

## Table of Contents

- 1. Introduction..... 1
- 2. Objectives of the study ..... 1
- 3. Research methodology ..... 1
  - 3.1 Study Design ..... 1
  - 3.2 Questionnaires..... 4
  - 3.3 Fieldwork and processing..... 4
- 4. Results ..... 5
  - 4.1 Response Rates ..... 5
  - 4.2 Sample Characteristics ..... 5
  - 4.3 Customer Satisfaction ..... 6
- 5. Conclusion and Recommendations ..... 24
- APPENDIX ..... 25
  - Appendix A Tables ..... 25
  - Appendix B GPL Customer Surveys Sample Design ..... 32
  - Appendix C Questionnaire ..... 37
  - Appendix D Training Manual ..... 40
  - Appendix E List of Personnel involved in the survey ..... 48

## 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 customer satisfaction and other relevant information and then collect data in six month intervals for two years. Specific objectives include:

- GPL customers satisfaction with services provided by GPL;
- GPL customers satisfaction with GPL's billing system;
- GPL customers belief that GPL gives value for money;
- GPL customers view of staff from GPL who they interact with;
- GPL customers satisfaction with services provided by GPL at their office;
- 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
<b>Total</b>	<b>400</b>

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 below.

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

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

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**

<b>Sample (Tariff B, C, D) by regions</b>	<b>Tariff B</b>	<b>Sample</b>	<b>Tariff C</b>	<b>Sample</b>	<b>Tariff D</b>	<b>Sample</b>
<b>Regions 2, 3</b>	2277	6	32	1	34	1
<b>Regions 5,6</b>	2297	6	48	1	36	1
<b>Georgetown</b>	4329	12	188	6	235	7
<b>Region 4 excluding Georgetown</b>	2863	8	73	2	91	3
<b>Region 4</b>	7192	20	261	8	326	10
<b>Region 7</b>	426	1	3	0	0	0
<b>Total</b>	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. PPA drafted customer satisfaction questionnaire was used, CEMCO drafted the call centre survey questionnaire.

The questionnaire had two sections, a Demographic section and a Customer Satisfaction section. The demographic section contained questions on location, age, gender and type of respondent; the Customer Satisfaction section contained a variety of questions relating to customer satisfaction and all questions utilized a rating scale from 1 to 10.

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 10<sup>th</sup> 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

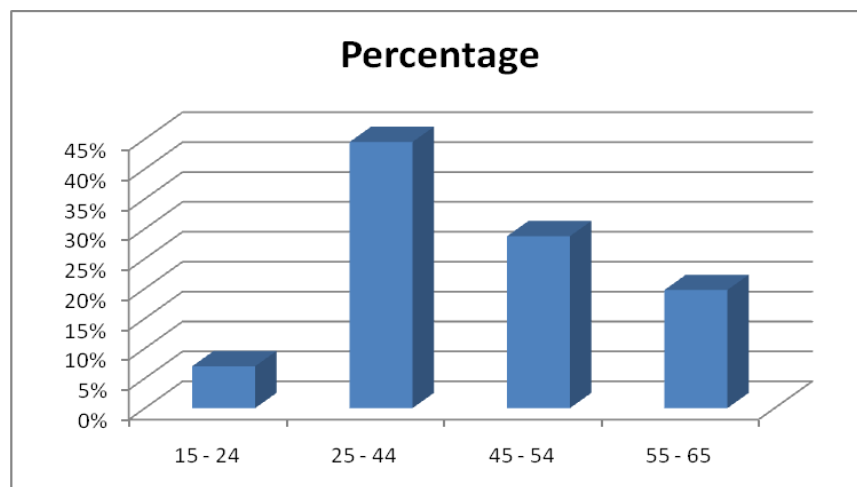
The goal was to interview four hundred respondents, fifteen persons declined to be interviewed giving a response rate of over ninety six percent. Enumerators conducted interviews in the regions they reside in and this (in addition to being trained) may have contributed to the high response rate.

### 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 shows the percentage of respondents by age.

Figure 1: Percentage of Respondents by Age



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.

### 4.3 Customer Satisfaction

A rating scale from 1 to 10 was used for each question where for questions B1 to B4, B6 to B11, B13 & B14 “1” represents “Extremely Dissatisfied” and “10” represents “Extremely Satisfied” and for question B5 and B12 “1” represents “No familiarity” and “10” represents “Very familiar”.

