

## TPS4 Customer Survey – Report

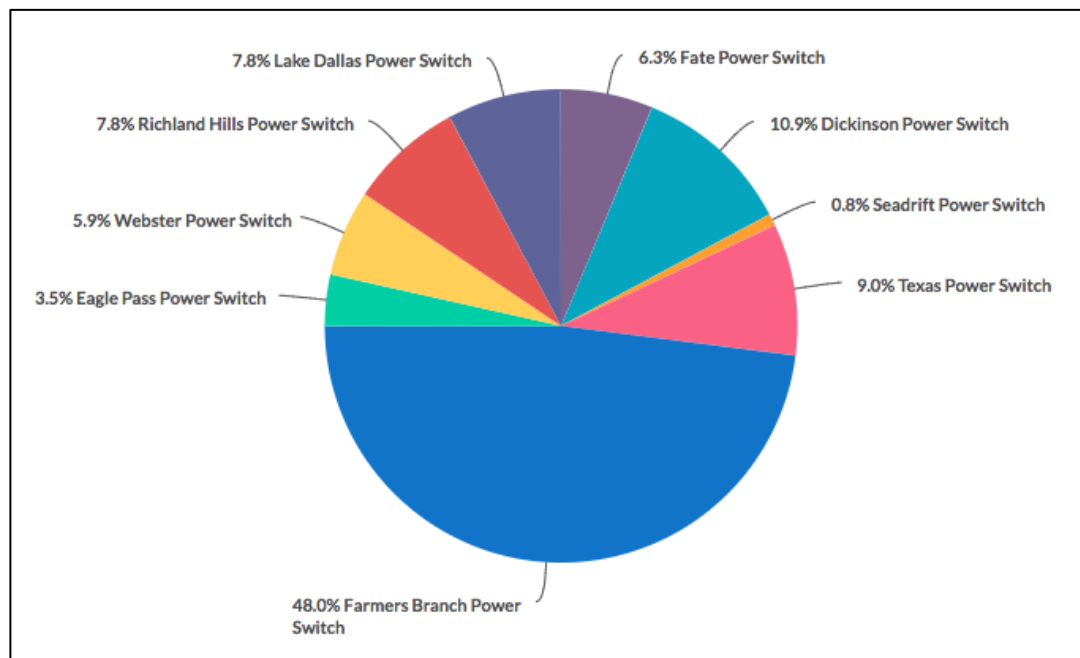
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Analysis based on 261 completed surveys

### 1. Number of participants based on city

Participants were asked to indicate which Texas Power Switch program they took part in based on their city. Participants were also given the option of selecting Texas Power Switch instead of their city.

- Cities that were not represented: Waco Prosper Power Switch and Wilmer Power Switch
- The largest group of people was from Farmers Branch (48%) and 92% of them received the letter from the city in the mail



Number of participants based on their city's program

### 2. Participants who received a city letter about the program

Participants were asked if they received a letter from their city about the Texas Power Switch. The aim was to assess how effective this form of marketing was and whether individuals were introduced to the program as a city initiative.

- An overwhelming majority of participants received this letter (90.3%).
- For those who answered no (9.7%), they were asked how they learned about the program. Most answered that it was through their city website or through friend/family member.
- 93% of people who had never switched before did receive this letter (need to expand to see how relevant this is.)

- Out of those who received the letter, 49% accepted their personal offer and 51% did not.

Conclusion: *sending a letter in the mail is a very effective way for people to learn about the Texas Power Switch, but does not have an impact on acceptance conversion.*

### 3. Participants who had/ had not switched before

Participants were asked if they had switched their electricity provider before. The aim was to see how effective the Texas Power Switch is within a group of people who would otherwise not switch ('sleepers').

- 41% of participants had never switched their electricity provider before, 59% had
- Of those who had never switched provider before, 61% of them accepted their personal offer.



Participants who have never switched their electricity providers before, who accepted their personal offers.

