

From: Cherry, Brian K
Sent: 9/21/2011 3:05:22 PM
To: 'Clanon, Paul' (paul.clanon@cpuc.ca.gov)
Cc:
Bcc:

Subject: RE: JD Power 2011 Residential Gas Results - Highlights and Press Release

Given how it is driven by news media reporting, I'm surprised we aren't in the 4th quartile. That said, I suspect we have no place to go but up.

From: Clanon, Paul [mailto:paul.clanon@cpuc.ca.gov]
Sent: Wednesday, September 21, 2011 3:04 PM
To: Cherry, Brian K
Subject: RE: JD Power 2011 Residential Gas Results - Highlights and Press Release

Could have been worse, actually.

From: Cherry, Brian K [mailto:BKC7@pge.com]
Sent: Wednesday, September 21, 2011 2:57 PM
To: Clanon, Paul
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 2nd quartile in 2010 to 3rd quartile in 2011. Among the total industry, PG&E ranked 46th out of 75 utilities, placing the company in the 3rd quartile. Among the Large Segment, PG&E ranked 25th out of 43 utilities, also in the 3rd quartile (or 6th 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