

**BEFORE THE PUBLIC SERVICE COMMISSION
OF THE STATE OF MISSOURI**

In the Matter of Kansas City Power & Light)
Company's Request for Authority to Implement)
A General Rate Increase for Electric Service) File No. ER-2014-0370

FURTHER RESPONSE TO COMMISSIONER REQUEST FOR INFORMATION

COMES NOW Kansas City Power & Light Company ("KCP&L" or "Company") and in further response to Commissioner request for information made during the hearing respectfully states as follows:

1. On June 19, 2015, during the hearing on the issues of Affiliate transactions and corporate cost allocations and management audit request (Issues XVI and XVII), Commissioner Rupp requested information regarding customer and employee satisfaction surveys undertaken by KCP&L. (Tr. p. 1167, ll. 1-16) Information responsive to this request by Commissioner Rupp was provided by KCP&L as Attachment 3 to its Response to Commissioner Requests for Information filed herein on June 25, 2015. Based on additional communication with Commissioner Rupp on this topic on June 29, 2015, during the hearing on policy matters, KCP&L is of the opinion that providing additional information regarding customer satisfaction surveys it has undertaken would be helpful. (Tr. 1305:11-16 and 1335:10 through 1338:7) Attachment 4 appended hereto consists of that supplemental information.

WHEREFORE, KCP&L respectfully provides this response to Commissioner request for information and moves for the admission of Attachment 4 into record evidence.

Respectfully submitted,

/s/ Robert J. Hack

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CERTIFICATE OF SERVICE

I do hereby certify that a true and correct copy of the foregoing document has been hand-delivered, emailed or mailed, postage prepaid, this 27th day of July, 2015, to all parties of record.

/s/ Robert J. Hack

Robert J. Hack

ATTACHMENT 4

KCP&L Customer Satisfaction

Overall, KCP&L has very good customer satisfaction when compared to our peers. Our internal and external research studies both show that KCP&L consistently leads in customer satisfaction. KCP&L conducts multiple surveys throughout the year to monitor customer satisfaction. This information is used to guide our company as we look for opportunities to improve upon the customer experience.

KCP&L's Customer Tracking Study is conducted by an independent third party research firm (WPA Research). It is a phone study that surveys a random sample of 400-600 KCP&L residential customers every quarter. KCP&L is consistently ranked high in both customer service (89%) and overall job performance (92%). Over half, are either "Very Satisfied" or "Strongly Approve" of KCP&L's electric service.

What is your overall level of satisfaction with KCP&L's customer service? Would you say you are...						
	Apr 2014	Jul 2014	Oct 2014	Jan 2015	Mar 2015	Jun 2015
	N=600	N=600	N=603	N=603	N=600	N=600
Total Satisfied	87%	85%	89%	89%	89%	89%
Total Dissatisfied	10%	11%	8%	8%	8%	8%
<i>Very Satisfied</i>	53%	55%	58%	51%	52%	52%
<i>Somewhat Satisfied</i>	34%	30%	31%	38%	36%	37%
<i>Don't know</i>	3%	5%	3%	4%	4%	3%
<i>Somewhat Dissatisfied</i>	4%	5%	4%	3%	5%	5%
<i>Very Dissatisfied</i>	6%	6%	4%	4%	3%	3%

Source: WPA Customer Tracking Study

Do you approve or disapprove of the overall job KCP&L is doing as your electricity provider?						
	Apr 2014	Jul 2014	Oct 2014	Jan 2015	Mar 2015	Jun 2015
	N=600	N=600	N=603	N=603	N=600	N=600
Total Approve	87%	88%	90%	90%	89%	92%
Total Disapprove	10%	10%	9%	8%	9%	7%
<i>Strongly Approve</i>	57%	56%	55%	51%	52%	52%
<i>Somewhat Approve</i>	31%	33%	34%	39%	36%	40%
<i>Don't know</i>	2%	2%	1%	2%	2%	1%
<i>Somewhat Disapprove</i>	5%	4%	5%	3%	5%	4%
<i>Strongly Disapprove</i>	5%	6%	5%	5%	3%	2%

