Strategic Business Plan 2021-2026

SPU Voice of the Customer (VOC) Inventories
November 2019
SBP Research Approach

1. Start with what we know, we/others have asked.

2. Demonstrate listening and connection to action/follow-up.

3. Fill critical knowledge gaps in thoughtful, value-added way **with attention to equity.**
Why Behind The Approach

• Responsive

• Respectful of people’s time and energy

• Accountable with ratepayer money

• Create a centralized repository of information
Three Growing Inventories

• Residential Customers
• Business Customers
• Employees
High Level Information Focus

• Are We Doing the Right Things?
• Overall Satisfaction

Vs.

• Program Designs and Details
Source Materials

• SPU Surveys, Focus Groups, Outreach

• City Surveys and Focus Groups
  - Office of Civil Rights – RSJI Community Surveys
  - Human Resource Department – Values, Anti-Harassment Survey
  - Seattle City Light – SBP Surveys, Outreach
  - Neighborhoods – City Satisfaction Survey
  - Office of Economic Development – Green Business Survey

• Relevant Regional Surveys and Focus Groups
  - EnviroStars Businesses Survey
  - Forterra Environmental Values Survey
  - Yale Climate Opinion Survey
Key Findings About SPU Research

• Few studies identify truly strategic recommendations or discernment of underlying values (customers or employees).

• Need to ask questions that SPU is prepared to follow up on/respond to and then demonstrate responsiveness.

• Very little ‘message testing’ which might be a worthwhile future endeavor.

• General information about what was important to SPU business customers is a key gap area.

• Avoid over-use of open-ended questions in surveying.
A Few Outreach Next Steps

- VOC inventories in panel packets
- Discuss key findings in December
- Pursuing VOC research in key gap areas
  - Business Influencer Interviews (Nov)
- Expediting SBP Outreach (Nov-Dec)
  - Will share outreach details (where, when) in December panel