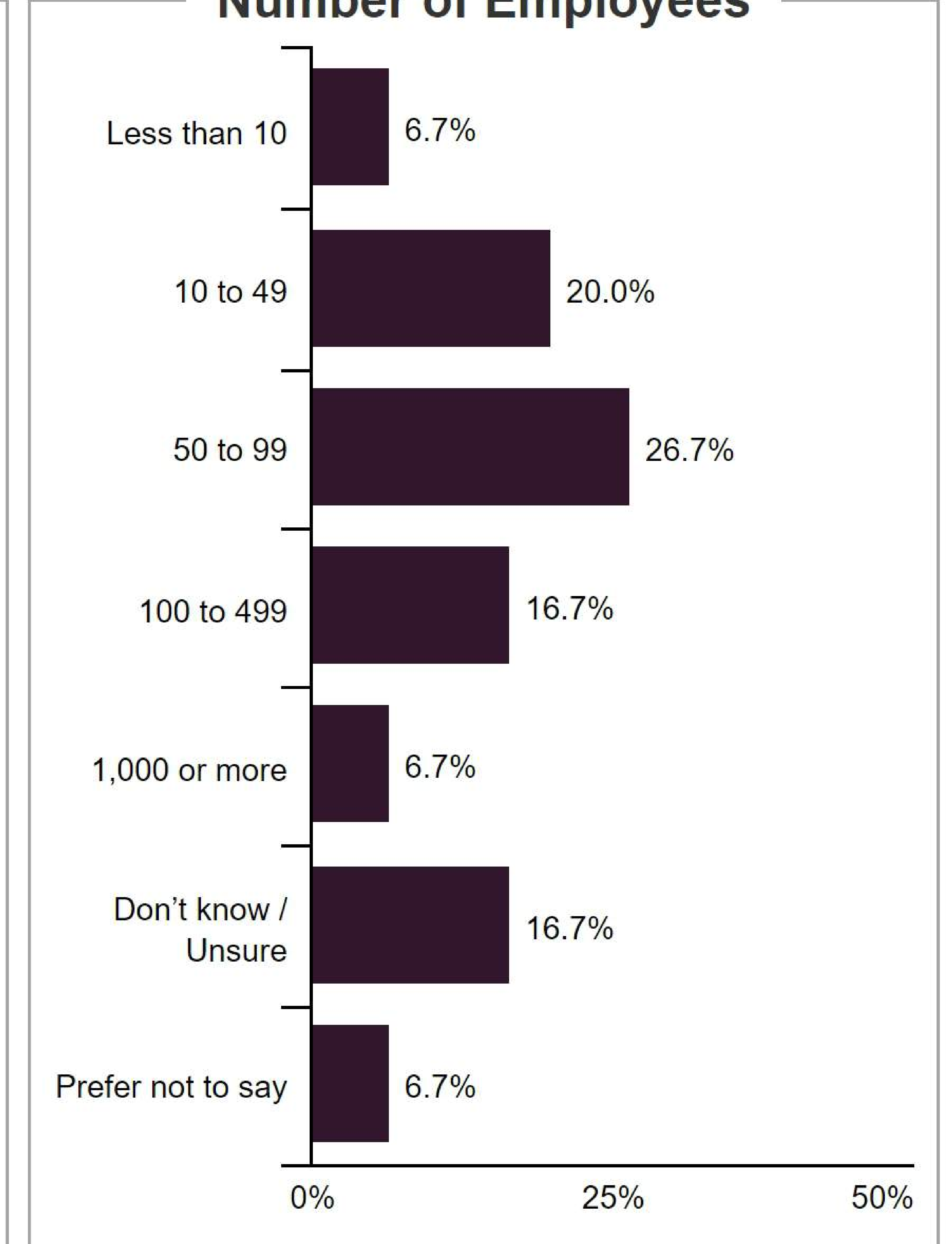
Facility Ownership



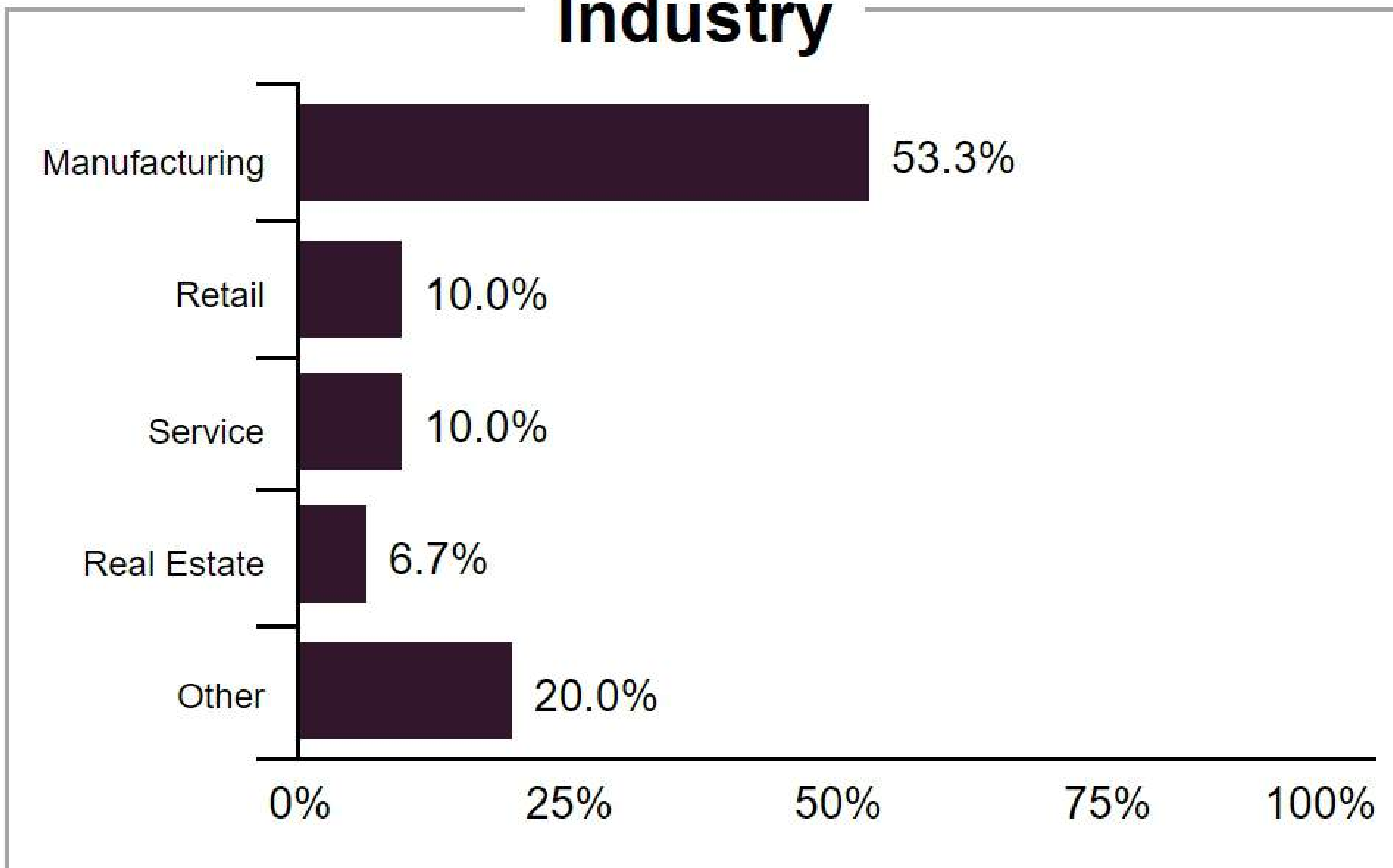
% of Operating Costs that are Electric



Number of Employees



Industry



Guide to Footnotes

General

n=362

The lowercase "n" is used to indicate the base size, or the amount of respondents who answered a particular question.

NP+S

The NP+S (net positive score) is a score based on a question asking respondents to describe their relationship with their utility. The score is an aggregation of the following responses: "an advocate of my utility," "a loyal customer," and "a satisfied customer."

Muni

The abbreviation "Muni" indicates findings collected through a statewide survey of California municipal utility customers (n=500).

IOU

A subset of completed surveys from the California statewide survey among customers who are serviced by an investor-owned utility (N=113).

Statistical Significance

(+/-)

Indicate statistical significance at a 95% confidence level, denoting whether the data point is higher or lower than the 2024 Lodi Electric Utility results.

36.2%

36.2%

Cell color indicates statistical significance at a 95% confidence level, denoting whether the data point is higher or lower than the 2024 Lodi Electric Utility results.

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Key Study Findings



Satisfaction

- Over four-fifths of customers (83.3%) provided positive ratings for their overall satisfaction with Lodi Electric Utility, higher than 2024 municipal findings (71.7%).
- Lodi Electric Utility's average positive rating for power delivery characteristics was 89.2%, significantly higher than the municipal rating in 2024 (69.6%).
- Over three-fifths of customers (63.3%) think of Lodi Electric Utility as "a valued energy partner," on par with all 2024 municipal customers (64.1%).
- Over two-thirds of customers in 2024 (68.8%) provided positive ratings for their overall satisfaction with their most recent contact with Lodi Electric Utility, 9.5 percentage points lower than across all municipal respondents in 2024 (78.3%).
- More than nine-out-of-ten customers (94.1%) provided positive ratings for their overall satisfaction with their key account manager at Lodi Electric Utility, higher than municipal findings in 2024 (85.6%).

Rates

- Two-thirds of Lodi Electric Utility customers (66.7%) were satisfied with the price they pay for electricity, slightly more than 2024 municipal respondents, overall (62.8%).
- Nearly three-quarters of Lodi Electric Utility customers (73.3%) have "a great deal" or "some" trust that their utility does all it can to keep its rates affordable, consistent with 2024 municipal findings (73.8%).

Electrification

- Nearly one-half of Lodi Electric Utility customers (46.7%) are actively electrifying their buildings, while 20.0% reported the same regarding fleet electrification.
- Electric vehicle ownership (48.0%) and possession of on-site electric vehicle charging stations (40.0%) among Lodi Electric Utility customers is lagging behind that of all municipal customers in 2024 (87.0% and 77.2%, respectively).
- Over one-half of Lodi Electric Utility customers (56.7%) are interested in installing an energy storage system, with the most common motivating factors including "lower energy costs," having a "backup power source during outages," and to "maximize the benefits of solar panels."

Programs/Services

- Lodi Electric Utility's "New Jobs Discount Rate" has the highest utilization rate, with one-fifth of customers (20.0%) currently participating and 10.0% having participated in the past. Furthermore, 10.0% of customers are currently participating in Lodi Electric Utility's "Lighting Rebates" program, and 10.0% have participated in the past.
 - Notably, no programs/services have an awareness rate above 40.0%.

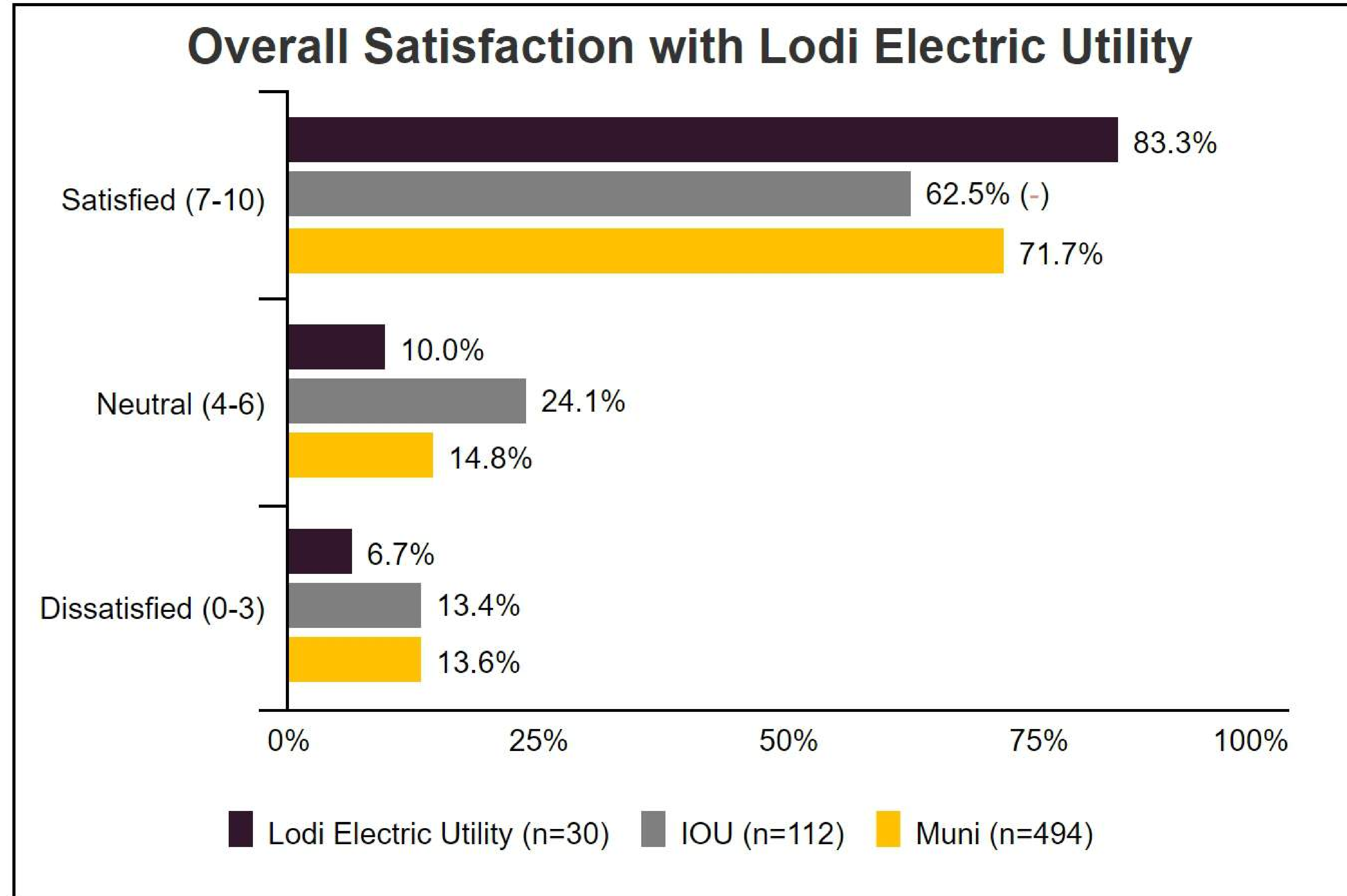
Priorities When Planning Upcoming Investments

- Predictably, return on investment (ROI) and initial cost of the investment are the most important factors for many when planning for upcoming investments, with 56.7% and 46.7% ranking them in their top 2 for importance, respectively.
 - Interestingly, despite falling fifth in importance, one-fifth of customers find "impact on the electrical grid" as the most important factor when considering an investment.