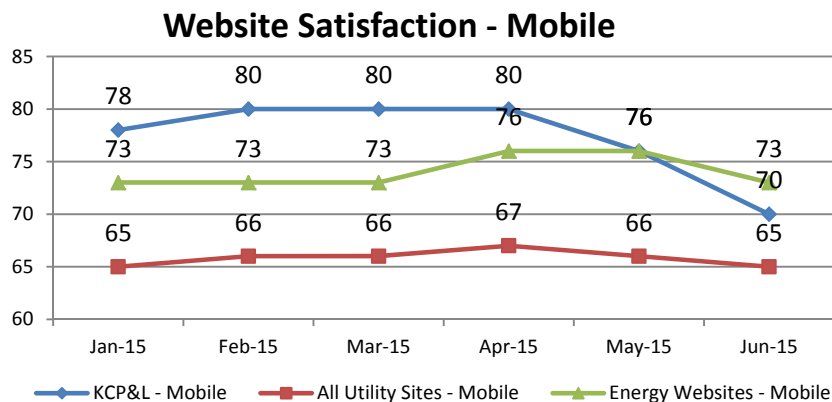
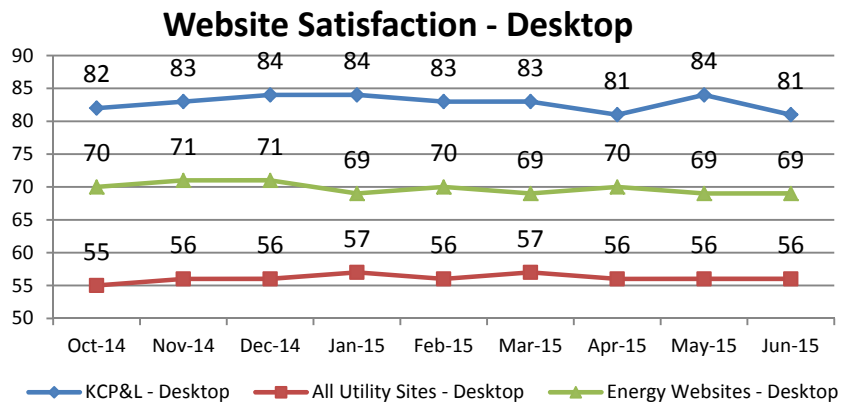
Source: WPA Customer Tracking Study

KCP&L also measures customer satisfaction among those that contact the company's call center. This study is also conducted by a third party research vendor (Radius Global) who surveys a random sample of residential customers. These customers are contacted and asked to complete a phone survey within 5-10 days after contacting KCP&L. The following measures show the mean scores for key metrics that are tracked. This study includes all different call types including those starting/transferring new services. Those that are transferred to Allconnect answer additional questions to monitor customer satisfaction specific to that experience. Over half (56%) of customers indicated that their experience with Allconnect had a positive impact on their opinion of KCP&L.

KCP&L Call Center Customer Satisfaction Study		
	2014	YTD 2015
	N=1209	N=609
<i>How would you rate the electric service that KCP&L provides? (Using a 10pt scale, where 1 is Unacceptable, 10 is Outstanding, and 5 is Average)</i>	8.4	8.5
<i>Overall, how would you rate this customer service experience? (Using a 10pt scale, where 1 is Unacceptable, 10 is Outstanding, and 5 is Average)</i>	8.5	8.5
<i>How would you rate the KCP&L customer representative on an <u>overall</u> basis? (Using a 10pt scale, where 1 is Unacceptable, 10 is Outstanding, and 5 is Average)</i>	8.9	8.9
<i>Was your problem/issue resolved or your question(s) answered during the <u>first</u> call? (% = Yes)</i>	86%	86%
<i>How would you rate the process of starting /transferring service with KCP&L in terms of being easy and smooth? (Using a 10pt scale, where 1 is Unacceptable, 10 is Outstanding, and 5 is Average)</i>	8.9	9.2
<i>And, in terms of starting service with KCP&L, would you say your experience with the <u>Allconnect</u> agent...?</i>		
<i>Positively impacted your opinion of KCP&L overall</i>	43%	43%
<i>Negatively impacted your opinion of KCP&L overall</i>	13%	10%
<i>Did not impact your opinion of KCP&L</i>	44%	43%
<i>Don't know</i>	0%	4%

Source: KCP&L VOC Study (June 2015)

KCP&L's website customer satisfaction is measured by ForeSee who specializes in website surveys. Customers who visit kcpl.com consistently rate their experience better than the average for All Utilities and Energy Utilities.



Our company also participates in the JD Power Electric Utility Residential Customer Satisfaction Study. The study provides the electric industry with important insight into the evolving needs and demands of customers. It ranks 138 Large and Midsize electric utilities in the United States. It is an online study that utilizes three different online panels to provide sample for the interviews. The panel vendors include Research Now, Survey Sampling International, and uSamp.

In 2014, KCP&L was the highest ranked Missouri electric utility in Overall Customer Satisfaction. KCP&L received significantly higher satisfaction in all six component areas when compared to Ameren MO and Empire District Electric. The most recent 2015 results show KCP&L falling below Ameren MO on some metrics.

	KCP&L		Ameren Missouri		Empire District Electric		Difference KCP&L vs. Ameren MO		Difference KCP&L vs. