

2010 GPL CALL CENTRE SURVEY REPORT

September 2010

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1. Introduction

Guyana Power & Light (GPL), the principal electric utility in Guyana, is a vertically integrated utility and is currently fully owned by the Government of Guyana. GPL's operation comprises generation, transmission and distribution. With the recent commissioning of the new 20.6 MW modern generating station at Kingston, GPL now has a total installed capacity of 163.47 MW.

GPL has embarked on a series of customer surveys (eight customer surveys in a two year period), to enable the organisation to obtain feedback from its customers on a regular basis. In this respect a contract was awarded to CEMCO Inc. to undertake the series of customer surveys.

2. Objectives of the study

The primary objective of the 2010 GPL Surveys is to initially develop a baseline measurement of issues pertaining to GPL's Call Centres. Specific objectives include:

- GPL customers knowledge of GPL Emergency call centre;
- How many customers contacted GPL Emergency call centre in the last year;
- GPL customers satisfaction with GPL Emergency call centre;
- GPL customers perception of GPL Emergency call centre staff;
- Finding out from customers how they feel the GPL Emergency call centre can improve;
- GPL customers knowledge of GPL Commercial call centre;
- How many customers contacted GPL Commercial call centre in the last year;
- GPL customers satisfaction with GPL Commercial call centre;
- GPL customers perception of GPL Commercial call centre staff;
- Finding out from customers how they feel the GPL Commercial call centre can improve;
- Other pertinent issues.

3. Research methodology

3.1 Study Design

Data was collected from a representative sample of GPL customers using probability sampling. Concurrent surveys 1 and 2, was administered to the same target group, especially given the 3 month completion time frame for these surveys. There are benefits of administering both surveys to one target group (comparisons among survey groups possible, less field time etc).

Table 1: Survey respondents by Region

Region	Sample
2	31
3	46
4	214
5	42
6	55
7	12
Total	400

There are 135,884 (or 91.3%) Tariff A customers, 12,215 (or 8.2%) Tariff B customers, 349 (or 0.2%) Tariff C customers and 407 (or 0.3%) Tariff D customers. From this, the sample size per Tariff would be as given in line 3 in table 2 below for a 400 sample. However, one customer from Tariff C and one from Tariff D is not feasible so oversampling of these tariffs was done, as given in line 4 overleaf.

Table 2: Number of customers by Tariff in GPL database and sample

	Tariff A	Tariff B	Tariff C	Tariff D	Total
GPL Total	135884	12215	349	407	148855
% of Overall Total	91.3%	8.2%	0.2%	0.3%	100%
Sample -400 customers	365	33	1	1	400
Suggested sample	345	33	10	12	400

From the GPL database, Tariff C and D customers was selected at random on a geographic basis (regional basis). Interviewers selected samples of Tariff B customers as suggested by the Survey Coordinator.

Table 3 give number of Tariff B, C and D Customers by region in the sample (including “Georgetown” and “Region 4 excluding Georgetown”).

Table 3: Tariff B, C and D Customers by region in the sample

Sample (Tariff B, C, D) by regions	Tariff B	Sample	Tariff C	Sample	Tariff D	Sample
Regions 2, 3	2277	6	32	1	34	1
Regions 5,6	2297	6	48	1	36	1
Georgetown	4329	12	188	6	235	7
Region 4 excluding Georgetown	2863	8	73	2	91	3
Region 4	7192	20	261	8	326	10
Region 7	426	1	3	0	0	0
Total	12,192	33	344	10	396	12

As recommended by PPA in its report - Section 9.3.5 page 45, a two stage sampling design was used with coastal areas of Guyana stratified by location (GPL district), a number of GPL districts was randomly selected from a list of GPL districts and then a sample (select with randomization) from each selected district chosen. A list of districts selected by the Team Leader/Survey Coordinator was submitted to GPL for perusal and approval. Each team of Supervisor and interviewers received a list of GPL Districts to be visited and instructions on obtaining the sample from each selected District. A systematic random sample of houses (residential customers) from each selected district was done and persons age 16 to 65 in seven regions (2, 3, 4, 5, 6 and 7) thus selected was interviewed. A separate sample from each selected district was taken of the other categories of GPL customers (commercial and industrial customers).

For this survey, a sample size of 400 was used as required by GPL (and recommended by previous study undertaken by PPA – to get a confidence of 96% and a precision of the results of about 5%). Thus, a sample size of 400 was used - 345 residential customers (Tariff A), 33 Tariff B, 10 Tariff C and 12 Tariff D. The study design includes the collection of both qualitative and quantitative data.

3.2 Questionnaires

Questionnaires of moderate length – maximum four pages (in accordance with PPA report – Appendix 5 page 79) with multiple topics will be used for the collection of data for the surveys. CEMCO drafted the call centre survey questionnaire, in consultation with GPL senior staff.

The questionnaire had three sections, a Demographic section, an Emergency Call Centre Section and a Commercial Call Centre section. The demographic section contained questions on location, age, gender and type of respondent; the Emergency Call Centre Section contained questions on GPL customers knowledge of GPL Emergency call centre; GPL customers satisfaction with GPL Emergency call centre; GPL customers perception of GPL Emergency call centre staff; Finding

out from customers how they feel the GPL Emergency call centre can improve; Other pertinent issue; and the Customer Call Centre section contained a variety of questions relating to GPL customers knowledge of GPL Commercial call centre; GPL customers satisfaction with GPL Commercial call centre; GPL customers perception of GPL Commercial call centre staff; Finding out from customers how they feel the GPL Commercial call centre can improve; Other pertinent issue.

The questionnaires were pre-tested in August 2010 and based on the results of the pretest, minor modifications were made to the questionnaires. For the final questionnaires, see Appendix C.

3.3 Fieldwork and processing

A training manual was developed for use in training and distributed to all supervisors and enumerators to standardize data collection. Nine (9) enumerators were selected and each enumerator received a list of areas to visit. The field staff was trained and the field work commenced simultaneously in the various regions on Tuesday 10th August, 2010. Data was collected through face to face interviews conducted by the trained enumerators. The Survey Coordinator provided overall supervision of the fieldwork.

All completed questionnaires were submitted by the enumerators and these forms were checked for omissions and errors then the data was entered using Microsoft Excel by a trained and experienced data entry operator. After data entry was completed, the tables were generated using Microsoft Excel 2007. The survey design was such that overall tables and by gender, location (urban/rural and by region) and by age groups could be generated and used. The results of the survey were analyzed and presented in this report.

4 Results

4.1 *Response Rates*

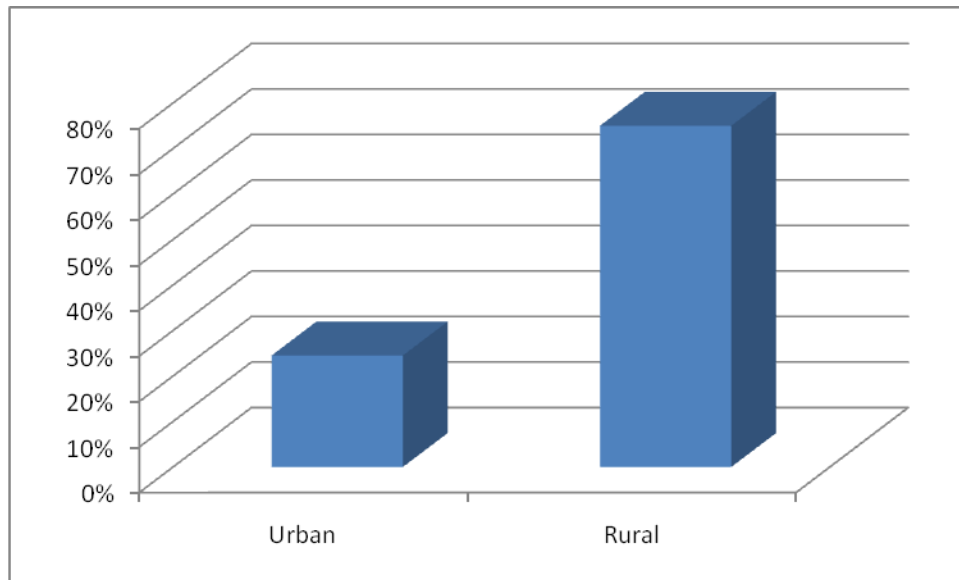
The goal was to interview four hundred respondents, fifteen persons declined to be interviewed giving a response rate of over ninety six percent. Enumerators conducted interviews in the regions they reside in and this (in addition to being trained) may have contributed to the high response rate.

4.2 *Sample Characteristics*

The number of respondents in a region was relative to the GPL's customer database. Table 1 in the Appendix presents the distribution of respondents by gender, 38 % (153) of the 400 respondents male, 62 % (247) were female.

Table 2 presents the distribution of respondents by age, one respondent (aged between twenty five and sixty five) from each selected household was interviewed. 45 % of respondents were in the 25 – 44 age group and three quarters of the respondents were aged 25 – 54.

Figure 1: Percentage of Respondents by location (urban/rural)



25% of respondents were from an urban area (Georgetown, New Amsterdam or Rose Hall) and 75% were from rural areas. This compares very favourably with the Guyana 2002 Census results which show Guyana has 28.5 percent of the population located in urban areas with the remaining 71.5 percent of the population in rural areas. Figure 1 shows the percentage of respondents by location (urban/rural).

4.3 GPL Emergency Call Centre

Respondents were asked various questions on GPL Emergency Call Centre and their experience using it, the salient points are given below in point form:

- Nearly half respondents (46%) would call GPL Emergency Call Centre if they had an emergency, nearly a quarter (23%) would call GPL but not its Emergency Call Centre and nearly a quarter (22%) would visit GPL’s office.
- Two third (63%) of the respondents could easily obtain GPL’s Emergency Call Centre number.

- Two third (64%) of the respondents knew the correct working hours of GPL's Emergency Call Centre (24 hours a day, 7 days a week), 14% choose "Monday – Friday 8am – 5 pm" and 14% choose "Other".
- A quarter (23%) of respondents contacted GPL Emergency Call Centre during the last year.
- Of the 77% who did not contact the GPL Emergency Call Centre during the last year, 80% said they did not do so because they do not have any request yet while 10% said it was because they do not know of the existence of the GPL Emergency Call Centre.
- Half of the respondents (53%) indicated they did not have a long time to wait before their call was answered by GPL's Emergency Call Centre staff, however 64% of those who indicated they had to wait a long time said they had to wait 5 minutes or more, 14% said 2 to less than 5 minutes, 17% said 1 to less than 2 minutes and only 5% said less than a minute.
- 74% of respondents said that when they made their most recent call to GPL Emergency Call Centre, the Call Centre representative was knowledgeable and gave accurate information.
- 79% of respondents said that when they made their most recent call to GPL Emergency Call Centre, the Call Centre representative was courteous
- 69% of respondents said that when they made their most recent call to GPL Emergency Call Centre, the Emergency Call Centre representative was able to answer their inquiry during the initial contact whereas 20% of respondents said that when they made their most recent call to GPL Emergency Call Centre, the Emergency Call Centre representative was not able to answer their inquiry during the initial contact.
- 59% of respondents said that when they made their most recent call to GPL Emergency Call Centre, their request was resolved to their satisfaction in a timely manner.
- 86% of respondents said that the GPL Emergency Call Centre representative never called them back after the problem was rectified while only 9% of respondents said that the

GPL Emergency Call Centre representative called them back after the problem was rectified.

- The majority (80%) of respondents said that the GPL Emergency Call Centre representative should call them back after the problem was rectified while only 15% of respondents said that the GPL Emergency Call Centre representative do not need to call them back after the problem was rectified.
- The mean response from all 400 respondents to question B1 was 6.6 (on a scale of 1 to 10) or 66 (on a scale of 1 to 100). The standard deviation for all 400 responses was 2.4 (or on a scale of 1 to 100 was 24) thus there was considerable variation in the data. All responses would be given using a scale of 1 to 100, since this is the first in a series of GPL customer satisfaction surveys and it would be better to observe changes using a scale of 1 to 100 rather than 1 to 10.
- The mean response from all rural respondents (68) was slightly higher than the overall average response, whereas, the mean response from all urban respondents (60) was lower than the overall average response.
- The mean response from all Region 5 and 6 respondents (80) was substantially higher than the overall average response, the mean response from Region 2, 3 and 7 respondents (57) was substantially lower than the overall average response. Also, Region 4 respondents mean (61) was lower than the overall average response.
- The mean response from all residential respondents (67) was similar to the overall average response, whereas, the mean response from all commercial respondents (61) was lower than the overall average response.
- The mean response from all male respondents (67) and female respondents (65) was similar to the overall average response.
- The mean response from respondents aged 16 to 24 (72) was higher than the overall average response, whereas, the mean response from respondents aged 25 to 44 (65), respondents aged 45 to 54 (66) and respondents aged 55 to 65 (66) was slightly lower than the overall average response.

- For all categories of respondents, there was considerable variation in the data.

4.4 GPL Commercial Call Centre

Respondents were asked various questions on GPL Commercial Call Centre and their experience using it, the salient points are given below in point form:

- Nearly three quarter of respondents (72%) would visit GPL's office if they had an enquiry about their electricity bill, 19% would call GPL Commercial Call Centre.
- Two third (66%) of the respondents could easily obtain GPL's Commercial Call Centre number.
- Two third (65%) of the respondents choose incorrect options for the working hours of GPL's Commercial Call Centre (Monday – Friday 8 am to 5 pm) and 19% choose "Monday – Friday 8am – 5 pm and Saturday 8 am to 12", only 2% choose the correct option "Monday – Friday 8 am to 9 pm".
- 17% of respondents contacted GPL Commercial Call Centre during the last year.
- Of the 83% who did not contact the GPL Commercial Call Centre during the last year, 63% said they did not do so because they do not have any request yet while 6% said it was because they do not know of the existence of the GPL Commercial Call Centre, however, one third (28%) prefer to go to GPL offices to directly work with the staff.
- Half of the respondents (46%) indicated they did not have a long time to wait before their call was answered by GPL's Commercial Call Centre staff, however 76% of those who indicated they had to wait a long time said they had to wait 5 minutes or more, 12% said 2 to less than 5 minutes, 6% said 1 to less than 2 minutes and only 6% said less than a minute.

- 75% of respondents said that when they made their most recent call to GPL Commercial Call Centre, the Call Centre representative was knowledgeable and gave accurate information.
- 82% of respondents said that when they made their most recent call to GPL Commercial Call Centre, the Call Centre representative was courteous.
- 62% of respondents said that when they made their most recent call to GPL Commercial Call Centre, the Commercial Call Centre representative was able to answer their inquiry during the initial contact whereas 30% of respondents said that when they made their most recent call to GPL Commercial Call Centre, the Commercial Call Centre representative was not able to answer their inquiry during the initial contact.
- 38% of respondents who called GPL Commercial Call Centre during the last year indicated that their call was transferred to one or more call centre staff before their query was resolved, but 53% indicated that their call was not transferred to one or more call centre staff before their query was resolved.
- 65% of respondents said that when they made their most recent call to GPL Commercial Call Centre, their request was resolved to their satisfaction.
- The mean response from all 400 respondents to question C13 was 6.6 (on a scale of 1 to 10) or 66 (on a scale of 1 to 100). The standard deviation for all 400 responses was 2.6 (or on a scale of 1 to 100 was 26) thus there was considerable variation in the data. All responses would be given using a scale of 1 to 100, since this is the first in a series of GPL customer satisfaction surveys and it would be better to observe changes using a scale of 1 to 100 rather than 1 to 10.
- The mean response from all rural respondents (67) was slightly higher than the overall average response, whereas, the mean response from all urban respondents (64) was lower than the overall average response.

- The mean response from all Region 5 and 6 respondents (84) was substantially higher than the overall average response, the mean response from Region 2, 3 and 7 respondents (61) was lower than the overall average response. Also, Region 4 respondents mean (65) was slightly lower than the overall average response.
- The mean response from all residential respondents (70) was higher than the overall average response, whereas, the mean response from all commercial respondents (56) was lower than the overall average response.
- The mean response from all male respondents (65) and female respondents (68) was similar to the overall average response.
- The mean response from respondents aged 16 to 24 (73), respondents aged 55 to 65 (71) and respondents aged 25 to 44 (69) was higher than the overall average response, whereas, the mean response from, respondents aged 45 to 54 (60) was slightly lower than the overall average response.
- For all categories of respondents, there was considerable variation in the data.

5. Conclusion and Recommendations

Respondents were in general, fairly satisfied with the services provided by GPL Emergency Call Centre but there are notable difficulties with Emergency Call Centre representatives not calling customers after the problem has been rectified, time taken before call to Emergency Call Centre was answered, customers awareness of GPL Emergency Call Centre and overall satisfaction of respondents from Regions 2, 3 and 7.

Respondents were in general, fairly satisfied with the services provided by GPL Commercial Call Centre with business customers giving it the least satisfaction score. The staff at the Call Centre was seen to be courteous, knowledgeable, and in general, able to resolve queries to the customer satisfaction.

Based on the information obtained by this study, the following recommendations are made:

1. Review survey results and examine ways GPL can improve in the short and long term.
2. Examine GPL Emergency Call Centre operations in Regions 2, 3 and 7 to see if there are significant differences in services provided and how improvements can be made.
3. Review structure and staffing of both Emergency Call Centre and Commercial Call Centre to see if it possible to reduce time taken for customers to get through, examine frequency of calls to determine if there are established peak times (number of calls greatest) to the different call centres.
4. There is cultural attitude of persons wishing to visit GPL to have billing query resolved, examine ways to inform people of existence and purpose of both call centres and to educate customers that these call centres can be used to resolve difficulties/queries by using a phone and not having to leave home.

APPENDIX

Appendix A Tables

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Table 1: Gender of Respondents

	Number	Percentage
Male	153	38%
Female	247	62%
Total	400	100%

Table 2: Age of Respondents

	Number	Percentage
16 -24	28	7%
25 - 44	178	44%
45 -54	115	29%
55 -65	79	20%
Total	400	100%

Table 3: Urban/Rural composition of Respondents

	Number	Percentage
Urban	98	25%
Rural	302	75%
Total	400	100%

Table 4: Question B1 (How you would contact GPL if there is an emergency)

B1	Number	Percentage
By Calling GPL (not Emergency Call Centre)	90	23%
By Calling GPL's Emergency Call Centre	184	46%
By visiting GPL's office	90	22%
By writing GPL	3	1%
Other	33	8%
Total	400	100%

Table 5: Question B2 (Can you easily obtain GPL's Emergency Call Centre number?)