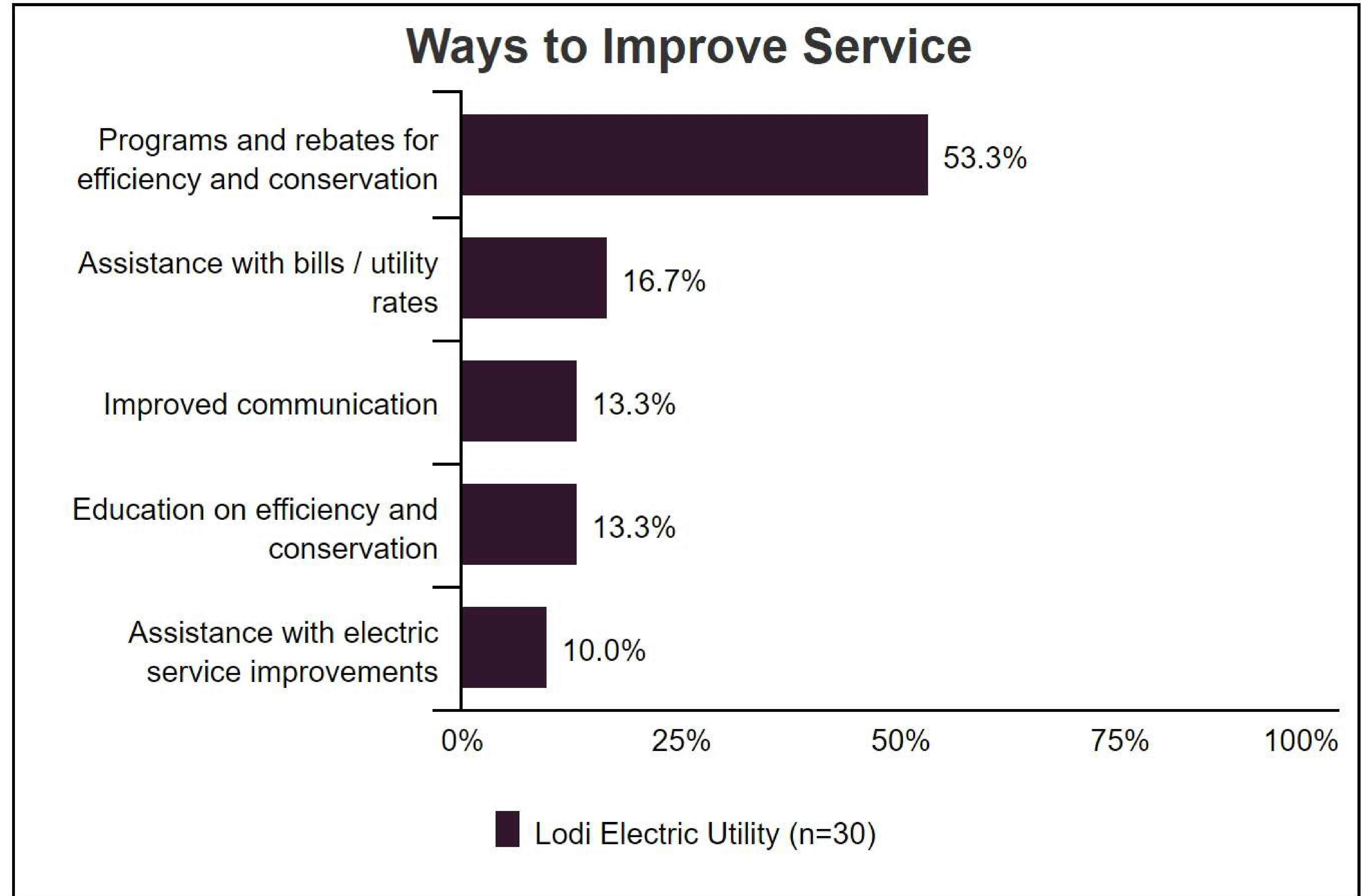
Organizational Characteristics

Satisfaction | Overall Satisfaction

Over four-fifths of customers provided positive ratings for their overall satisfaction with Lodi Electric Utility, which is higher than 2024 municipal findings (+11.6 percentage points) and significantly higher than IOU findings (+20.8 percentage points). Over half of Lodi Electric Utility customers would like the utility to offer or improve its "programs and rebates for efficiency and conservation" to serve them better.



"Don't know" responses removed



Top 5 responses shown

Q1: On a scale of zero to ten, where zero (0) is "very dissatisfied" and ten (10) is "very satisfied," please rate your overall satisfaction with Lodi Electric Utility at present.

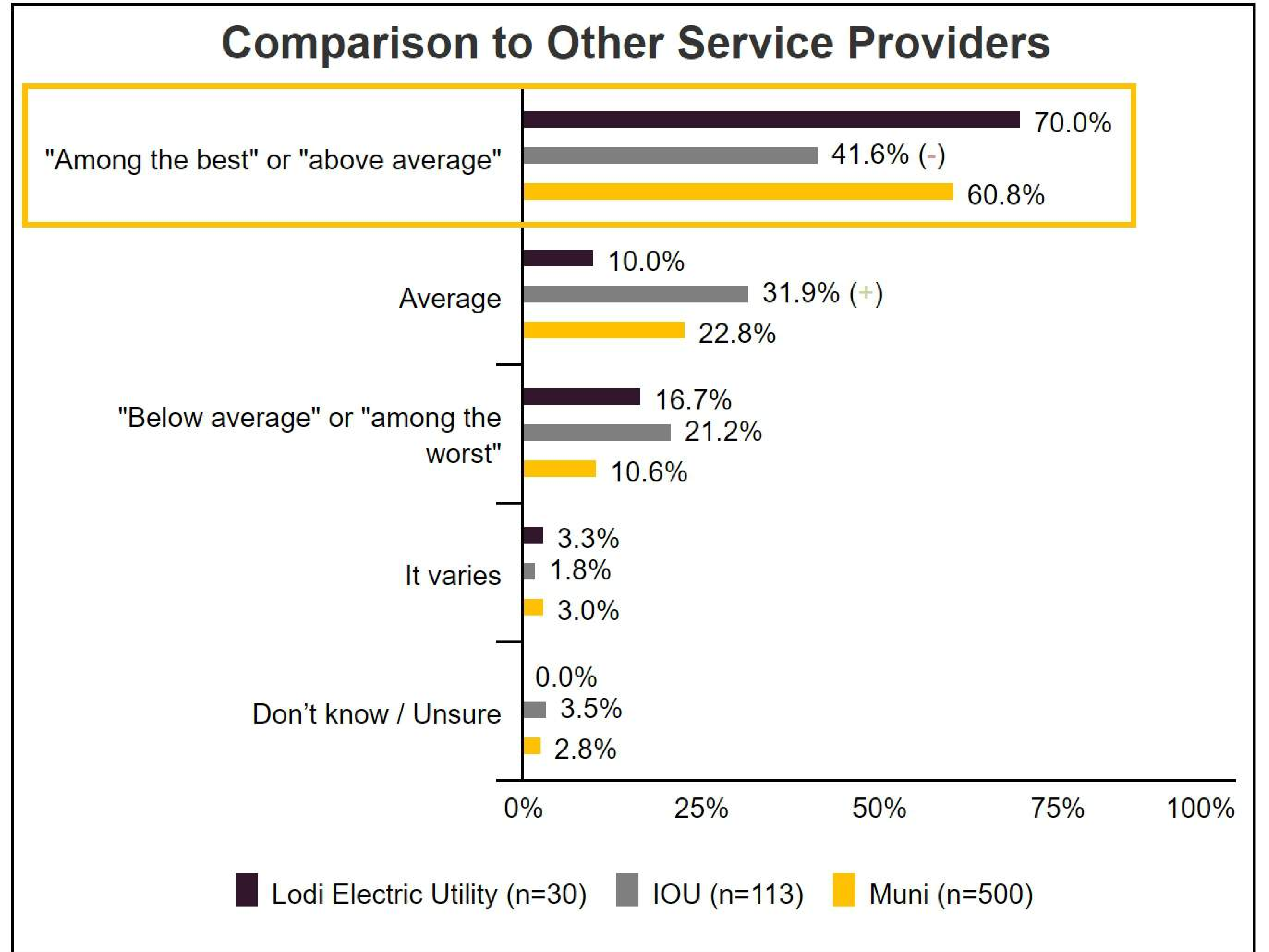
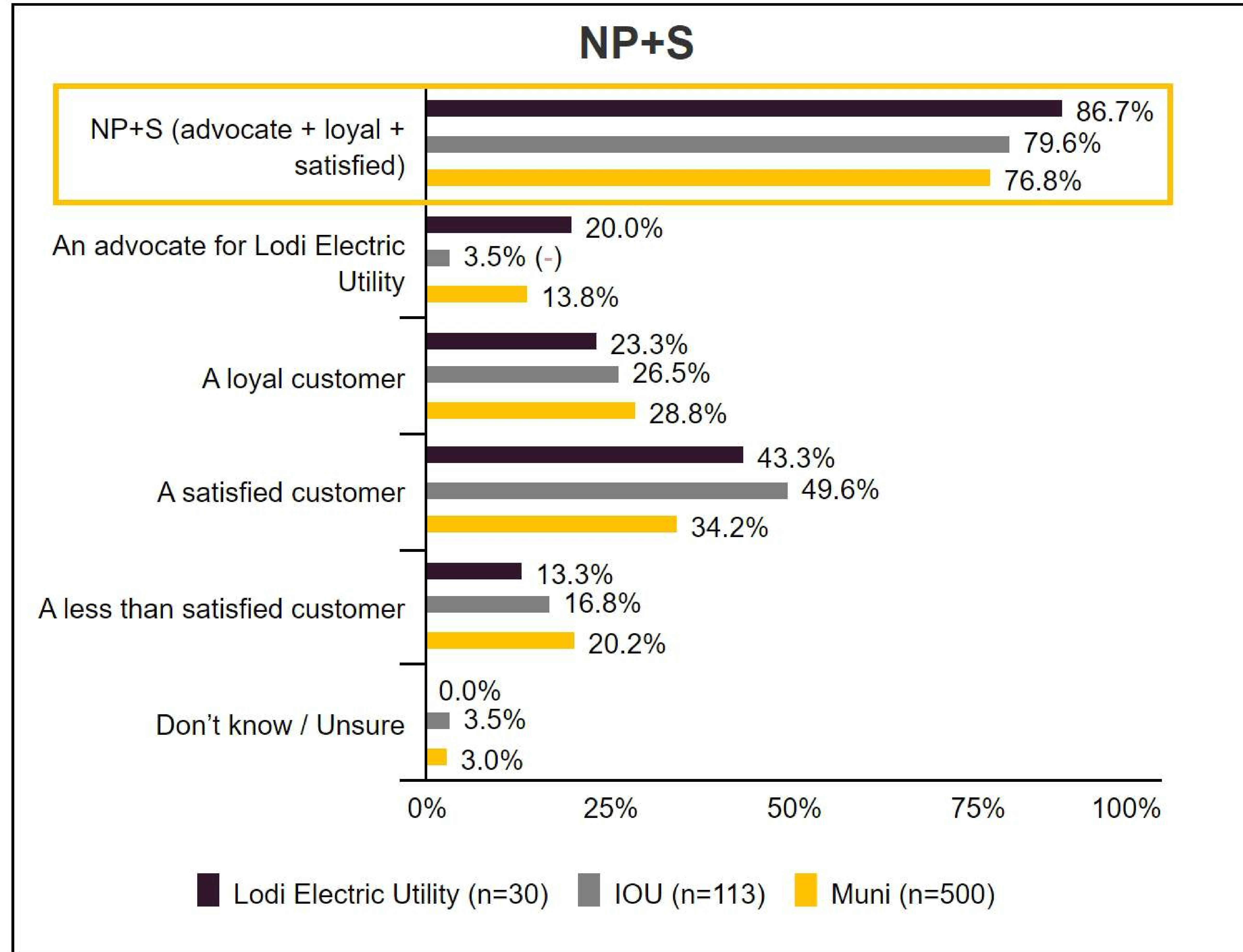
Q2: In what ways can Lodi Electric Utility change or improve the way it provides service to its customers?

(+/-) indicates statistical significance at a 95% confidence level, denoting whether the data point is higher or lower than the 2024 Lodi Electric Utility results

Relationship

Relationship | Perception of Lodi Electric Utility

More than four-fifths of Lodi Electric Utility customers are either "an advocate for Lodi Electric Utility," "a loyal customer," or "a satisfied customer," which is more than both municipal (+9.9 percentage points) and IOU findings (+7.1 percentage points). Furthermore, seven-out-of-ten Lodi Electric Utility customers feel the utility is "among the best" or "above average," higher than the 2024 municipal findings (+9.2 percentage points) and significantly higher than IOU findings (+28.4 percentage points).



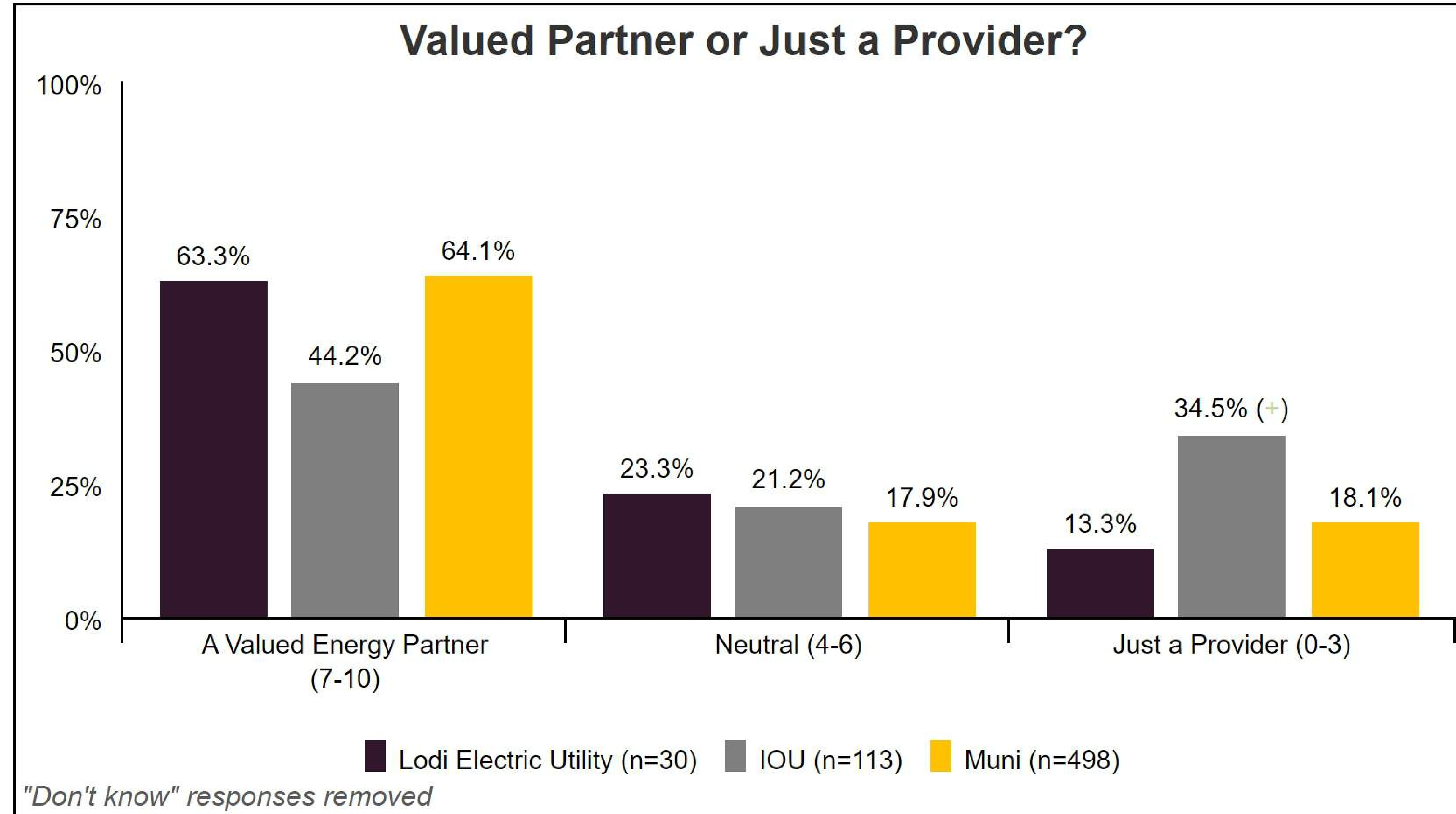
Q3: Which of the following best describes your relationship with Lodi Electric Utility?

Q6: Compared to other service providers, would you call Lodi Electric Utility...

(+/-) indicates statistical significance at a 95% confidence level, denoting whether the data point is higher or lower than the 2024 Lodi Electric Utility results

Relationship | Partner or Provider

Over three-fifths of customers think of Lodi Electric Utility as "a valued energy partner," on par with 2024 municipal findings and exceeding IOU findings (+19.1 percentage points).



Steps to Improve Sentiment

	Lodi Electric Utility
Base size	4
Improve communication / education	2
Timely / accurate / easy to understand billing	1
Energy saving programs / conservation tips	1

Only 2024 Lodi Electric Utility data shown

Q4: Please describe the way you think of Lodi Electric Utility at present if zero (0) is "just a provider" and ten (10) is a "valued partner."

Q5: What steps should Lodi Electric Utility take to improve your opinion of them as a "valued partner?"