The mean and standard deviation for each question for all 400 respondents was calculated, the dataset was divided into two – urban and rural – and the mean and standard deviation for each question calculated. The mean and standard deviation for each question for all female respondents and all male respondents was calculated. Similarly, the mean and standard deviation for each question for all Regions 2, 3 & 7 respondents, for all Region 4 respondents and all Regions 5 & 6 respondents was calculated. The mean and standard deviation for each question for all respondents aged 16 to 24, respondents aged 25 to 44, respondents aged 45 to 54 and respondents aged 55 to 65 was calculated. Similarly, the mean and standard deviation for residential and business respondents were calculated.

Below is an analysis of the results by question.

#### B.1 What is your general level of satisfaction with the services that GPL provide to you?

	<b>B1</b>
<b>Mean</b>	66
<b>Standard Deviation</b>	25

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 2.5 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 higher than the overall average response, whereas, the mean response from all urban respondents (59) was much 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 (68) was slightly higher than the overall average response. However, Region 4 respondents mean (58) was much lower than the overall average response.

The mean response from all residential respondents (68) was slightly higher than the overall average response, whereas, the mean response from all commercial respondents (54) was much 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.

Surprisingly, the mean response from all respondents aged 16 to 24 (70) and respondents aged 25 to 44 (68) was higher than the overall average response, the mean response from respondents aged 45 to 54 (62) and respondents aged 55 to 65 (63) was slightly lower than the overall average response.

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

## **B.2 How satisfied are you with GPL's efforts to keep blackouts to a minimum?**

	<b>B2</b>
<b>Mean</b>	64
<b>Standard Deviation</b>	25

The mean response from all 400 respondents to question B2 was 64. The standard deviation for all 400 responses was 25 thus there was considerable variation in the data.

The mean response from all rural respondents (66) was higher than the overall average response, whereas, the mean response from all urban respondents (59) was much lower than the overall average response.

The mean response from all Region 5 and 6 respondents (76) was substantially higher than the overall average response, the mean response from Region 2, 3 and 7 respondents (68) was slightly higher than the overall average response. However, Region 4 respondents mean (57) was much lower than the overall average response.

The mean response from all residential respondents (66) was slightly higher than the overall average response, whereas, the mean response from all commercial respondents (53) was much lower than the overall average response.

The mean response from all male respondents (65) and female respondents (64) was similar to the overall average response.

The mean response from all respondents aged 25 to 44 (68) was higher than the overall average response, the mean response from respondents aged 45 to 54 (61) and respondents aged 55 to 65 (60) was slightly lower than the overall average response, the mean response from all respondents aged 16 to 24 (64) was identical to the overall average response.

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

### **B.3 When there is a blackout are you satisfied at how good are GPL at getting electricity going again?**

	<b>B3</b>
<b>Mean</b>	64
<b>Standard Deviation</b>	25

The mean response from all 400 respondents to question B3 was 64. The standard deviation for all 400 responses was 25 thus there was considerable variation in the data.

The mean response from all rural respondents (66) was higher than the overall average response, whereas, the mean response from all urban respondents (59) was much lower than the overall average response.

It should be noted the experience by consumers as related to blackouts would differ by region. The mean response from all Region 5 and 6 respondents (77) was substantially higher than the overall average response, the mean response from Region 2, 3 and 7 respondents (70) was slightly higher than the overall average response. However, Region 4 respondents mean (56) was much lower than the overall average response.

The mean response from all residential respondents (67) was higher than the overall average response, whereas, the mean response from all commercial respondents (47) was very much lower than the overall average response.

The mean response from all male respondents (64) and female respondents (65) was similar to the overall average response.

The mean response from all respondents aged 25 to 44 (69) was higher than the overall average response, the mean response from respondents aged 45 to 54 (62) and respondents aged 55 to 65 (60) was slightly lower than the overall average response, whereas the mean response from all respondents aged 16 to 24 (53) was substantially lower than the overall average response.

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

**B.4 Are you satisfied that GP&L Bills are delivered with adequate time between delivery and payment due date?**

	<b>B4</b>
<b>Mean</b>	64
<b>Standard Deviation</b>	31

The mean response from all 400 respondents to question B4 was 64. The standard deviation for all 400 responses was 31 thus there was substantial variation in the data.

It should be noted the experience by consumers as related to delivery of bills may differ by region.

