

# Hillsdale Board of Public Utilities Customer Experience & Satisfaction Survey

*This survey is intended to measure customer perception of our utility and satisfaction with our services and programs. Please let us know how we are doing. Your feedback is critical to helping us improve.*

**Return completed survey to BPU Offices, 45 Monroe Street, Hillsdale, Michigan, 49242 by 9/15/23.**

## Section 1: Overall customer experience and satisfaction with utility billing practices

### **1. Overall, how would you describe your experience as a Hillsdale Board of Public Utilities customer?**

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied

### **2. If you previously had other electric, water or wastewater utility providers, how would you describe your experience as a Hillsdale Board of Public Utilities customer compared to your previous utility provider?**

- BPU is significantly better
- BPU is better
- BPU is same
- BPU is worse
- BPU is significantly worse

### **3. Is your utility bill easy to read and understand?**

- Very Easy
- Easy
- Neutral
- Difficult
- Very Difficult

### **4. How do you prefer to pay your utility bill?**

- United States Postal Mail by check
- Online bill payment by credit card
- Automatic bank draft
- In person at BPU office
- Over the phone by credit card
- 24/7 payment drop box located in front of BPU office

### **5. Did you know that the Hillsdale Board of Public Utilities offers electronic billing, where your utility bill can be sent directly to your email inbox?**

- Yes
- No

### **6. Are you signed up for electronic billing?**

- Yes
- No

### **7. If you are not signed up for electronic billing, what is the primary reason?**

- Don't use computer/email
- Unsure how to sign up
- Want a physical (paper) copy of the utility bill
- Concerned that you might overlook a bill sent via email
- Other

## Section 2: Customer satisfaction with utility customer service personnel

### **8. If you have recently contacted the BPU Customer Service/Billing Department with an inquiry or complaint, please answer the following questions:**

#### **8-A. Regarding your specific inquiry/complaint, how satisfied were you with our initial response?**

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied

#### **8-B. How long did it take to resolve the matter to your satisfaction?**

- Less than 1 business day
- Less than 5 business days
- Less than 10 business days
- Unresolved

#### **8-C. How many interactions did it take to resolve the issue?**

- One
- Two
- Three
- Four or more

**8-D. How do you prefer to contact our Customer Service/Billing Department?**

- By telephone
- Online inquiry/complaint
- Email
- In person

Section 3: Top expectations for the utility and meeting those expectations

**9. Overall, how would you rate your level of satisfaction with the BPU's organizational performance in the following areas?**

**9-A. Reliability**

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied

**9-B. Affordable Rates**

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied

**9-C. Transparent Decision-making**

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied

**9-D. Public Communication**

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied

**9-E. Community Engagement**

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied

Section 4: Preferred methods of communication

**10. How do you prefer to receive information from the Hillsdale Board of Public Utilities?**

- City of Hillsdale website – [www.cityofhillsdale.org](http://www.cityofhillsdale.org)
- Social Media
- City newsletters
- On-bill messaging
- Utility bill inserts

**11. When there is a power outage, where do you turn to first to find out information?**

- City of Hillsdale website – [www.cityofhillsdale.org](http://www.cityofhillsdale.org)
- Social Media
- Local radio (WCSR 92.1FM)
- Television news broadcasts
- Other

Section 5: Demographic profile of respondents

**12. How long have you been a BPU customer?**

- Less than one year
- One to three years
- Greater than three years

**13. Which age range bracket do you fall under?**

- 18-20
- 21-30
- 31-40
- 41-50
- 51-60
- 61-70
- 70+

**14. How many people are in your household?**

- 1
- 2
- 3
- 4
- 5+

**15. Do you currently rent or own your residence?**

- Rent
- Own

**Thank you for taking our survey! Please return completed survey to the BPU Offices, located at 45 Monroe Street, Hillsdale, MI, 49242.**