

CUSTOMER OPINION SURVEY

SANTA CLARITA VALLEY
WATER

PRESENTED BY
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9/8/2023

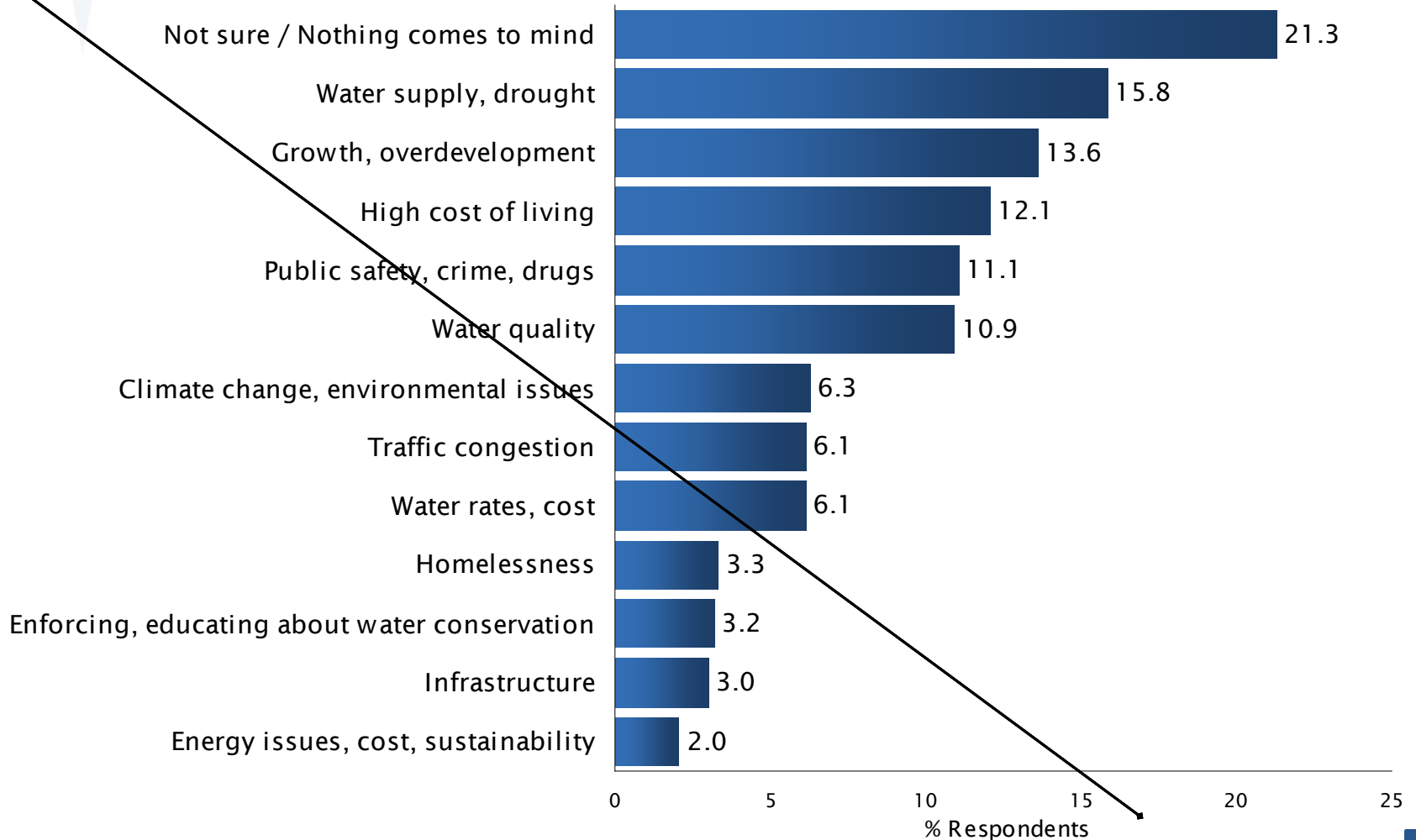




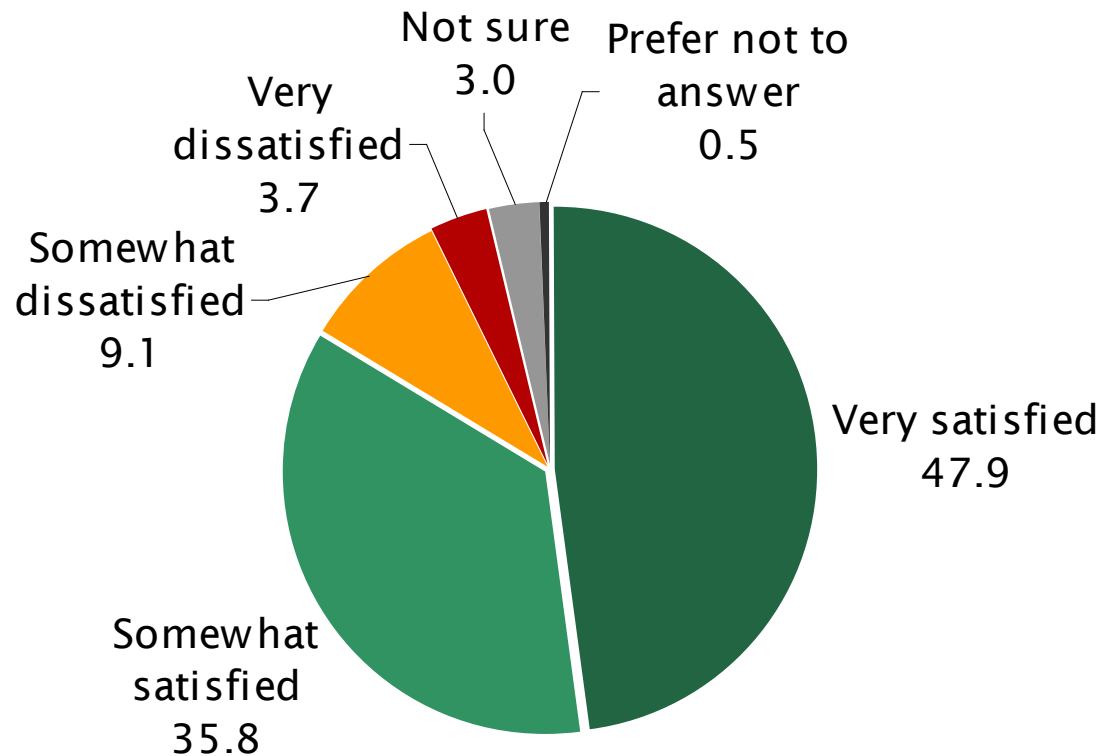
METHODOLOGY OF STUDY

- **How did we select customers to survey?**
 - Stratified Random Sampling by geographic subareas & billed usage groupings
 - Ensured balanced, representative sample
- **How did we recruit participation?**
 - Personalized email, text and telephone calls
 - PINs to restrict access and ensure one complete per respondent
- **How were customers able to share their opinions?**
 - Secure, PIN-protected website
 - Telephone (land line or mobile)
 - English & Spanish
- **What was the final sample size?**
 - 780 completed interviews
 - Overall margin of error of $\pm 3.5\%$ @ 95% level of confidence

