

# ENERGY STAR Partnerships and Customer Satisfaction



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# ENERGY STAR:

## Utility and Regional Energy Efficiency Program Sponsors

ENERGY STAR partners with utilities, state agencies, and other organizations to implement effective energy efficiency programs nationwide

Offer portfolio of resources to partners:

- Home Improvement

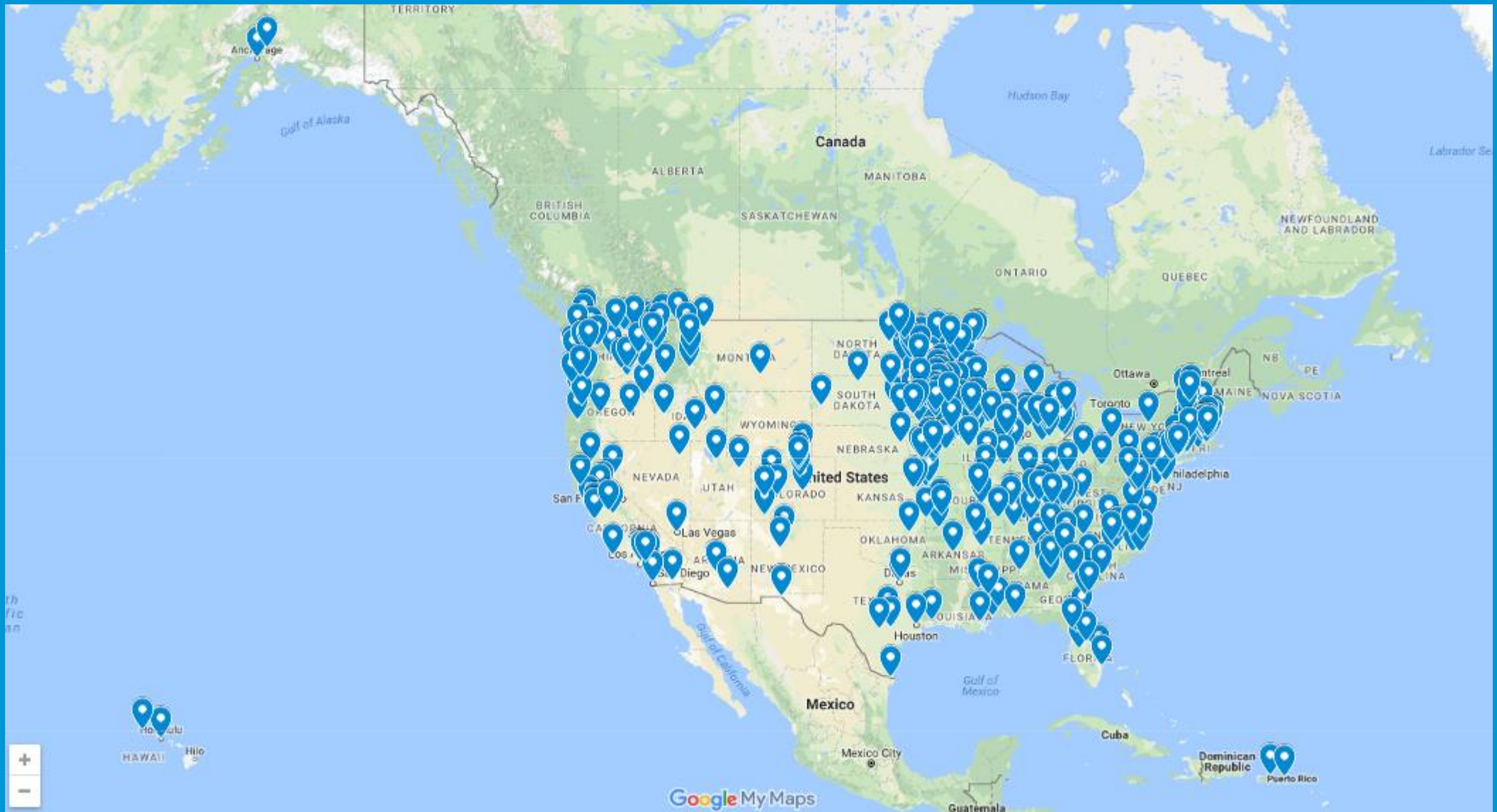
- Residential and Commercial Products Program