B2	Number	Percentage
Yes	253	63%
No	147	37%
Total	400	100%

Table 6: Question B3 (What are the working hours of GPL Emergency Call Centre? (Choose nearest answer))

B3	Number	Percentage
Monday – Friday 8 am – 5 pm	57	14%
Monday – Friday 8 am – 5 pm & Saturday 8 am to 12	32	8%
24 hours a day, 7 days a week	255	64%
Other (Please specify) _____	56	14%
Total	400	100%

Table 7: Question B4 (During the last year, have you ever contacted GPL Emergency Call Centre?)

B4	Number	Percentage
Yes	94	23%
No	306	77%
Total	400	100%

Table 8: Question B5 (Please provide reason(s) why you have not contacted GPL Emergency Call Centre yet?)

B5	Number	Percentage
I do not know the existence of GPL Emergency Call Centre	31	10%
I don't understand the purpose of GPL Emergency Call Centre	5	2%
I don't have any request yet	258	80%
I prefer to go to GPL offices to directly work with the staff	19	6%
Others (Please specify)_____	8	2%
Total	321	100%

Table 9: Question B6 (When you attempted to contact the Call Centre, did you have to wait a long time before your call was answered?)

B6	Number	Percentage
Yes	42	45%
No	50	53%
No Response	2	2%
Total	94	100%

Table 10: Question B7 (How long did you have to wait for a response?)

B7	Number	Percentage
Less than 1 minute	2	5%
1 - less than 2 minutes	7	17%
2 – less than 5 minutes	6	14%
5+ minutes	27	64%
Total	42	100%

Table 11: Question B8 (When you made your most recent call to GPL Emergency Call Centre, was the Call Centre representative knowledgeable and gave accurate information?)

B8	Number	Percentage
Yes	69	74%
No	16	17%
Don't Recall	8	8%
No Response	1	1%
Total	94	100%

Table 12: Question B9 (Was the Emergency Call Centre representative courteous?)

B9	Number	Percentage
Yes	74	79%
No	10	11%
Don't Recall	6	6%
No Response	4	4%
Total	94	100%

Table 13: Question B10 (Was the Emergency Call Centre representative able to answer your inquiry during the initial contact?)

B10	Number	Percentage
Yes	65	69%
No	19	20%
Don't Recall	6	7%
No Response	4	4%
Total	94	100%

Table 14: Question B11 (Was your request resolved to your satisfaction on your most recent call in a timely manner?)

B11	Number	Percentage
Yes	55	59%
No	33	35%
Don't Recall	1	1%
No Response	5	5%
Total	94	100%

Table 15: Question B12 (Did the Emergency Call Centre representative call you after your problem was rectified?)

B12	Number	Percentage
Yes	8	9%
No	81	86%
No Response	5	5%
Total	94	100%

Table 16: Question B13 (Do you think that the Emergency Call Centre representative should contact you to ensure that your problem has been resolved to your satisfaction?)

B13	Number	Percentage
Yes	75	80%
No	14	15%
No Response	5	5%
Total	94	100%

Table 17: Question B14 (How satisfied were you with your most recent experience calling GPL Emergency Call Centre, please give a rating between 1 to 10, where “1” represents “Extremely Dissatisfied” and “10” represents “Extremely Satisfied”?)

	(Scale of 1 to 100)	B14
All Respondents	Mean	66
All Respondents	Standard Deviation	24
Urban	Mean	60
Urban	Standard Deviation	25
Rural	Mean	68
Rural	Standard Deviation	24
Regions 2, 3 & 7	Mean	57
Regions 2, 3 & 7	Standard Deviation	29
Region 4	Mean	61
Region 4	Standard Deviation	25
Regions 5 & 6	Mean	80

Regions 5 & 6	Standard Deviation	9
Male	Mean	67
Male	Standard Deviation	22
Female	Mean	65
Female	Standard Deviation	26
16 – 24	Mean	72
16 – 24	Standard Deviation	19
25 – 44	Mean	65
25 – 44	Standard Deviation	27
45 – 54	Mean	66
45 – 54	Standard Deviation	23
55 – 65	Mean	66
55 – 65	Standard Deviation	19
Residential	Mean	67
Residential	Standard Deviation	24
Business	Mean	61
Business	Standard Deviation	23

Table 18: Question C1 (How would you contact GPL if you have an enquiry about your electricity bill?)

C1	Number	Percentage
By calling GPL (not Commercial Call Centre)	16	4%
By calling GPL Commercial Call Centre	77	19%
By visiting GPL office	290	72%
By writing GPL	10	3%
Other _____	7	2%
Total	400	100%

Table 19: Question C2 (Can you easily obtain GPL's Commercial Call Centre number?)

C2	Number	Percentage
Yes	264	66%
No	136	34%
Total	400	100%

Table 20: Question C3 (What are the working hours of GPL Commercial Call Centre? (Choose nearest answer))

C3	Number	Percentage
Monday – Friday 8 am – 5 pm	262	65%
Monday – Friday 8 am – 9 pm	6	2%
Monday – Friday 8 am – 5 pm & Saturday 8 am to 12	76	19%
24 hours a day, 7 days a week	24	6%
Other (Please specify) _____	32	8%
Total	400	100%

Table 21: Question C4 (During the last year, have you ever contacted GPL Commercial Call Centre?)

C4	Number	Percentage
Yes	68	17%
No	332	83%
Total	400	100%

Table 22: Question C5 (Please provide reason(s) why you have not contacted GPL Commercial Call Centre yet?)

C5	Number	Percentage
I do not know the existence of GPL Emergency Call Centre	23	6%
I don't understand the purpose of GPL Emergency Call Centre	6	2%
I don't have any request yet	228	63%
I prefer to go to GPL offices to directly work with the staff	103	28%
Others (Please specify)_____	4	1%
Total	364	100%

Table 23: Question C6 (When you attempted to contact the Call Centre, did you have to wait a long time before your call was answered?)

C6	Number	Percentage
Yes	33	48%
No	31	46%
No Response	4	6%
Total	68	100%

Table 24: Question C7 (How long did you have to wait for a response?)

C7	Number	Percentage
Less than 1 minute	2	6%
1 - less than 2 minutes	2	6%
2 – less than 5 minutes	4	12%
5+ minutes	25	76%
Total	33	100%

Table 25: Question C8 (When you made your most recent call to GPL Commercial Call Centre, was the Call Centre representative knowledgeable?)