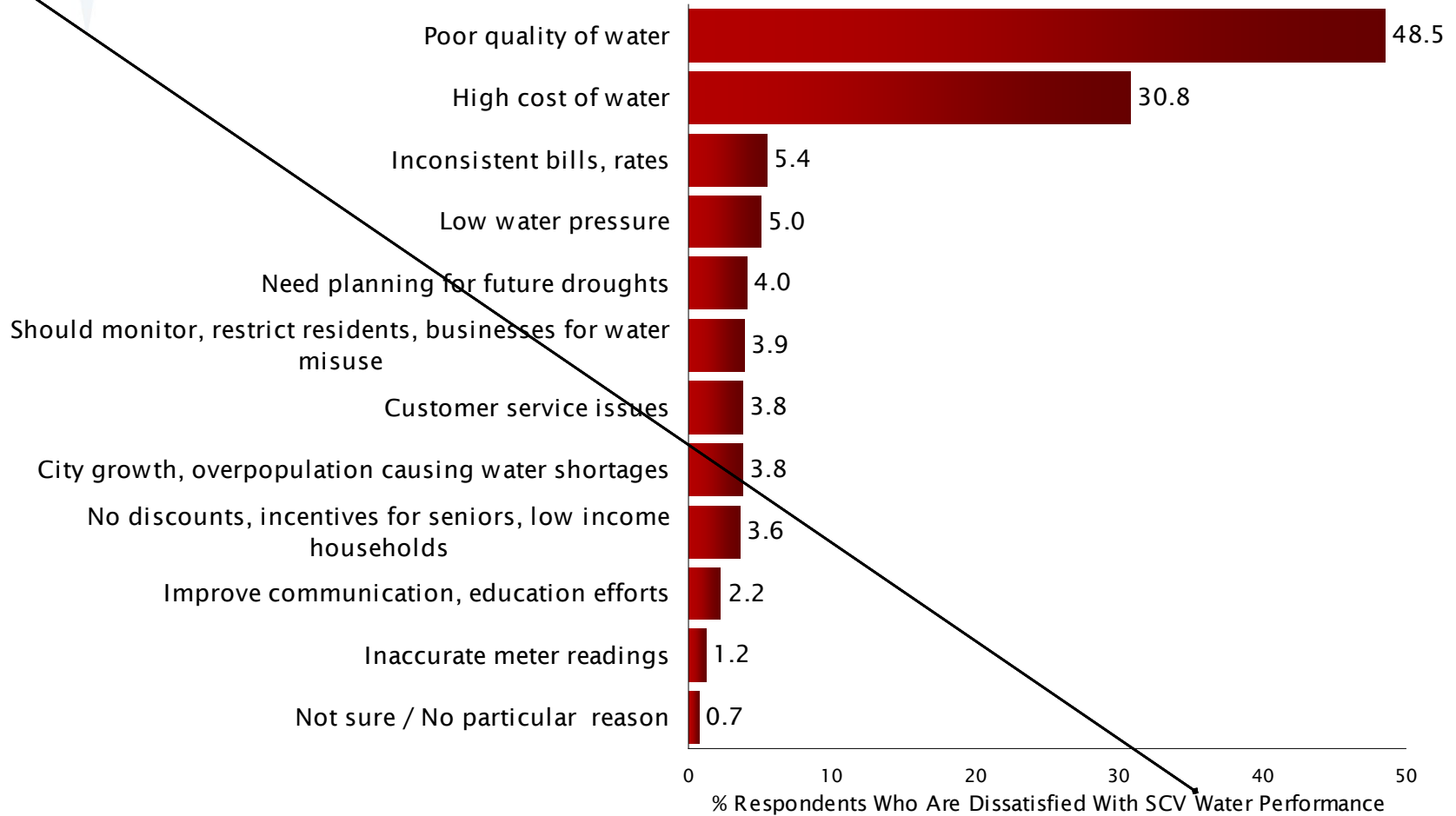
MOST IMPORTANT ISSUE



OVERALL SATISFACTION WITH WATER SERVICES

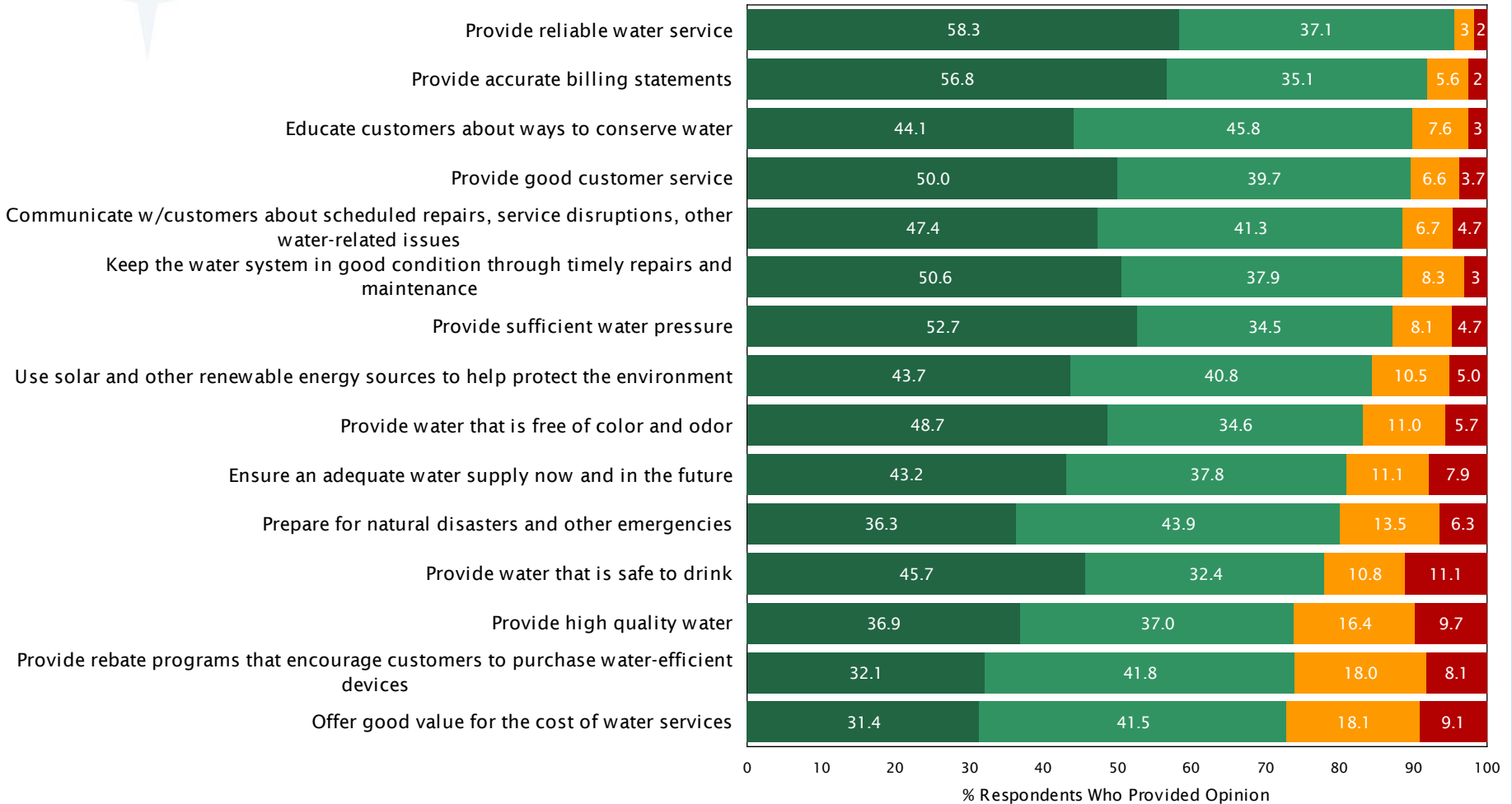


REASONS FOR DISSATISFACTION