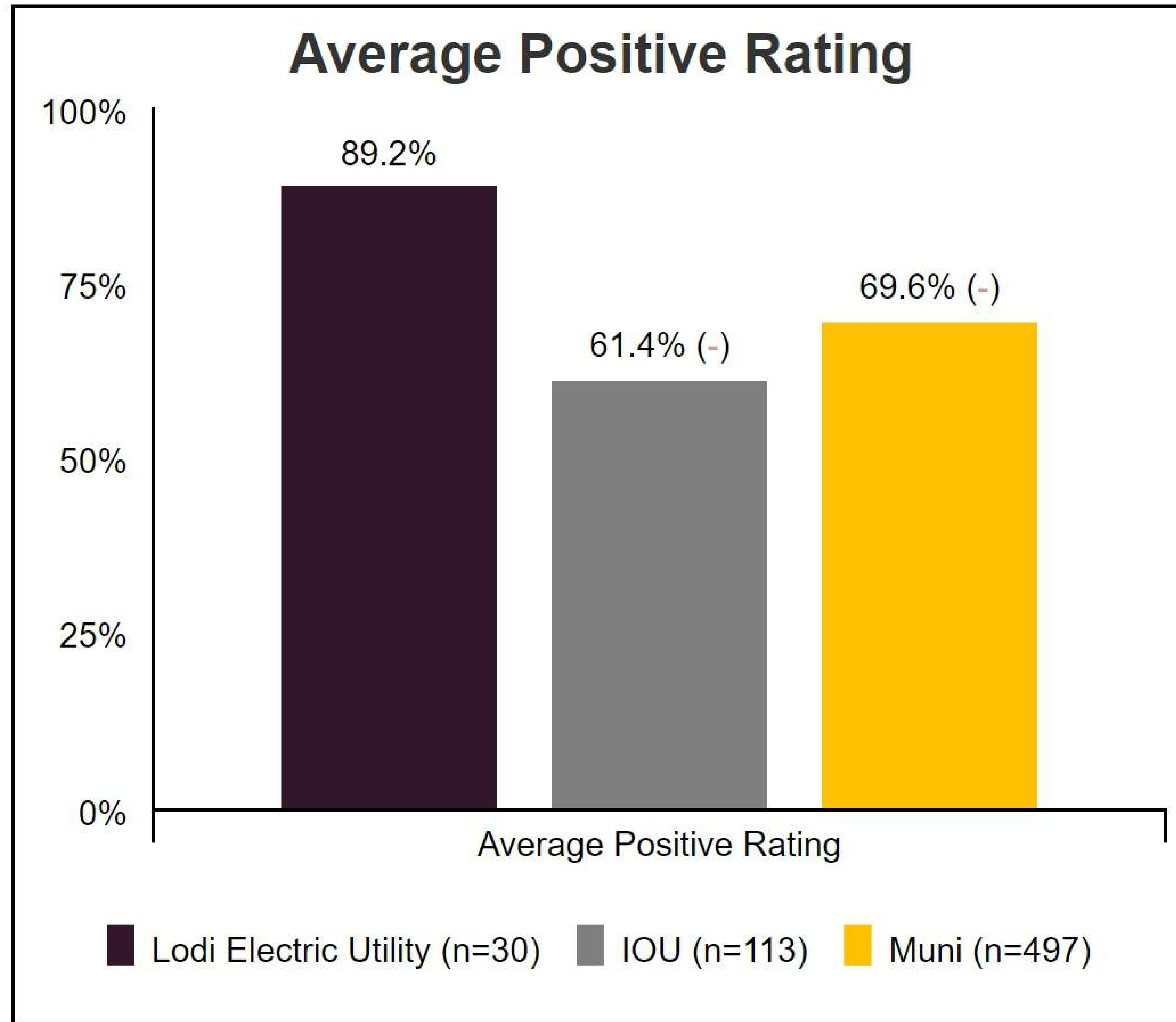
(+/-) indicates statistical significance at a 95% confidence level, denoting whether the data point is higher or lower than the 2024 Lodi Electric Utility results

Power Delivery



Power Delivery | Satisfaction

Lodi Electric Utility customers provided an average positive rating across all power delivery characteristics of 89.2%, significantly higher than the average rating among all 2024 municipal respondents (+19.6 percentage points) and 2024 IOU respondents (+27.8 percentage points). Lodi Electric Utility also outperformed the 2024 municipal and IOU findings for all power delivery characteristic ratings. Most notably, Lodi Electric Utility outperformed municipal findings by 22.9 percentage points for "restoring power quickly after an outage."



Power Delivery Characteristic Ratings

Aggregate of 7-10 ratings shown; "Don't know" responses removed

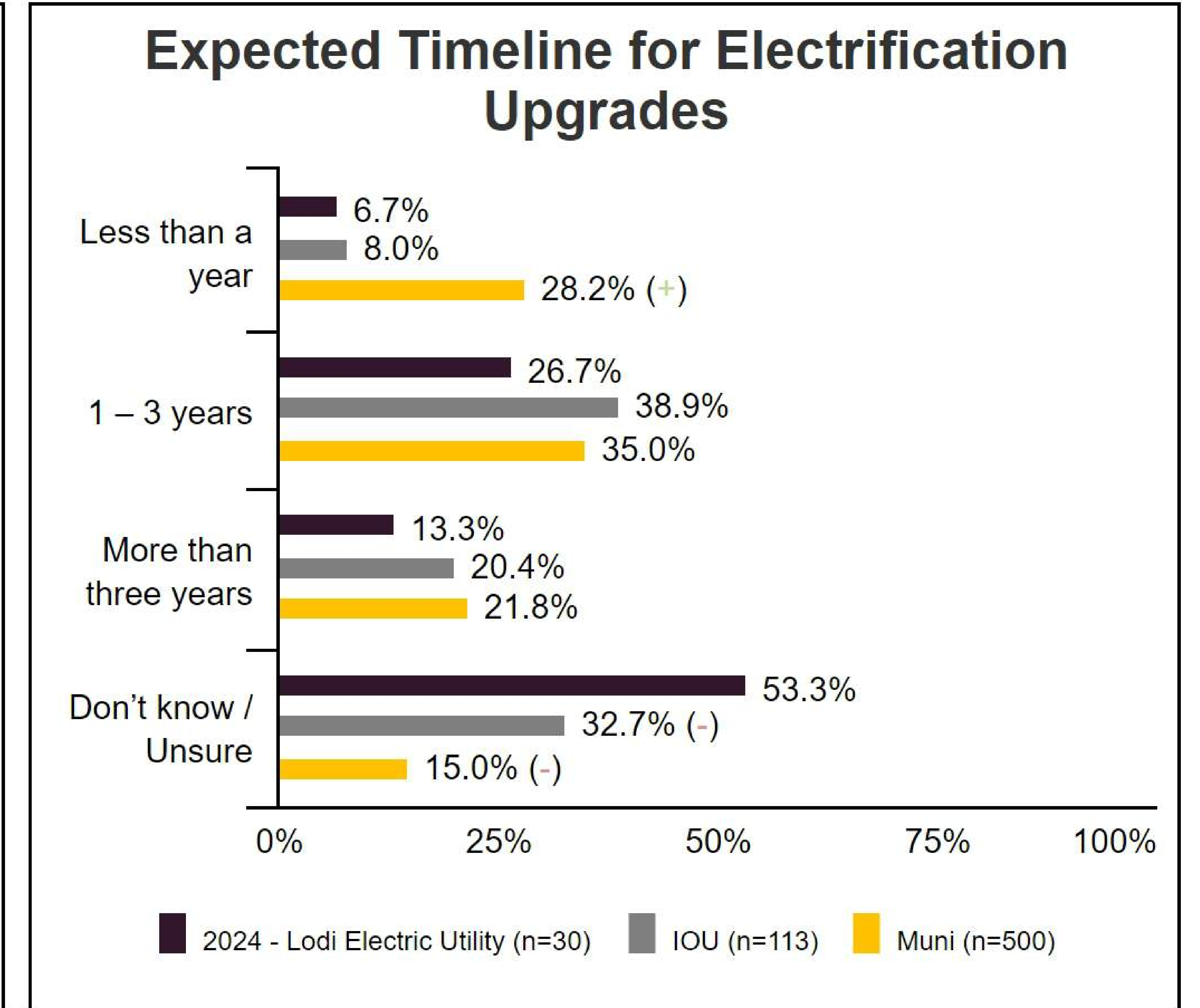
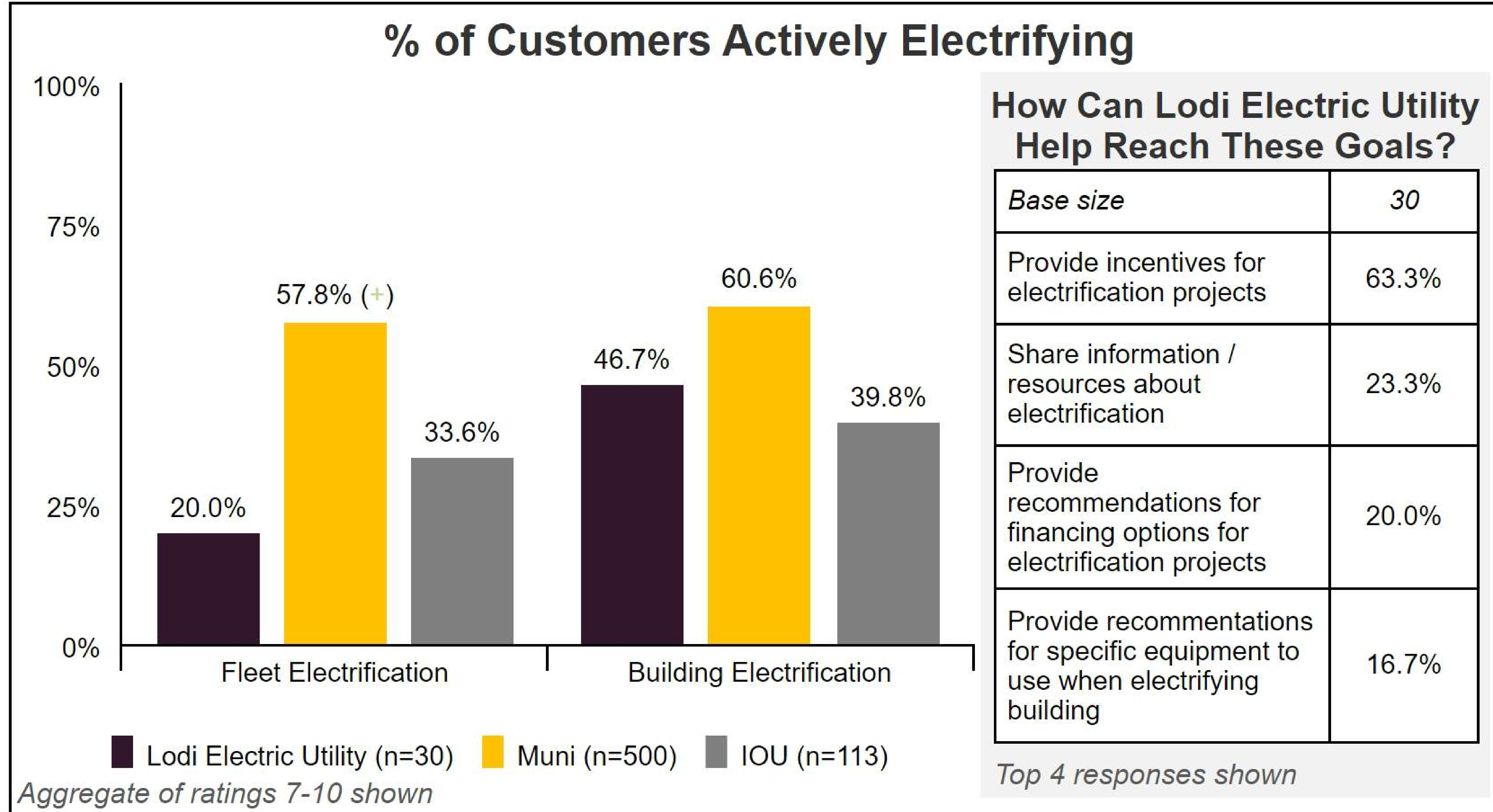
	Lodi Electric Utility	IOU	Muni
Restoring power quickly after an outage	93.1%	57.5%	70.2%
Providing reliable electricity	90.0%	69.0%	71.2%
Providing timely information about restoration during an outage	84.6%	57.7%	67.3%

Q7: On a scale of zero to ten, where zero (0) is "poor" and ten (10) is "excellent," rate Lodi Electric Utility on each item below.

(+/-) and cell color indicates statistical significance at a 95% confidence level, denoting whether the data point is higher or lower than the 2024 Lodi Electric Utility results

Power Delivery | Electrification

Significantly fewer Lodi Electric Utility customers are actively electrifying their fleets and fewer are actively electrifying their buildings compared to all 2024 municipal respondents. One-fifth of Lodi Electric Utility customers are actively electrifying their fleet(s), while nearly half are electrifying their buildings. Significantly more Lodi Electric Utility customers are unsure of their timeline for implementing electrification upgrades at their organization compared to municipal (+38.3 percentage points) and IOU respondents (+20.6 percentage points).



Q8: On a scale of zero to ten, where zero (0) is "not at all" and ten (10) is "very active," what is the level of electrification at your company?

Q10: What is the expected timeframe for your electrification upgrades at your organization?

Q11 (Oversample Question): How can Lodi Electric Utility assist your organization in achieving its electrification goals? (Select all that apply)

(+/-) indicates statistical significance at a 95% confidence level, denoting whether the data point is higher or lower than the 2024 Lodi Electric Utility results

Power Delivery | Carbon Free Goals

Over one-quarter of Lodi Electric Utility customers have internal goals for becoming carbon free. Of them, three (3) indicated Lodi Electric Utility can help them achieve their goals by "providing recommendations for financing options" and two (2) indicated Lodi Electric Utility can "share information/resources about becoming carbon free."