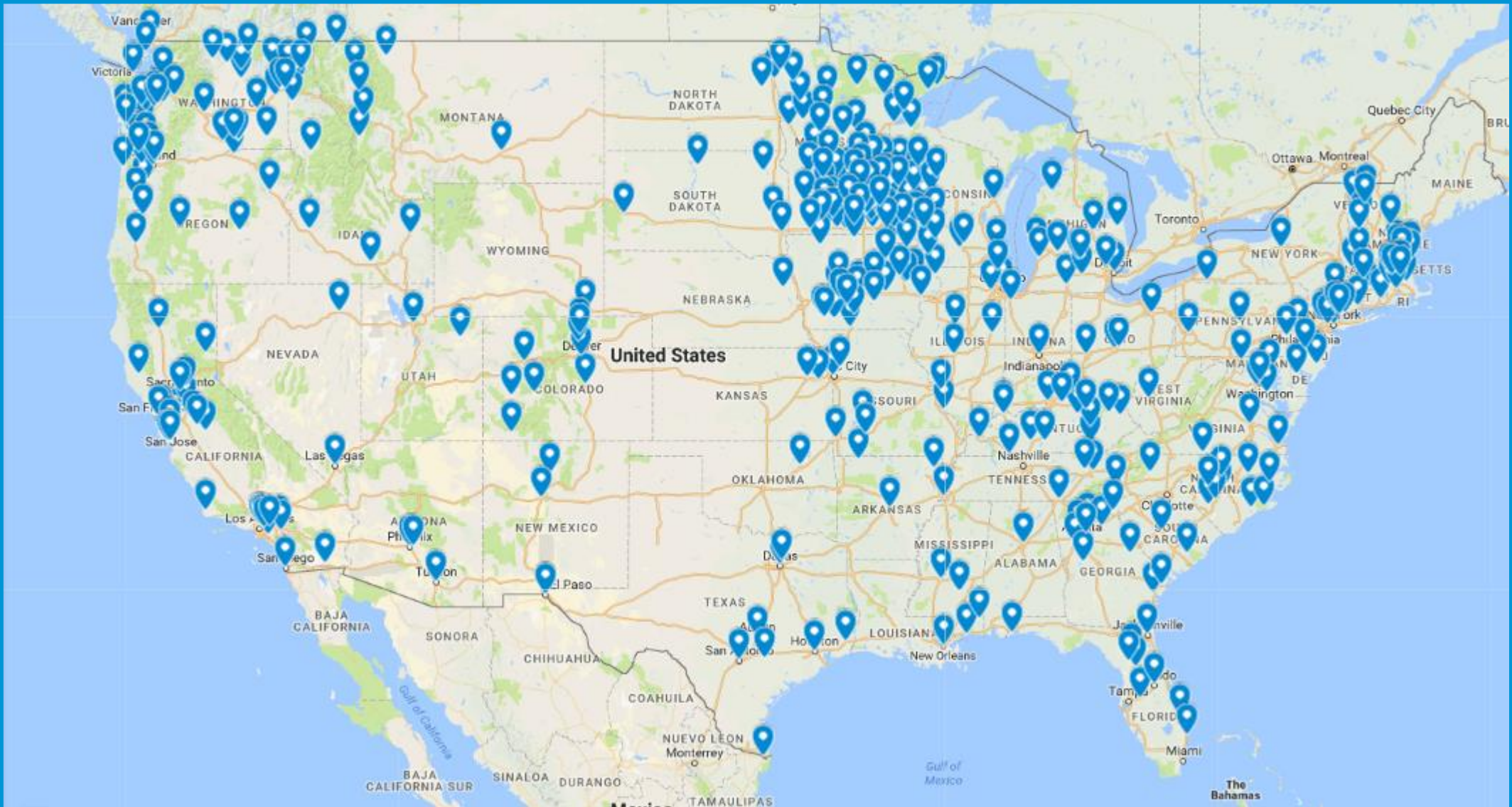
- Residential New Construction

- Commercial and Industrial Programs



Over 700 ENERGY STAR Partners: 432 are energy utilities



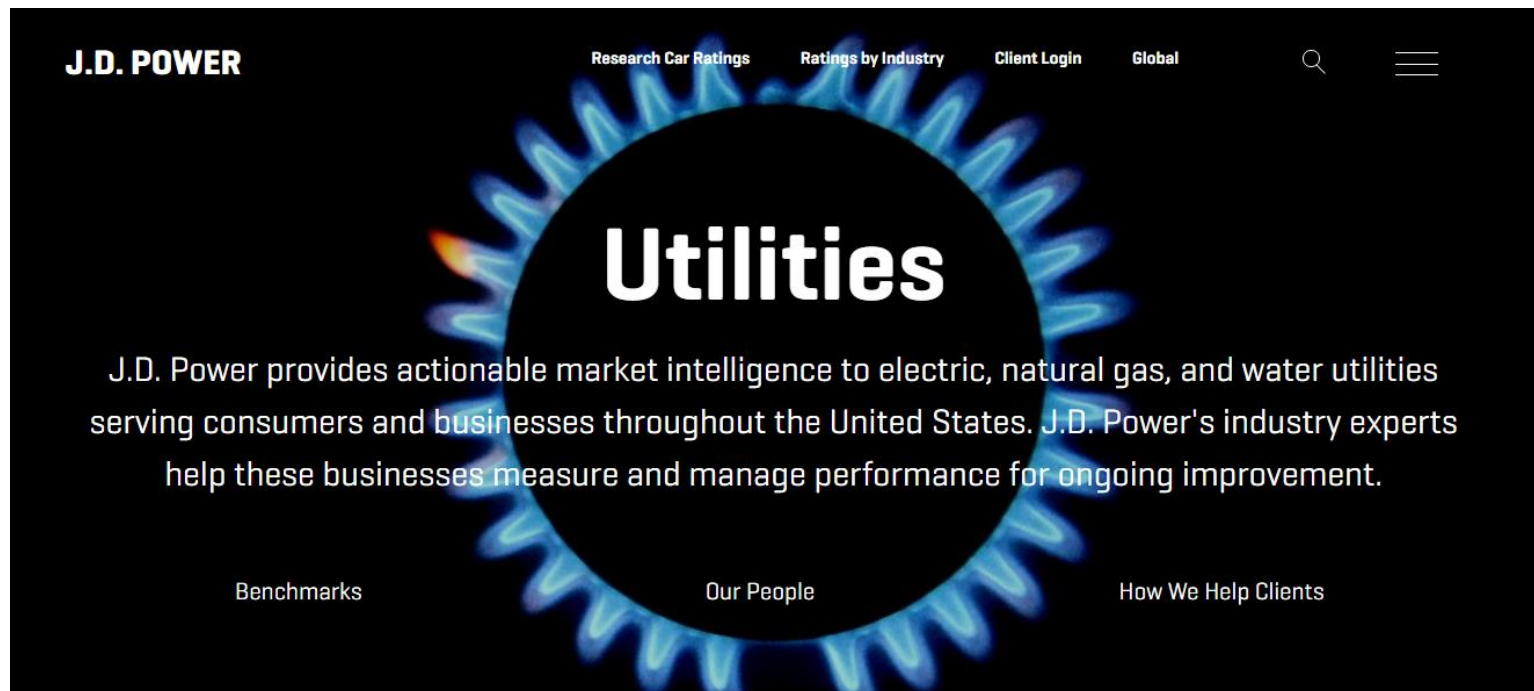




DOES AN ENERGY STAR PARTNERSHIP  
INCREASE CUSTOMER SATISFACTION?

# J.D. POWER

Produces global marketing information based on independent consumer surveys of product and service quality and customer satisfaction across variety of products and services, *including utilities*



# J.D. POWER

## Six indices measured on 1,000 point scale:

- Power, Quality, and Reliability
- Price
- Billing and Payment
- Corporate Citizenship
- Communications
- Customer Service

**Indices weighted and averaged to create  
Overall Customer Satisfaction Index score**



# J.D. POWER

- Received data for 110 utilities scored by J.D. Power
  - 77 Energy Star partner utilities
  - 33 non-partners
- Data from 2008 - 2018





## **Question:**

Does partnering with ENERGY STAR increase customer satisfaction?

## For utilities with J.D. Power scores

- First partner agreement in 1997
- Most recent partner agreement in 2017
