

CASE STUDY

identifying opportunity through custom research

Customer Satisfaction

The Issue:

A major utility provider wanted to gauge customer satisfaction levels among consumers and small to medium-sized businesses regarding its response to power failures during a particularly active storm season. The objective was to determine customer satisfaction with the company's response given the level of devastation by each storm.

The Solution:

Quick timing was essential, both for implementation and research results. Using sample by county provided by the client, MRSI developed phone surveys that could be implemented right after every storm. Questions focused on how long power was off, ease of communication with the utility, and satisfaction with how long it took to get the power back on.

Business Implication:

The client received results within days after each storm. Research determined that a major satisfaction point was visibility. Customers wanted to see trucks working to repair outages immediately after storms. Findings such as these enabled the utility provider to determine improvement areas and how best to communicate with their customers to maintain high satisfaction levels.

For more information, contact us at **513-579-1555** or visit www.mrsi.com today.