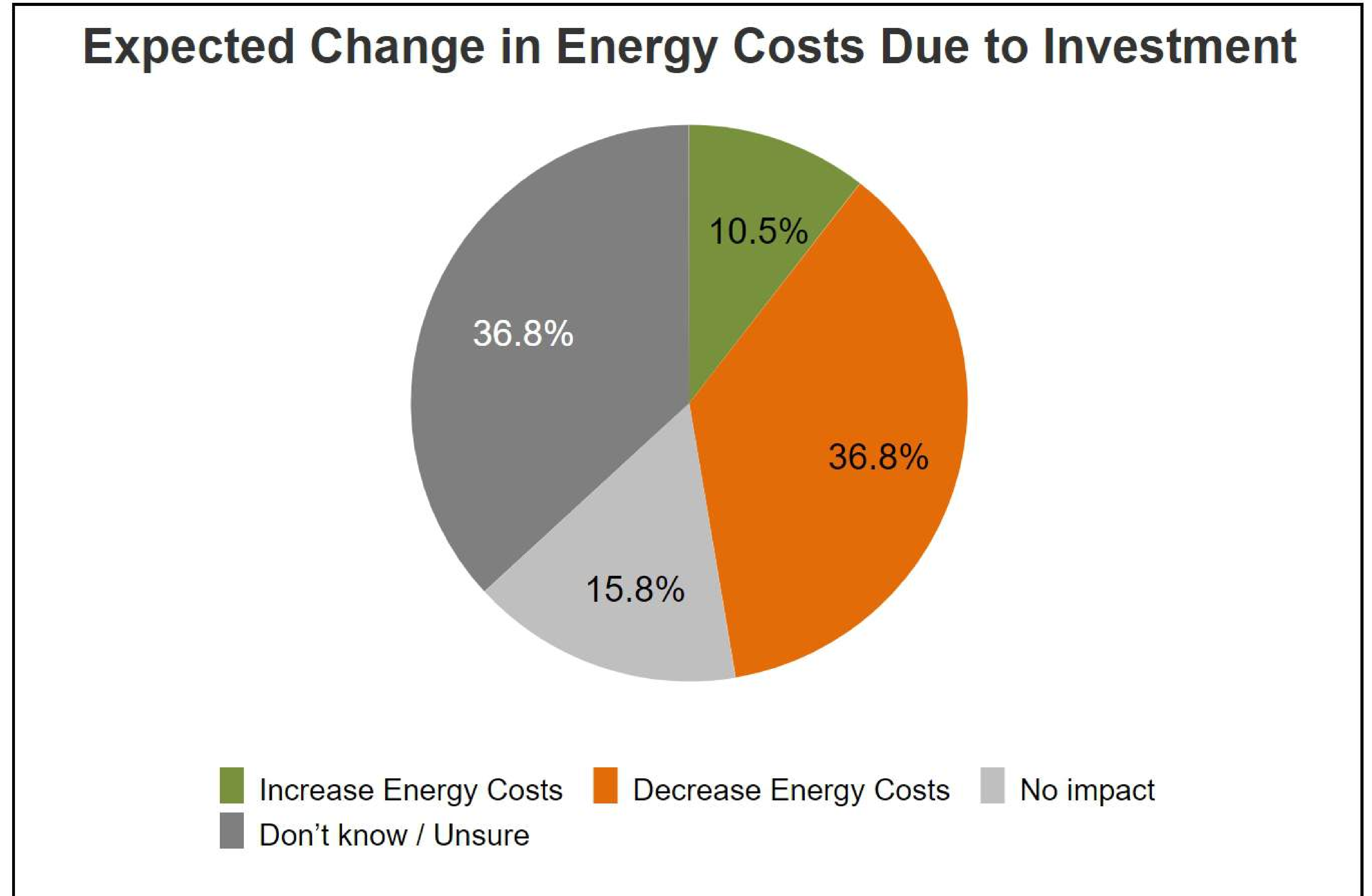
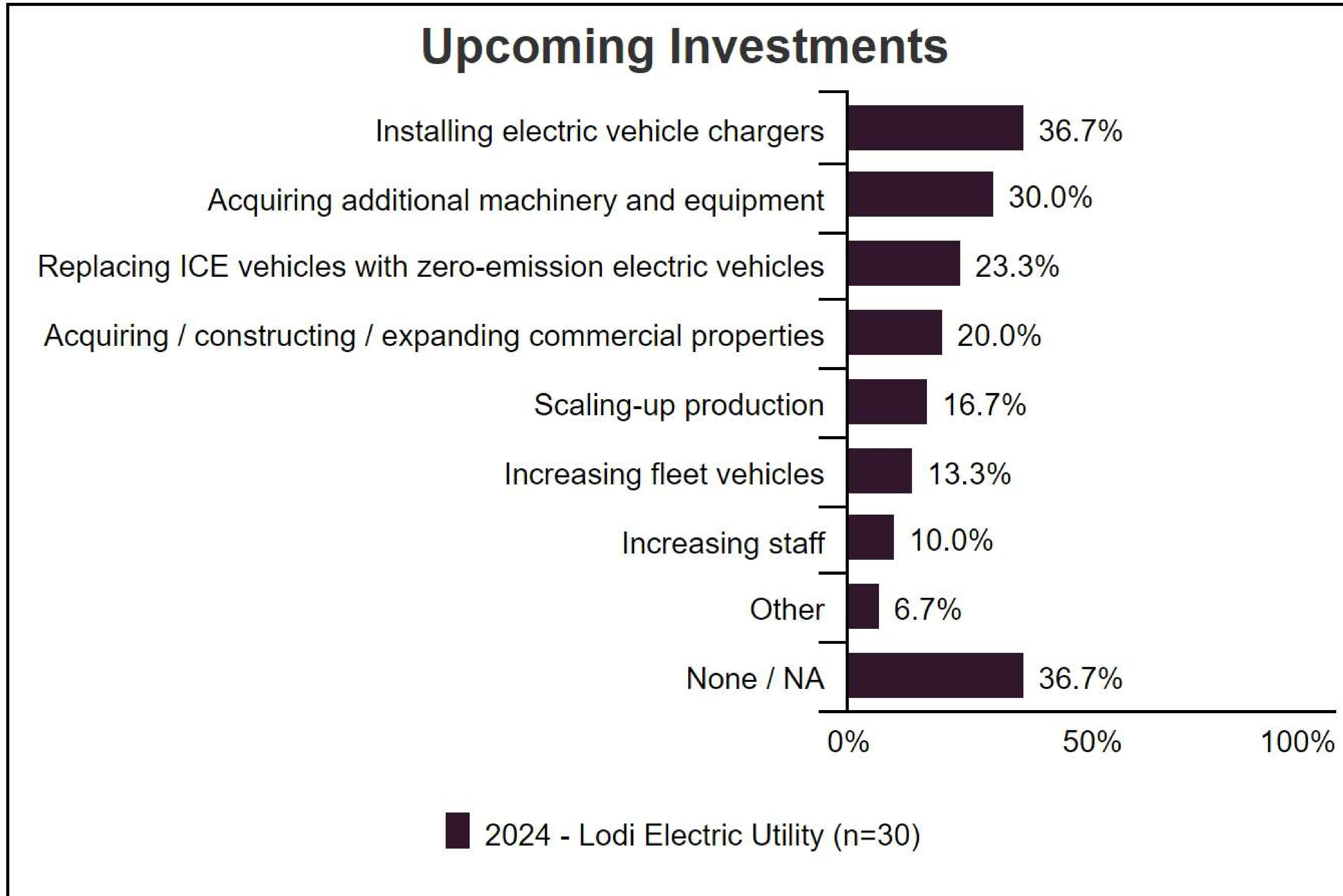
n=30

Q12 (Oversample Question): Does your organization have its own goals for becoming carbon free?

Q13 (Oversample Question): How can Lodi Electric Utility help your organization achieve these goals?

Power Delivery | Upcoming Investments

Other investments being made by Lodi Electric Utility customers surround electric vehicles, with over one-third of customers investing in "installing electric vehicle chargers" and nearly one-quarter investing in replacing "ICE vehicles with zero-emission electric vehicles." Furthermore, many are making general capital investments, with three-out-of-ten investing in "additional machinery and equipment" and one-fifth investing in "commercial properties." Notably, over one-third of customers believe their investments will "decrease energy costs," while the same frequency are unsure if their energy costs will increase or decrease.

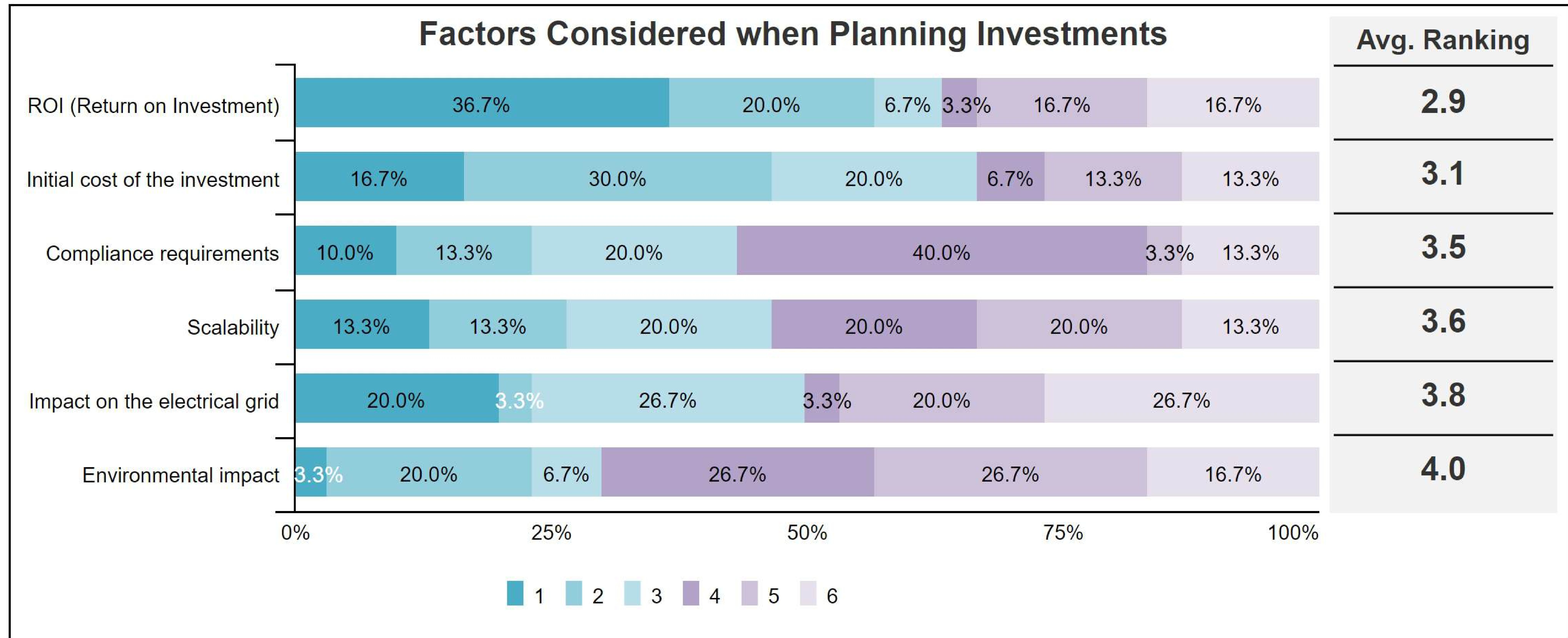


n=30

Q14 (Oversample Question): Other than electrification upgrades, what other upcoming investments, if any, is your organization making within the next 3 years? (Please select all that apply)
 Q16 (Oversample Question): How do you anticipate these investments will impact your energy costs? Please enter the percentage change you anticipate. If you do not anticipate a change, please select "no impact."

Power Delivery | Upcoming Investments

Predictably, return on investment (ROI) and initial cost of the investment are the most important factors for many when planning for upcoming investments. Interestingly, despite falling fifth in importance, one-fifth of customers find "impact on the electrical grid" as the most important factor when considering an investment.



n=30

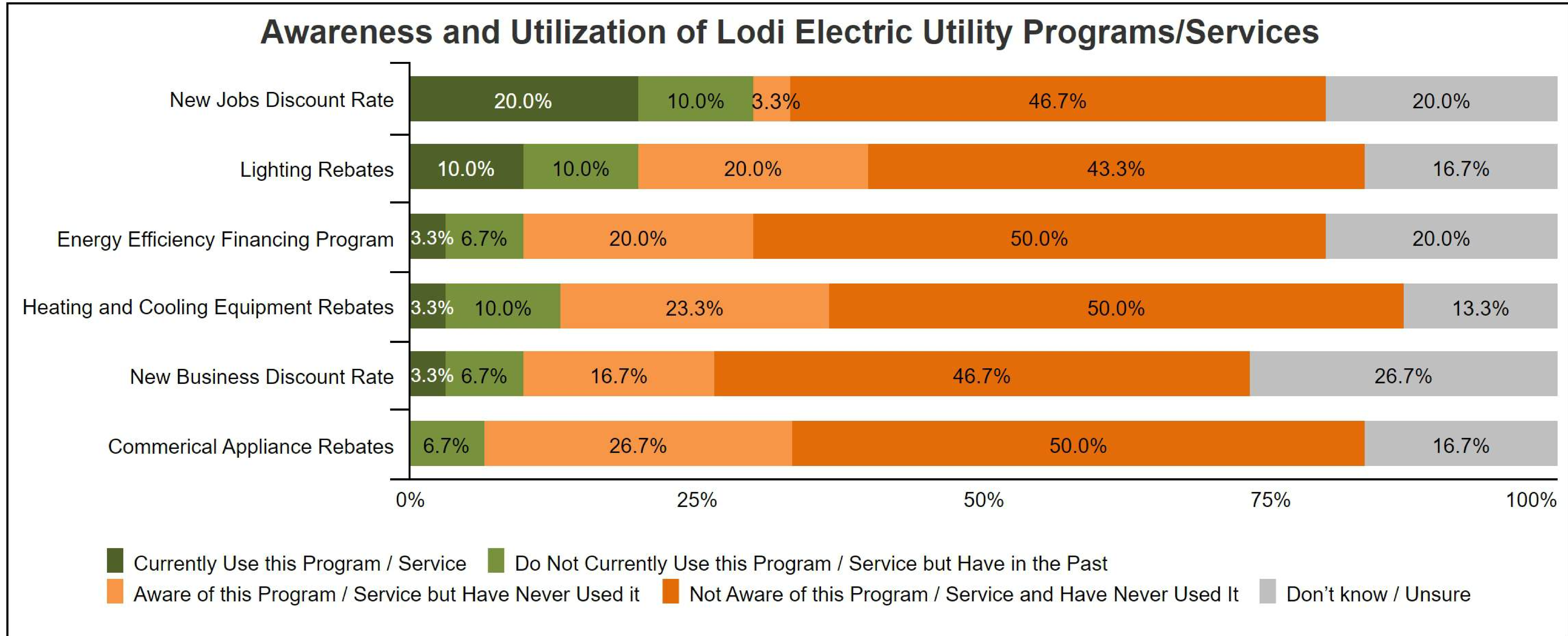
Q15 (Oversample Question): When planning for upcoming investments, which of the following factors do you consider? Please rank the following factors from one (1) to six (6) where one is the most important factor that you consider and six is the least important factor.

Programs and Services



Programs/Services | Awareness and Utilization

Lodi Electric Utility's "New Jobs Discount Rate" has the highest utilization rate, with one-fifth of customers currently participating and 10.0% having participated in the past. Furthermore, 10.0% of customers are currently participating in Lodi Electric Utility's "Lighting Rebates" program, and 10.0% have participated in the past. Notably, no programs/services have an awareness rate above 40.0%.



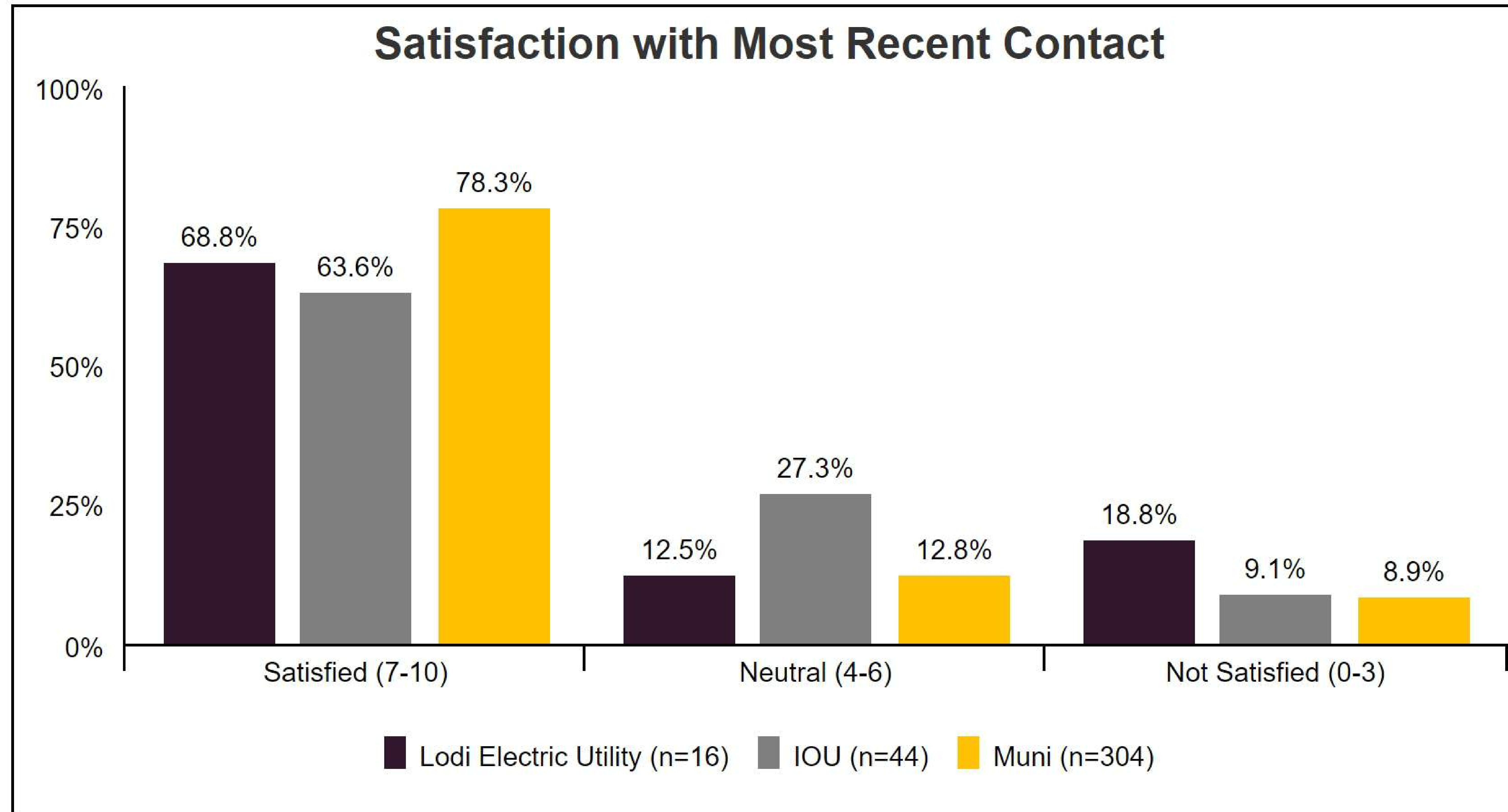
n=30

Q20 (Oversample Question): Below is a list of cost-saving programs/services offered by Lodi Electric Utility. Please indicate your awareness and/or utilization of each program/service.