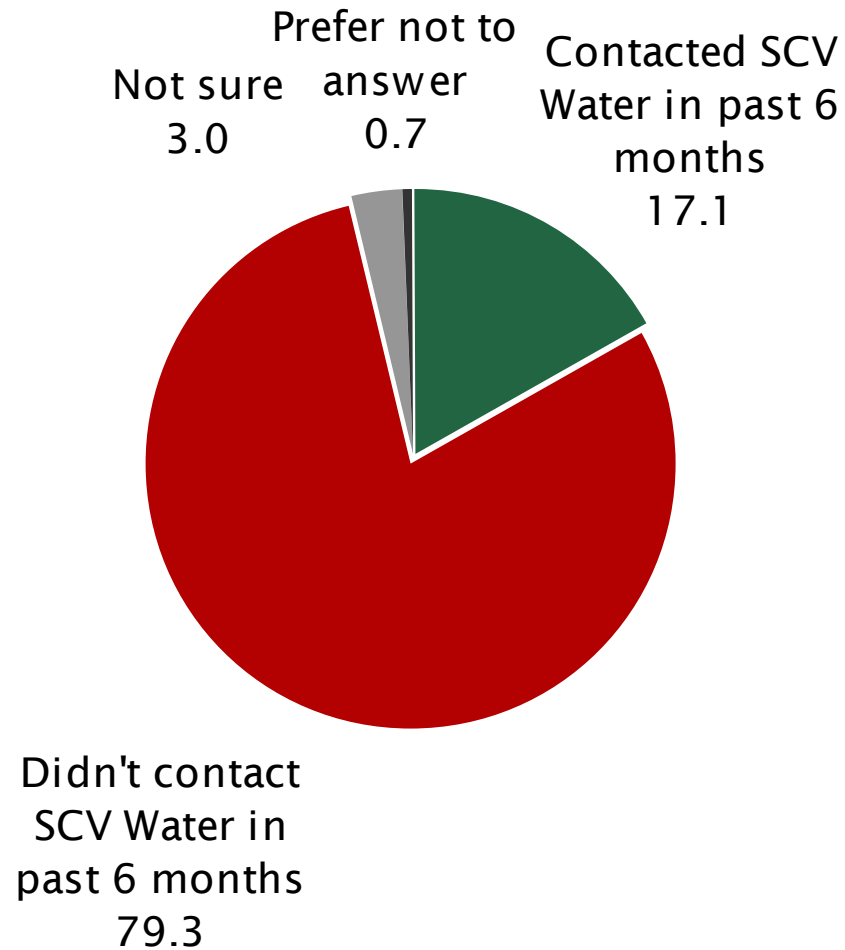


SATISFACTION WITH SERVICES

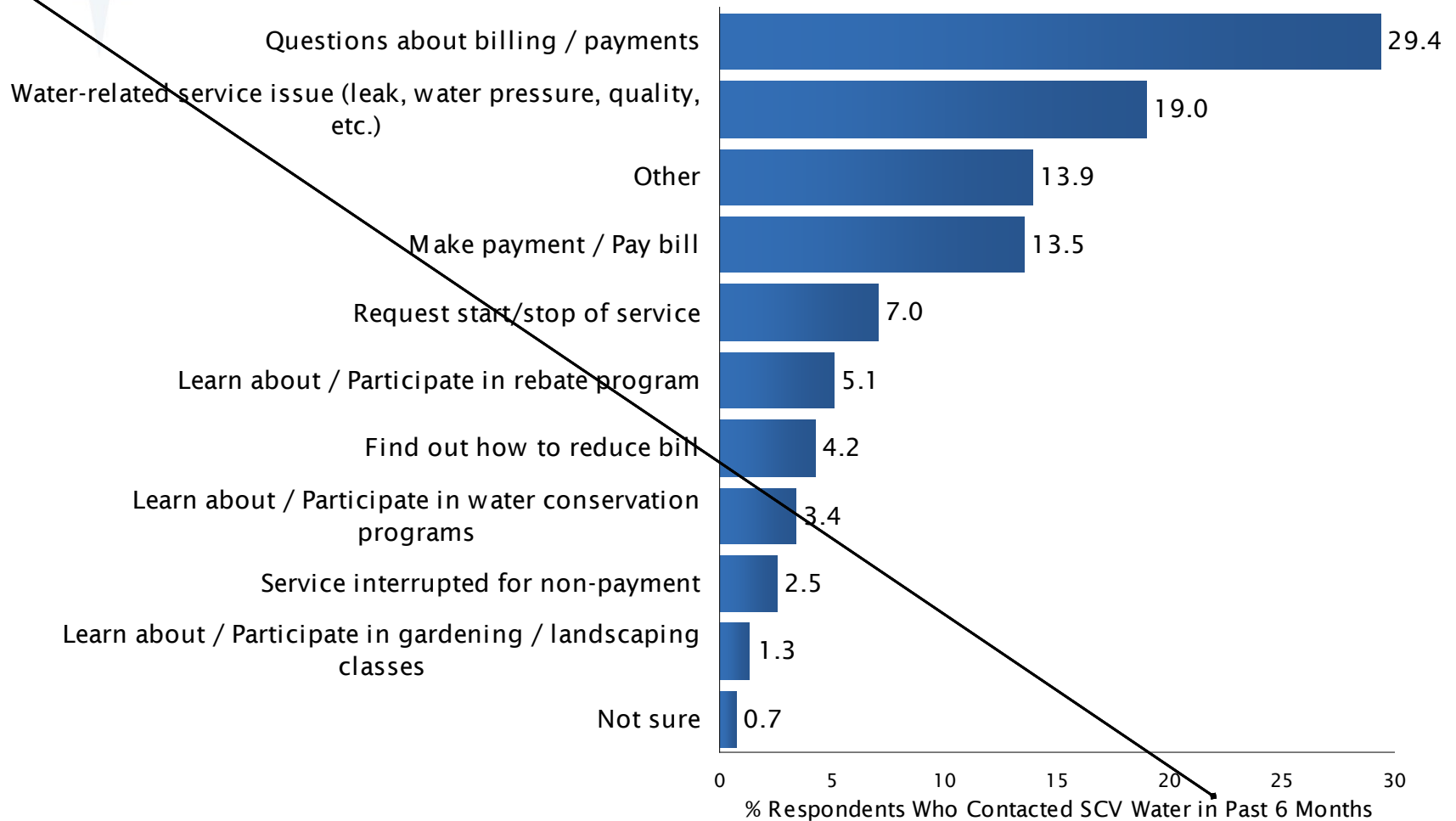
Very satisfied Somewhat satisfied Somewhat dissatisfied Very dissatisfied



