

# Exhibit to Agenda Item #1

Policy Committee and Special SMUD Board of Directors Meeting  
August 10, 2022, scheduled to begin at 5:30 p.m.  
Virtual Meeting (online)

# Agenda

- Strategic Directive 5
- 2021 Results
  - Customer Satisfaction
  - Value for What you Pay (VFP)
  - Accomplishment highlights
- Request the Board accept the 2021 monitoring report

# 2021 Customer Relations

## SD-5

### Policy:

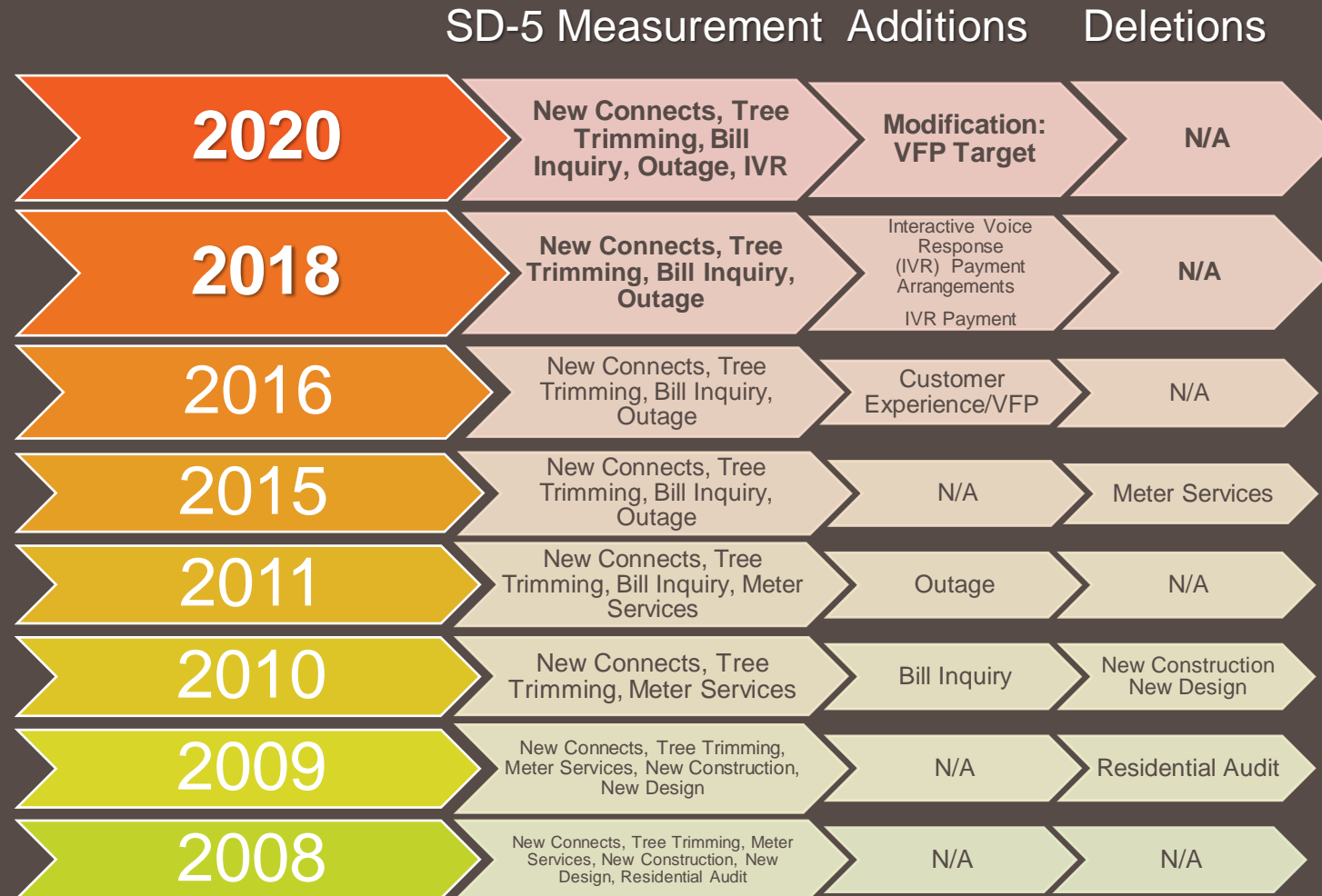
*“Maintaining a high level of customer relations is a core value of SMUD. Therefore, the Board establishes an overall customer satisfaction target of 95 percent with no individual component measured falling below 85 percent.*

*In addition, the Board establishes an overall customer experience “value for what you pay” target of 70 percent by the end of 2025 and 80 percent by the end of 2030, with neither the average commercial customer score falling below 69 percent nor the average residential customer score falling below 65 percent in any year.*

### As part of this policy:

- (a) SMUD customers shall be treated in a respectful, dignified and civil manner.
- (b) SMUD shall communicate a procedure for customers who believe they have not received fair treatment from SMUD to be heard.

