

From: Tan, Lee-Whei

Sent: 2/4/2013 2:47:50 PM

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Cc:

Bcc:

Subject: RE: Red-lined version of Customer Survey

Hi,

Attached is DRA's redline version.

Lee-Whei

**From:** mshames@gmail.com [mailto:mshames@gmail.com] **On Behalf Of** Michael Shames

**Sent:** Thursday, January 31, 2013 3:08 PM

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**Subject:** Red-lined version of Customer Survey

As discussed at today's teleconference, SDCAN offers this red-lined version of the proposed RROIR Customer Survey. Having had a fair amount of experience both designing surveys and communicating with customers, I took a fairly aggressive red pen to the draft survey. From my perspective, the survey suffers from:

1. Redundancy
2. Too many justifications for why certain rates are proposed rather than simply providing facts about the rates.
3. Complex language and words
4. Questionable data upon which some of the questions are based.

I have three other general areas of concern. I recommend offering only a three-tiered and four-tiered example: there's little justification for a two-tiered education piece, unless you are specifically testing for customer preferences on tiers and I didn't find any such questions on that scenario.

Second, I added some questions to get customer favorability feedback on monthly service fees and demand charges. If we are going through the bother of educating them about these fees, it seems appropriate to get feedback from the customers on these concepts. I believe you'll find that customers will view them akin to how they currently view airline "fees" (e.g. baggage, seat upgrades, airplane snacks) and banking "fees" (e.g. too long a list to offer).

Finally, I have some serious concerns about the accessibility of the semantic differential scale questions in Section 6 and urge a review of this scaling tool that you use to gauge customer preferences in this section.

I trust that the parties will find these revisions useful in revising the survey.

Michael Shames

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"What if we are all victims of a mass delusion and nothing exists? In that case we definitely overpaid for our carpets." - Woody Allen

Michael Shames

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