

**AEP Insights Panel
 Bill Redesign Engagement**

Bellomy ID	16288_003
Template	16288_PROFILE
Internal Description	Bill Redesign
Panel Description	
Assignment?	Yes
Mobile Theme?	Yes, AEP specific

INTRODUCTION

Welcome to our survey! We appreciate your participation. Most of all, we value your openness and honesty in answering these questions. Please be assured that this survey is for informational purposes only. All responses from you will be kept in strict confidence and you will not be asked to buy anything today or in the future as a result of this survey.

In this survey you will be evaluating several detailed images that are not optimized for mobile devices. We suggest using a laptop or desktop computer to complete this survey.

Please be aware that after you have entered a response and have chosen to move forward to the next question, you will not be able to return to the previous page of the survey. *Please review each question and your responses carefully before proceeding.*

Once you complete the survey, you will automatically be entered into a drawing to win one of two \$100 Amazon.com gift certificates! ([Click here to read the Contest Rules & Regulations](#))

Lastly, [\[OPCO\]](#) values your time and these surveys will never take more than a few minutes to complete.

Click the "Next" button to continue.

FIELDS NEEDED

<u>Project</u>	<u>Variable</u>
AEP	Paperless Bill Flag
AEP	Budget Bill Flag
16288	Q4
16288	Q6
SAMPLE_HHI_NEW	Household Income
AEP	Operating Company
AEP	State
AEP	Average Bill Amount

QUOTAS

OPCO

AEP Ohio:	SAMPLE_OPKO = AEP Ohio
Appalachian Power:	SAMPLE_OPKO = Appalachian Power
Indiana Michigan Power:	SAMPLE_OPKO = Indiana Michigan Power
Kentucky Power:	SAMPLE_OPKO = Kentucky Power
PSO:	SAMPLE_OPKO = PSO
SWEPCO:	SAMPLE_OPKO = SWEPCO

STATE

Arkansas	SAMPLE_STATE = AR
Indiana	SAMPLE_STATE = IN
Kentucky	SAMPLE_STATE = KY
Louisiana	SAMPLE_STATE = LA
Michigan	SAMPLE_STATE = MI
Ohio	SAMPLE_STATE = OH
Oklahoma	SAMPLE_STATE = OK
Tennessee	SAMPLE_STATE = TN
Texas	SAMPLE_STATE = TX
Virginia	SAMPLE_STATE = VA
West Virginia	SAMPLE_STATE = WV

LIVING ARRANGEMENTS

Owners	16288_Q2 = 1, 2, 3
Renters	16288_Q2 = 4, 5, 6, 7

HOUSEHOLD INCOME

Less than \$30,000	SAMPLE_HHI_NEW = 1, 2
\$30,000 to \$49,999	SAMPLE_HHI_NEW = 3
\$50,000 to \$74,999	SAMPLE_HHI_NEW = 4
\$75,000 to \$99,999	SAMPLE_HHI_NEW = 5
\$100,000 or more	SAMPLE_HHI_NEW = 6, 7

AVERAGE BILL

\$1 - \$50	SAMPLE_AVERAGE_BILL_AMT = 1 - <51
\$51 - \$100	SAMPLE_AVERAGE_BILL_AMT = 51 - <101
\$101 - \$200	SAMPLE_AVERAGE_BILL_AMT = 101 - <201
\$201 +	SAMPLE_AVERAGE_BILL_AMT > =201

PAPERLESS BILL

Paperless Bill	SAMPLE_PAPERLESS_BILL_FL = 'Y'
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BUDGET BILL

Budget Bill	SAMPLE_BB_TYPE = 'A', 'B', 'E'
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SCREENER

S1. How do you currently receive your [OPCO] bill?

[ACCEPT ONE RESPONSE]

1. Paper bill in the mail
2. Paperless bill via email

[ASK S1a IF S1=2]

S1a. How often do you log into you [OPCO] account to **view your bill**?