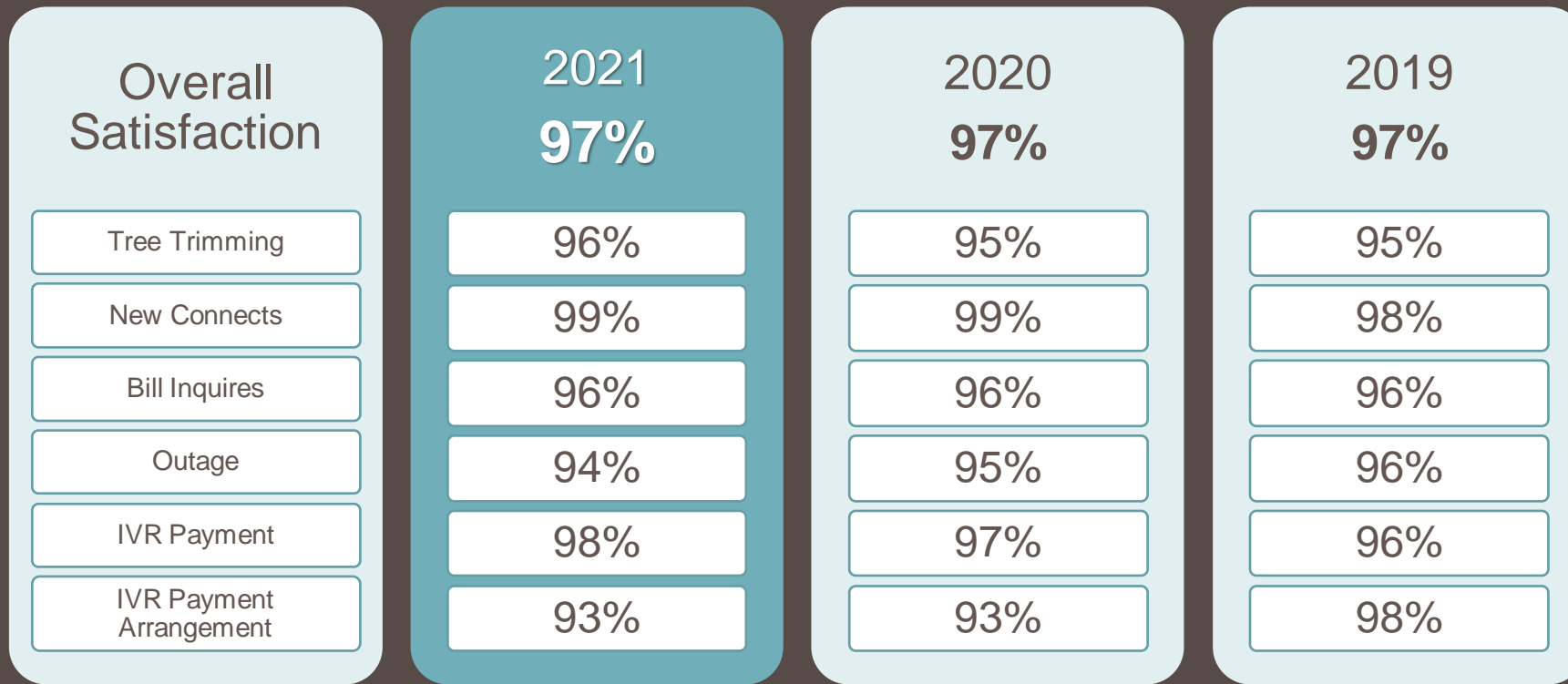
# Updates to SD-5



# Customer Satisfaction Scores

## Policy:

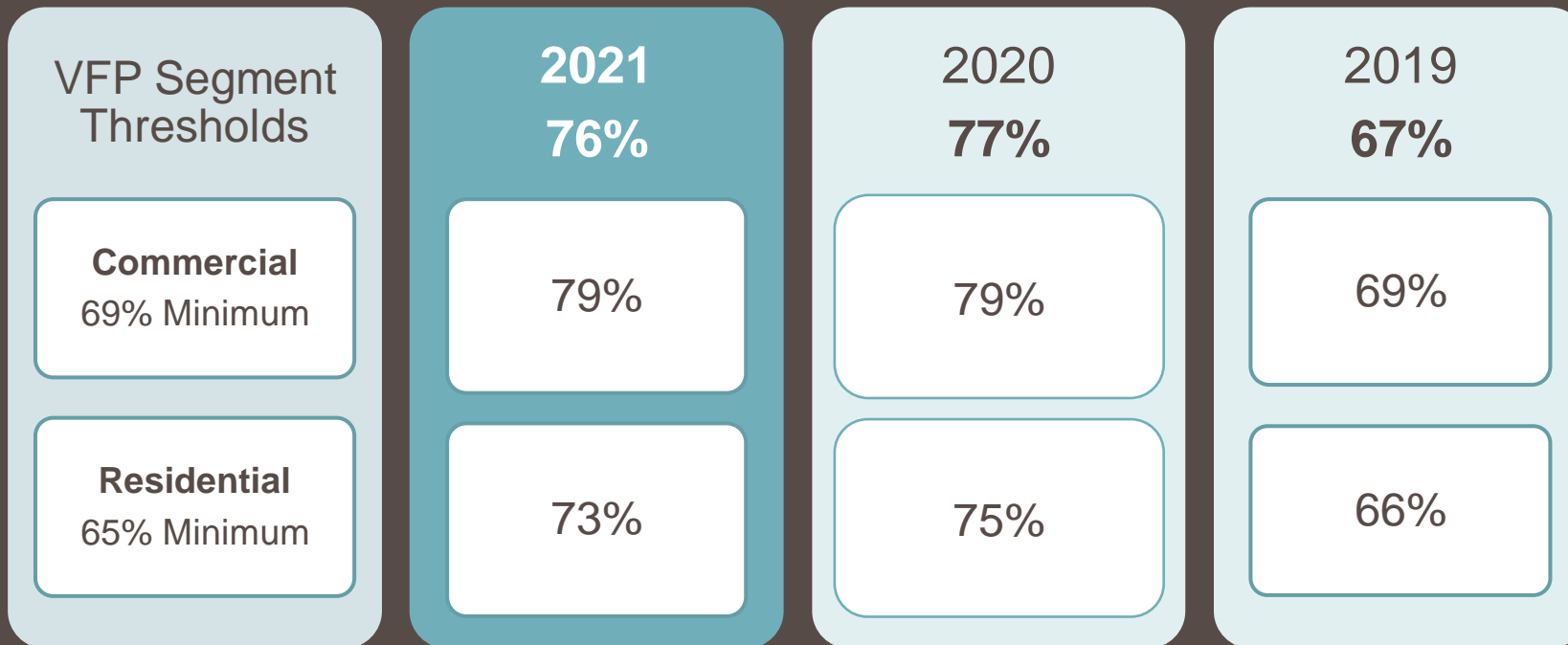
*“Therefore, the Board establishes an overall customer satisfaction target of 95 percent with no individual component measured falling below 85 percent.”*