The mean response from all rural respondents (64) and the mean response from all urban respondents (64) were identical to the overall average response.

The mean response from all Region 5 and 6 respondents (78) and the mean response from Region 2, 3 and 7 respondents (76) was substantially higher than the overall average response. However, Region 4 respondents mean (53) was much lower than the overall average response.

The mean response from all residential respondents (65) was slightly higher than the overall average response, whereas, the mean response from all commercial respondents (59) was lower than the overall average response.

The mean response from all female respondents (62) was similar to the overall average response, whereas the mean response from all male respondents (69) was much higher than the overall average response.

The mean response from all respondents aged 25 to 44 (67) and the mean response from respondents aged 55 to 65 (66) was higher than the overall average response, whereas the mean response from all respondents aged 16 to 24 (58) and the respondents aged 45 to 54 (61) was lower than the overall average response.

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

**B.5 Are you familiar with the process for paying your GPL bill even though you have not received a bill?**

	<b>B5</b>
<b>Mean</b>	69
<b>Standard Deviation</b>	32

The mean response from all 400 respondents to question B5 was 69. The standard deviation for all 400 responses was 32 thus there was substantial variation in the data. This question did not measure how often a consumer is asked to pay for electricity without receiving a bill but if the consumer is familiar with the process for paying your GPL bill even though they have not received a bill.

The mean response from all rural respondents (69) and the mean response from all urban respondents (70) were similar to the overall average response.

The mean response from all Region 5 and 6 respondents (74) was substantially higher than the overall average response, whereas, the mean response from Region 2, 3 and 7 respondents (64) was identical to the overall average response. However, Region 4 respondents mean (69) was higher than the overall average response.

The mean response from all residential respondents (71) was slightly higher than the overall average response, whereas, the mean response from all commercial respondents (58) was much lower than the overall average response.

The mean response from all female respondents (71) was slightly higher to the overall average response, whereas the mean response from all male respondents (65) was lower than the overall average response.

The mean response from all respondents aged 16 to 24 (71) and the mean response from respondents aged 25 to 44 (71) was higher than the overall average response, whereas the mean response from all respondents aged 45 to 54 (67) and the respondents aged 55 to 65 (68) was slightly lower than the overall average response.

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

#### **B.6 How satisfied are you with understanding GPL's bills?**

	<b>B6</b>
<b>Mean</b>	80
<b>Standard Deviation</b>	25

GPL has recently introduced a new Customer Information System, this has resulted in a new and improved format for the GPL bill.

The mean response from all 400 respondents to question B6 was 80 indicating considerable satisfaction. The standard deviation for all 400 responses was 25, thus there was substantial variation in the data.

The mean response from all rural respondents (81) and the mean response from all urban respondents (79) were similar to the overall average response.

The mean response from all Region 5 and 6 respondents (90) was substantially higher than the overall average response, whereas, the mean response from Region 2, 3 and 7 respondents (86) was higher than the overall average response. However, Region 4 respondents mean (73) was lower than the overall average response.

The mean response from all residential respondents (82) was slightly higher than the overall average response, whereas, the mean response from all commercial respondents (69) was lower than the overall average response.

The mean response from all female respondents (78) was slightly lower to the overall average response, whereas the mean response from all male respondents (84) was higher than the overall average response.

The mean response from all respondents aged 25 to 44 (82) and the mean response from respondents aged 55 to 65 (81) was slightly higher than the overall average response, whereas the mean response from all respondents aged 16 to 24 (78) and the respondents aged 45 to 54 (78) was slightly lower than the overall average response.

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

**B.7 Are you satisfied that the electricity that you buy and the service that you receive from GPL are value for money?**

	<b>B7</b>
<b>Mean</b>	64
<b>Standard Deviation</b>	29

This is an important question as it deals with the customer's perception of receiving value for money for the electricity they buy from GPL.

The mean response from all 400 respondents to question B7 was 64. The standard deviation for all 400 responses was 29, thus there was substantial variation in the data.

The mean response from all rural respondents (66) was slightly higher than the overall average response, whereas the mean response from all urban respondents (57) was lower than the overall average response.

The mean response from all Region 5 and 6 respondents (83) was substantially higher than the overall average response, whereas, the mean response from Region 2, 3 and 7 respondents (72) was higher than the overall

average response. However, Region 4 respondents mean (51) was substantially lower than the overall average response.

The mean response from all residential respondents (66) was slightly higher than the overall average response, whereas, the mean response from all commercial respondents (51) was much lower than the overall average response.