Conclusion: *The Texas Power Switch is effective among households that have never switched their electricity provider before ('sleepers'). This group is interested in the program and also has a high conversion rate for switching.*

### 4. Texas Power Switch as a city initiative

Participants were asked whether they agree or disagree with four statements pertaining to their city's involvement with the Texas Power Switch. The aim was to assess whether residents consider the program to be a beneficial initiative put forward by their city, and whether it was important factor in their decision to switch.

- Most individuals (68%) took part in the Texas Power Switch because it was supported by their city. A small group of people (21%) felt indifferent towards their city's involvement.
- A majority (80%) felt that the initiative contributes to the city's positive image
- Most individuals (76%) feel that their city should continue to organize similar opportunities in the future
- Most individuals (73%) consider the Texas Power Switch to be a good initiative by their city
- Those who did not switch still agreed that the program contributes to the city's positive image (76%).
- The second most common answer for those who decided to switch was because it felt safe and trust worthy with the assistance of the city.

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I participated in the Texas Power Switch program because it was supported by my city Count Row %	11 4.9%	14 6.3%	46 20.5%	97 43.3%	56 25.0%
The fact that my city is organizing this program for its residents contributes to its positive image Count Row %	12 5.4%	6 2.7%	24 10.7%	106 47.3%	76 33.9%
My city should continue to organize similar opportunities with the Texas Power Switch in the future Count Row %	18 8.0%	9 4.0%	28 12.5%	91 40.6%	78 34.8%
The Texas Power Switch is a good initiative from my city Count Row %	18 8.0%	11 4.9%	32 14.3%	97 43.3%	66 29.5%

All Participants were asked to what extent they agree or disagree with four statements about their city's support of the Texas Power Switch.

Conclusion: While some participants did not consider their city's support of the program to be the main reason they decided to participate, it was still seen as a positive effort. Similarly, those who did not decide to switch also agreed that it contributed to the positive image of their city. Overall, a majority of participants view their city's involvement in the Texas Power Switch to be positive, and an important factor for them to switch.

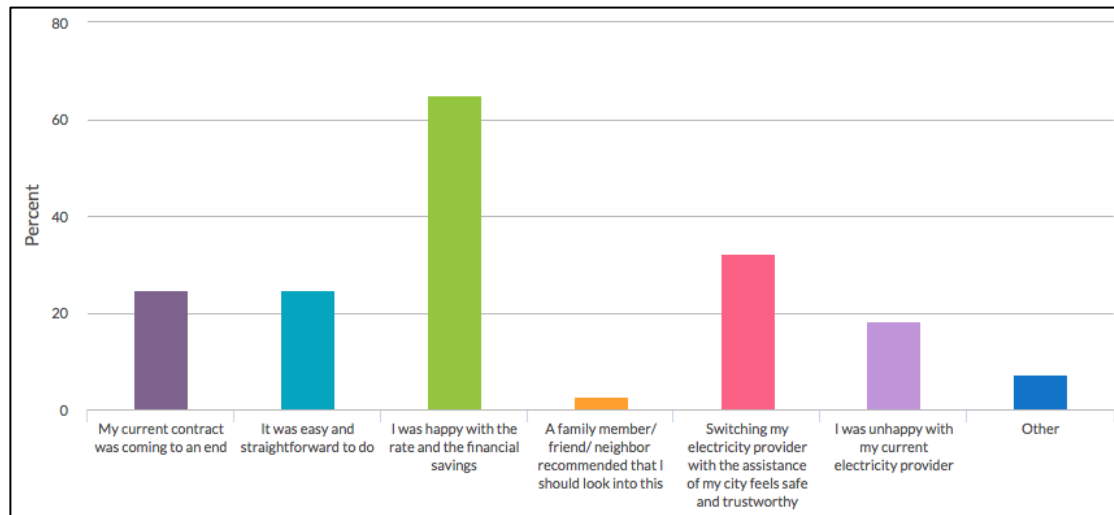
## 5. Acceptance Conversion

Participants were asked whether or not they accepted their personal offer. They were then asked what their main reasons for their decision were.