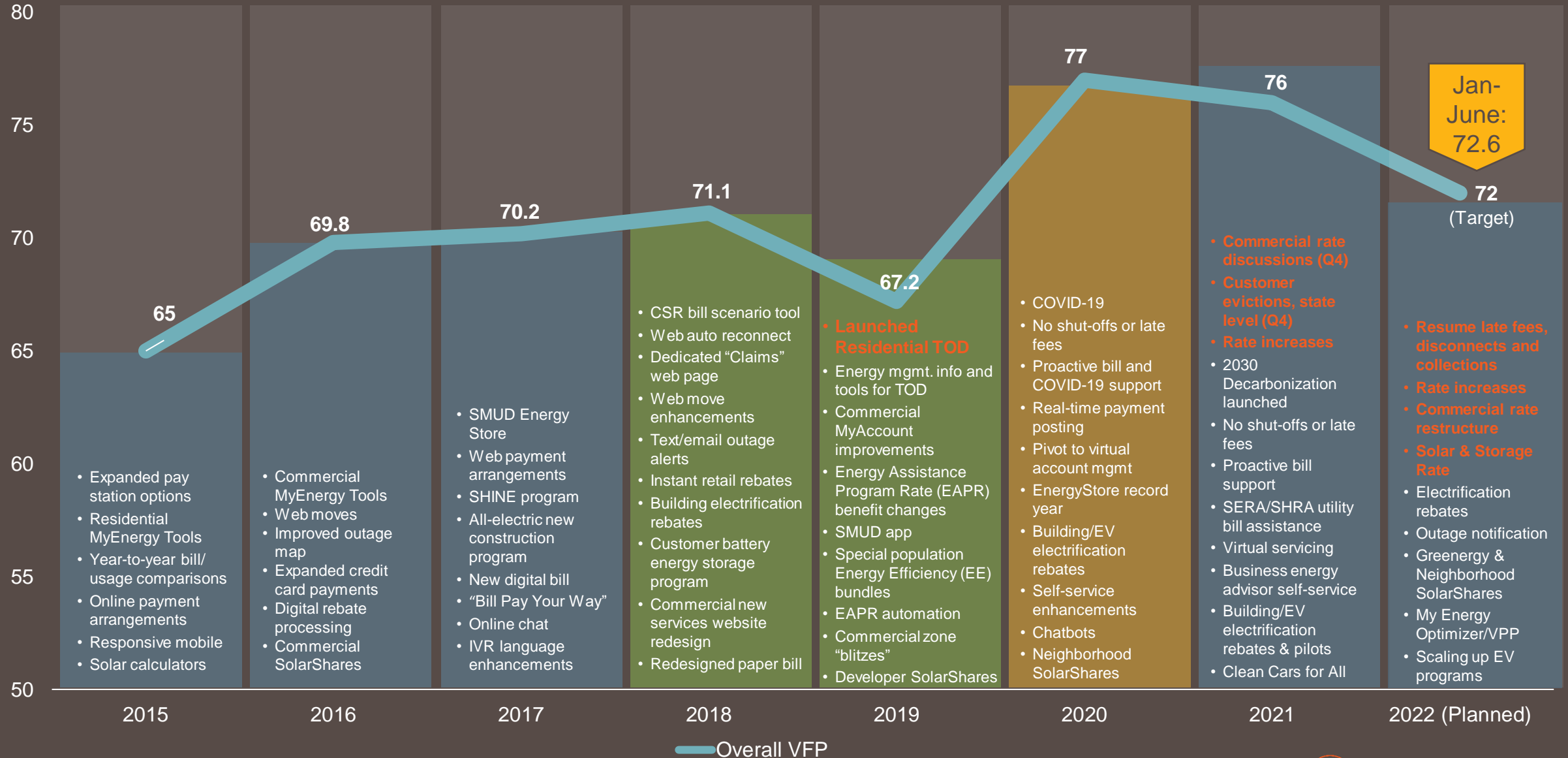
# Value For What You Pay (VFP)

## Policy:

*“The Board establishes an overall customer experience “value for what you pay” target of 70 percent by the end of 2025 and 80 percent by 2030, with neither the average commercial customer score falling below 69 percent nor the average residential customer score falling below 65 percent in any year.”*