[ACCEPT ONE RESPONSE]

1. More than once a month
2. Once a month
3. Once every two to three months
4. Once every four to six months
5. Once a year
6. I have never logged into my [OPCO] account to view my bill

S2. Overall, how satisfied are you with your current bill statement from [OPCO]? Please use a scale of 1 to 5, where 1 means "Not At All Satisfied" and 5 means "Extremely Satisfied."

Not At All Satisfied				Extremely Satisfied
1	2	3	4	5

NORMAL BILL EVALUATION [IF SAMPLE_BB_TYPE = A, B, OR E SKIP TO BUDGET BILL SECTION]

INT. **[OPCO]** is interested in knowing your preferences for the bills you receive. In the following questions you will be evaluating a potential new bill design and its components.

These images are examples of a bill and do not reflect any actual information about your account or the services you receive from **[OPCO]**.

Below is an example of **[OPCO]**'s potential new bill. Please take a moment to review the image.

[SHOW IMAGE]

Click the "Next" button to continue.

[KEEP ON PAGE FOR AT LEAST 5 SECONDS]

N1. Using a scale from 1 to 5, where 1 is "Strongly Disagree" and 5 is "Strongly Agree," how much do you agree with the statements below about the bill you just saw?

Click here to view the bill. [LINK TO IMAGE IN POP-UP WINDOW]

[RANDOMIZE; ACCEPT ONE RESPONSE PER ROW]

	Strongly Disagree 1	2	3	4	Strongly Agree 5
1. It is easy to understand.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. It is easy to read.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. It provides <u>detailed</u> information.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. It provides <u>relevant</u> information.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. It is confusing.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. It is visually appealing.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. It has a look and feel that I like.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. The text color on the right page of the bill is easy to read.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

N2. How would your opinion of **[OPCO]** change if this became the new bill statement for **[OPCO]**? Please use a scale of 1 to 5, where 1 means "Greatly Worsen" and 5 means "Greatly Improve".

Click here to view the bill. [LINK TO IMAGE IN POP-UP WINDOW]

Greatly Worsen		No Change		Greatly Improve
1	2	3	4	5

N3. Now looking at the highlighted section of the bill below, what would you prefer this section be titled?

[SHOW IMAGE]

[ACCEPT ONE RESPONSE; RANDOMIZE]

1. Notes
2. Urgent Messages
3. Messages
4. A Note from [OPCO]
5. Important Information
6. Other (Please specify) _____ [ANCHOR]

N4. And thinking about the **Usage History** chart, how would you prefer to see the usage label shown on the chart?

[ACCEPT ONE RESPONSE; RANDOMIZE]

1. I prefer to see the number and "kWh" label [SHOW IMAGE]
2. I prefer to just see the number only [SHOW IMAGE]

N5. When viewing the **Usage History** chart, on which months would you prefer to see usage labeled?

[ACCEPT ONE RESPONSE; RANDOMIZE]

1. I prefer to see the usage over **every month** [SHOW IMAGE]
2. I prefer to see the usage over **the current month** [SHOW IMAGE]
3. I prefer to see the usage over **the current month and same month from the previous year** [SHOW IMAGE]

N6. Where would you prefer to see the **Meter Detail** table on the bill statement? *Please reference the highlighted box in the images below.*

[ACCEPT ONE RESPONSE]

1. On the **first page below the usage history chart** [SHOW IMAGE]
2. Its current location, on the **second page without the usage history chart** [SHOW IMAGE]

N6a. Where would you prefer to see the **Usage Detail** table on the bill statement? *Please reference the highlighted box in the images below.*

[ACCEPT ONE RESPONSE]

1. On the **first page below the usage history chart** [SHOW IMAGE]
2. Its current location, on the **second page** [SHOW IMAGE]

N7. The **Bill Summary** circle graph shows a breakdown of your charges. Please choose the charges that you would most like to see in the graph. You may select up to 5 items.

Note: The complete breakdown of the bill amount including all items would still be available in the Line Item Charges section.