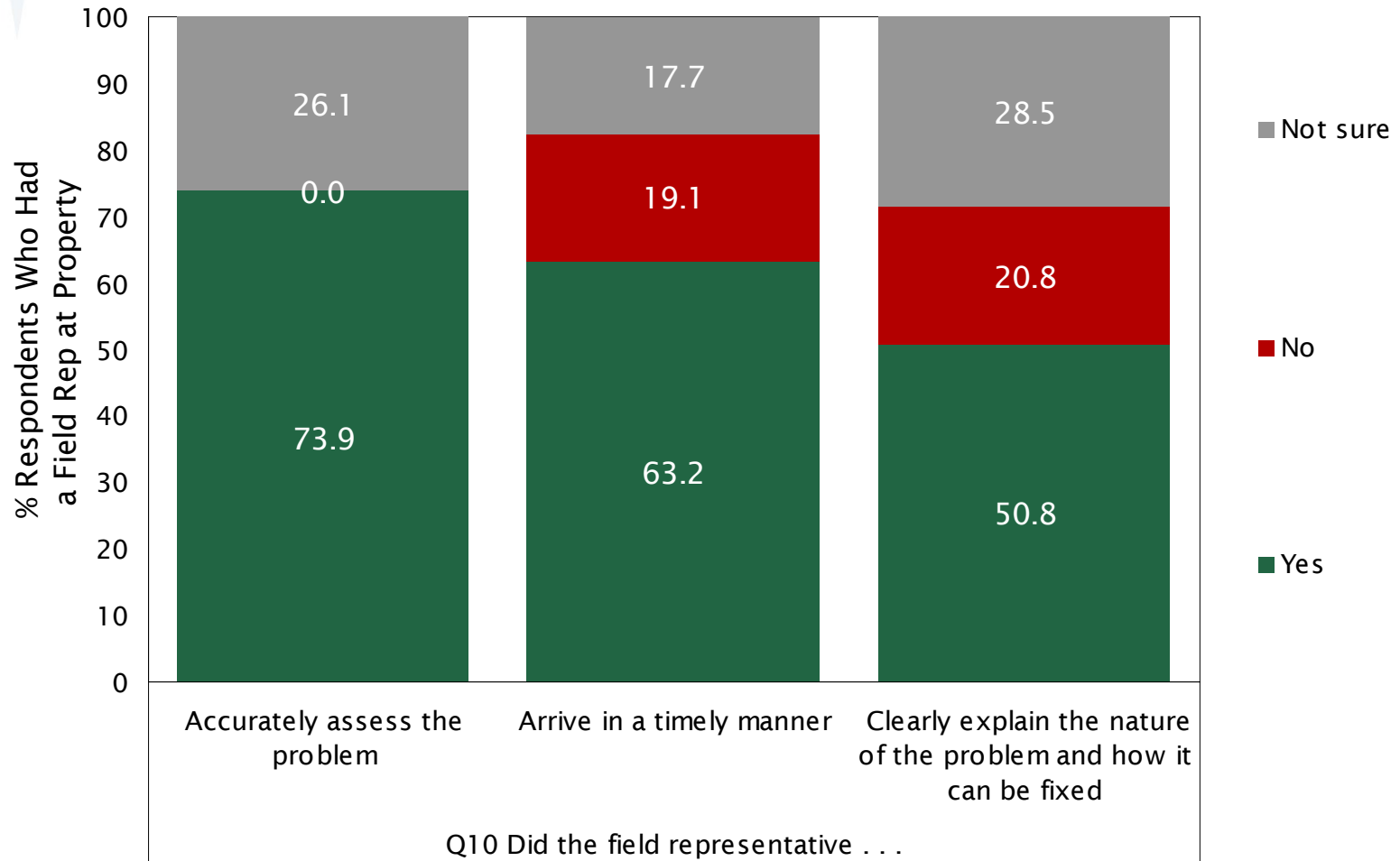
CONTACTED SCV WATER PAST 6 MONTHS



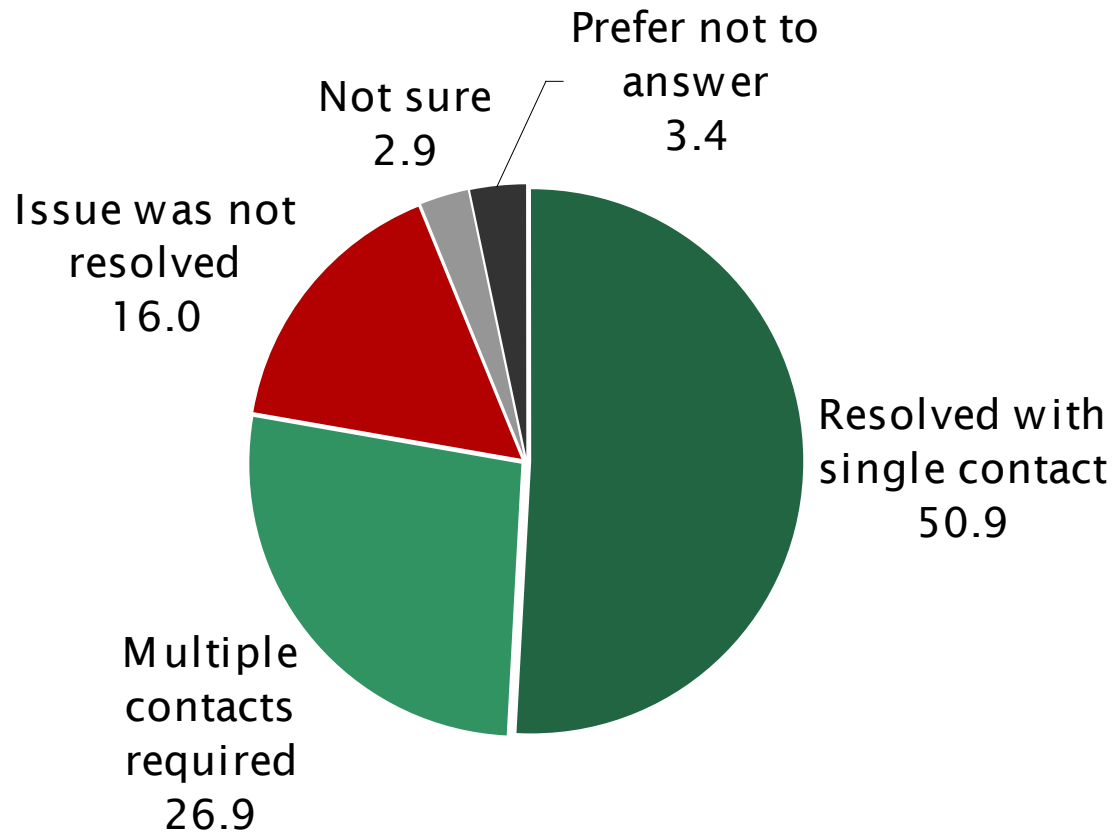
MAIN REASON FOR CONTACT



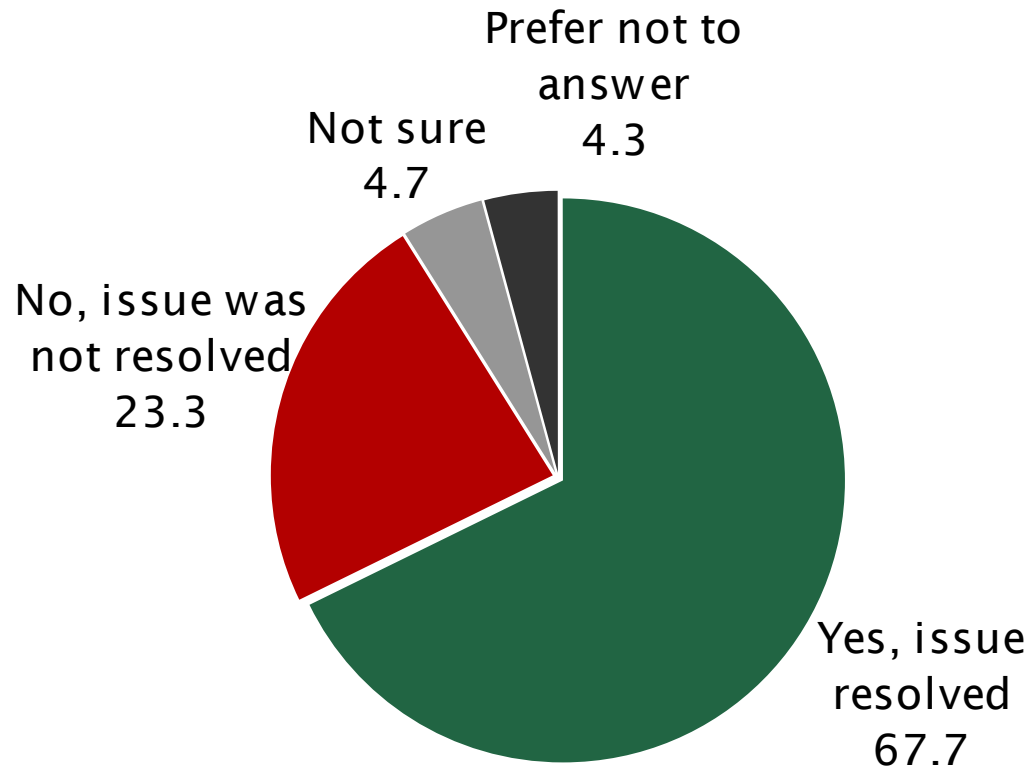
FIELD REPRESENTATIVE PERFORMANCE



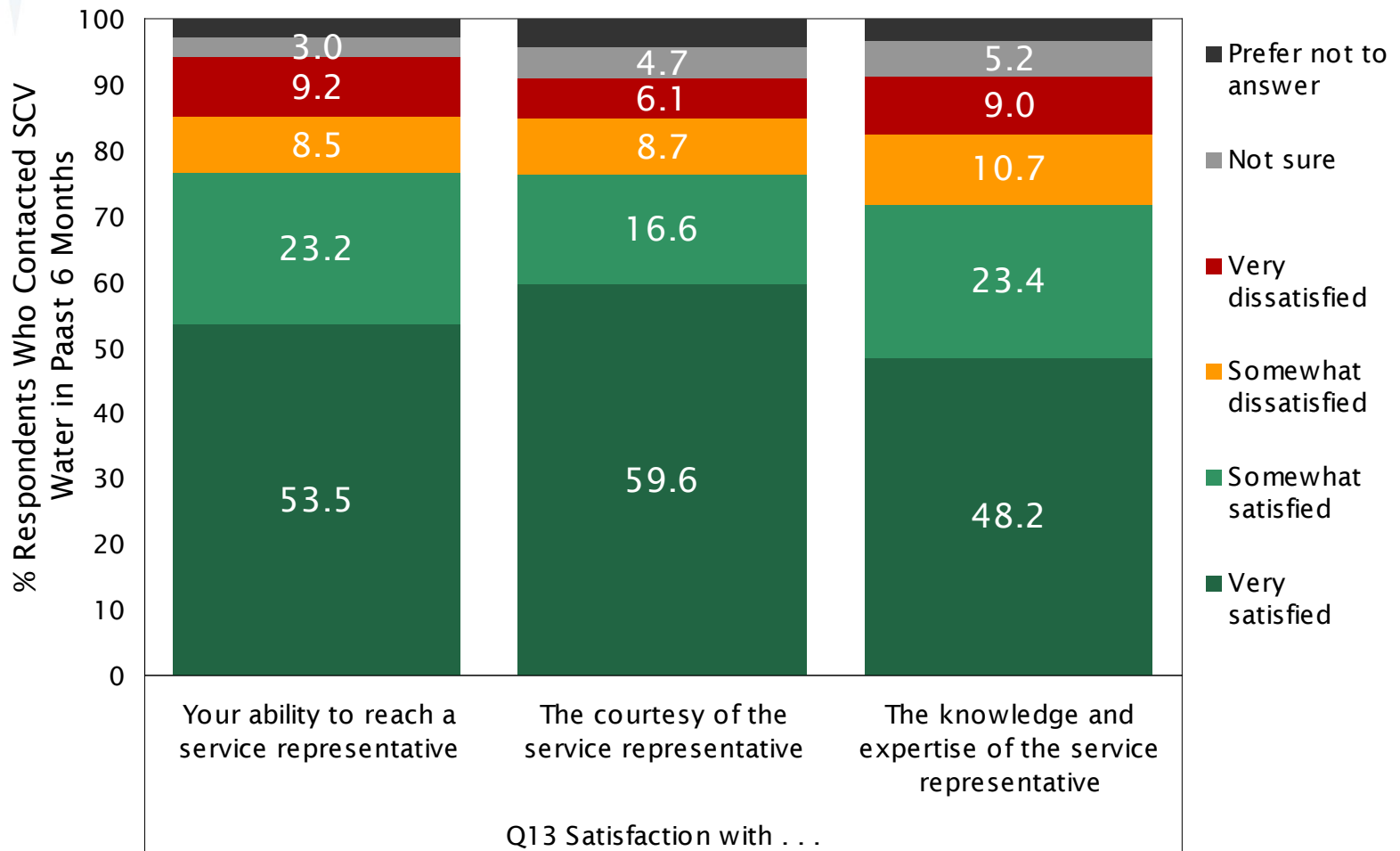