- To illustrate, 5 of the 77 partners are shown below

South Carolina  
Electric & Gas

Alliant Energy

Jackson EMC

Ohio Edison

Entergy  
Mississippi

1997

2002

2006

2011

2017

Year Partnership Agreement Signed

# Data Centering (illustration of the 77 partners)

South Carolina  
Electric & Gas: 2008

Alliant Energy: 2008

Jackson EMC: 2008

Ohio Edison: 2011

Entergy  
Mississippi: 2017

South Carolina  
Electric & Gas: 2011

Alliant Energy: 2011

Jackson EMC: 2011

Ohio Edison: 2014

South Carolina  
Electric & Gas: 2015

Alliant Energy: 2015

Jackson EMC: 2015



0 1 2 3 4 5 6 7

Year Partner  
Agreement  
Signed

Three Years after  
Partnership  
Agreement Signed

Seven Years after  
Partnership  
Agreement Signed

Are the six factors positively affected by partnership?

**Power, Quality, and Reliability (no)**

- Eg., “Promptly restore after power outage”

**Price (no)**

- Eg., “Total monthly cost of electrical service”

**Billing and Payment (no)**

- Eg., “Ease of paying bill”

Are the six factors positively affected by partnership?

**Corporate Citizenship (yes, marginal)**

- Eg., “Variety of energy efficiency programs offered”

