

Customer Survey

The Guyana Power and Light Inc. continues to place significant emphasis on customer satisfaction which it recognizes as an important element of the services that it delivers to its customers.

In order to assess the quality of customer satisfaction, the company has embarked on a series of customer surveys which will be conducted at intervals over a two year period. Two (2) surveys will be conducted simultaneously:-

- One on General attitudes to the company: General Customer Satisfaction Survey
- One on a particular service or customer group: Focused Customer Satisfaction Survey

The first round of surveys was completed during the month of September 2010.

A random sample of 400 customers was chosen across the company's various customer categories (residential and commercial) was used to achieve a precision of the results of about 5%.

The random sample of 400 customers by customer category is shown in the table below.

	Residential Tariff A	Commercial Tariff B	Commercial Tariff C	Commercial 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

Detailed results can be viewed by clicking [General Customer Satisfaction Survey](#) and [Focused Customer Satisfaction Survey](#).

Summary of Results

[General Customer Satisfaction Survey](#)

On a scale of 1 to 100, GPL rated 67. The company's introduction of prepaid metering technology was highlighted as a technology that most of its customers in the sample taken were unfamiliar with. This would suggest that company should intensify its marketing and public awareness efforts to ensure that ALL customers are made aware of this technology along with the potential benefits.

The table below shows the summarized results from the random sample of 400.

Question	Mean (Scale 1 – 100)	Deviation
What is your general level of satisfaction with the services that GPL provide to you?	66	25
How satisfied are you with GPL's efforts to keep blackouts to a minimum?	64	25
When there is a blackout are you satisfied at how good are GPL at getting electricity going again?	64	25
Are you familiar with the process for paying your GPL bill even though you have not received a bill?	69	32
How satisfied are you with understanding GPL's bills?	80	25
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?	69	28
Are you satisfied with the friendliness and politeness of GPL staff?	74	25
Are you satisfied with the amount of effort that GPL is making in seeking to prevent people from stealing electricity?	69	25
How familiar are you with the pre paid electricity service?	38	28

Overall, customers were of the opinion that GPL needed to improve its service in the following areas:

- Power Outages
- Response times to query resolution.

[Focused Survey \(Emergency Call Centre\)](#)

On a scale of 1 to 100, GPL rated 66. The table below shows the summarized results from the random sample of 400. Number refers to the number of responses.

Question	Number	Percentage
Knowledge of working hours (Sunday to Saturday – 24 hours)	255	64
Contact with Emergency Call Centre during 2009 (of 400)	94	24
No Contact with Emergency Call Centre during 2009	306	77
Waited a long time for a response (of 94)	42	45

Question	Number	Percentage
Waited in excess of five (5) minutes for a response (of 42)	27	64
Courtesy of Emergency Call Centre Staff (of 94)	74	79
Resolution of technical problems (of 94)	65	69

The results suggest that the company should seek to reduce the time taken to answer incoming calls and to seek to resolve a higher percentage of reported faults.

Focused Survey (Commercial Call Centre)

On a scale of 1 to 100, GPL rated 66. The table below shows the summarized results from the random sample of 400.

Question	Number	Percentage
Knowledge of working hours (Monday to Friday 8am – 9pm)	262	66
Knowledge of working hours (Monday to Friday 8am – 4.30pm)	6	2
Contact with Commercial Call Centre during 2009	68	17
No Contact with Commercial Call Centre during 2009	332	83
Waited a long time for a response (of 68)	33	49
Waited in excess of five (5) minutes for a response (of 33)	25	76
Courtesy of Emergency Call Centre Staff (of 68)	56	82
Resolution of commercial problems (of 68)	42	62

The results suggest that the company should make efforts to ensure that ALL its customers are knowledgeable of the hours of operations of its Commercial Call Centre and that it should seek to reduce the time taken to answer calls. The Commercial Call Centre should also seek to improve its efforts in resolving problems of a commercial nature.