[\[SHOW IMAGE\]](#)

[\[ACCEPT UP TO 5 RESPONSES; RANDOMIZE\]](#)

1. Supply
2. Taxes & Fees
3. Delivery
4. Transmission
5. Distribution
6. Generation
7. Customer Charge
8. Surcharges and Fees
9. Fuel

N8. How satisfied are you with the potential new bill statement from [\[OPCO\]](#)? Please use a scale of 1 to 5, where 1 means "Not At All Satisfied" and 5 means "Extremely Satisfied."

[\[SHOW IMAGE\]](#)

Not At All Satisfied				Extremely Satisfied
1	2	3	4	5

N9. After looking at the potential new [\[OPCO\]](#) bill statement, is there anything that you feel is missing from the bill statement that you would want included? *Please be as specific as possible.*

Click here to view the bill. [\[LINK TO IMAGE IN POP-UP WINDOW\]](#)

[\[OPEN-END TEXT BOX\]](#)

- Nothing is missing from the bill statement

BUDGET BILL COVER EVALUATION [ASK SECTION IF SAMPLE_BB_TYPE = A, B, OR E]

INT2. [OPCO] is interested in knowing your preferences for the bills you receive. In the following questions you will be evaluating a potential new bill design and its components.

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Below is an example of [OPCO]'s potential new bill. Please take a moment to review the image.

[\[SHOW IMAGE\]](#)

Click the "Next" button to continue.

[KEEP ON PAGE FOR AT LEAST 5 SECONDS]

B1. Using a scale from 1 to 5, where 1 is "Strongly Disagree" and 5 is "Strongly Agree," how much do you agree with the statements below about the bill you just saw?

Click here to view the bill. [LINK TO IMAGE IN POP-UP WINDOW]

[RANDOMIZE; ACCEPT ONE RESPONSE PER ROW]

	Strongly Disagree 1	2	3	4	Strongly Agree 5
1. It is easy to understand.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. It is easy to read.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. It provides <u>detailed</u> information.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. It provides <u>relevant</u> information.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. It is confusing.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. It is visually appealing.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. It has a look and feel that I like.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. The text color on the right page of the bill is easy to read.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

B2. How would your opinion of [OPCO] change if this became the new bill statement for [OPCO]? Please use a scale of 1 to 5, where 1 means "Greatly Worsen" and 5 means "Greatly Improve".

Click here to view the bill. [LINK TO IMAGE IN POP-UP WINDOW]

Greatly Worsen		No Change		Greatly Improve
1	2	3	4	5

B2a. What is the total budget amount due on this bill?

[SHOW IMAGE]

\$ _____ [ALLOW NUMBER 1-999.99 WITH 2 DECIMAL POINTS]

I cannot find the amount due [EXCLUSIVE]

[ASK B2b-B2c IF B2a ≠ 'I cannot find the amount owed']

B2b. In your opinion, how difficult or easy was it to find the budget amount due on this bill? Please use a scale of 1 to 5, where 1 means "Extremely Difficult to Find" and 5 means "Extremely Easy to Find".

Extremely Difficult to Find					Extremely Easy to Find
1	2	3	4	5	

B2c. Based on this bill, are you coming out ahead or behind compared to what was budgeted?

[SHOW IMAGE]

[ACCEPT ONE RESPONSE]

1. Ahead
2. Behind
3. I'm not sure

B3. Now looking at the highlighted section of the bill below, what would you prefer this section be titled?

[SHOW IMAGE]

[ACCEPT ONE RESPONSE; RANDOMIZE]

1. Notes
2. Urgent Messages
3. Messages
4. A Note from [OPCO]
5. Budget Bill Notes
6. Important Information
7. Other (Please specify) _____ [ANCHOR]

B4. And thinking about the **Usage History** chart, how would you prefer to see the usage label shown on the chart?

[ACCEPT ONE RESPONSE; RANDOMIZE]

1. I prefer to see the number and "kWh" label [SHOW IMAGE]
2. I prefer to just see the number only [SHOW IMAGE]

B5. When viewing the **Usage History** chart, on which months would you prefer to see usage labeled?