- 49% accepted their personal offer
- 51% did not accept their personal offer

### Accepted Personal Offer:

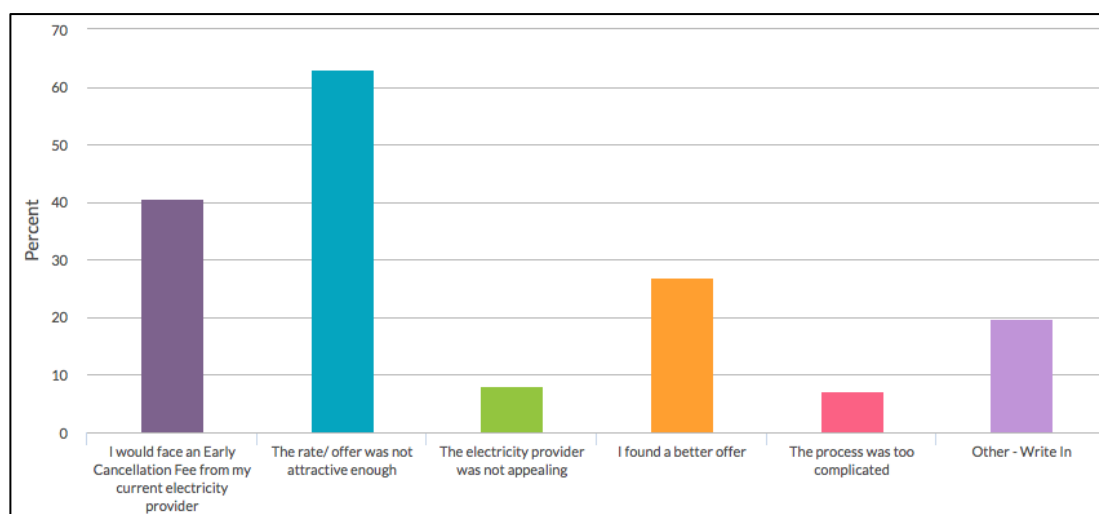
- The most common reason for switching amongst participants was because they were happy with the rate and financial savings (65%), followed by the fact that the switch was supported by their city (32%) and because it was easy to do (25%)



Reasons participants decided to accept their personal offer

### Declined Personal Offer:

- The most common reason for not switching was because the rate/offer was not attractive enough (63%), followed by the risk of an Early Termination Fee (41%) and lastly, because they found a better offer elsewhere (27%).
- Of those who found a better offer elsewhere, the majority used a price comparison website and 20% contacted their current provider for a better offer.



Reasons participants decided not to accept their personal offer.

*Conclusions: The decision to switch was significantly motivated by financial savings.*

## 6. Process After Acceptance

Participants were asked about the information they received from the provider after they accepted their personal offer. The goal was to assess the communication from the provider.

- Participants mostly stated that there were no issues with their switch (63%), however nearly 20% were neutral about this.
- 65% claimed that they received clear information from the provider about the next steps in their switch.
- For those who suggested the process was unclear, many claimed that it was because they did not receive any information or that not enough details were provided.
- When asked if their contract with the new provider has started, 8% answered that they were unsure.

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
There were no issues concerning my switch to Texans Energy	8	11	18	36	25
Count	8.2%	11.2%	18.4%	36.7%	25.5%
Row %					
After accepting my Personal Offer, I received clear information from Texans Energy about the next steps	8	12	14	48	16
Count	8.2%	12.2%	14.3%	49.0%	16.3%
Row %					

Participants who decided to switch were asked to what extent they agree/disagree with the above statements.

Conclusions: Overall, most participants did not encounter issues with their switch and they received clear information after acceptance. The fact that some participants indicated that they were unsure if their contract had started suggests that there is room for improvement in the level of communication.

## 7. Overall rating

Participants were asked what to rate their overall experience with the Texas Power Switch (1-5 stars).

- Those who accepted their personal offer gave the program 4 stars
- Those who declined their personal offer gave the program 3.5 stars