CONTACTS NEED TO RESOLVE ISSUE



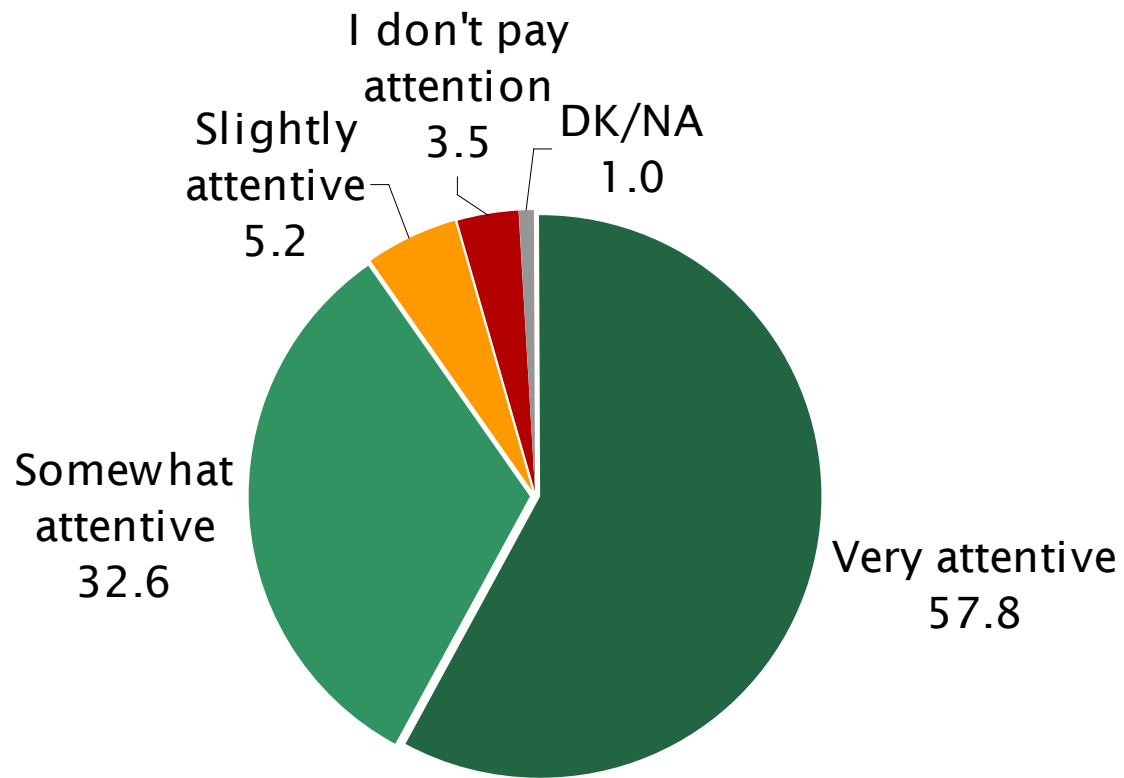
ISSUE RESOLVED TO SATISFACTION



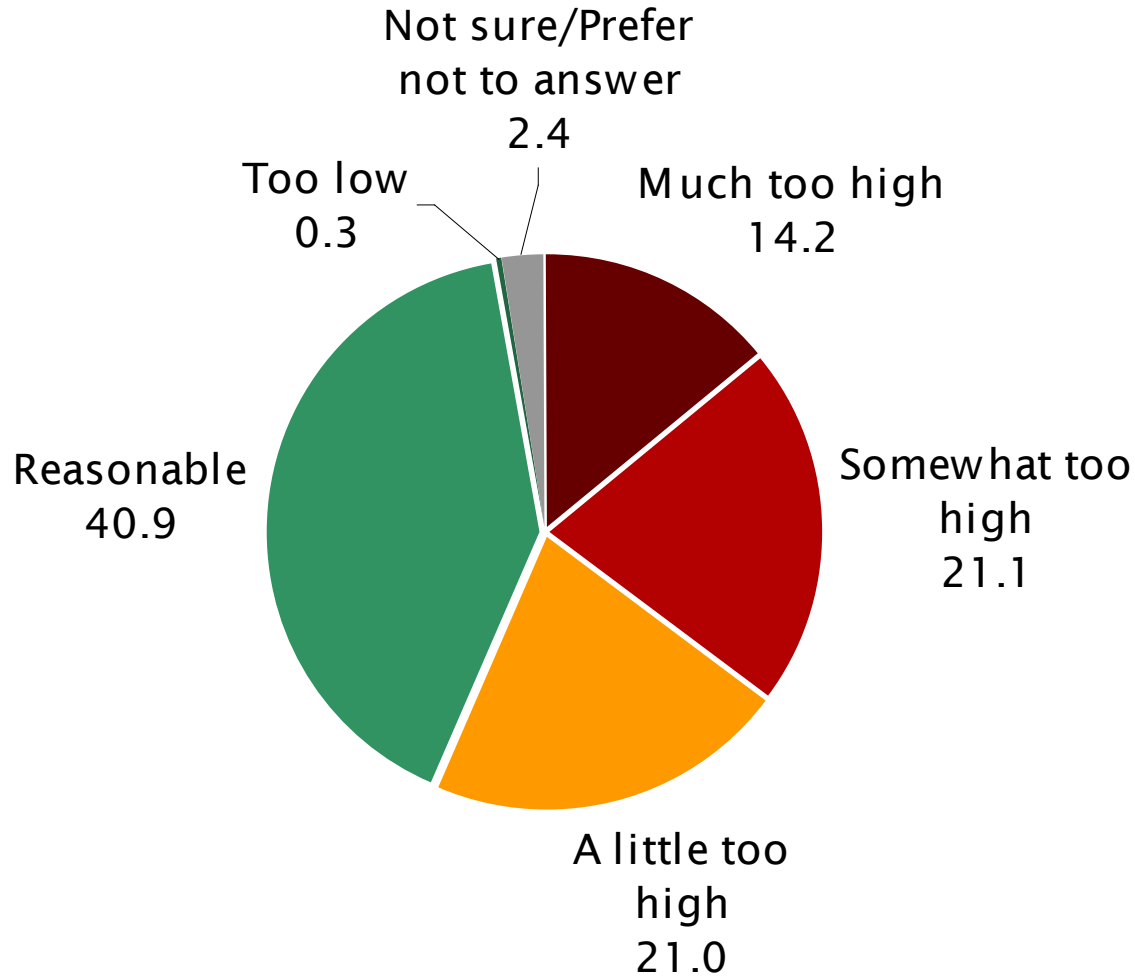
SERVICE REPRESENTATIVE PERFORMANCE



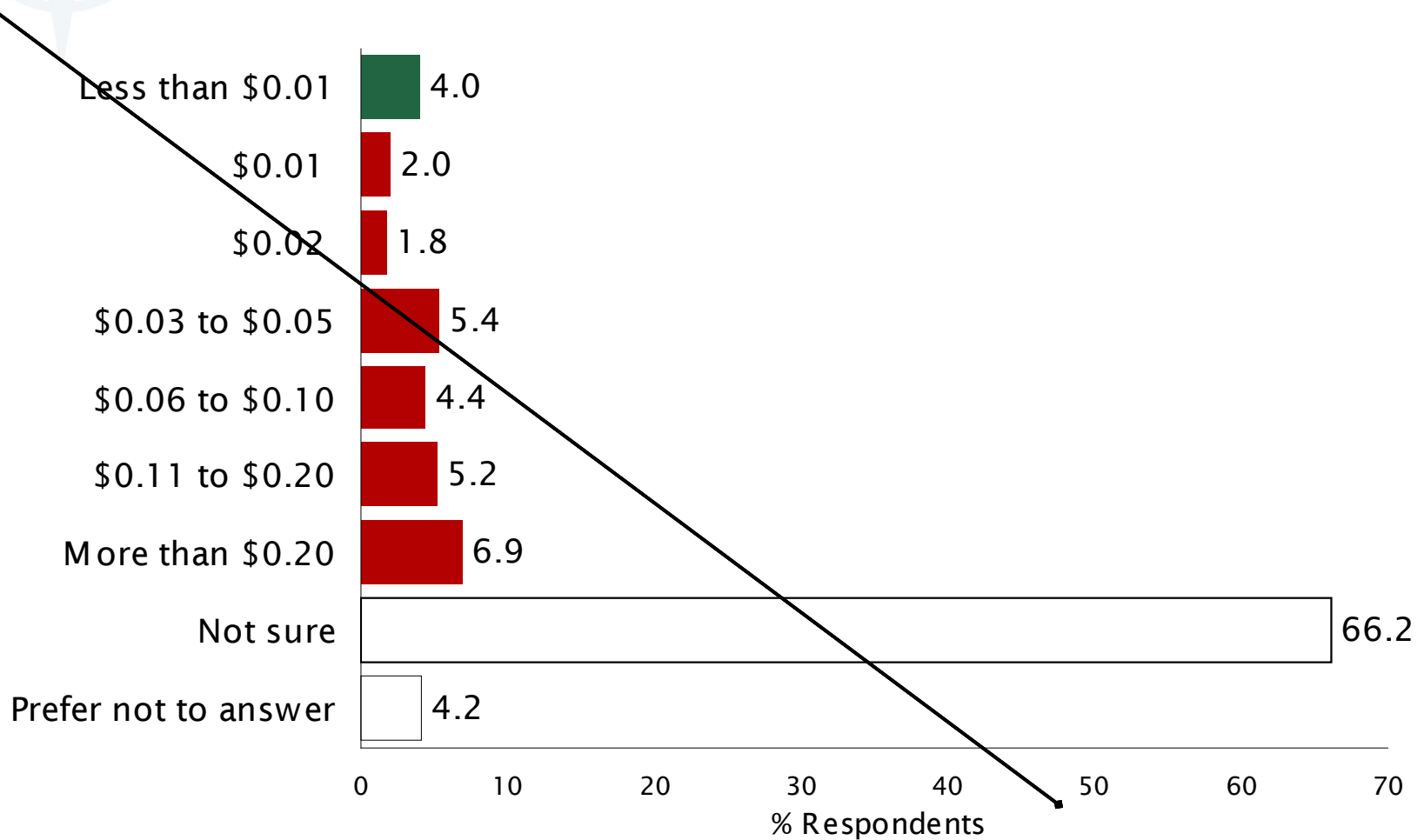
ATTENTIVENESS TO WATER USAGE