[ACCEPT ONE RESPONSE; RANDOMIZE]

1. I prefer to see the usage over **every month** [SHOW IMAGE]
2. I prefer to see the usage over **the current month** [SHOW IMAGE]
3. I prefer to see the usage over **the current month and same month from the previous year** [SHOW IMAGE]

B6. Where would you prefer to see the **Meter Detail** table on the bill statement? *Please reference the highlighted box in the images below.*

[\[ACCEPT ONE RESPONSE\]](#)

1. On the **first page below the usage history chart** [\[SHOW IMAGE\]](#)
2. Its current location, on the **second page without the usage history chart** [\[SHOW IMAGE\]](#)

B6a. Where would you prefer to see the **Usage Detail** table on the bill statement? *Please reference the highlighted box in the images below.*

[\[ACCEPT ONE RESPONSE\]](#)

1. On the **first page below the usage history chart** [\[SHOW IMAGE\]](#)
2. Its current location, on the **second page** [\[SHOW IMAGE\]](#)

B7. The **Bill Summary** circle graph shows a breakdown of your charges. Please choose the charges that you would most like to see in the graph. You may select up to 5 items.

Note: The complete breakdown of the bill amount including all items would still be available in the Line Item Charges section.

[\[SHOW IMAGE\]](#)

[\[ACCEPT UP TO 5 RESPONSES; RANDOMIZE\]](#)

1. Supply
2. Taxes & Fees
3. Delivery
4. Transmission
5. Distribution
6. Generation
7. Customer Charge
8. Surcharges and Fees
9. Fuel

B8. How satisfied are you with the potential new bill statement from [\[OPCO\]](#)? Please use a scale of 1 to 5, where 1 means "Not At All Satisfied" and 5 means "Extremely Satisfied."

[\[SHOW IMAGE\]](#)

Not At All Satisfied				Extremely Satisfied
1	2	3	4	5

B9. After looking at the potential new [\[OPCO\]](#) bill statement, is there anything that you feel is missing from the bill statement that you would want included? *Please be as specific as possible.*

[Click here to view the bill. \[LINK TO IMAGE IN POP-UP WINDOW\]](#)

[\[OPEN-END TEXT BOX\]](#)

- Nothing is missing from the bill statement

DISCONNECT NOTICE EVALUATION

INT3. In the following questions you will be evaluating a new potential disconnect notice. Even though this notice may not apply to you, we would still like your valued feedback.

The images are examples of a disconnect notice and do not reflect any accurate information about your account or the services you receive from [\[OPCO\]](#).

Below is an example of [\[OPCO\]](#)'s potential new disconnect notice. Please take a moment to review the image. [\[SHOW IMAGE\]](#)

Click the "Next" button to continue.

[\[KEEP ON PAGE FOR AT LEAST 5 SECONDS\]](#)

D1. Using a scale from 1 to 5, where 1 is "Strongly Disagree" and 5 is "Strongly Agree," how much do you agree with the statements below about the disconnect notice you just saw?

Click here to view the disconnect notice. [\[LINK TO IMAGE IN POP-UP WINDOW\]](#)

[\[RANDOMIZE; ACCEPT ONE RESPONSE PER ROW\]](#)

	Strongly Disagree 1	2	3	4	Strongly Agree 5
1. It is easy to find when the account is <u>scheduled for disconnection.</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. It is easy to find the <u>amount needed to pay</u> to avoid disconnection.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. It provides detailed information about the <u>charges for reconnection.</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

D2. Looking at the highlighted section of the bill below, what would you prefer this section be titled?