Account Service

Account Service | Satisfaction

Of the 16 customers who recently contacted Lodi Electric Utility, over two-thirds were satisfied with the experience, fewer than across all municipal respondents in 2024 (-9.5 percentage points). The most common contact methods were contacting an assigned account manager/advisor, calling customer service, and emailing Lodi Electric Utility.



"Don't know" responses removed

Q18: What method did you use to contact Lodi Electric Utility?

Q19: On a scale of zero to ten, where zero (0) is "not satisfied" and ten (10) is "very satisfied," how satisfied were you with your most recent contact with Lodi Electric Utility?

Contact Method

	Lodi Electric Utility
Base size	16
Contact assigned account manager/advisor	5
Called customer service	4
Sent an e-mail	4
Personal visit to their office	1
Visited their website	1
Other	1

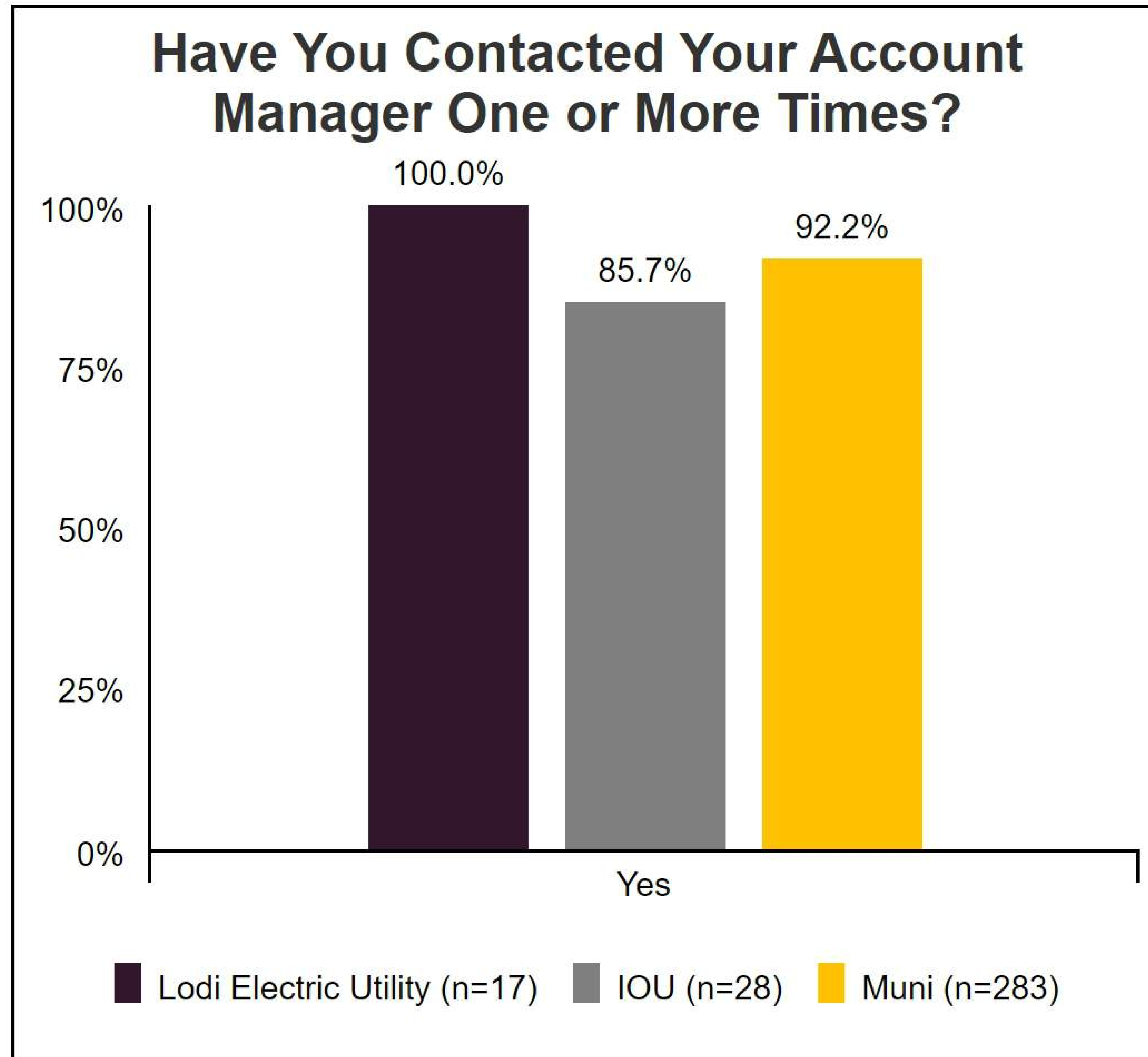
Only 2024 Lodi Electric Utility data shown

(+/-) indicates statistical significance at a 95% confidence level, denoting whether the data point is higher or lower than the 2024 Lodi Electric Utility results

Managed/Key Account Assessment

Key Accounts | Satisfaction

Of the 17 Lodi Electric Utility customers who have an assigned key account manager, 94.1% provided positive ratings for their overall satisfaction with this key account manager. Notably, all customers provided positive ratings for key account managers' availability and ability to respond promptly. However, while still rated highly, key account managers' ability to act as a source of information about emerging technologies and their understanding of customers' organizations and how electricity is involved in their businesses slightly underperforms compared to 2024 municipal findings.



Key Account Manager Characteristic Ratings

Aggregate of 7-10 ratings shown; "Don't know" responses removed

	Lodi Electric Utility	IOU	Muni
Easy to reach	100.0%	75.0%	86.3%
Promptly responds	100.0%	78.6%	86.3%
Provides money-saving advice	86.7%	75.0%	83.5%
Performs as a "valued energy partner" for you	82.4%	82.1%	85.5%
Acts as a source of information about emerging technologies and how they benefit you	81.3%	78.6%	84.6%
Understands what your organization does and how electricity is involved in your business	80.0%	78.6%	85.3%
Overall Satisfaction with Key Account Manager	94.1%	75.0%	85.6%

Cell color indicates statistical significance at a 95% confidence level, denoting whether the data point is higher or lower than the 2024 Lodi Electric Utility results

Q22: Have you communicated with Lodi Electric Utility's account manager one or more times, either in person, over the phone or through texting or email?

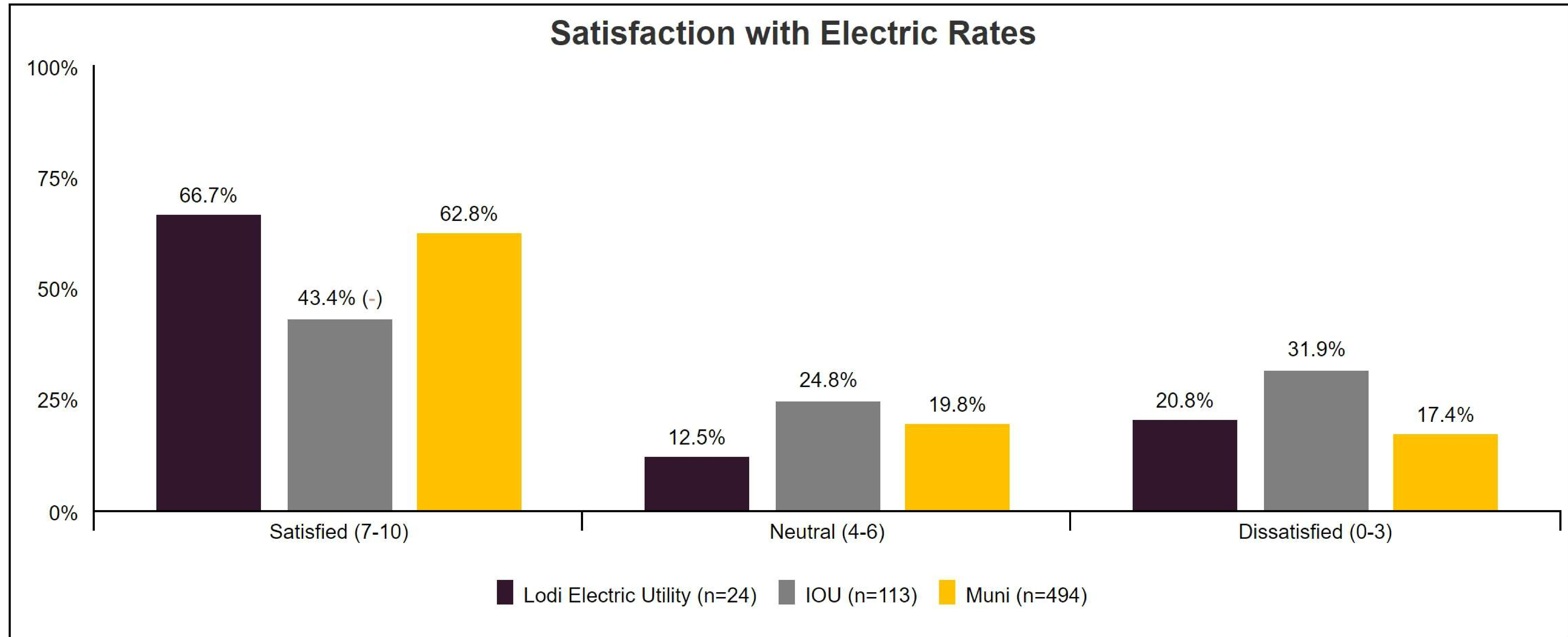
Q23: On a scale of zero to ten, where zero (0) is "poor" and ten (10) is "excellent," please rate your Lodi Electric Utility account advisor or manager on the following characteristics:

Q24: On a scale of zero to ten, where zero (0) is "poor" and ten (10) is "excellent," please rate Lodi Electric Utility's key account advisor or manager on the overall job they do for your organization?

Pricing

Pricing | Satisfaction with Rates

Two-thirds of Lodi Electric Utility customers were satisfied with the price they pay for electricity, slightly more than municipal respondents overall in 2024 (+3.9 percentage points) and significantly more than IOU respondents overall (+23.3 percentage points).



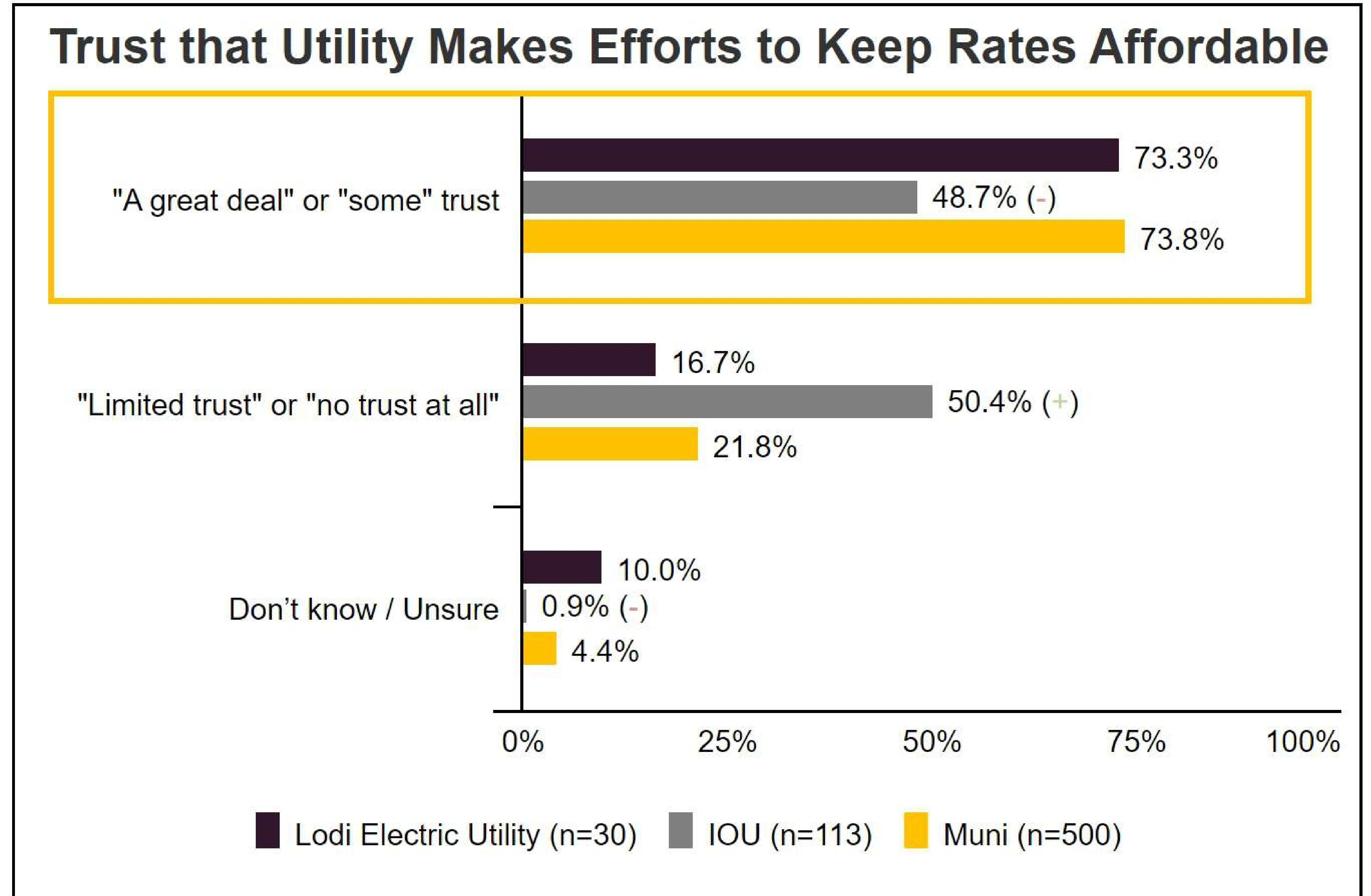
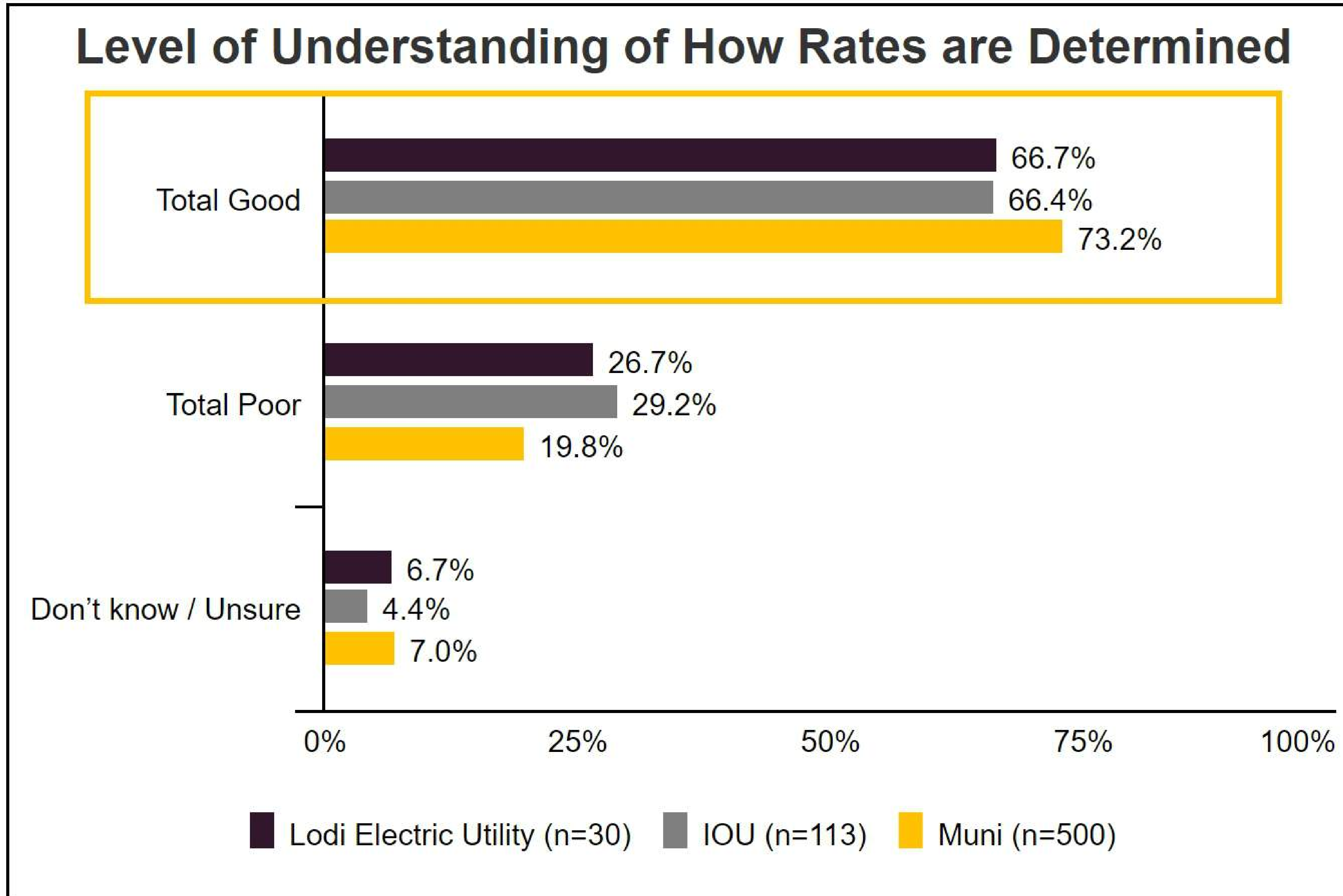
"Don't know" responses removed

Q25: On a scale of zero to ten, where zero (0) is "very dissatisfied" and ten (10) is "very satisfied," please rate your satisfaction with Lodi Electric Utility on the price you pay for electricity.