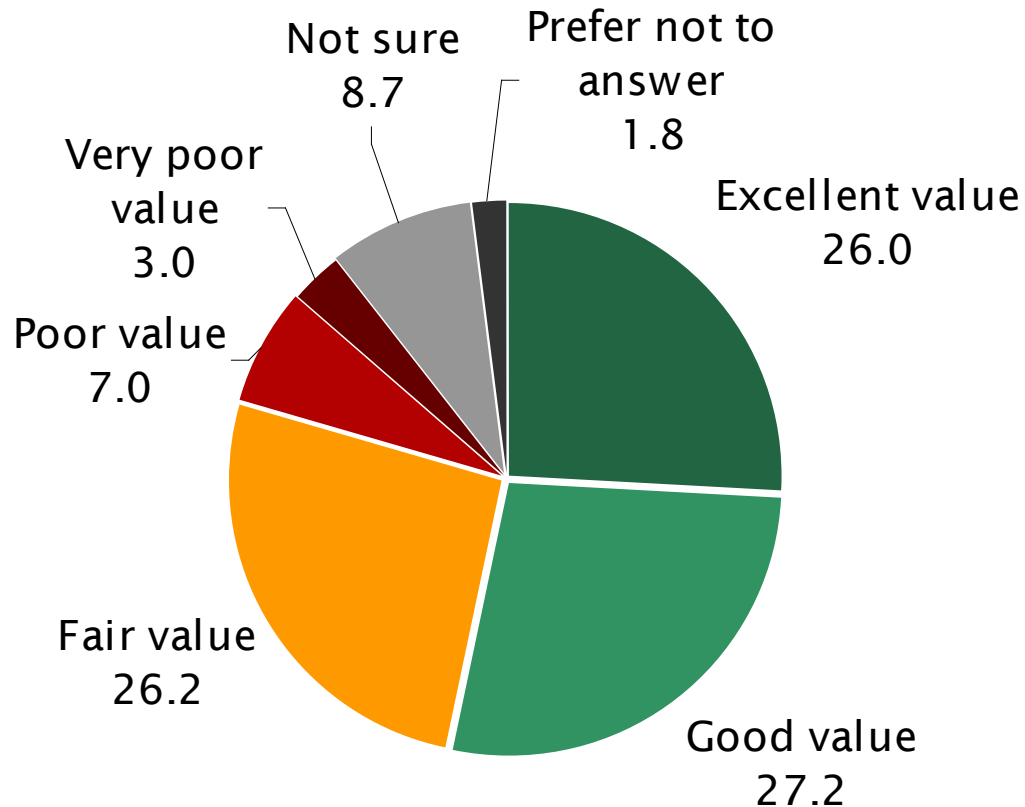
OPINION OF WATER BILLS



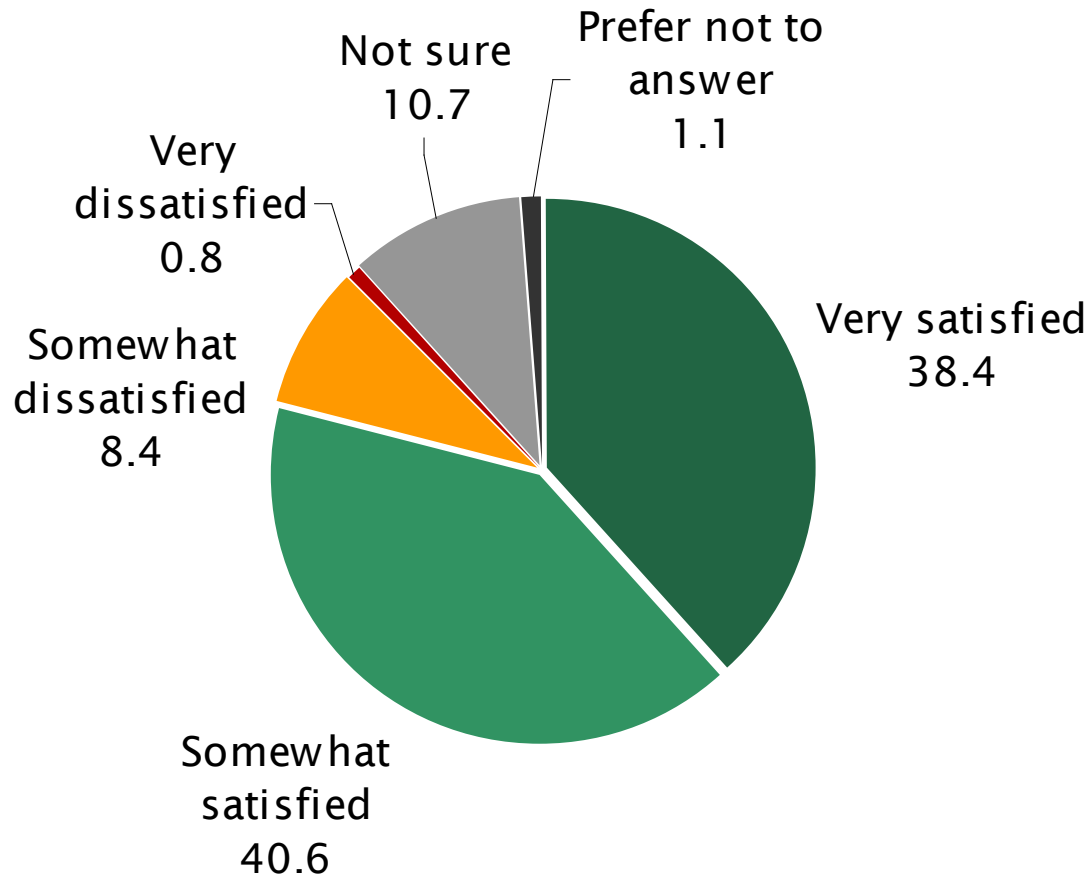
ESTIMATED COST OF WATER PER GALLON



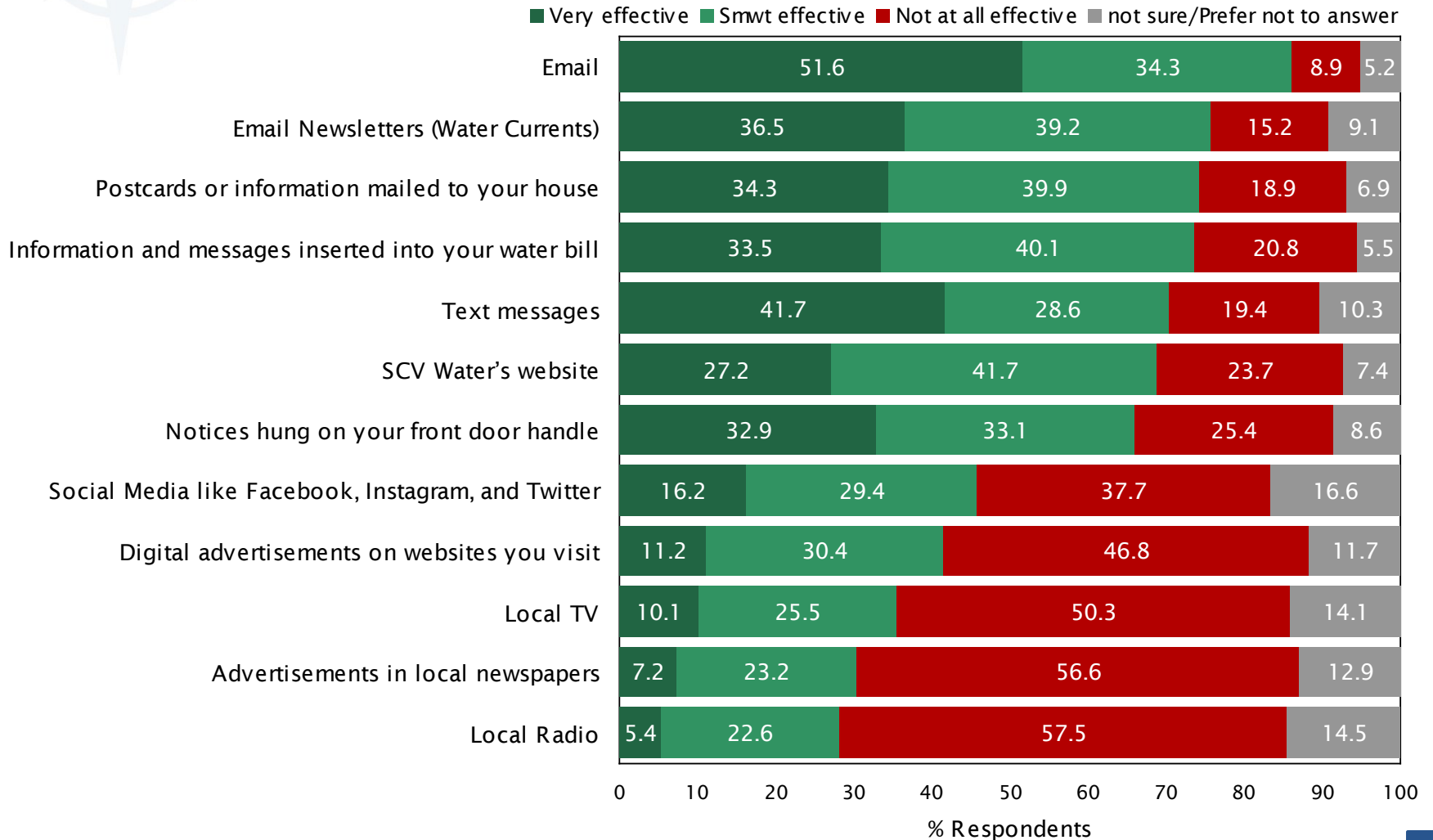
OPINION OF WATER VALUE @ <1¢



SATISFACTION WITH COMMUNICATION



EFFECTIVENESS OF METHODS





KEY FINDINGS

Customer satisfaction is high

- Overall service provision
- Specific aspects of service
- Customer service provided by field reps and service staff
- SCV Water Communications

Opportunity areas

- Educate customers on the true cost of water – it changes their opinion about value of service
- Educate customers on the availability of rebate programs for water efficient appliances
- Address perceptions of poor water quality among some customers
- Improve *explanation* of problem & fix when on field calls