C8	Number	Percentage
Yes	51	75%
No	14	21%
Don't Recall	2	3%
No Response	1	1%
Total	68	100%

Table 26: Question C9 (Was the Commercial Call Centre representative courteous?)

C9	Number	Percentage
Yes	56	82%
No	6	9%
Don't Recall	2	3%
No Response	4	6%
Total	68	100%

Table 27: Question C10 (Was the Commercial Call Centre representative able to answer your inquiry during the initial contact?)

C10	Number	Percentage
Yes	42	62%
No	20	30%
Don't Recall	1	1%
No Response	5	7%
Total	68	100%

Table 28: Question C11 (When you made your most recent call to GPL Commercial Call Centre, was your call transferred to 1 or more call centre staff before your query was resolved?)

C11	Number	Percentage
Yes	26	38%
No	36	53%
Don't Recall	2	3%
No Response	4	6%
Total	68	100%

Table 29: Question C12 (Was your request resolved to your satisfaction on your most recent call?)

C12	Number	Percentage
Yes	44	65%
No	19	28%
Don't Recall	1	1%
No Response	4	6%
Total	68	100%

Table 30: Question C13 (How satisfied were you with your most recent experience calling GPL Commercial Call Centre please give a rating between 1 to 10, where “1” represents “Extremely Dissatisfied” and “10” represents “Extremely Satisfied”?)

	(Scale of 1 to 100)	C13
All Respondents	Mean	66
All Respondents	Standard Deviation	26
Urban	Mean	64
Urban	Standard Deviation	26
Rural	Mean	67
Rural	Standard Deviation	26
Regions 2, 3 & 7	Mean	61
Regions 2, 3 & 7	Standard Deviation	30
Region 4	Mean	65
Region 4	Standard Deviation	24
Regions 5 & 6	Mean	84
Regions 5 & 6	Standard Deviation	7
Male	Mean	65
Male	Standard Deviation	29
Female	Mean	68
Female	Standard Deviation	23
16 – 24	Mean	73
16 – 24	Standard Deviation	15
25 – 44	Mean	69
25 – 44	Standard Deviation	26
45 – 54	Mean	60
45 – 54	Standard Deviation	26

55 – 65	Mean	71
55 – 65	Standard Deviation	25
Residential	Mean	70
Residential	Standard Deviation	26
Business	Mean	56
Business	Standard Deviation	23

Appendix B GPL Customer Surveys Sample Design

For each survey, a sample size of 400 would be used as required by GPL (and recommended by previous studies undertaken by PPA – to get a level of confidence of 95% and a precision of the results of about 5%).

As recommended by PPA in its report - Section 9.3.5 page 45, a two stage sampling design would be used with coastal areas of Guyana stratified by location (GPL area), a number of GPL areas would be randomly selected from a list of GPL areas and then a sample (select with randomisation) from each selected area chosen.

Information from GPL Database

Below are the number of GPL customers, and percentages by Tariff.

<u>ALL CUSTOMERS</u>									
	Tariff A	%	Tariff B	%	Tariff C	%	Tariff D	%	Total
Gt	24742	18%	4329	35%	188	54%	235	58%	
Region 4 excluding Gt	42921	32%	2863	23%	73	21%	91	22%	
Region 3	21228	16%	1270	10%	23	7%	14	3%	
Region 7	1669	1%	426	3%	3	1%	0	0%	
Region 2	9537	7%	1007	8%	9	3%	20	5%	
Region 5	9528	7%	678	6%	14	4%	11	3%	
Region 6	26259	19%	1619	13%	34	10%	25	6%	
No name	0	0%	23	0%	5	1%	11	3%	
Coordinator Total	135848	100%	12215	100%	349	100%	407	100%	148855
GPL Total	135884	100%	12215	100%	349	100%	407	100%	148855

There are 135,884 (or 91.3%) Tariff A customers, 12,215 (or 8.2%) Tariff B customers, 349 (or 0.2%) Tariff C customers and 407 (or 0.3%) Tariff D customers. From this, the sample size per Tariff would be as given in line 3 below for a 400 sample. However, one customer from Tariff C and one from Tariff D is not feasible so oversampling of these tariffs were done, as given in line 4 below.

	Tariff A	Tariff B	Tariff C	Tariff D	Total
GPL Total	135884	12215	349	407	148855
% of Overall Total	91.3%	8.2%	0.2%	0.3%	100%
Sample -400 customers	365	33	1	1	400
Suggested sample	345	33	10	12	400

Sampling with probability proportional to size (pps) – the larger the geographic area the bigger the sample – would be done, a systematic pps sampling with geographic arrangement of the sampling frame would be done to achieve implicit stratification.

A two stage sampling design would be used with coastal areas of Guyana (Regions 2, 3, 4, 5, 6 and 7) stratified by location (GPL area), a number of GPL areas would be randomly selected as outlined above from a list of GPL areas and then a sample (select with randomisation) from each selected area chosen. A list of areas selected by the Team Leader is submitted to GPL for perusal and approval.

There are 79 GPL areas with similar number of Tariff A customers in each. A random number was selected between 1 and 4 using Microsoft Excel and 2 were chosen, thus area 2 was the first area selected and then systematically every 4th area thereafter:

11, 11 + 4 = 15th area, 15 + 4 = 19th area, ... , 74 + 4 = 78th area.

Thus 17 areas were selected in the first stage of sampling as given on the next page. This information is being used to select a representative sample using smaller areas that interviewers could enumerate.