(+/-) indicates statistical significance at a 95% confidence level, denoting whether the data point is higher or lower than the 2024 Lodi Electric Utility results

Pricing | Understanding of Rates

Two-thirds of Lodi Electric Utility customers have a "very good" or "good" understanding of how their electric rates are determined, less than municipal respondents as a whole (-6.5 percentage points). However, nearly three-quarters have "a great deal" or "some" trust that Lodi Electric Utility does all it can to keep its rates affordable, which is on par with municipal respondents in 2024.



Q26: How would you rate your level of understanding of how Lodi Electric Utility's rates are determined?

Q27: How would you describe the level of trust you have that Lodi Electric Utility does all it can to keep its rates affordable?

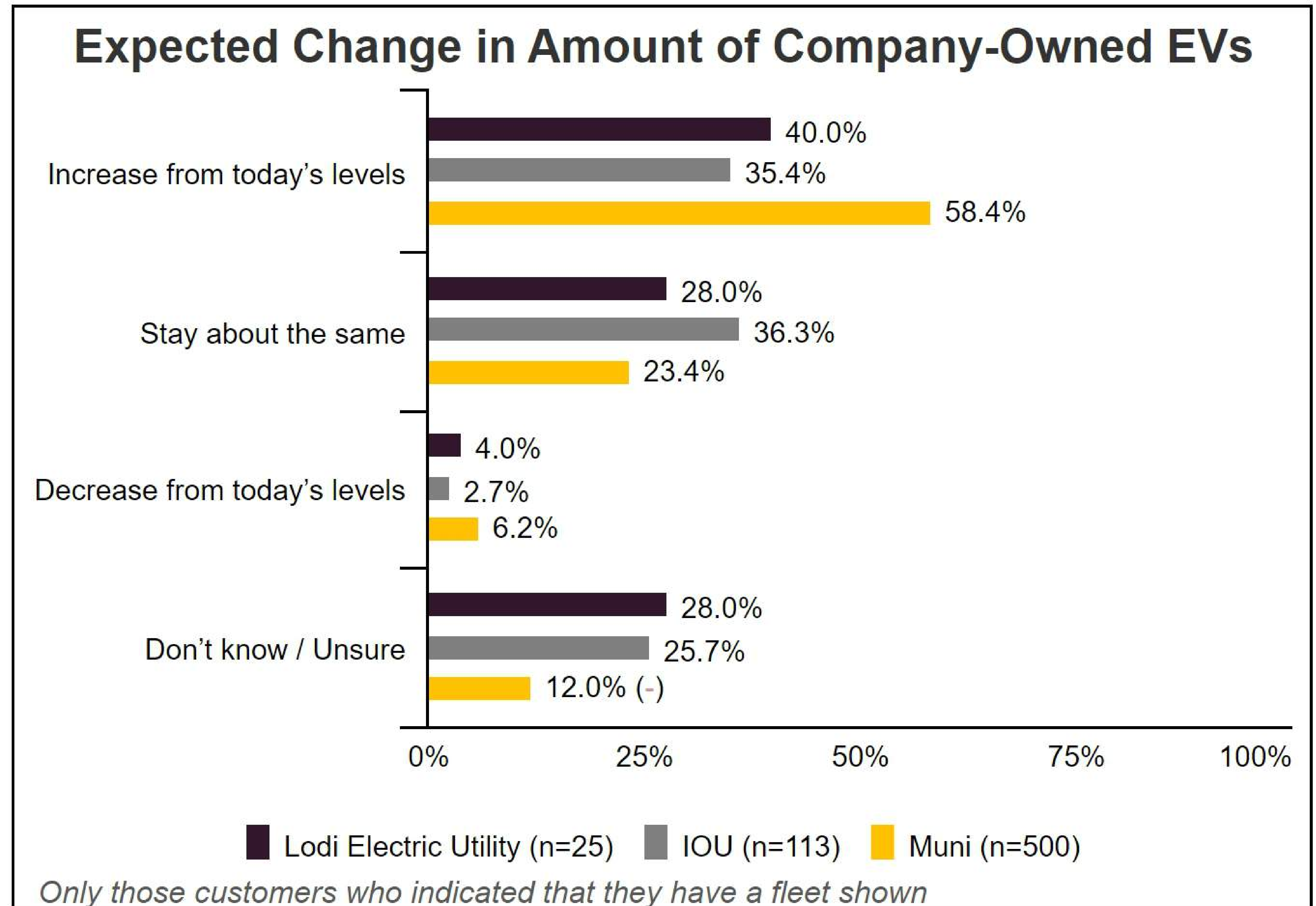
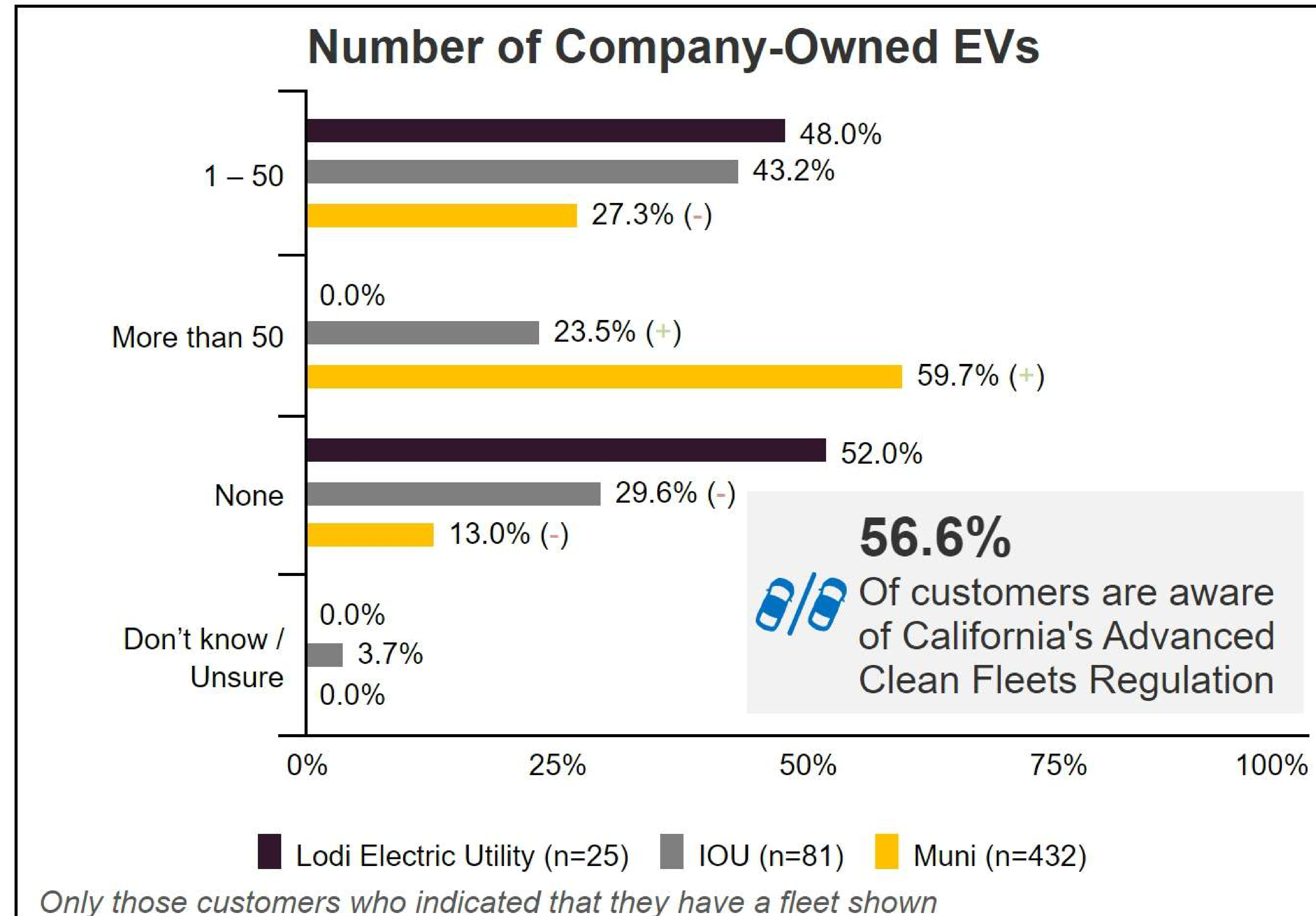
(+/-) indicates statistical significance at a 95% confidence level, denoting whether the data point is higher or lower than the 2024 Lodi Electric Utility results

Electric Vehicles & Chargers



Electric Vehicles | Fleet Size & Expected Change

Just under half of Lodi Electric Utility customers have electric vehicles (EVs) in their company's fleet, significantly fewer than municipal respondents overall (-39.0 percentage points). However, the data suggests more customers will expand their EV fleets/acquire EVs for their fleet in the future, as two-fifths of Lodi Electric Utility customers plan to expand/acquire them.



Q29: How many electric vehicles do you have, if any?

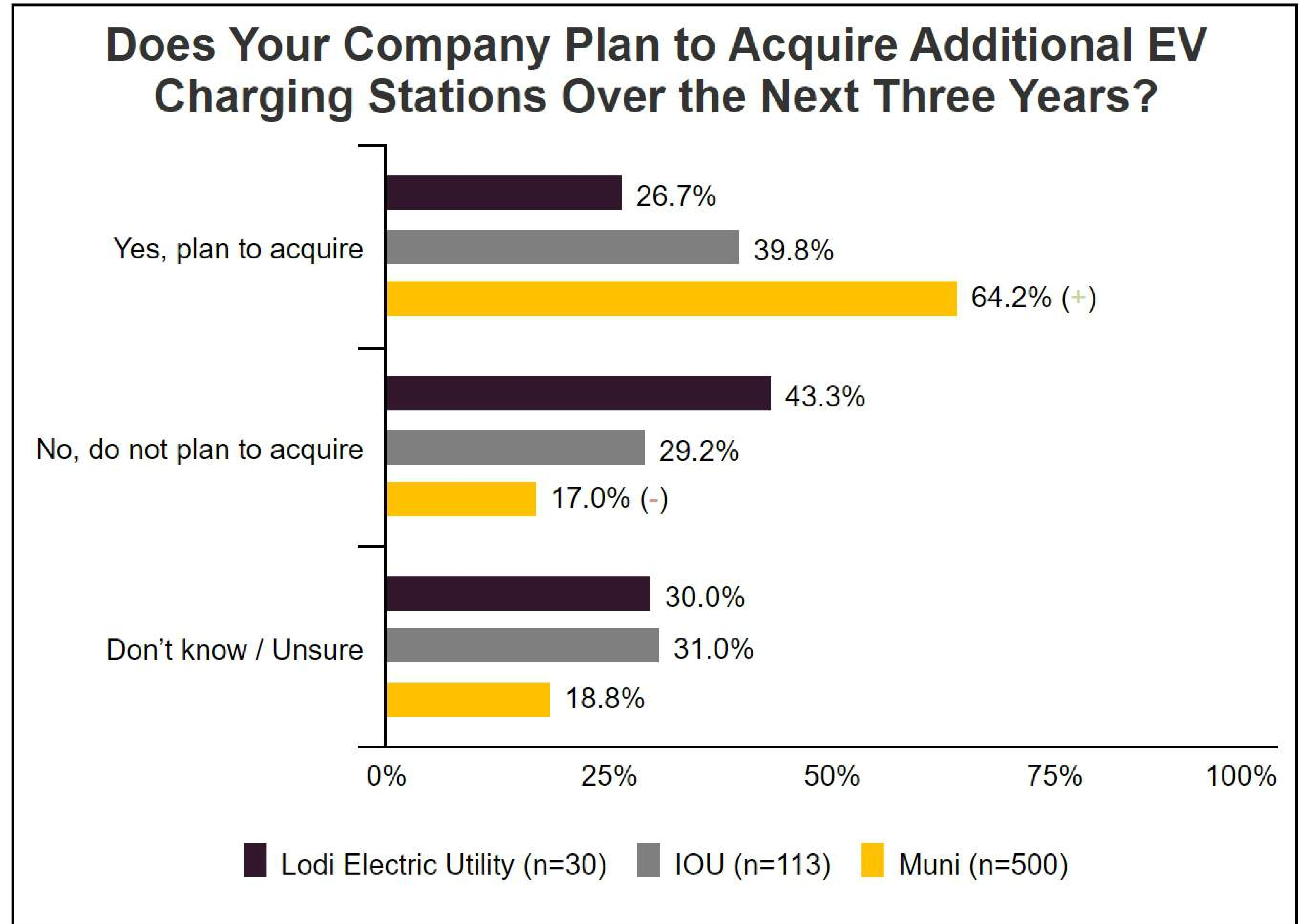
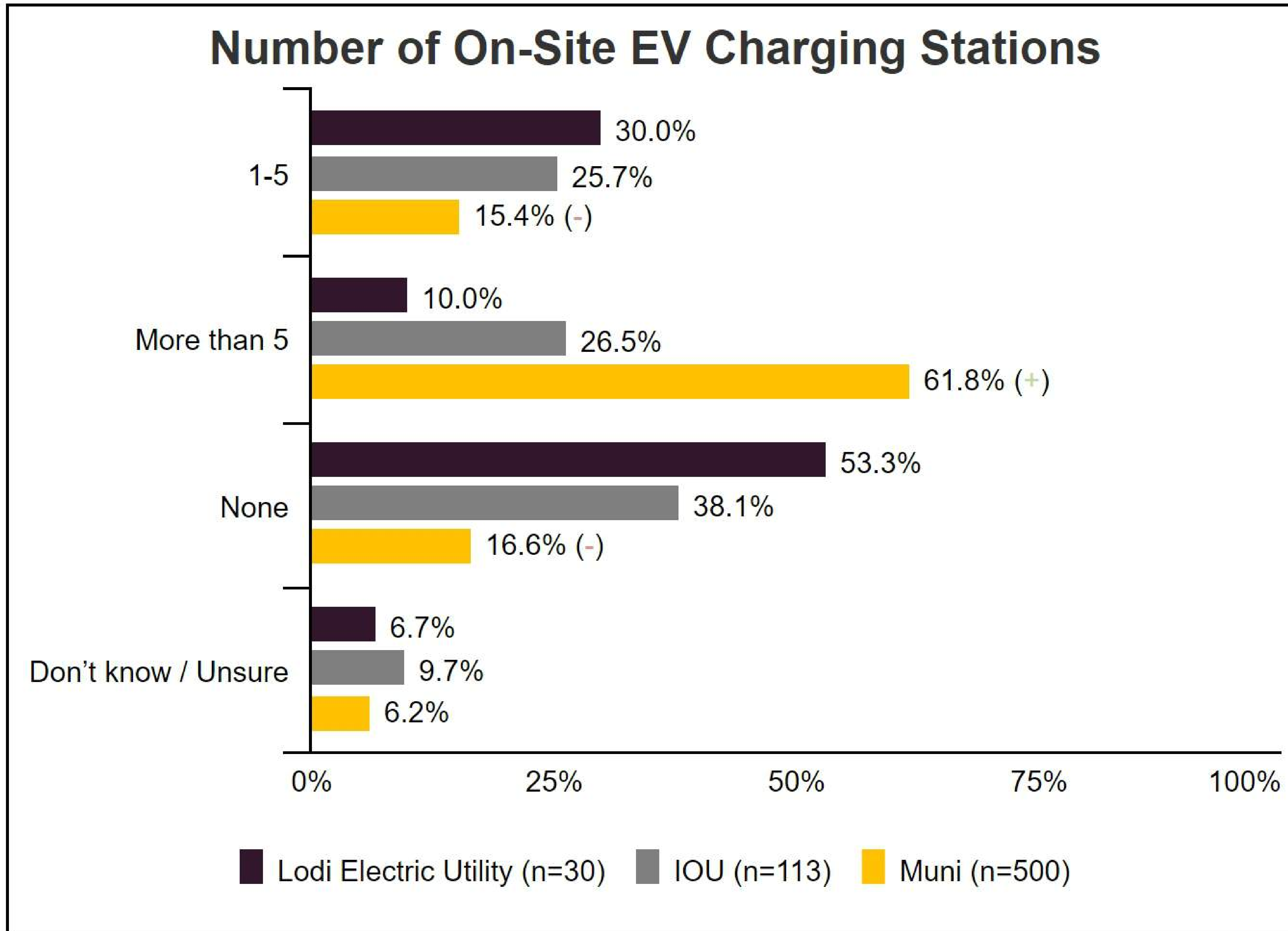
Q30: In the future, do you expect the number of electric vehicles (EVs) in your organization's fleet to...