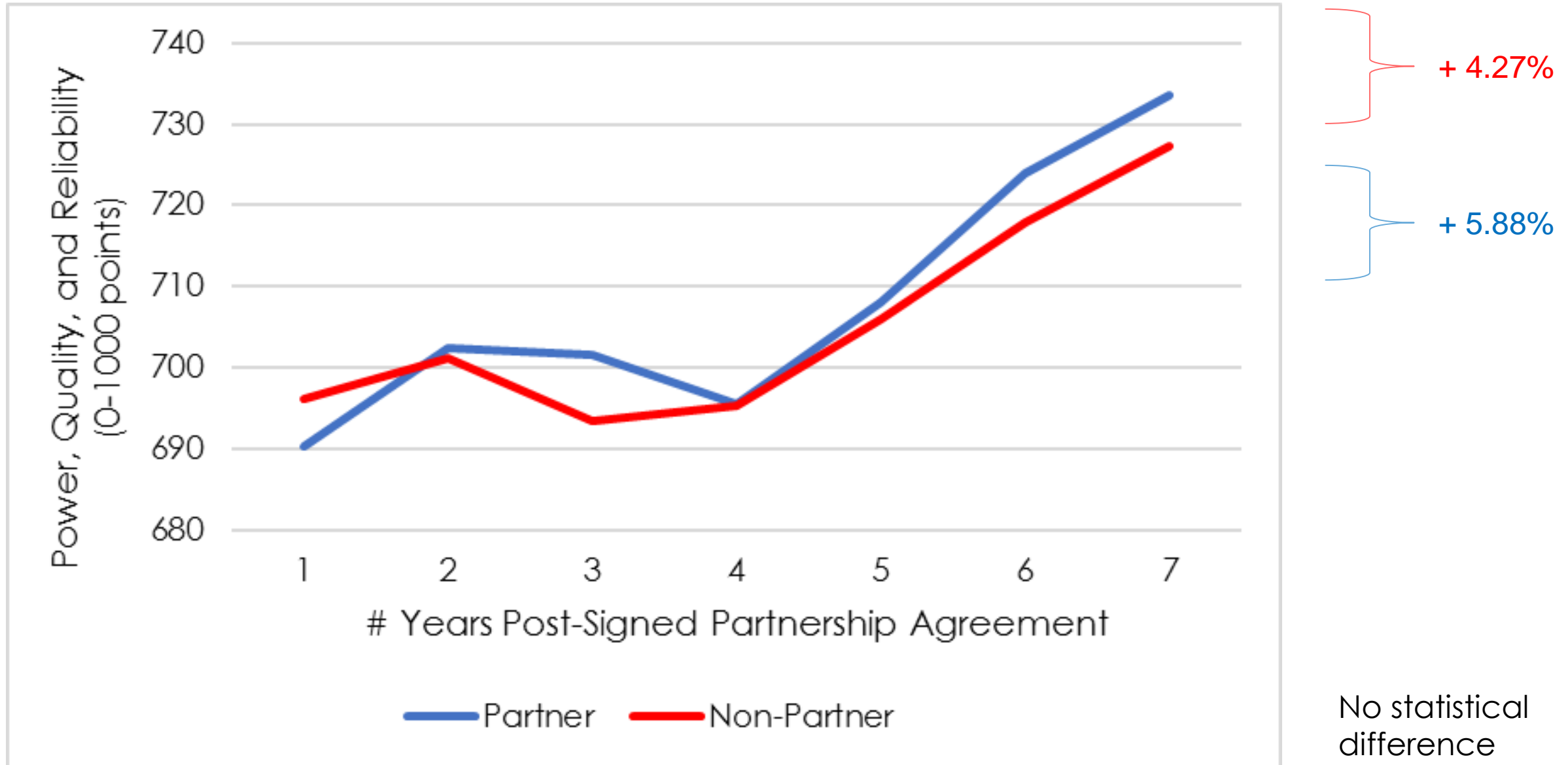
**Communications (yes)**

- Eg., “Usefulness of suggestions on ways to reduce energy”

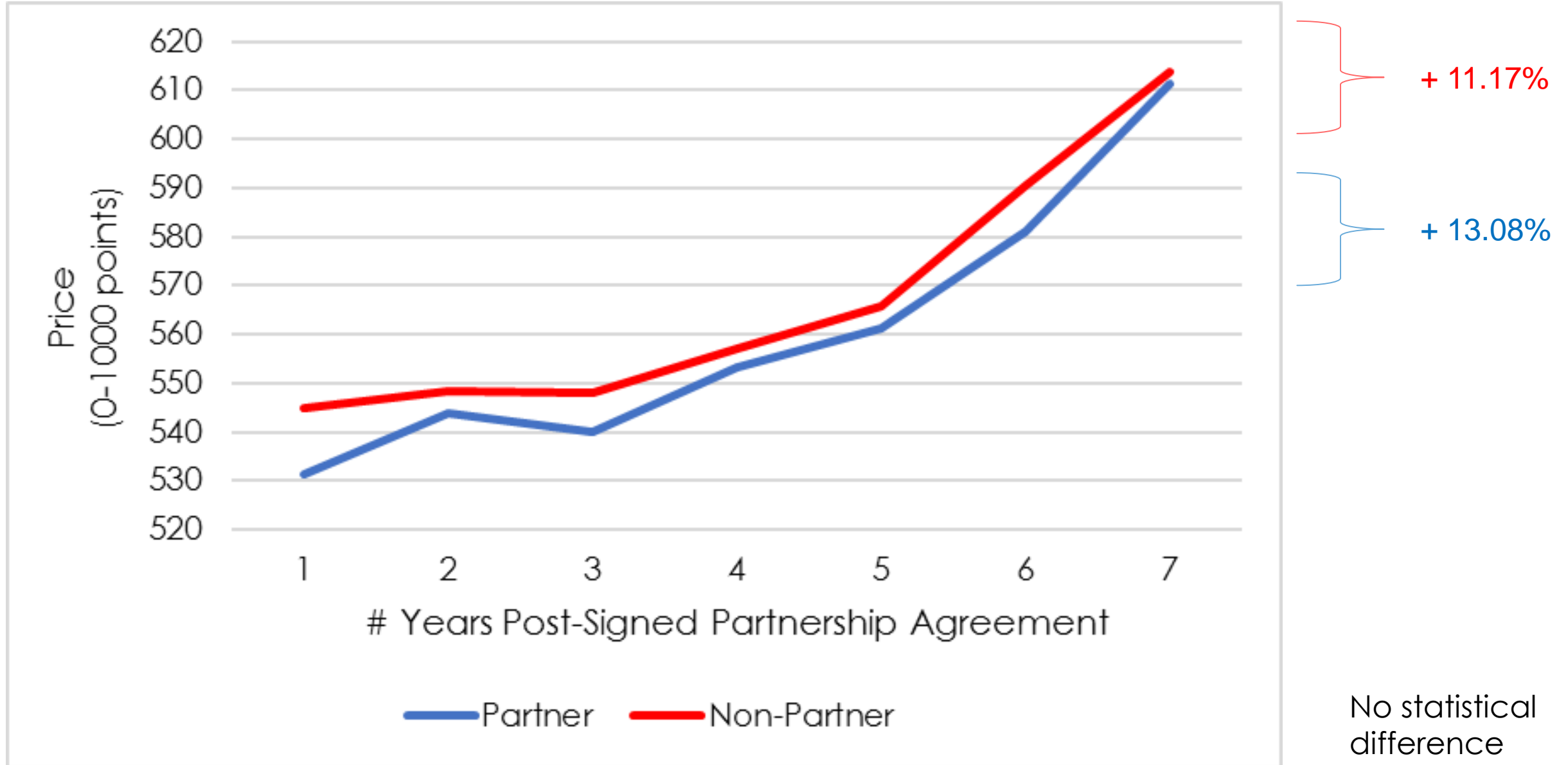
**Customer Service (yes)**

- Eg., “Clarity of information provided”