The mean response from all female respondents (62) was slightly lower to the overall average response, whereas the mean response from all male respondents (66) was slightly higher than the overall average response.

The mean response from all respondents aged 16 to 24 (57) and the mean response from respondents aged 45 to 54 (61) was lower than the overall average response, whereas the mean response from all respondents aged 25 to 44 (65) and the respondents aged 55 to 65 (66) was higher than the overall average response.

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

**B.8 Are you satisfied that when you have contact with GPL staff they are able to deal with the matter that you are raising with them to your satisfaction?**

The mean response from all 400 respondents to question B8 was 69. The standard deviation for all 400 responses was 28, thus there was substantial variation in the data.

	<b>B8</b>
<b>Mean</b>	69
<b>Standard Deviation</b>	28

The mean response from all rural respondents (73) was slightly higher than the overall average response, whereas the mean response from all urban respondents (58) was lower than the overall average response.

The mean response from all Region 5 and 6 respondents (83) was substantially higher than the overall average response, whereas, the mean response from Region 2, 3 and 7 respondents (77) was higher than the overall average response. However, Region 4 respondents mean (57) was substantially lower than the overall average response.

The mean response from all residential respondents (72) was slightly higher than the overall average response, whereas, the mean response from all commercial respondents (52) was much lower than the overall average response.

Unexpectedly, the mean response from all female respondents (68) was slightly lower to the overall average response, whereas the mean response from all male respondents (70) was slightly higher than the overall average response.

The mean response from all respondents aged 16 to 24 (66), the mean response from respondents aged 25 to 44 (68) and the respondents aged 45 to 54 (68) was lower than the overall average response, whereas the mean response from all respondents aged 55 to 65 (75) was higher than the overall average response.

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

**B.9 Are you satisfied that when you have contact with GPL staff that they are knowledgeable about the matter that you are raising with them?**

The GPL staff would be different in the various regions and this would result in different experiences of customers interacting with them.

	<b>B9</b>
<b>Mean</b>	75
<b>Standard Deviation</b>	25

The mean response from all 400 respondents to question B9 was 75. The standard deviation for all 400 responses was 25, thus there was substantial variation in the data.

The mean response from all rural respondents (78) was slightly higher than the overall average response, whereas the mean response from all urban respondents (65) was lower than the overall average response.

The mean response from all Region 5 and 6 respondents (88) was substantially higher than the overall average response, whereas, the mean response from Region 2, 3 and 7 respondents (85) was higher than the overall average response. However, Region 4 respondents mean (63) was substantially lower than the overall average response.

The mean response from all residential respondents (77) was slightly higher than the overall average response, whereas, the mean response from all commercial respondents (64) was much lower than the overall average response.

The mean response from all female respondents (73) and the mean response from all male respondents (79) were higher than the overall average response.

The mean response from all respondents aged 16 to 24 (70) and the respondents aged 45 to 54 (71) was lower than the overall average response, the mean response from all respondents aged 55 to 65 (80) and the mean response from respondents aged 25 to 44 (76) was higher than the overall average response.

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

#### **B.10 Are you satisfied with the friendliness and politeness of GPL staff ?**

The GPL staff would be different in the various regions and this would result in different experiences of customers interacting with them.

	<b>B10</b>
<b>Mean</b>	74
<b>Standard Deviation</b>	25

The mean response from all 400 respondents to question B10 was 74. The standard deviation for all 400 responses was 25, thus there was substantial variation in the data.

The mean response from all rural respondents (78) was slightly higher than the overall average response, whereas the mean response from all urban respondents (65) was lower than the overall average response.

The mean response from all Region 5 and 6 respondents (88) was substantially higher than the overall average response, whereas, the mean response from Region 2, 3 and 7 respondents (78) was higher than the overall average response. However, Region 4 respondents mean (65) was substantially lower than the overall average response.

The mean response from all residential respondents (76) was slightly higher than the overall average response, whereas, the mean response from all commercial respondents (64) was much lower than the overall average response.

The mean response from all female respondents (74) and the mean response from all male respondents (76) were similar to the overall average response.

The mean response from all respondents aged 16 to 24 (66), the mean response from respondents aged 45 to 54 (71) was lower than the overall average response. The respondents aged 25 to 44 (76) and respondents aged 55 to 65 (79) was higher than the overall average response.