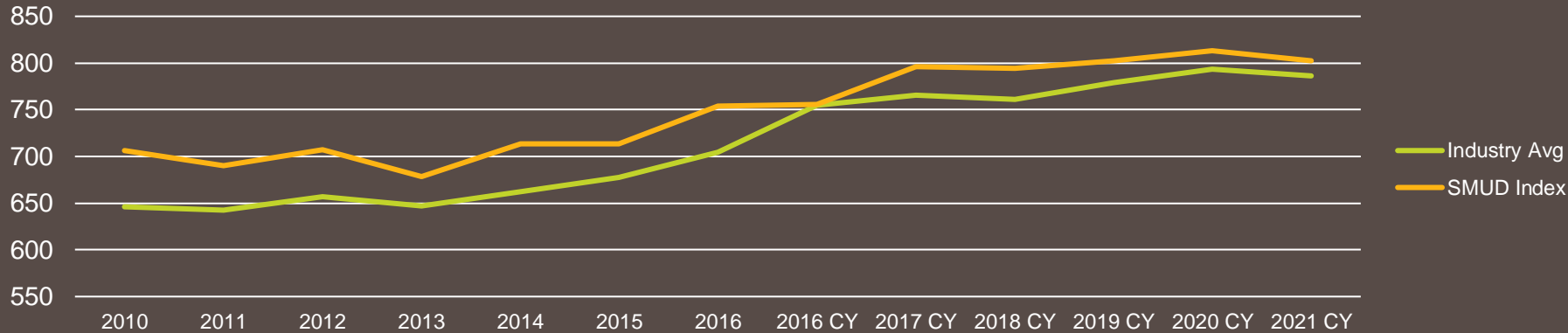


# Customer Experience Headwinds (updated 5/25/22)



# J.D. Power & Associates

Commercial Overall Customer Satisfaction



**Commercial**

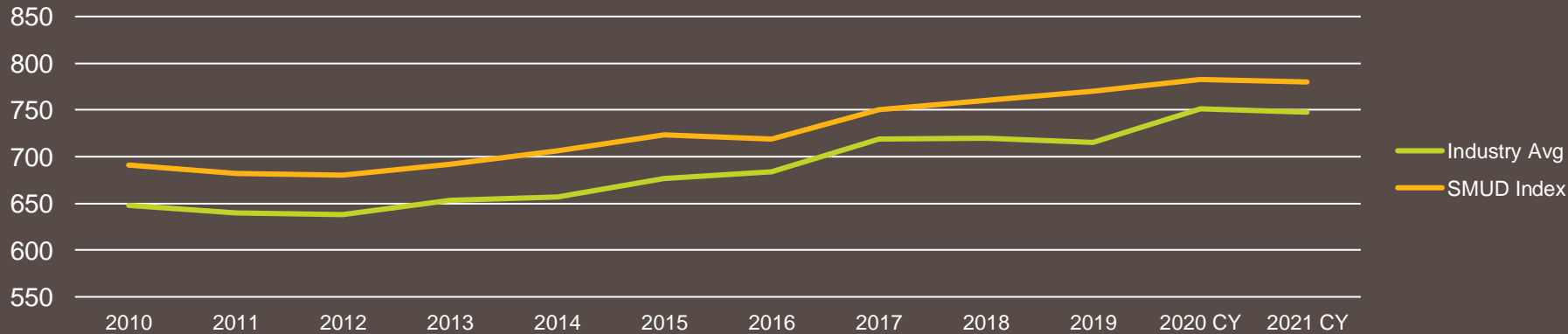
**California Ranking**

- **2021CY: #1**
- 2020CY: #1
- 2019CY: #1

**West Midsize Ranking**

- **2021CY: #2\***
- 2020CY: #2
- 2019CY: #3

Residential Overall Customer Satisfaction



**Residential**

**California Ranking**

- **2021CY: #1**
- 2020CY: #1
- 2019: #1

**West Large Ranking**

- **2021CY: #2**
- 2020CY: #2
- 2019: #2

CY = Calendar Year





# Value our residential customers & community



**2,000+**

took steps to electrify their homes (HVAC, cooktop, heat pump)



**11,628**

shade trees planted



**Charge@Home**

residential EV incentive program developed and launched



**+1,000,000** alerts sent  
(Outage, Threshold, and Mid bill)



**+3,385**

EV residential rate participants

**32.4k** SMUD app enrollments



**155**

electric lawn mower incentive pilot participants

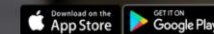
**\$1.39M**

SMUD Energy Store sales  
(items sold +4%,  
site visits +16%)



Our secure mobile app keeps you connected

Manage your SMUD account quickly and easily.