Q34 (Oversample Question): How aware are you of California's Advanced Clean Fleets Regulation focusing on zero-emissions medium-and heavy-duty vehicles?

(+/-) indicates statistical significance at a 95% confidence level, denoting whether the data point is higher or lower than the 2024 Lodi Electric Utility results

Electric Vehicles | Charging Stations

Two-fifths of Lodi Electric Utility customers have on-site electric vehicle charging stations, significantly fewer than municipal customers overall (-37.2 percentage points). As with EVs, the data suggests more Lodi Electric Utility customers are likely to either acquire or install additional on-site electric vehicle charging stations in the next three years, as 26.7% plan to acquire/install them.



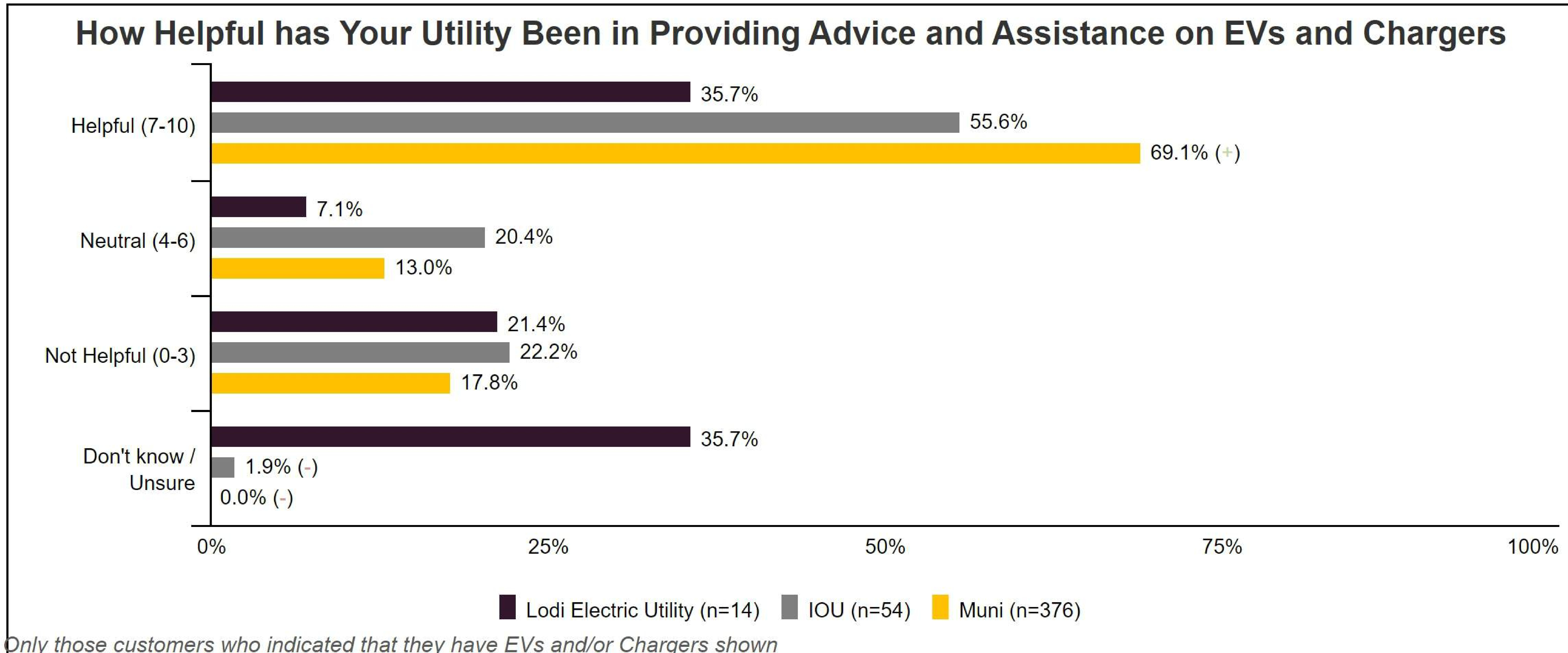
Q31: Does your organization have any electric vehicle charging stations on-site? if so, how many?

Q32: Does your organization plan to acquire (additional) electric vehicle charging stations over the next three years?

(+/-) indicates statistical significance at a 95% confidence level, denoting whether the data point is higher or lower than the 2024 Lodi Electric Utility results

Electric Vehicles | Helpfulness of Utility

Over one-third of customers indicated that Lodi Electric Utility has helped provide advice and assistance on electric vehicles and charging stations, significantly fewer compared to municipal respondents overall in 2024 (-33.4 percentage points). Of note, over one-third of customers were unsure how helpful Lodi Electric Utility is in providing advice and assistance on EVs and chargers.



Q33: Overall, how helpful has Lodi Electric Utility been in providing advice and assistance on electric vehicles and chargers where zero (0) is "not helpful" and ten (10) means "very helpful?"

(+/-) indicates statistical significance at a 95% confidence level, denoting whether the data point is higher or lower than the 2024 Lodi Electric Utility results

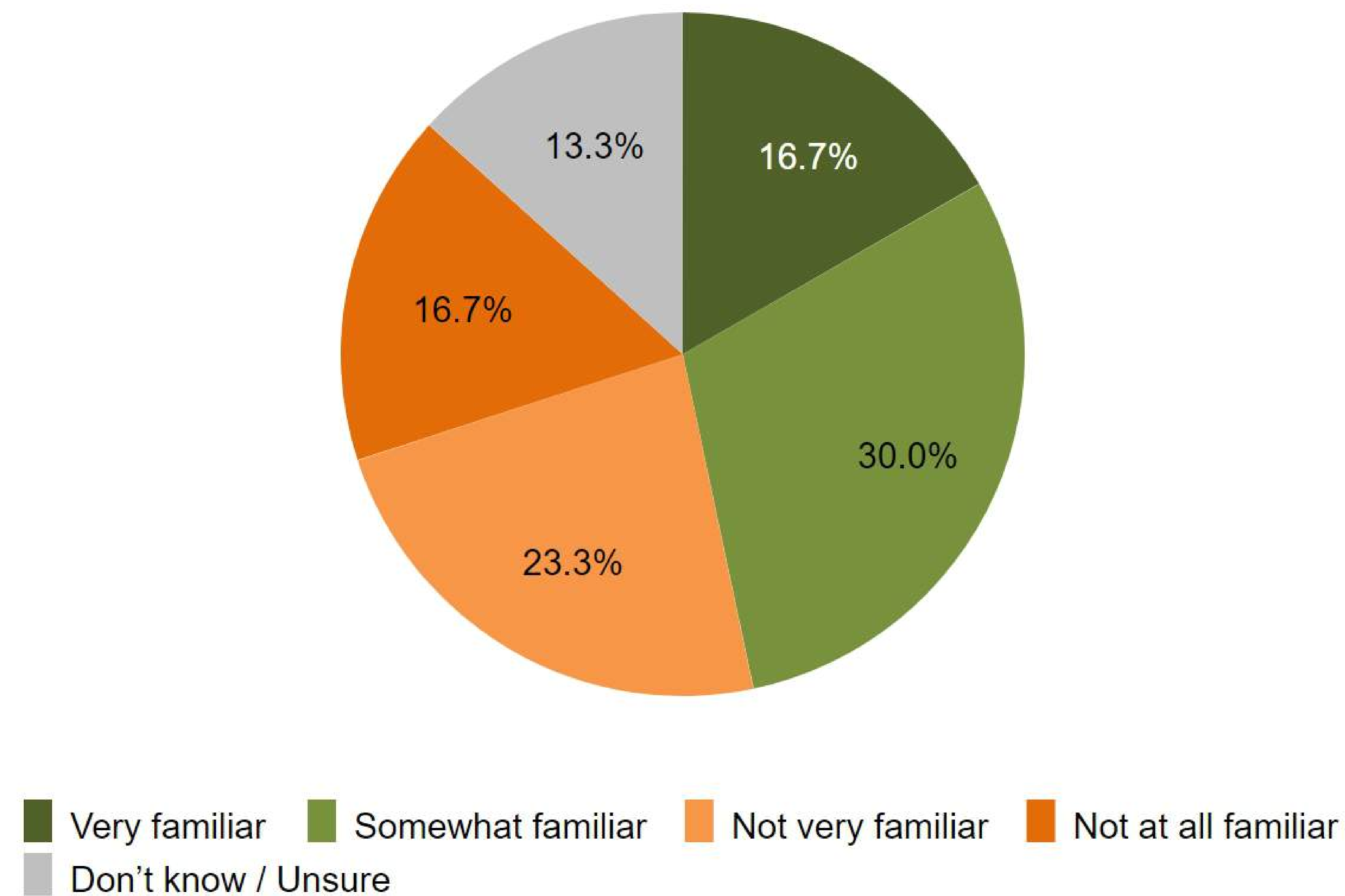
Battery Storage



Battery Storage | Familiarity and Interest

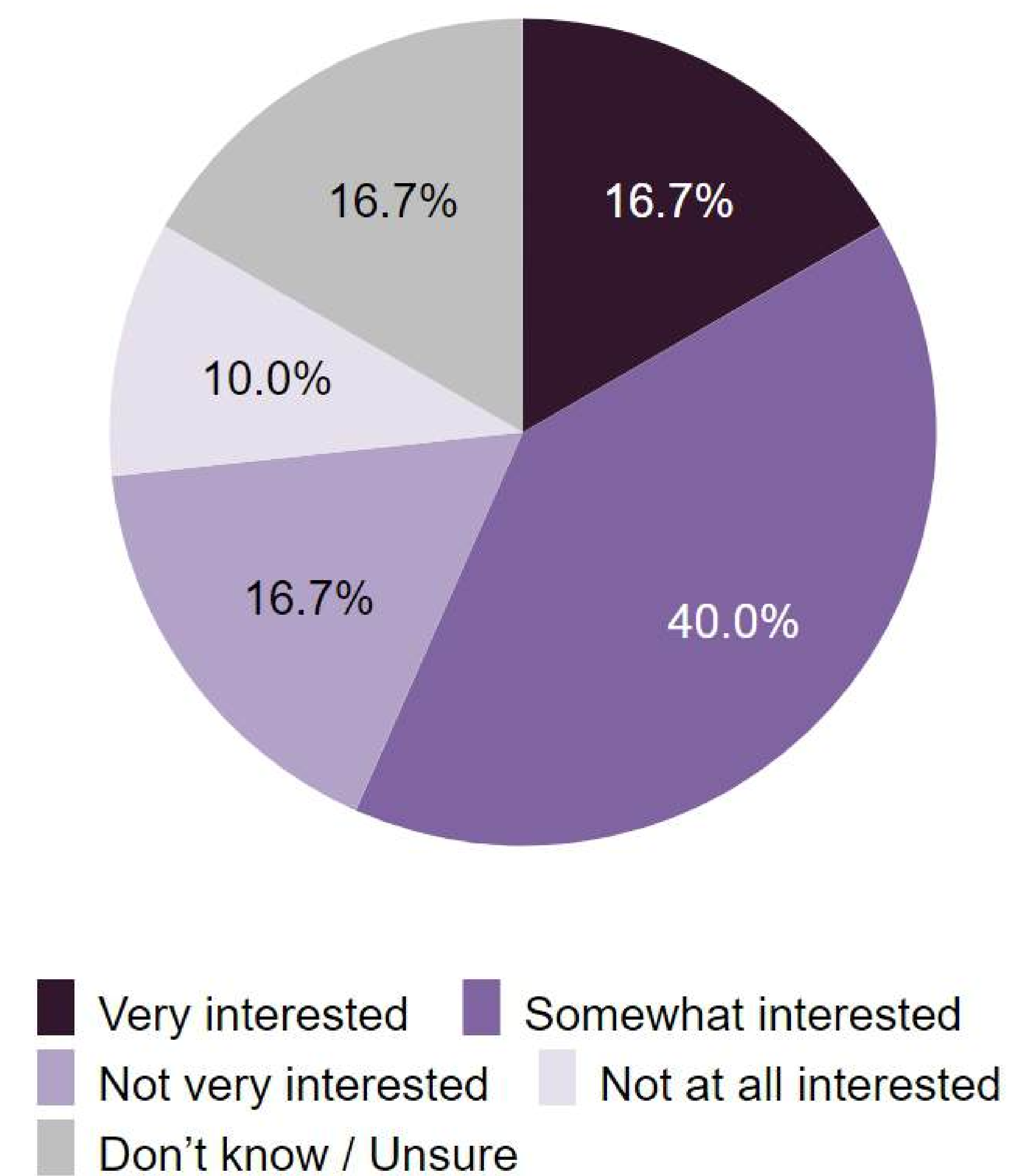
Prior to taking the survey, nearly one-half of Lodi Electric Utility customers (46.7%) were aware of energy storage systems, in general. However, interestingly, after reading a description of energy storage systems, over one-half of Lodi Electric Utility customers (56.7%) are interested in installing energy storage systems. Some of the most common motivating factors to installation are to "help lower electric bill," have a "backup power source during outages," and to "maximize the benefits of solar panels."

