

2014 J.D. Power and Associates Electric Utility Residential Customer Satisfaction Study							
Description	Weight	AEP Ohio	Appalachian Power	Indiana Michigan Power	Kentucky Power	Public Service Co. of Oklahoma	Southwestern Electric Power
<b>Overall Customer Satisfaction Index</b>		627	608	640	585	649	650
<b>Overall satisfaction with electric utility</b>		6.53	6.30	6.78	6.11	6.96	6.97
<b>Power Quality &amp; Reliability Index</b>	27%	675	644	695	627	409	710
Supply electricity during extreme temperatures	22%	7.37	7.12	7.52	6.82	7.62	7.68
Promptly restore power after outage	19%	6.54	6.21	6.81	6.21	7.14	7.11
Provide quality electric power	17%	6.94	6.63	7.11	6.46	7.11	7.22
Avoid brief interruptions	17%	6.73	6.38	6.98	6.25	7.09	7.10
Avoid lengthy outages	13%	6.83	6.41	7.02	6.19	7.25	7.12
Keep you informed about outage	12%	5.62	5.40	5.83	5.18	5.83	5.84
<b>Overall power quality and reliability</b>		6.99	6.64	7.27	6.54	7.40	7.37
<b>Price Index</b>	22%	525	502	554	483	564	571
Total monthly cost of electric service	33%	5.16	4.91	5.50	4.65	5.59	5.74
Efforts of utility to help manage monthly usage	19%	5.35	5.13	5.71	4.93	5.62	5.70
Fairness of pricing	17%	5.18	4.80	5.49	4.57	5.64	5.70
Ease of understanding pricing options	17%	5.35	5.34	5.52	5.27	5.72	5.65
Availability of pricing options that meet needs	14%	5.34	5.03	5.51	4.90	5.65	5.72
<b>Overall price</b>		5.20	4.84	5.52	4.66	5.55	5.74
<b>Billing &amp; Payment Index</b>	19%	721	721	718	687	731	723
Amount of time given to pay bill	26%	6.98	7.03	7.03	6.57	7.17	7.13
Variety of methods to pay bill	26%	7.08	7.03	6.93	6.80	7.05	7.04
Usefulness of information on bill	18%	6.90	6.93	6.99	6.53	7.05	7.04
Ease of finding payment due date	15%	7.69	7.67	7.60	7.36	7.76	7.56
Ease of finding exact amount to pay	15%	7.70	7.70	7.68	7.43	7.83	7.61
<b>Overall billing and payment experience</b>		7.27	7.25	7.19	6.90	7.40	7.28
<b>Corporate Citizenship Index</b>	13%	571	547	577	507	582	581
Involvement in local charities and civic organizations	31%	5.53	5.37	5.51	4.84	5.61	5.68
Efforts to develop energy supply plans for the future	24%	5.81	5.53	5.92	5.11	5.90	5.94
Actions to take care of environment	23%	5.73	5.58	5.83	5.29	5.87	5.85
Variety of energy efficiency programs offered	22%	5.84	5.42	5.92	5.17	5.95	5.81
<b>Overall corporate citizenship</b>		5.79	5.51	5.90	5.24	5.86	5.91
<b>Communications Index</b>	13%	587	556	588	538	587	585
Efforts to communicate changes	21%	5.74	5.53	5.82	5.32	5.81	5.79
Keep you informed about keeping costs low	21%	5.57	5.12	5.48	4.97	5.53	5.59
Usefulness of suggestions on ways to reduce energy	20%	6.07	5.74	6.12	5.54	6.04	5.97
Communicating how to be safe around electricity	20%	6.40	6.22	6.44	5.99	6.47	6.39
Creating messages that get attention	18%	5.55	5.19	5.55	5.11	5.48	5.51
<b>Overall communications</b>		5.89	5.59	5.95	5.37	5.93	5.89
<b>Customer Service</b>	6%	698	694	682	667	703	707
AUTOMATED - Timeliness of resolving problem, question, or request*	38%	6.48	6.49	6.24	6.41	6.71	6.91
REP - Timeliness of resolving problem, question, or request*	22%	7.06	6.74	6.67	6.16	6.89	6.83
REP - Courtesy of the representative*	22%	7.47	7.21	7.20	6.94	7.31	7.27
AUTOMATED - Ease of navigating phone menu prompts*	21%	6.45	6.97	6.49	7.05	7.00	7.14
AUTOMATED - Ease of understanding phone menu instructions*	21%	6.76	7.00	6.54	6.89	7.32	7.33
AUTOMATED - Clarity of information provided*	20%	6.64	6.83	6.42	6.66	7.13	7.14
REP - Promptness in speaking to a person*	18%	6.91	6.54	6.78	6.09	6.67	6.69
REP - Representative's concern for needs*	14%	6.90	6.70	6.74	6.27	6.78	6.53
REP - Knowledge of the representative*	12%	7.13	6.97	7.12	6.49	7.22	6.96
REP - ease of navigating through the phone system*	12%	6.22	5.89	6.28	5.91	6.87	6.32
<b>PHONE - Overall phone customer service experience</b>		6.88	6.79	6.67	6.54	6.98	6.95
ONLINE - Timeliness of resolving your problem, question, or request*	35%	7.22	7.46	7.08	6.86	7.24	7.14
ONLINE - Appearance of the website*	23%	7.44	7.52	7.07	7.62	7.42	7.59
ONLINE - Clarity of the information provided*	19%	7.28	7.36	7.06	7.38	7.32	7.27
ONLINE - Ease of navigating the website*	19%	7.23	7.57	7.26	7.56	7.48	7.26
ONLINE - Helpfulness of the email representative**	4%	**	**	**	**	**	**
<b>Overall online customer service experience*</b>		7.33	7.47	7.20	7.32	7.37	7.22
<b>Overall customer service experience</b>		7.03	6.86	6.84	6.65	6.99	6.99

\* SMALL SAMPLE SIZE (LESS THAN 50 RESPONSES - KY PWR ONLY)

\*\* VERY SMALL SAMPLE SIZE (LESS THAN 30 RESPONSES - NOT SHOWN)