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

**B.11 Are you satisfied with the amount of effort that GPL is making in seeking to prevent people from stealing electricity?**

	<b>B11</b>
<b>Mean</b>	69
<b>Standard Deviation</b>	25

The mean response from all 400 respondents to question B11 was 69. The standard deviation for all 400 responses was 25, thus there was substantial variation in the data.

The mean response from all rural respondents (71) 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 (78) and Region 2, 3 and 7 respondents (77) were substantially higher than the overall average response. However, Region 4 respondents mean (61) was substantially lower than the overall average response.

The mean response from all residential respondents (72) was slightly higher than the overall average response, whereas, the mean response from all commercial respondents (53) was much lower than the overall average response.

The mean response from all female respondents (68) and the mean response from all male respondents (70) were similar to the overall average response.

The mean response from all respondents aged 16 to 24 (61), the mean response from respondents aged 45 to 54 (65) was lower than the overall average response. The respondents aged 25 to 44 (72) and respondents aged 55 to 65 (71) was higher than the overall average response.

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

**B12. How familiar are you with the pre paid electricity service?**

The prepaid meter electricity is a fairly new initiative of GPL.

	<b>B12</b>
<b>Mean</b>	38
<b>Standard Deviation</b>	28

The mean response from all 400 respondents to question B12 was 38. The standard deviation for all 400 responses was 28, thus there was substantial variation in the data.

The mean response from all rural respondents (37) was slightly lower than the overall average response, whereas the mean response from all urban respondents (43) was higher than the overall average response.

The mean response from all Region 5 and 6 respondents (25) and Region 2, 3 and 7 respondents (34) were substantially lower than the overall average response. However, Region 4 respondents mean (47) was higher than the overall average response.

The mean response from all residential respondents (38) was identical to than the overall average response, whereas, the mean response from all commercial respondents (43) was higher than the overall average response.

The mean response from all female respondents (40) and the mean response from all male respondents (36) were similar to the overall average response.

The mean response from all respondents aged 55 to 65 (35) was lower than the overall average response. The respondents aged 25 to 44 (38) and respondents aged 45 to 54 (39) were similar to the overall average response.

The mean response from all respondents aged 16 to 24 (50) were substantially higher than the overall average response.

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

**B.13 If you have telephoned GPL recently how satisfied were you with the service provided by GPL?**

This question is to be answered by customers who *recently* telephoned GPL.

	<b>B13</b>
<b>Mean</b>	69
<b>Standard Deviation</b>	26

The mean response from all 400 respondents to question B13 was 69. The standard deviation for all 400 responses was 26, thus there was substantial variation in the data.

The mean response from all rural respondents (71) was slightly higher than the overall average response, whereas the mean response from all urban respondents (58) was lower than the overall average response.

The mean response from all Region 5 and 6 respondents (80) and Region 2, 3 and 7 respondents (79) were substantially higher than the overall average response. However, Region 4 respondents mean (55) was lower than the overall average response.

The mean response from all residential respondents (72) was slightly higher than the overall average response, whereas, the mean response from all commercial respondents (57) was much lower than the overall average response.

The mean response from all female respondents (69) and the mean response from all male respondents (68) were similar to the overall average response.

The mean response from respondents from the various age groups was similar to the average response.

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

**B.14 If you have visited GPL's offices recently how satisfied were you with the service provided by GPL?**

This question is to be answered by customers who **recently** visited GPL's office.

	<b>B14</b>
<b>Mean</b>	74
<b>Standard Deviation</b>	24

The mean response from all 400 respondents to question B12 was 74. The standard deviation for all 400 responses was 24, thus there was substantial variation in the data.

The mean response from all rural respondents (76) was slightly higher than the overall average response, whereas the mean response from all urban respondents (69) was lower than the overall average response.

The mean response from all Region 5 and 6 respondents (85) and Region 2, 3 and 7 respondents (79) were substantially higher than the overall average response. However, Region 4 respondents mean (64) was lower than the overall average response.

The mean response from all residential respondents (77) was slightly higher than the overall average response, whereas, the mean response from all commercial respondents (61) was much lower than the overall average response.

The mean response from all female respondents (74) and the mean response from all male respondents (75) were similar to the overall average response.

The mean response from respondents from the various age groups was mostly higher than the average response.