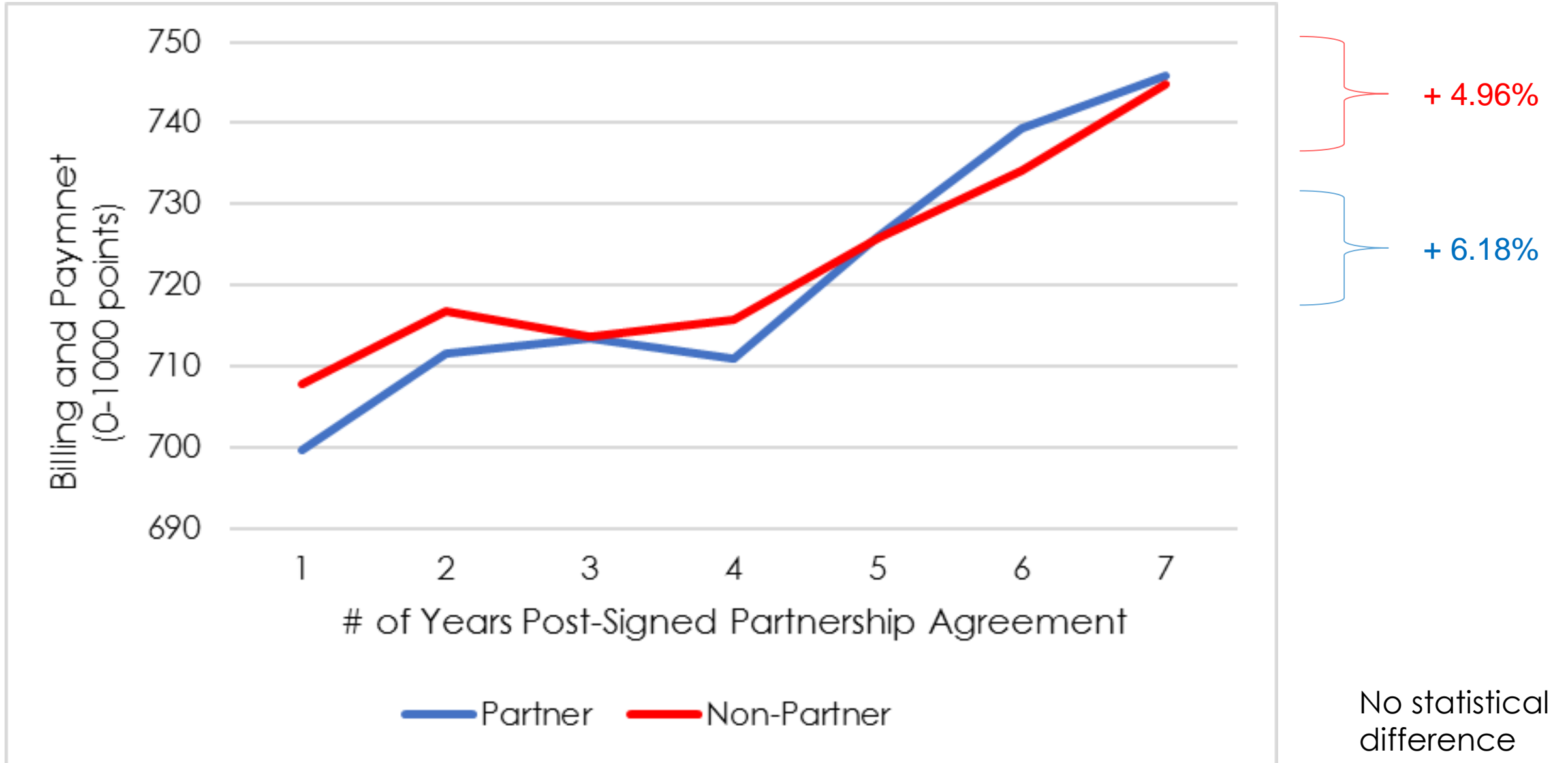
# Power, Quality, and Reliability



# Price

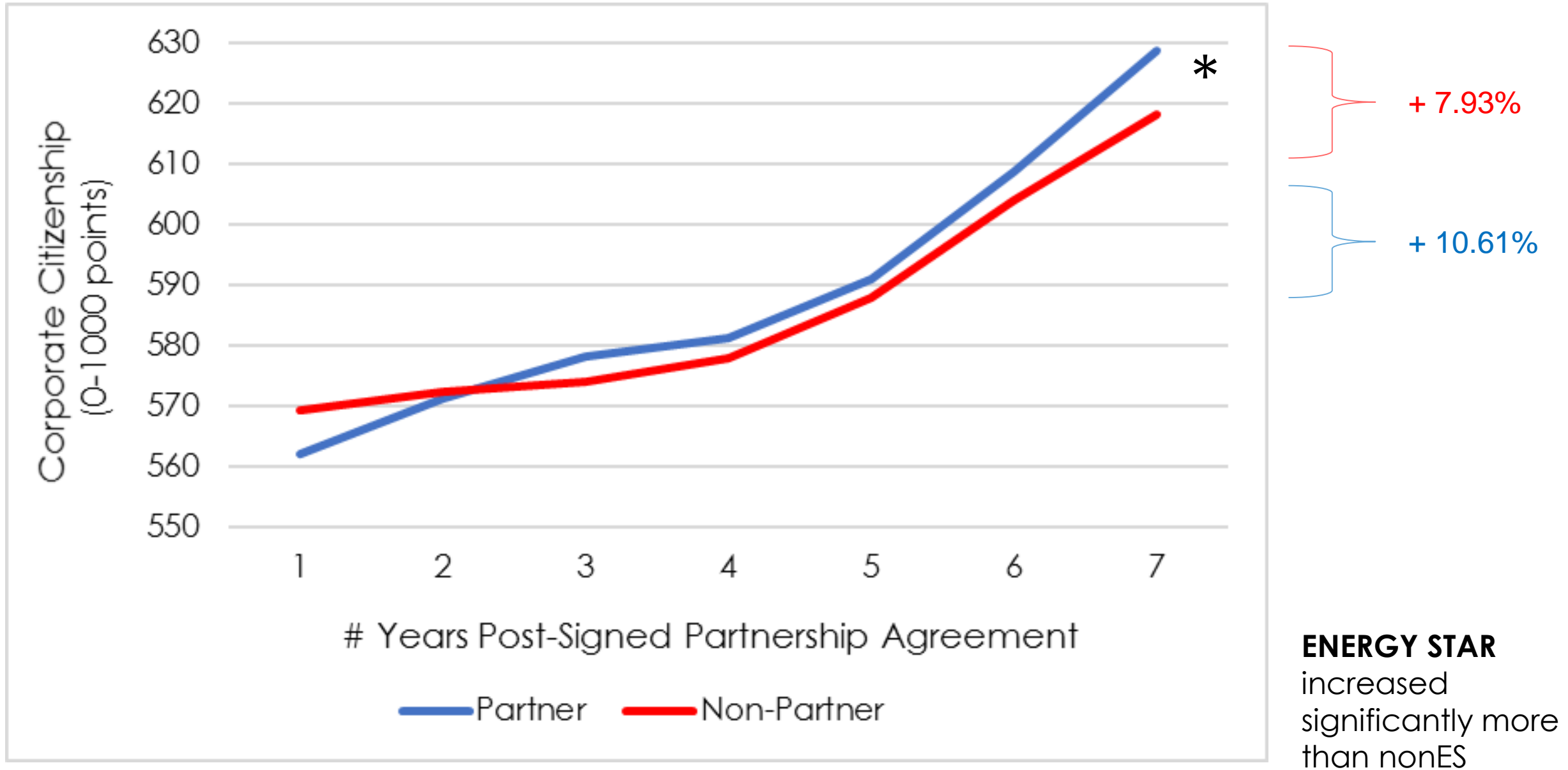


# Billing and Payment

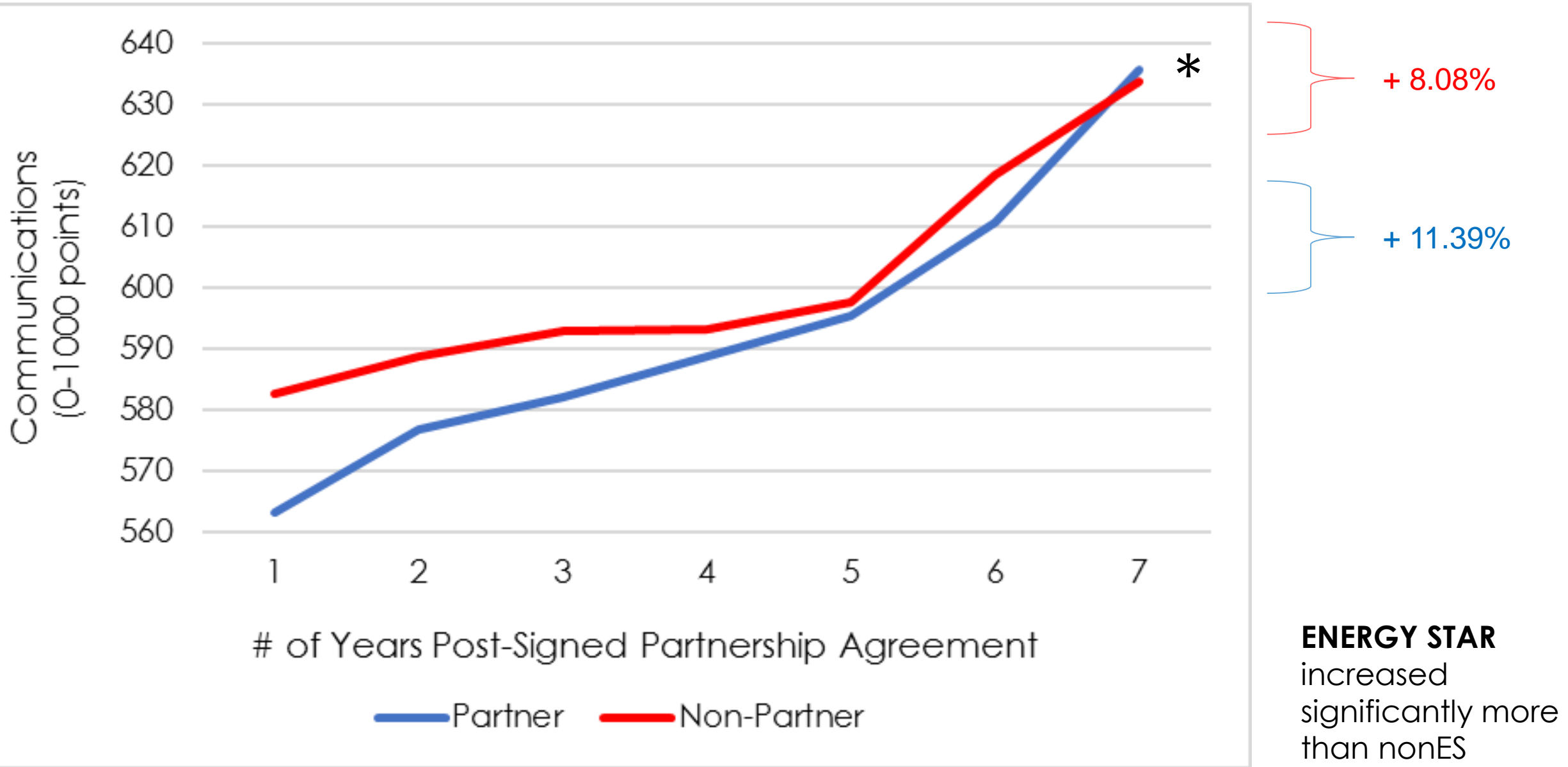




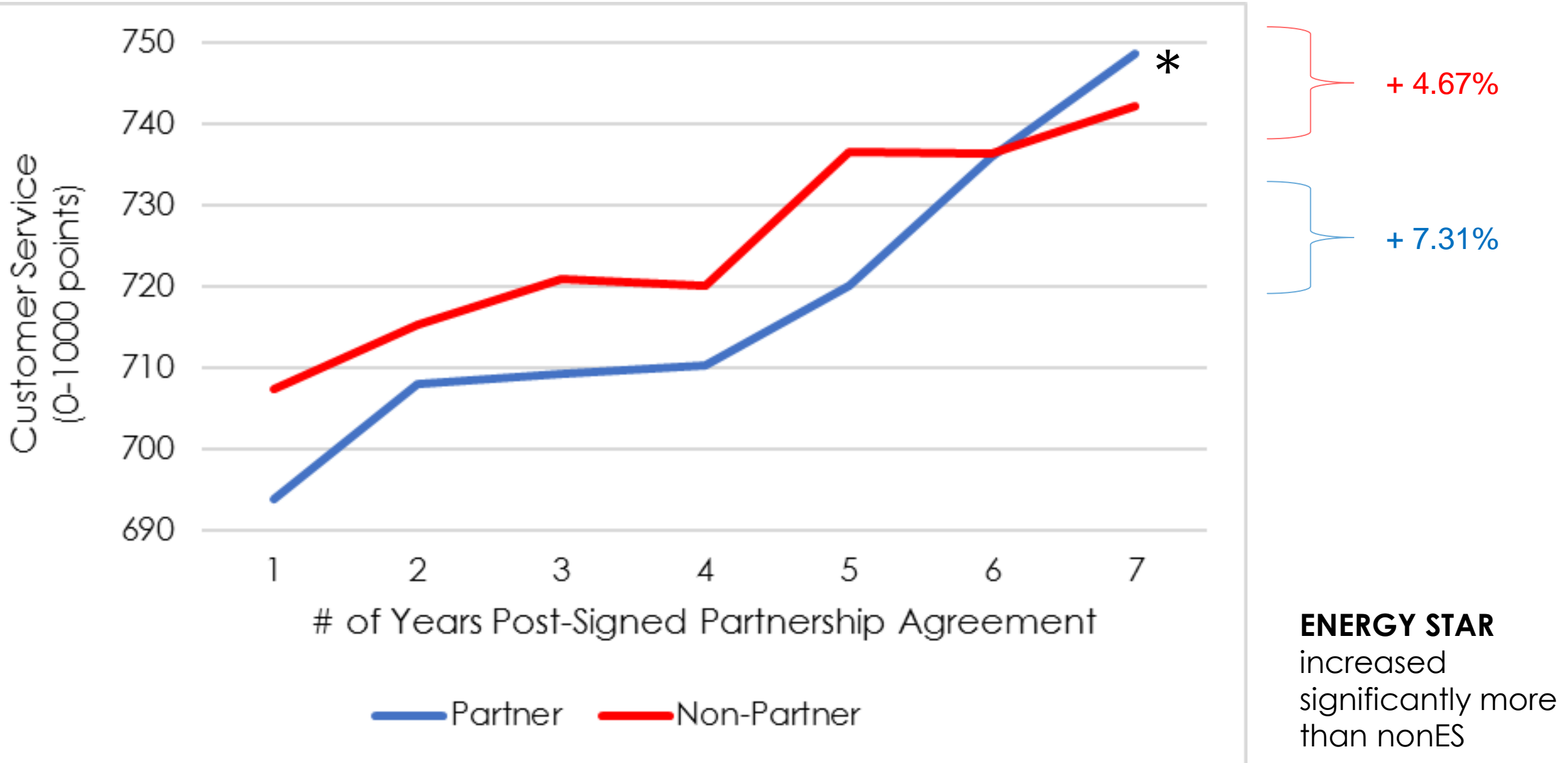
# Corporate Citizenship



# Communications

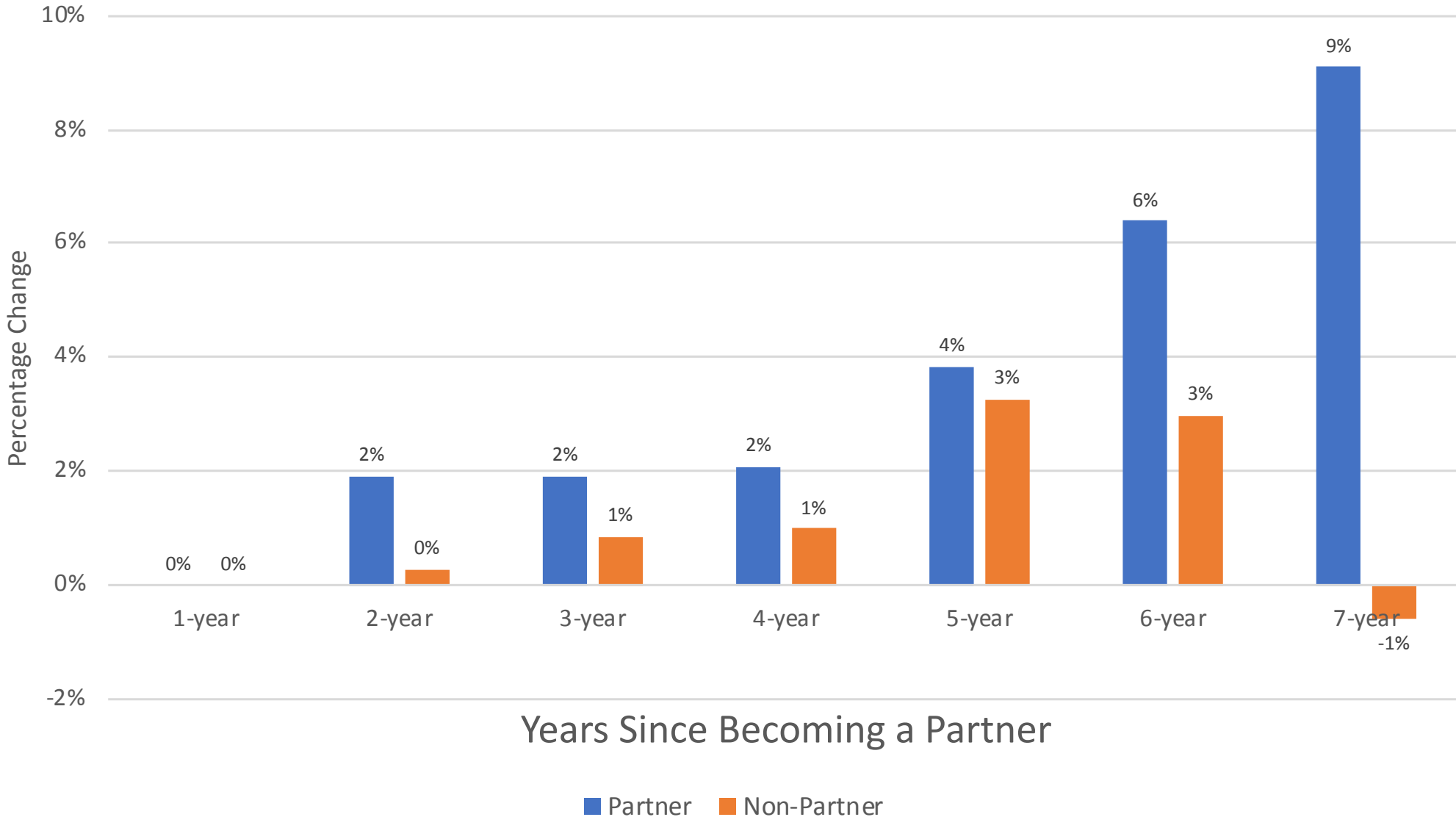


# Customer Service



# Overall Customer Satisfaction

## Change in Overall Customer Satisfaction Across 7-year



**ENERGY STAR**  
increased  
significantly more  
than nonES