2010 GPL CALL CENTRE SURVEY REPORT

Using the tariff totals and adjusting because we need to enumerate Wakenaam (sample size 11) and Leguan (sample size 9) which were not selected in the sample, the sample sizes were obtained and the regional proportions in the sample (next page) are the same as regional totals in the population (GPL database of tariff A customers), given in table below:

Percentage by regions	Tariff A	%
Regions 2, 3	30765	23%
Regions 5,6	35787	26%
Region 4	67663	50%
Region 7	1669	1%
Total	135,884	100%

Description of areas selected in sample (Tariff A – Residential Customers)	Sample Size
ALBERTTOWN,QUEENSTOWN	11
ALBOUYSTOWN	4
WEST R/VELDT,R/VELDT ESTATE SCH.,EAST R/VELDT,ROXANNE BURNHAM GDNS.,GUYHOC,SHIRLEY FIELD RIDLEY SQUARE, STH. R/VELDT GARDENS.	16
KITTY,NEWTOWN,BEL AIR PARK	29
HERSTELLING,FARM,COVENT GARDENS.,PROSPECT,DIAMOND,GROVE	50
INDUSTRY,OLEANDER GDNS.,OGLE,COURIDA PK.,BETERVERWAGTING,SPARENDAAM,PLAISANCE,BETTER HOPE,VRYHEID'S LUSTBROTHERS,MONTROSE,ATLANTIC GARDENS,FELICITY,HAPPY ACRES,LE RESSOUVENIR	35
STRATHESPEY,NON PARIEL,ENTERPRISE,MELANIE DAMISHANA,ELIZABETH HALL,BACHELOR'S ADVENTURE,PARADISE,FOULIS, ENMORE,HOPE,LOGWOOD,BLOSSOM SCHEME,ENMORE PASTURE,NEWTOWNENMORE,BEE-ZEE,CHOO-KOW SCHEME	27
LA GRANGE TO CANAL RD.,BAGOTVILLE,GOOD HOPE,GOVT-LANDS,CANAL#1 TO L'AVENTURE,CANAL#1,NISMES TO BELLEVUE	19

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H/SCHEME,EAST HALF MIDDLESEX,CANAL#2 TO STH.GOVTLANDS,CANAL#2	
ZEEBURG TO TUSCHEN,VERGENOEGEN TO NAAMRYCK	23
BARTICA	11
QUEENSTOWN,L'UNION,ZORG-EN-LYGT,ANNANDALE,ABRAM'S VILLECULLEN,PERSEVERENCE,GOLDEN FLEECE,ZORG,JOHANNA CECELIA	9
LEGUAN AND WAKENAAM	20
ARMADALE,BEL AIR,HOPETOWN,ONDERNEEMING,BATH,BATH SETTLEMENT,WATERLOO,WOODLEY PARK,WOODLANDS,EXPECTATION,INVERNESS,WILLEMSTAD,ZEELUST,EDDERTON,MON CHAISI,ZEEZIGHT,COTTON TREE,D'EDWARDS	40
REPUBLIC AVENUE	5
HEATHBURN TO EDINBURGH VILLAGE	6
WILLIAMSBURG,ROSE HALL TOWN	12
BLACK BUSH POLDER	15
#76 VILLAGE TO #78 VILLAGE	13
Total sample size	345

Each team of Supervisor and interviewers will receive a list of GPL areas to be visited and instructions on obtaining the sample from each selected area. A systematic random sample of houses (residential customers) from each selected area would be done and persons age 16 to 65 in seven regions (2, 3, 4, 5, 6 and 7) thus selected will be interviewed. A separate sample from each selected area would be taken of the other categories of GPL customers – commercial (Tariff B and Tariff C) and industrial customers (Tariff D). Two Supervisors and nine Interviewers will participate in the data collection.

Tariff B, C and D Customers

Below is the regional breakdown of Tariff B, C and D Customers, the no name data was not included in this table so there is a slight difference in totals. The regional sample distribution is given below.

Percentage by regions	Tariff A	%	Tariff B	%	Tariff C	%	Tariff D	%
Regions 2, 3	30765	23%	2277	19%	32	9%	34	9%
Regions 5,6	35787	26%	2297	19%	48	14%	36	9%
Region 4	67663	50%	7192	59%	261	76%	326	82%
Region 7	1669	1%	426	3%	3	1%	0	0%
Total	135,884	100%	12,192	100%	344	100%	396	100%

From the GPL database, Tariff C and D customers will be selected at random on a geographic basis (regional basis). Interviewers would be given samples of Tariff B customers and would select samples as suggested by the Survey Coordinator.

Table below give number of Tariff B, C and D Customers by region in the sample (including “Georgetown” and “Region 4 excluding Georgetown”).

Sample (Tariff B, C, D) by regions	Tariff B	Sample	Tariff C	Sample	Tariff D	Sample
Regions 2, 3	2277	6	32	1	34	1
Regions 5,6	2297	6	48	1	36	1
Georgetown	4329	12	188	6	235	7
Region 4 excluding Georgetown	2863	8	73	2	91	3
Region 4	7192	20	261	8	326	10
Region 7	426	1	3	0	0	0
Total	12,192	33	344	10	396	12

Appendix C Questionnaire



GPL CALL CENTRE SURVEY

Questionnaire No. _____

Interviewer _____ Date _____

Supervisor _____ Date _____

Data Entry _____ Date _____

Hello. We are carrying out a survey for GPL. Electricity is provided to you by GPL and the company wants to know more about whether customers are satisfied with the services that GPL is providing for emergency responses and for enquiries such as billing enquiries, so that it can find ways of improving them. You have been randomly selected to help us with this and we would be grateful for your assistance. Your responses will be confidential and not communicated to the company. Please could you answer the following questions.

Section A (Demographics) - Do NOT Ask – Use Customer Satisfaction Survey Responses

A.1 Respondent’s Initials _____

A.2 Respondent’s Address _____

A.3 (Do not ask) GPL Area No _____ Urban1 _____ Rural2 _____

A.4 (Do not ask) Region _____

A.5. (Do not ask) Location Urban1 Rural2

A.5. (Do not Ask) Gender Male 1 _____ Female2 _____

A.6. Type of Respondent Residential...1 Commercial2 _____ Industrial3 _____

A.7. What was your age last birthday?

16 – 24 ...1 25 – 44...2 45 – 54 ...3 55 – 65 ...4

SECTION B (EMERGENCY CALL CENTRE)

B.1. How would you contact GPL if there is an emergency e.g. lantern post with electricity wire falls down, transformer serving your home blows, neighbours have electricity but you do not have electricity etc.?

- By calling GPL (not Emergency Call Centre) 1
- By calling GPL Emergency Call Centre 2
- By visiting GPL office..... 3
- By writing GPL..... 4
- Other _____ 5

B.2. Can you easily obtain GPL’s Emergency Call Centre number?

- Yes1
- No2

B.3 What are the working hours of GPL Emergency Call Centre? (Choose nearest answer)

- Monday – Friday 8 am – 5 pm 1
- Monday – Friday 8 am – 5 pm & Saturday 8 am to 12 2
- 24 hours a day, 7 days a week 3
- Other (Please specify) _____ 4

B. 4 During the last year, have you ever contacted GPL Emergency Call Centre?

- Yes (Go to question B.6) 1
- No (Go to Question B.5)..... 2

B.5. Please provide reason(s) why you have not contacted GPL Emergency Call Centre yet?