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

**B.15 What are your reasons for the overall level of satisfaction that you have with the service that you receive from GPL?**

The comments were similar to those given below:

- ✚ Fairly good service, however pricey and staff are not always prompt on response
- ✚ Has improved over the years, less blackouts
- ✚ Service has improved over the years but can do better
- ✚ Rates too high, blackout too often, bills coming too late

**B.16 Do you think that GPL should do more to reduce blackouts and, if so, what?**

The comments were similar to those given below:

- ✚ Have adequate and efficient maintenance crews for lines and generators
- ✚ Always have standby in case of generator problem
- ✚ Ensure that malfunctioning transformers are replaced with good ones
- ✚ Do more maintenance to the equipment
- ✚ Need to buy fuel. Should have rotation system for blackout.

### **B.17 How could GPL improve?**

The comments were similar to those given below:

- ✚ Provide more fuel and parts
- ✚ Prompt attention to complaints. GPL should have crews checking on consumers (house to house) to avoid stealing of electricity
- ✚ Not having too many unscheduled blackouts
- ✚ Doing more maintenance. Educate all workers about all aspects of their jobs. Deal with dishonest workers.

### **B.18 Do you have any further comments about the service that you receive from GPL?**

The comments were similar to those given below:

- ✚ Bills should be delivered in a more advance time between delivery and payment due date
- ✚ Make full use of Skeldon power supply.
- ✚ Set up hydropower early to reduce cost of production.
- ✚ Be more prompt in dealing with customers complaints.

It should be noted that many respondents made no comment.

## 5. Conclusion and Recommendations

Respondents were in general, fairly satisfied with the services provided by GPL. Notably, urban and Region 4 and business customers were less satisfied whereas Region 5 & 6 customers were very satisfied. Respondents were not so familiar with the prepaid meter.

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

1. Examine GPL operations in urban areas and rural areas as well as by regions to see if there are significant differences in services provided.
2. Examine current strategy for prepaid services and establish better ways to sensitize customers to its benefits, especially energy conservation and demand side management.
3. Examine other means of providing customers with account/bill information such as integrated voice response system (using cell phone/landline phone) and GPL corporate website (via internet).
4. Review survey results and examine ways GPL can improve in the short and long term.

## **APPENDIX**

### **Appendix A      Tables**

## List of Tables

Table 1: Gender of Respondents

Table 2: Age of Respondents

Table 3: Urban/Rural composition of Respondents

Table 4: Questions B1 to B4 from GPL Customer Satisfaction survey

Table 5: Questions B5 to B8 from GPL Customer Satisfaction survey

Table 6: Questions B9 to B12 from GPL Customer Satisfaction survey

Table 7: Questions B13 & B14 from GPL Customer Satisfaction survey

**Table 1: Gender of Respondents**

	Number	Percentage
Male	153	38%
Female	247	62%
<b>Total</b>	<b>400</b>	<b>100%</b>

**Table 2: Age of Respondents**

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

**Table 3: Urban/Rural composition of Respondents**

	Number	Percentage
Urban	98	25%
Rural	302	75%
<b>Total</b>	<b>400</b>	<b>100%</b>

**Table 4: Questions B1 to B4 from GPL Customer Satisfaction survey**

	(Scale of 1 to 100)	B1	B2	B3	B4
<b>All Respondents</b>	Mean	66	64	64	64
<b>All Respondents</b>	Standard Deviation	25	25	25	31
<b>Urban</b>	Mean	59	59	59	64
<b>Urban</b>	Standard Deviation	26	24	25	30
<b>Rural</b>	Mean	68	66	66	64
<b>Rural</b>	Standard Deviation	24	25	25	31
<b>Regions 2, 3 &amp; 7</b>	Mean	68	68	70	76
<b>Regions 2, 3 &amp; 7</b>	Standard Deviation	22	21	20	25
<b>Region 4</b>	Mean	58	57	56	53
<b>Region 4</b>	Standard Deviation	25	27	27	32
<b>Regions 5 &amp; 6</b>	Mean	80	76	77	78
<b>Regions 5 &amp; 6</b>	Standard Deviation	18	18	18	23
<b>Male</b>	Mean	67	65	64	69
<b>Male</b>	Standard Deviation	24	25	24	30
<b>Female</b>	Mean	65	64	65	62
<b>Female</b>	Standard Deviation	25	26	26	31
<b>16 – 24</b>	Mean	70	64	53	58
<b>16 – 24</b>	Standard Deviation	21	27	28	31
<b>25 – 44</b>	Mean	68	68	69	67
<b>25 – 44</b>	Standard Deviation	24	24	23	30
<b>45 – 54</b>	Mean	62	61	62	61
<b>45 – 54</b>	Standard Deviation	26	26	25	32
<b>55 – 65</b>	Mean	63	60	60	66
<b>55 – 65</b>	Standard Deviation	26	26	25	31
<b>Residential</b>	Mean	68	66	67	65
<b>Residential</b>	Standard Deviation	24	25	24	31
<b>Business</b>	Mean	54	53	47	59
<b>Business</b>	Standard Deviation	26	24	24	32