# Conclusion

- Evidence for an increase in customer satisfaction for utilities after becoming an ENERGY STAR partner
- 7-year timespan
- Significant increases in Corporate Citizenship, Customer Service, and Communications
- No differences in customer satisfaction with power quality and reliability, price, or billing and payment options.

THANK YOU



SUPPLEMENTAL SLIDES



# J.D. Power: Power, Quality & Reliability

- Relative impact of factor: 28%
- Example items:
  - Supply power during extreme temperatures
  - Promptly restore power after outage
  - Avoid brief interruptions



# J.D. Power: Price

- Relative impact of factor: 19%
- Example items:
  - Total monthly cost of electrical service
  - Ease of understanding pricing
  - Efforts of utility to help manage monthly usage

# J.D. Power: Billing & Payment

- Relative impact of factor: 19%
- Example items:
  - Ease of paying bill
  - Amount of time given to paying bill
  - Variety of methods to pay bill

# J.D. Power: Corporate Citizenship

- Relative impact of factor: 16%
- Example items:
  - Involvement in local charities/civic organizations
  - Actions to take care of the environment
  - Variety of energy efficiency programs offered

# J.D. Power: Communications

- Relative impact of factor: 14%
- Example items:
  - Usefulness of suggestions on ways to reduce energy
  - Efforts to communicate changes
  - Keep you informed about keeping costs low

# J.D. Power: Customer Service

- Relative impact of factor: 5%
- Example items:
  - Clarity of information provided
  - Timeliness of resolving problem, question, or request
  - Courtesy of representative