[\[SHOW IMAGE\]](#)

[\[ACCEPT ONE RESPONSE; RANDOMIZE\]](#)

1. Notes
2. Urgent Messages
3. Messages
4. A Note from [\[OPCO\]](#)
5. Disconnect Information
6. Important Information
7. Other (Please specify) _____ [\[ANCHOR\]](#)

D3. After looking at the [\[OPCO\]](#) disconnect notice, is there anything that you feel is missing from the disconnect notice that you think should be included? *Please be as specific as possible.*

Click here to view the disconnect notice. [\[LINK TO IMAGE IN POP-UP WINDOW\]](#)

[\[OPEN-END TEXT BOX\]](#)

- Nothing is missing from the disconnect notice

OTHER BILL PREFERENCES

INT4. Now we would like your input on more general billing elements.

O1. Please select the **date format** you would prefer to be used on your bill statement.

[ACCEPT ONE RESPONSE; RANDOMIZE]

1. December 9, 2015
2. 12/09/15

O2. In your opinion, what is the ideal length of a bill from **[OPCO]**? One page is front and back.

[ACCEPT ONE RESPONSE]

1. 1 page
2. 2 pages
3. 3 pages
4. 4 pages
5. 5 pages or more

O3. Thinking about the **Usage Detail**, please select the format you would prefer to be used on your bill statement.

[ACCEPT ONE RESPONSE; RANDOMIZE]

1. In a table format **[SHOW IMAGE]**
2. As charts and graphs **[SHOW IMAGE]**

INT5. Many utilities offer a "Neighbor to Neighbor" program (also known as Help a Neighbor, Light a Life, and other names) that helps those customers who are experiencing financial hardships and need to get back on their feet. Customers can make donations to the "Neighbor to Neighbor" program directly through their bill. The following question is about how the "Neighbor to Neighbor" gift would appear on your bill.

O4. Now looking at the two images below, which image shows the **easiest way to calculate the payment amount** if you made a voluntary "Neighbor to Neighbor" gift?

[SHOW IMAGES BESIDE EACH OTHER]

[ACCEPT ONE RESPONSE]

1. Image A
2. Image B

- O6. When looking at your **[OPCO]** bill statement, which features are most important to you? Please rank your top three most important bill statement features with 1 being the “Most Important” and 3 being the “Least Important”. *You may only use each number once.*

[RANDOMIZE]

1. Bill due date ____ **[ALLOW 1 – 3]**
2. Amount due ____ **[ALLOW 1 – 3]**
3. Usage history ____ **[ALLOW 1 – 3]**
4. **[OPCO]** contact information ____ **[ALLOW 1 – 3]**
5. Line item charges ____ **[ALLOW 1 – 3]**
6. Meter details ____ **[ALLOW 1 – 3]**
7. Price to compare to other suppliers ____ **[ALLOW 1 – 3]**

DEMOGRAPHICS

[ASK D2NEW IF SAMPLE_HHI_NEW = -1 OR BLANK]

D2NEW. Which of the following categories includes your total annual household income, before taxes?

[ACCEPT ONE RESPONSE]

1. Under \$10,000
2. \$10,000 to under \$30,000
3. \$30,000 to under \$50,000
4. \$50,000 to under \$75,000
5. \$75,000 to under \$100,000
6. \$100,000 to under \$150,000
7. \$150,000 or greater
8. Prefer not to answer

[IF 16288_PROFILE≠CMPLT SENT TO CLOSING SCREEN 2]

CLOSING SCREEN

Those are all of the questions we have for you today. In appreciation for your time, you have now been entered into a drawing to win one of two \$100 Amazon.com gift certificates. Remember, your opinion counts!

CLOSING SCREEN 2

Those are all of the questions we have for you today. In appreciation for your time, you have now been entered into a drawing to win one of two \$100 Amazon.com gift certificates. Remember, your opinion counts!

Don't forget that you need to complete the AEP Insight Panel profile survey! Click the link below to complete your AEP Insight Panel profile.

[INSERT REDIRECT LINK TO 16288_PROFILE] If the link doesn't work, try copy and pasting the URL into your browser's address bar.

TERMINATE SCREEN

Unfortunately, you do not qualify for this particular survey. There will be more in the future and we hope you continue to give us your input. Your responses are valuable to [\[OPCO\]](#)!