Familiarity with Energy Storage Systems



n=30

Interest in Energy Storage System



n=30

Motivations to Install an Energy Storage System

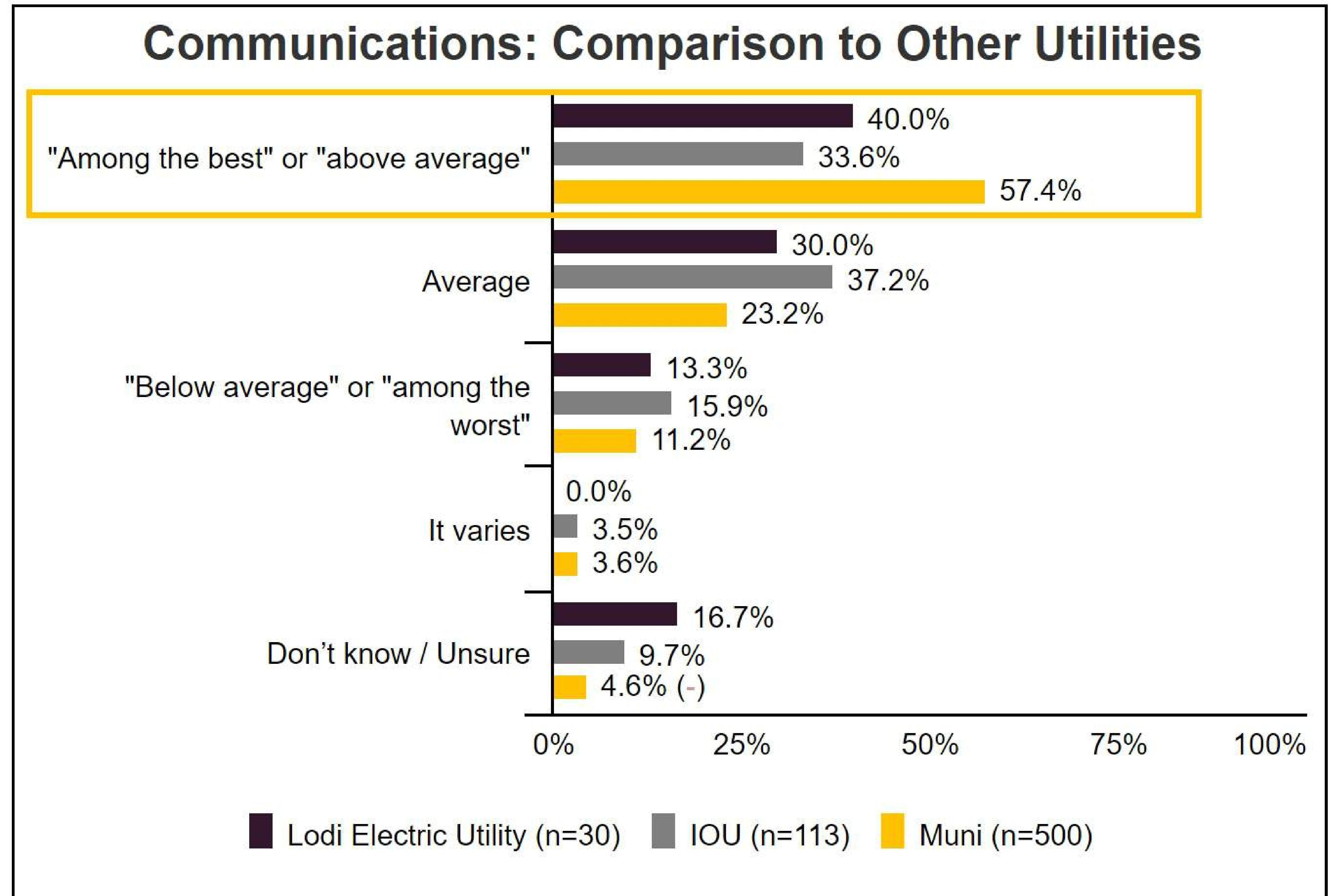
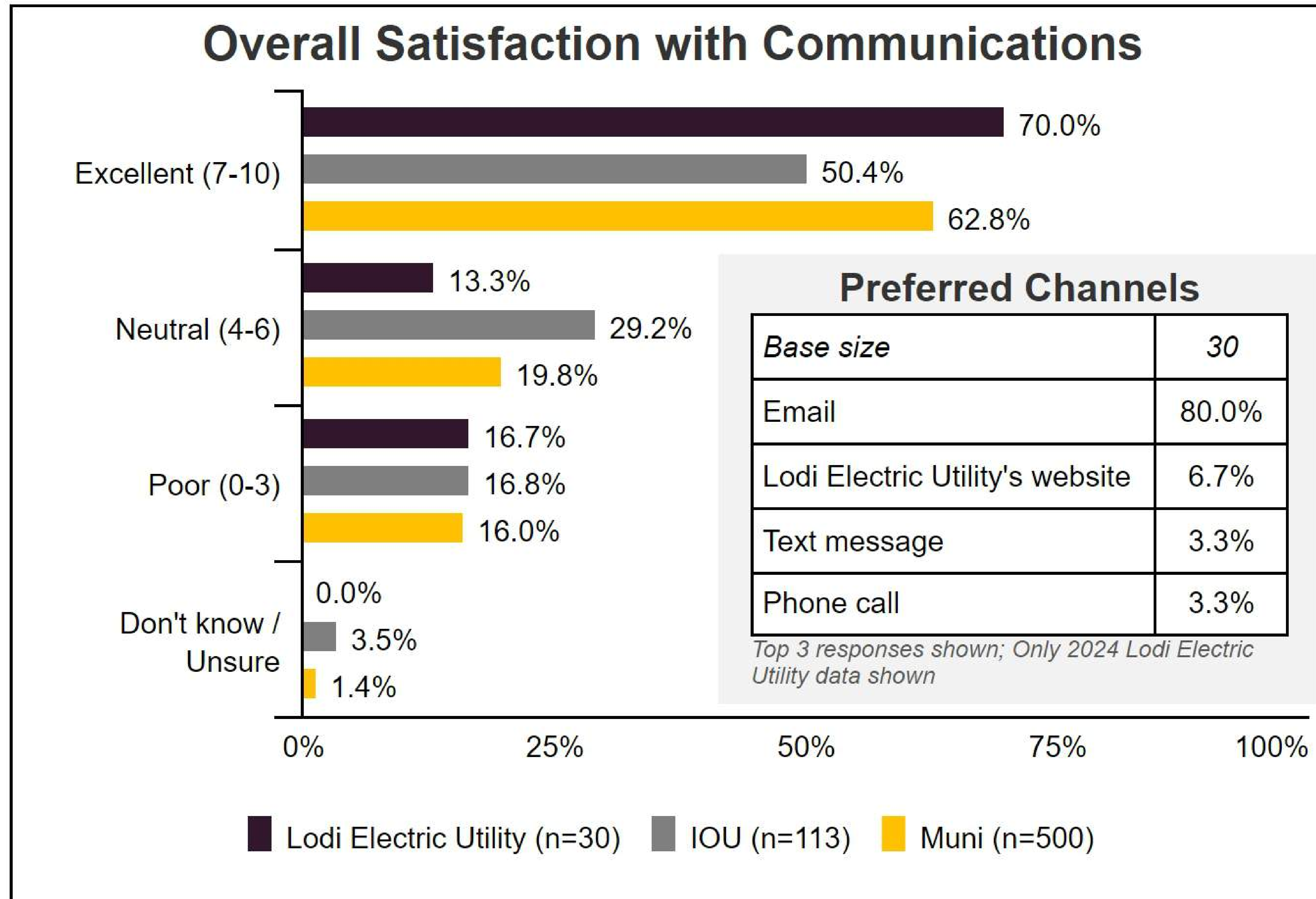
Base size	17
Help lower my electric bill	12
Backup power source during outages	10
Maximize the benefits of solar panels	10
Make our organization more energy independent	9
Greater control over our energy usage	7
Lower my carbon emissions	6
Don't know / unsure	1

Q35 (Oversample Question): How familiar would you say you are of energy storage systems in general?
 Q36 (Oversample Question): How would you rate your level of interest in installing an energy storage system?
 Q37 (Oversample Question): What would motivate you to install an energy storage system? (Select all that apply)

Communications

Communications | Satisfaction

Seven-out-of-ten customers provided positive ratings for their overall satisfaction with communications coming from Lodi Electric Utility, higher than municipal findings in 2024 (+7.2 percentage points). However, two-fifths indicated Lodi Electric Utility is "among the best" or "above average" in terms of communications received from other utilities, lower than 2024 municipal findings (-17.4 percentage points).



Q38: On a scale of zero to ten, where zero (0) is "poor" and ten (10) is "excellent," rate Lodi Electric Utility's communication with business customers such as you on an overall basis.

Q39: Compared to other companies that your organization does business with, how do Lodi Electric Utility's communications aimed at business customers compare?

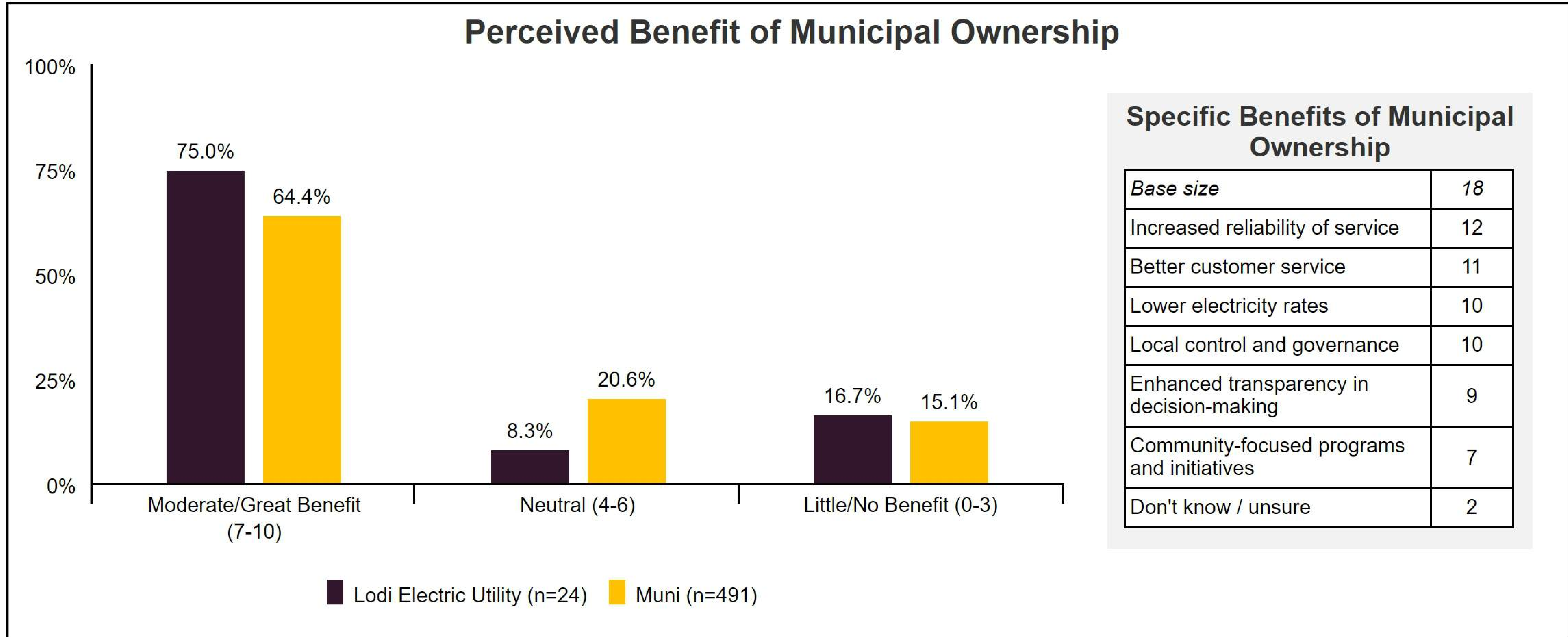
Q40: Please indicate how you would prefer to receive information from Lodi Electric Utility.

(+/-) indicates statistical significance at a 95% confidence level, denoting whether the data point is higher or lower than the 2024 Lodi Electric Utility results

Utility Preference

Utility Preference | Benefit of Municipal Ownership

Three-quarters of Lodi Electric Utility customers believe the local area benefits from having a community-owned municipal utility, higher than municipal respondents overall in 2024 (+10.6 percentage points). Specific benefits cited most often by Lodi Electric Utility customers are "increased reliability," "better customer service," lower electricity rates," and "local control and governance."



Specific Benefits of Municipal Ownership

Base size	18
Increased reliability of service	12
Better customer service	11
Lower electricity rates	10
Local control and governance	10
Enhanced transparency in decision-making	9
Community-focused programs and initiatives	7
Don't know / unsure	2

"Don't know" responses removed

Q41: On a scale of zero to ten, where zero (0) is "no benefit" and ten (10) is "great benefit," how much benefit does the local area realize from having a community-owned municipal utility?

Q42 (Oversample Question): What do you believe are some of the benefits of a public power utility? (Select all that apply)

(+/-) indicates statistical significance at a 95% confidence level, denoting whether the data point is higher or lower than the 2024 Lodi Electric Utility results

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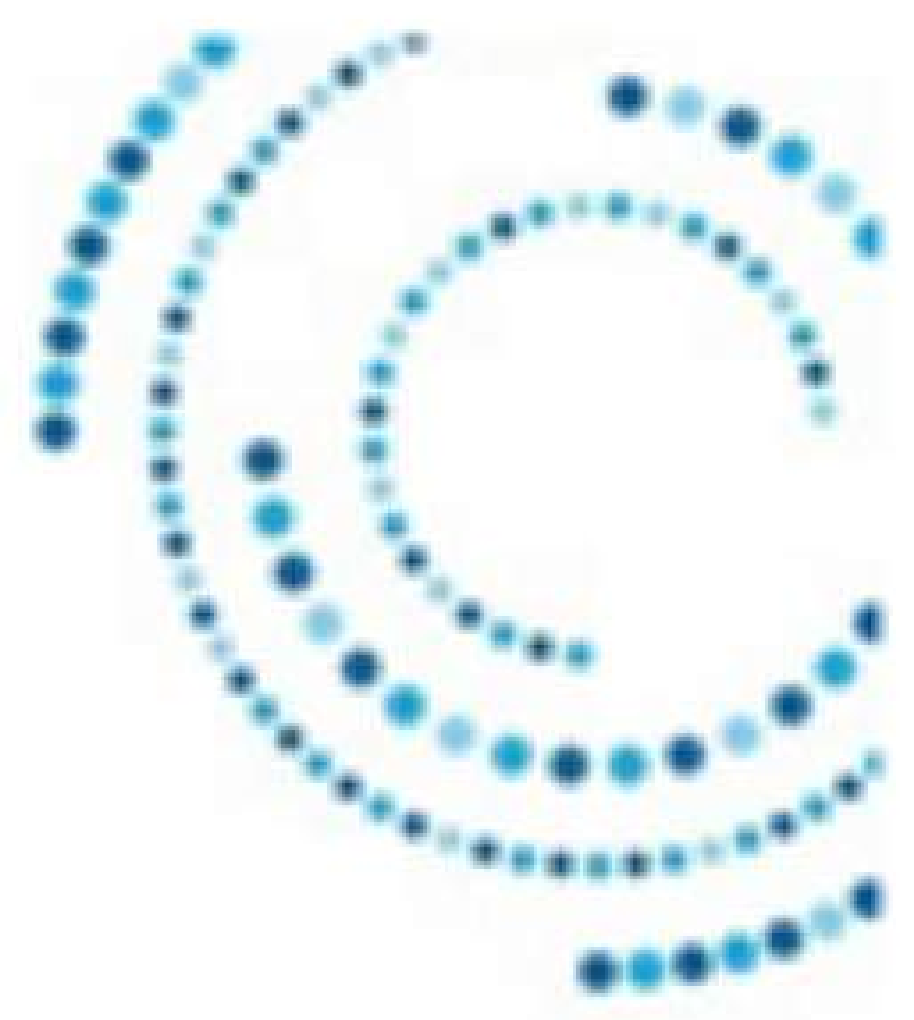
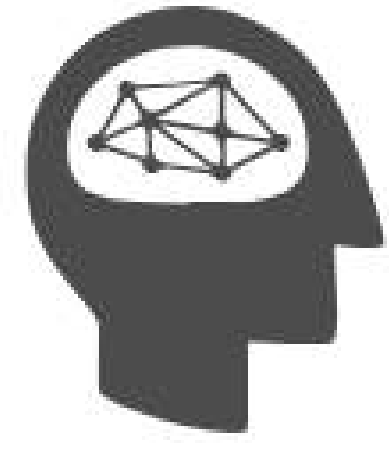
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Considerations



Enhancing Program Awareness to Support Customer Priorities

Lodi Electric Utility customers have expressed a strong interest in expanded programs and rebates for efficiency and conservation. This presents an opportunity for Lodi Electric Utility to strengthen communications about its existing programs while addressing customers' evolving needs. Increased awareness of these offerings can also support customers' expanding investments in electric vehicles (EVs), EV chargers, and battery storage systems.

Suggestions for Action:

- **Expand Communication Efforts:** Develop/expand targeted outreach campaigns to promote Lodi Electric Utility's programs and rebates, emphasizing how they help reduce costs and improve efficiency.
- **Consolidate and Abbreviate Information:** In these targeted campaigns, consolidate the abundant information on Lodi Electric Utility's several incentive programs and rebates found on the Lodi Electric Utility website into a one-sheeter emphasizing cost savings and energy efficiency gains, with links included navigating customers to pages with more in-depth information.
- **Link Programs to Customer Investments:** Highlight how Lodi Electric Utility's offerings can support EV adoption, charger installation, and battery storage, connecting these programs to customers' real-world priorities.
- **Utilize Multiple Channels:** Use a mix of digital platforms, direct mail, and in-person events to ensure maximum visibility and engagement across customer segments.
- **Provide Case Studies or Success Stories:** Showcase customers who have successfully utilized Lodi Electric Utility's programs to achieve efficiency gains or sustainability goals, creating relatable examples.

By increasing awareness of its programs and aligning them with customer priorities, Lodi Electric Utility can address a growing demand for efficiency and conservation while supporting its customers' sustainability investments. These efforts will not only drive program participation, but also strengthen Lodi Electric Utility's role as a trusted energy partner.

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