**Table 5: Questions B5 to B8 from GPL Customer Satisfaction survey**

	(Scale of 1 to 100)	B5	B6	B7	B8
<b>All Respondents</b>	Mean	69	80	64	69
<b>All Respondents</b>	Standard Deviation	32	25	29	28
<b>Urban</b>	Mean	70	79	57	58
<b>Urban</b>	Standard Deviation	35	27	29	31
<b>Rural</b>	Mean	69	81	66	73
<b>Rural</b>	Standard Deviation	32	25	28	26
<b>Regions 2, 3 &amp; 7</b>	Mean	64	86	72	77
<b>Regions 2, 3 &amp; 7</b>	Standard Deviation	36	21	22	23
<b>Region 4</b>	Mean	69	73	51	57
<b>Region 4</b>	Standard Deviation	33	29	28	29
<b>Regions 5 &amp; 6</b>	Mean	74	90	83	83
<b>Regions 5 &amp; 6</b>	Standard Deviation	27	12	19	23
<b>Male</b>	Mean	65	84	66	70
<b>Male</b>	Standard Deviation	34	23	28	28
<b>Female</b>	Mean	71	78	62	68
<b>Female</b>	Standard Deviation	31	26	29	28
<b>16 – 24</b>	Mean	71	78	57	66
<b>16 – 24</b>	Standard Deviation	25	25	31	25
<b>25 – 44</b>	Mean	71	82	65	68
<b>25 – 44</b>	Standard Deviation	33	25	28	29
<b>45 – 54</b>	Mean	67	78	61	68
<b>45 – 54</b>	Standard Deviation	33	25	28	28
<b>55 – 65</b>	Mean	68	81	66	75
<b>55 – 65</b>	Standard Deviation	33	25	29	27
<b>Residential</b>	Mean	71	82	66	72
<b>Residential</b>	Standard Deviation	32	24	28	27
<b>Business</b>	Mean	58	69	51	52
<b>Business</b>	Standard Deviation	33	31	26	31

**Table 6: Questions B9 to B12 from GPL Customer Satisfaction survey**

	(Scale of 1 to 100)	B9	B10	B11	B12
<b>All Respondents</b>	Mean	75	74	69	38
<b>All Respondents</b>	Standard Deviation	25	25	25	28
<b>Urban</b>	Mean	65	65	64	43
<b>Urban</b>	Standard Deviation	29	32	27	32
<b>Rural</b>	Mean	78	78	71	37
<b>Rural</b>	Standard Deviation	23	22	24	26
<b>Regions 2, 3 &amp; 7</b>	Mean	85	78	77	34
<b>Regions 2, 3 &amp; 7</b>	Standard Deviation	21	21	22	29
<b>Region 4</b>	Mean	63	65	61	47
<b>Region 4</b>	Standard Deviation	27	28	27	27
<b>Regions 5 &amp; 6</b>	Mean	88	88	78	25
<b>Regions 5 &amp; 6</b>	Standard Deviation	14	14	18	19
<b>Male</b>	Mean	79	76	70	36
<b>Male</b>	Standard Deviation	23	24	24	26
<b>Female</b>	Mean	73	74	68	40
<b>Female</b>	Standard Deviation	27	26	26	28
<b>16 – 24</b>	Mean	70	66	61	50
<b>16 – 24</b>	Standard Deviation	23	29	27	32
<b>25 – 44</b>	Mean	76	76	72	38
<b>25 – 44</b>	Standard Deviation	25	24	24	27
<b>45 – 54</b>	Mean	71	71	65	39
<b>45 – 54</b>	Standard Deviation	27	26	26	28
<b>55 – 65</b>	Mean	80	79	71	35
<b>55 – 65</b>	Standard Deviation	22	25	24	27
<b>Residential</b>	Mean	77	76	72	38
<b>Residential</b>	Standard Deviation	24	24	23	27
<b>Business</b>	Mean	64	64	53	43
<b>Business</b>	Standard Deviation	30	28	28	28

