

J.D. Power and Associates Electric Utility Residential Customer Satisfaction Study: Kentucky Power Results by Year			
Description	2015 Study Year	2016 Study Year	2017 Study Year
Overall Customer Satisfaction Index	623	640	649
Overall satisfaction with electric utility	6.60	6.82	6.70
Power Quality & Reliability Index	669	687	698
Supply electricity during extreme temperatures	7.25	7.32	7.43
Promptly restore power after outage	6.73	6.74	6.98
Provide quality electric power	6.86	7.05	7.08
Avoid brief interruptions	6.74	6.87	6.97
Avoid lengthy outages	6.64	6.87	6.89
Keep you informed about outage	5.29	5.96	6.10
Overall power quality and reliability	7.03	7.18	7.36
Price Index	532	553	555
Total monthly cost of electric service	5.18	5.40	5.38
Ease of understanding pricing	5.87	5.98	6.08
Efforts of utility to help manage monthly usage	5.36	5.49	5.64
Fairness of pricing	5.05	5.33	5.28
Availability of pricing options that meet needs	5.27	5.57	5.58
Overall price	5.15	5.48	5.34
Billing & Payment Index	702	716	726
Ease of paying your bill	7.32	7.41	7.45
Amount of time given to pay bill	6.84	6.98	7.04
Variety of methods to pay bill	7.05	7.08	7.25
Usefulness of information on bill	6.82	7.10	7.26
Overall billing and payment experience	7.08	7.24	7.31
Corporate Citizenship Index	552	560	577
Involvement in local charities and civic organizations	5.25	5.41	5.57
Variety of energy efficiency programs offered	5.73	5.68	5.91
Actions to take care of environment	5.61	5.70	5.79
Efforts to develop energy supply plans for the future	5.54	5.64	5.85
Overall corporate citizenship	5.69	5.77	6.09
Communications Index	581	598	612
Communicating how to be safe around electricity	6.52	6.61	6.65
Usefulness of suggestions on ways to reduce energy	5.91	5.99	6.32
Efforts to communicate changes	5.69	5.85	6.00
Keep you informed about keeping costs low	5.39	5.52	5.65
Creating messages that get attention	5.41	5.80	5.86
Overall communications	5.95	6.04	6.27
Customer Service	701	732	710
Customer Service - Phone	696	725	708
PHONE - Timeliness of resolving problem, question, or request	6.75	6.99	6.65
PHONE - Clarity of information provided	7.09	7.33	7.18
PHONE - Courtesy of the representative	7.25	7.35	7.35
PHONE - Ease of navigating phone menu prompts	7.01	7.15	7.30
PHONE - Ease of understanding phone menu instructions	7.29	7.28	7.74
PHONE - Promptness in speaking to a person	6.64	7.14	7.01
PHONE - Representative's concern for needs	6.66	6.75	6.89
PHONE - Knowledge of the representative	6.91	7.38	7.27
PHONE - Overall phone customer service experience	6.96	7.32	7.12
Customer Service - Online	728	765	684
ONLINE - Timeliness of resolving your problem, question, or request	7.13	7.52	7.01
ONLINE - Ease of navigating the website	7.50	7.70	6.85
ONLINE - Appearance of the website	7.35	7.81	6.86
ONLINE - Clarity of the information provided	7.16	7.58	6.72
Overall online customer service experience	7.14	7.76	6.91