(You can select more than one reason)

- I do not know the existence of GPL Emergency Call Centre (Go to Q.C.1)..... 1
- I don't understand the purpose of GPL Emergency Call Centre (Go to Q.C.1) 2
- I don't have any request yet (Go to Q.C.1) 3
- I prefer to go to GPL offices to directly work with the staff (Go to Q.C.1) 4
- Others (Please specify)_____ . (Go to Q.C.1).....5

B.6 When you attempted to contact the Call Centre, did you have to wait a long time before your call was answered?

- Yes (Go to Q.B.7).....1
- No (Go to Q.B.8).....2

B.7. How long did you have to wait for a response? (Do not read responses)

- Less than 1 minute 1
- 1 - less than 2 minutes 2
- 2 – less than 5 minutes 3
- 5+ minutes 4

B.8 When you made your most recent call to GPL Emergency Call Centre, was the Call Centre representative knowledgeable and gave accurate information?

- Yes 1
- No 2
- Don't Recall 3

B.14 How can GPL Emergency Call Centre improve?

B.15 Any additional comments you would like to make on GPL Emergency Call Centre?

SECTION C (COMMERCIAL CALL CENTRE)

C.1. How would you contact GPL if you have an enquiry about your electricity bill?

By calling GPL (not Commercial Call Centre)	1
By calling GPL Commercial Call Centre	2
By visiting GPL office.....	3
By writing GPL.....	4
Other _____	5

C.2. Can you easily obtain GPL’s Commercial Call Centre number?

Yes	1
No	2

C.3 What are the working hours of GPL Commercial Call Centre? (Choose nearest answer)

<u>Monday – Friday 8 am – 5 pm</u>	<u>1</u>
<u>Monday – Friday 8 am – 9 pm</u>	<u>2</u>
<u>Monday – Friday 8 am – 5 pm & Saturday 8 am to 12</u>	<u>3</u>
<u>24 hours a day, 7 days a week</u>	<u>4</u>
<u>Other (Please specify) _____</u>	<u>5</u>

C.4 During the last year, have you ever contacted GPL Commercial Call Centre?

- Yes (Go to question C.6)1
 No (Go to Question C.5).....2

C.5 Please provide reason(s) why you have not contacted GPL Commercial Call Centre yet?

(You can select more than one reason)

- I do not know the existence of GPL Commercial Call Centre (end interview).....1
 I don't understand the purpose of GPL Commercial Call Centre (end interview) 2
 I don't have any request yet (end interview) 3
 I prefer to go to GPL offices to directly work with the staff (end interview)4
 Others (Please specify)_____ . (end interview).....5

C.6 When you attempted to contact the Call Centre, did you have to wait a long time before your call was answered?

- Yes (Go to Q.B.7)..... 1
 No (Go to Q.B.8)..... 2

C.7. How long did you have to wait for a response? (Do not read responses)

- Less than 1 minute 1
 1 – less than 2 minutes 2
 2 – less than 5 minutes 3
 5+ minutes 4

C.8 When you made your most recent call to GPL Commercial Call Centre, was the Call Centre representative knowledgeable?

- Yes 1
 No 2

Don't Recall 3

C.9 Was the Commercial Call Centre representative courteous?

Yes1
No2
Don't Recall3

C.10 Was the Commercial Call Centre representative able to answer your inquiry during the initial contact?

Yes1
No2
Don't Recall3

C. 11 When you made your most recent call to GPL Commercial Call Centre, was your call transferred to 1 or more call centre staff before your query was resolved?

Yes.....1
No2
Don't Recall3

C.12 Was your request resolved to your satisfaction on your most recent call?

Yes1
No2
Don't Recall3

C.13 How satisfied were you with your most recent experience calling GPL Commercial Call Centre please give a rating between 1 to 10, where “1” represents “Extremely Dissatisfied” and “10” represents “Extremely Satisfied”?



C.14 How can GPL Commercial Call Centre improve?

C.15 Any additional comments you would like to make on GPL Emergency Call Centre?

The Survey Coordinator would like to contact some of the respondents to find out how well the interview was done. Could you tell me your phone number:

Phone Number _____

Thank you for taking the time to answer these questions

Appendix D: Training Manual

2010 GPL Customer Survey

Training Manual

August 2010

INSTRUCTIONS FOR INTERVIEWERS

How to Handle an Interview

Conduct yourself in a relaxed informal way, but be thorough. Use the questionnaire carefully.

Ensure that you understand the exact purpose of each question. This will help you to know if the responses you are receiving are adequate.

Ask the questions exactly as they are written. Even small changes in wording can alter the meaning of a question.

Ask the questions in the same order as they are given on the questionnaire.

Ask all the questions, (unless there is a skip pattern) even if the respondent answers two questions at once. You can explain that you must ask each question individually, or say “Just so that I am sure...” or “Just to refresh my memory...”, and then ask the question.

Help your respondents to feel comfortable, but make sure you do not suggest answers to your questions.

Do not leave a question unanswered unless you have been instructed to skip the question. Questions left blank are difficult to deal with later. In the office it may look as though you forgot to ask the question. Always write in 0 when a zero answer is given.

Record answers immediately. Check the whole questionnaire before you leave the household to be sure it is completed correctly.

Thank the respondent for his (or her) cooperation. Remember the survey schedule and do not stay and talk for too long. Do **not** ask personal questions e.g. person’s marital status etc.

GENERAL POINTS

Dress neatly.

Gain rapport with the respondent.

Probe for adequate responses.

GPL Customer Satisfaction Survey

How to Fill In the Questionnaire

Read introduction (Dear Customer ... following questions) to respondent at start of interview.

Do not write anything on space after questionnaire number, the survey coordinator will use this space.

Section A: Demographics

Q. A.1 Write the Respondents Initials e.g. M.S. or R.K.

Q.A.2 Write the Respondent's Address e.g. 12 Alexander Street, Kitty

Do not ask Questions A.3, A.4 or A.5.

Q.A.3 Use List Provided for Area No. Circle 1 if the area is "Urban" and circle 2 if the area is 'Rural'. Urban areas – Georgetown, Linden, New Amsterdam, Rose Hall, Corriverton and Anna Regina.