# Value our commercial customers & community



## Incentivized installations

- 242 Level II EVSE handles
- 58 DCFS



## Self Service

Bill Estimator tool  
provided in My Account



## Advisory services

to over 400 commercial customers  
through CES, EES, and ACS programs



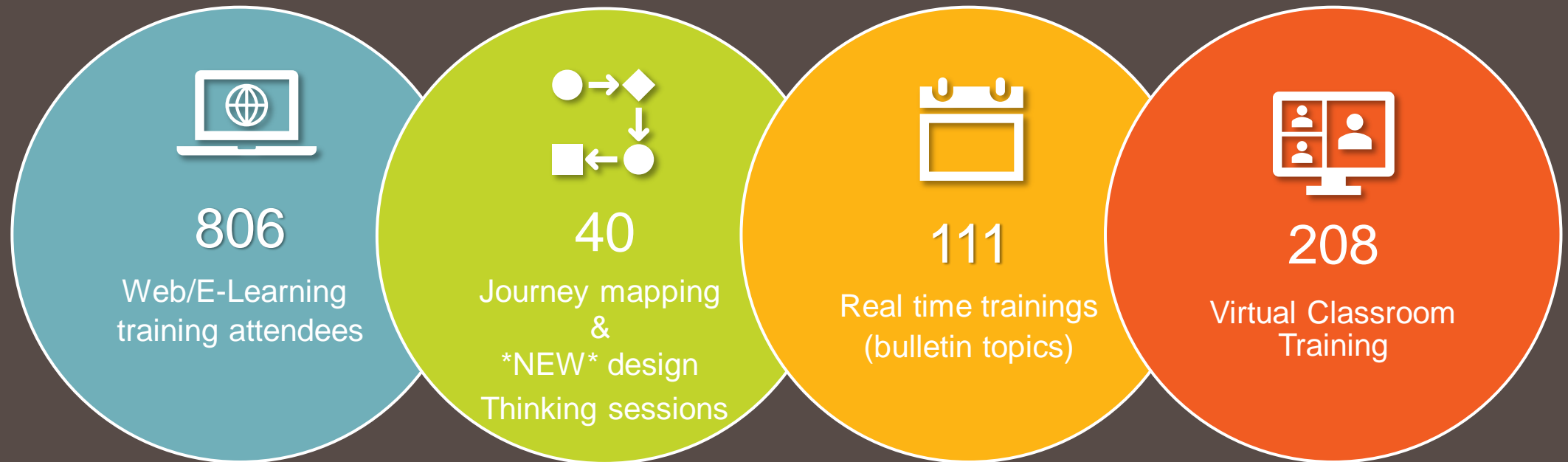
## Business Energy Advisor microsite

Resource of information organized by  
industry and technology available to all  
commercial segments

*Policy: "...(a) SMUD customers shall be treated in a respectful, dignified and civil manner."*

2021 Status:

Customer experience supported by internal training and customer-centric experience design



# Customer Relations SD-5

## Policy:

*“...(b) SMUD shall communicate a procedure for customers who believe they have not received fair treatment from SMUD to be heard.”*

## Status:

Hearing and appeal process is found in detail on [smud.org](http://smud.org)

- [smud.org/assets/documents/pdf/Board-Meeting-Procedures.pdf](http://smud.org/assets/documents/pdf/Board-Meeting-Procedures.pdf) - Pg. 14 & 15
- The process is described on the back page of every bill

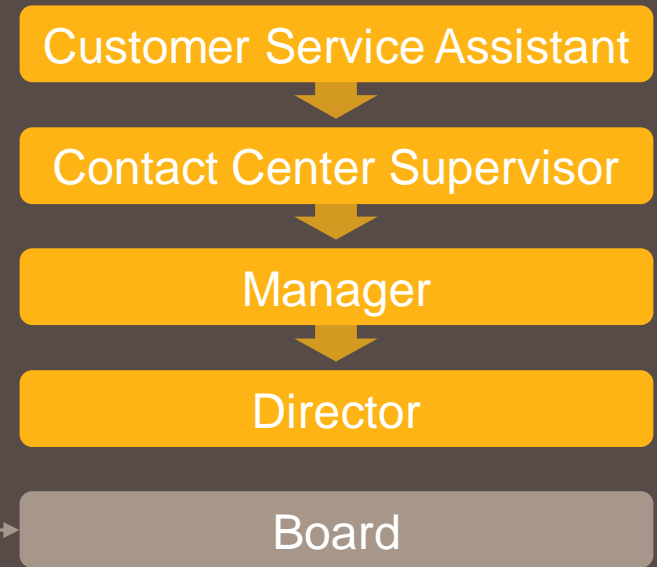
# Customer Communication Process

+550,000 contacts

>99% resolved



Less than 1% escalated



# 2021 Awards & Recognitions - Suggestions



Safety Excellence  
DEED Grant Project  
Excellence in Communications



Recipient of \$200,000 Blueprint Grant –  
Clean Transportation Program



Building Hope Award



Best in Utilities and Services



Best Sustainability Campaign



Best Data Analytics Project - Commercial  
Customer COVID-19 Response



EPRI Power Delivery & Utilization Technology  
Transfer Award



Corporate Champion for  
Environmental Preservation &  
Sustainability Award



Named 1 of 10 utilities on SEPA's  
leaderboard



Corporate Community Champion for  
the month of November



Promotional Video:  
Business equipment & services



RAD Leadership Award for  
our recycling efforts

Request the Board accept the SD-5 monitoring report.