

From: Cherry, Brian K  
Sent: 9/21/2011 2:57:04 PM  
To: pac@cpuc.ca.gov (pac@cpuc.ca.gov)  
Cc:  
Bcc:  
Subject: FW: JD Power 2011 Residential Gas Results - Highlights and Press Release  
3rd quartile.

**From:** Malnight, Steven  
**Sent:** Wednesday, September 21, 2011 2:56 PM  
**To:** Cherry, Brian K  
**Cc:** Burt, Helen  
**Subject:** Fw: JD Power 2011 Residential Gas Results - Highlights and Press Release

As requested. Third quartile.

Steve Malnight  
Vice President Customer Energy Solutions  
Pacific Gas and Electric Co.  
San Francisco, CA

**From:** [Redacted]  
**Sent:** Tuesday, September 20, 2011 05:01 PM  
**To:** CC SVP Leadership Team; Parnell, Renee; Foley, Beth  
**Cc:** Lokey, Felecia K; Stablein, Jodi; [Redacted]  
**Subject:** JD Power 2011 Residential Gas Results - Highlights and Press Release

Team:  
The 2011 JD Power Residential Gas survey results were reported today. The highlights are provided below. The JD Power press release is also attached; it will be issued tomorrow morning.

<<2011\_JDP\_GasResidential Utility Press Release.pdf>>

**INDUSTRY**

**Overall satisfaction among residential gas utility customers decreased slightly this year. The total industry Customer Satisfaction Index (CSI) declined from 629 in 2010 to 627 in 2011 (-2).** This stable overall performance can be attributed to a balancing of declines and increases among the six factors: Corporate Citizenship (-27), Communications (-5), Price (-2), Billing & Payment (+12), Customer Service (+12) and Field Service (+2).

**PG&E**

**PG&E's Overall CSI decreased 19 index points in 2011 compared to 2010 (from 636 to 617);** this decline was driven by lower performance on three of the six survey components (Corporate Citizenship -

69, Communication -20, Price -7), with the large drop in Corporate Citizenship attributable to a very steep decline on, "Efforts to maintain a safe gas system." Countering those declines were modest increases in the remaining three factors (Customer Service +10, Billing & Payment +8 and Field service +4).

PG&E's Overall CSI ranking dropped from 2<sup>nd</sup> quartile in 2010 to 3<sup>rd</sup> quartile in 2011. Among the total industry, PG&E ranked 46<sup>th</sup> out of 75 utilities, placing the company in the 3<sup>rd</sup> quartile. Among the Large Segment, PG&E ranked 25<sup>th</sup> out of 43 utilities, also in the 3<sup>rd</sup> quartile (or 6<sup>th</sup> decile).

A key factor contributing to PG&E's decline is the high amount of reported negative media exposure. 51% of PG&E customers report seeing, hearing or reading negative news stories in the media compared to an industry average of 9%.

## **SUMMARY OF PG&E SCORES AND RANKINGS**

### **SURVEY DETAILS**

Survey results are based on online surveys of residential gas customers. A total of 62,711 online interviews with utility residential gas customers were conducted in four fielding periods that spanned from September, 2010 through July, 2011. 1,125 respondents were PG&E customers. In 2010, JD Power began officially publishing the Large Segment, which includes utilities serving 400,000 or more residential gas customers.

### **DETAILED FINDINGS**

[JD Power's presentation of 2011 findings:](#)

[JD Power's PG&E executive summary:](#)

[PG&E and industry rankings:](#)

[PG&E Gap Analysis comparing 2011 to 2010 performance:](#)

Let me know if you have any questions.

Redac