Q.A.4 Write Region Number e.g. 2, 5 or 6.

Q. A.5 Circle 1 if the answer is "Male". If the answer is "Female" circle 2.

Q.A.6 There are three types of GPL customers. The two types you are enumerating are:

Residential Customers

(Small) Business Customers

Q.A.7 Obtain the respondent's age in completed years, that is, his/her age at his/her last birthday and circle appropriate category e.g. If respondent is 38 years you should circle 2.

Section B: Customer Satisfaction

For questions B.1 to B.4, B.6 to B.11 and B.13 and B.14, read respondent instructions "Please give a rating between 1 to 10, where "1" represents "Extremely Dissatisfied" and "10" represents "Extremely Satisfied" and explain this to the respondent, ensuring that the respondent understands the instructions.

B.1 **Tick** appropriate column, tick a single column.

B.2 **Tick** appropriate column, tick a single column.

B.3 **Tick** appropriate column, tick a single column.

B.4 **Tick** appropriate column, tick a single column.

B.5 The rating scale here is 1 represents "No familiarity" and 10 represents "Very familiar". Explain this to respondents. **Tick** appropriate column, tick a single column.

B.6 **Tick** appropriate column, tick a single column.

B.7 **Tick** appropriate column, tick a single column.

B.8 **Tick** appropriate column, tick a single column.

B.9 **Tick** appropriate column, tick a single column.

B.10 **Tick** appropriate column, tick a single column.

B.11 **Tick** appropriate column, tick a single column.

B.12 The rating scale here is 1 represents “No familiarity” and 10 represents “Very familiar”. Explain this to respondents. **Tick** appropriate column, tick a single column.

B.13 **Tick** appropriate column, tick a single column.

B.14 **Tick** appropriate column, tick a single column.

B.15 Listen to response, summarise and write answer.

B.16 Listen to response, summarise and write answer. This question has two parts.

B.17 Listen to response, summarise and write answer.

B.18 Listen to response, summarise and write answer.

Go to *GPL Call Centre Survey Questionnaire*. Do **Not** fill page 1 of GPL Call Centre Survey at time of interview, complete this page in the evenings at home.

Read introduction (Dear Customer ... following questions) to respondent before start of interview for GPL Call Centre Questionnaire.

Section B (Emergency Call Centre)

B.1 If respondent said he/she called GPL, probe where at GPL the respondent called. Only circle response “By calling GPL’s Emergency Call Centre” if you are sure this is where the respondent called. Circle appropriate response.

B.2 This question does not ask if respondent *knows* the Emergency Call Centre number, but if respondent can easily *obtain* the Emergency Call Centre number i.e. if he/she can find the number.

B.3. Ask question only, do not read responses. Select response closest to what respondent said.

B.4 You are to ask if respondent ever contacted GPL Emergency Call Centre since August 2009. This question has a skip pattern, if *Yes* skip question B.5 and ask question B.6; If *No* ask question B.5.

B.5 If you are asking this question, it meant respondent answered *No* to question B.4. Read question only, do not read responses. Select response closest to what respondent said. Respondent can give more than one reason. After asking this question, skip to question C.1 in the Commercial Call Centre section of the questionnaire, since only respondents that called the Emergency Call Centre in the last year would answers questions B.6 to B.16.

B.6 This question has a skip pattern, if *No* skip question B.7 and ask question B.8; If *Yes* ask question B.7.

B.7 Ask question only, do not read responses. Select response closest to what respondent said.

B.8 Circle appropriate response.

B.9 Circle appropriate response.

B.10 Circle appropriate response.

B.11 Circle appropriate response.

B.12 Circle appropriate response.

B.13 This question is asking if the Emergency Call Centre representative should call back the customer (who called the emergency call centre) to ensure that his/her problem has been resolved to their satisfaction.

B.14 Read respondent instructions “Please give a rating between 1 to 10, where “1” represents “Extremely Dissatisfied” and “10” represents “Extremely Satisfied” and explain this to the respondent, ensuring that the respondent understands the instructions. Circle appropriate response (a number between 1 and 10).

B.15 Listen to response, summarise and write answer on one line.

B.16 Listen to response, summarise and write answer on one line.

Section C (Commercial Call Centre)

C.1 If respondent said he/she called GPL, probe where at GPL the respondent called. Only circle response “By calling GPL’s Commercial Call Centre” if you are sure this is where the respondent called. Circle appropriate response.

C.2 This question does not ask if respondent *knows* the Commercial Call Centre number, but if respondent can easily *obtain* the Commercial Call Centre number i.e. if he can find the number.

C.3. Ask question only, do not read responses. Select response closest to what respondent said.

C.4 You are to ask if respondent ever contacted GPL Commercial Call Centre since August 2009. This question has a skip pattern, if *Yes* skip question C.5 and ask question C.6; If *No* ask question C.5.

C.5 If you are asking this question, it meant respondent answered *No* to question C.4. Read question only, do not read responses. Select response closest to what respondent said. Respondent can give more than one reason. After asking this question, end interview, since only respondents that called the Commercial Call Centre in the last year would answers questions C.6 to C.15.

C.6 This question has a skip pattern, if *No* skip question C.7 and ask question C.8; If *Yes* ask question C.7.

C.7 Ask question only, do not read responses. Select response closest to what respondent said.

C.8 Circle appropriate response.

C.9 Circle appropriate response.

C.10 Circle appropriate response.

C.11 Circle appropriate response.

C.12 Circle appropriate response.

C.13 Read respondent instructions “Please give a rating between 1 to 10, where “1” represents “Extremely Dissatisfied” and “10” represents “Extremely Satisfied” and explain this to the respondent, ensuring that the respondent understands the instructions. Circle appropriate response (a number between 1 and 10).

C.14 Listen to response, summarise and write answer on one line.

C.15 Listen to response, summarise and write answer on one line.

Appendix E List of Personnel involved in the survey

Principal

Raymond Latchmansingh

Team Leader /Survey Coordinator

C. Rajcoomar Narine

Enumerators

Yunika Baird

Inderdeo Bhagwandas

Latecia John

Dwayne Loncke

Eugene Perrier

Narain Ramjit

Suraiya Ramkissoon

Parasram Sookdeo

Lester Valentine

Data Entry

Teina Narine

Administrative Support

Berlinda Persaud

Nadia Persaud