**Table 7: Questions B13 & B14 from GPL Customer Satisfaction survey**

	(Scale of 1 to 100)	B13	B14
<b>All Respondents</b>	Mean	69	74
<b>All Respondents</b>	Standard Deviation	26	24
<b>Urban</b>	Mean	58	69
<b>Urban</b>	Standard Deviation	28	27
<b>Rural</b>	Mean	71	76
<b>Rural</b>	Standard Deviation	25	23
<b>Regions 2, 3 &amp; 7</b>	Mean	79	79
<b>Regions 2, 3 &amp; 7</b>	Standard Deviation	23	23
<b>Region 4</b>	Mean	55	64
<b>Region 4</b>	Standard Deviation	26	26
<b>Regions 5 &amp; 6</b>	Mean	80	85
<b>Regions 5 &amp; 6</b>	Standard Deviation	14	14
<b>Male</b>	Mean	68	75
<b>Male</b>	Standard Deviation	27	25
<b>Female</b>	Mean	69	74
<b>Female</b>	Standard Deviation	26	23
<b>16 – 24</b>	Mean	69	72
<b>16 – 24</b>	Standard Deviation	26	21
<b>25 – 44</b>	Mean	70	75
<b>25 – 44</b>	Standard Deviation	26	23
<b>45 – 54</b>	Mean	67	74
<b>45 – 54</b>	Standard Deviation	26	25
<b>55 – 65</b>	Mean	68	76
<b>55 – 65</b>	Standard Deviation	27	26
<b>Residential</b>	Mean	72	77
<b>Residential</b>	Standard Deviation	24	22
<b>Business</b>	Mean	57	61
<b>Business</b>	Standard Deviation	30	29

## 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.

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

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
<b>GPL Total</b>	<b>135884</b>		<b>12215</b>		<b>349</b>		<b>407</b>		<b>148855</b>
% of Overall Total	91.3%		8.2%		0.2%		0.3%		100%
Sample -400 customers	365		33		1		1		400
<b>Suggested sample</b>	<b>345</b>		<b>33</b>		<b>10</b>		<b>12</b>		<b>400</b>

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 4<sup>th</sup> area thereafter:

11,  $11 + 4 = 15^{\text{th}}$  area,  $15 + 4 = 19^{\text{th}}$  area, ... ,  $74 + 4 = 78^{\text{th}}$  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.

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%
<b>Total</b>	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, SPARENDAM, PLAISANCE, BETTER HOPE, VRYHEID'S LUST BROTHERS, 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, NEWTOWN ENMORE, 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 H/SCHEME, EAST HALF MIDDLESEX, CANAL#2 TO STH.GOVT-LANDS, CANAL#2	19
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
<b>Total sample size</b>	<b>345</b>

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	%
<b>Regions 2, 3</b>	30765	23%	2277	19%	32	9%	34	9%
<b>Regions 5,6</b>	35787	26%	2297	19%	48	14%	36	9%
<b>Region 4</b>	67663	50%	7192	59%	261	76%	326	82%
<b>Region 7</b>	1669	1%	426	3%	3	1%	0	0%
<b>Total</b>	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”).

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

# Appendix C      Questionnaire



## CUSTOMER SATISFACTION 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 it is providing 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)

A.1      **Respondent's Initials** \_\_\_\_\_

A.2      **Respondent's Address** \_\_\_\_\_

A.3      (Do not ask) **GPL Area No.** \_\_\_\_      Urban .....1      Rural .....2

A.4      (Do not ask) **Region** \_\_\_\_\_

A.5.      (Do not Ask) **Gender**      Male ..... 1      Female .....2

A.6.      **Type of Respondent**      Residential...1      Commercial ....2      Industrial .....3

A.7.      **What was your age last birthday?**      16 – 24 ...1      25 – 44...2      45 – 54 ...3  
55 – 65 ...4





<b>B.15 What are your reasons for the overall level of satisfaction that you have with the service that you receive from GPL?</b>	
<b>B.16 Do you think that GPL should do more to reduce blackouts and, if so, what?</b>	
<b>B.17 How could GPL improve?</b>	
<b>B.18 Do you have any further comments about the service that you receive from GPL?</b>	

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

### **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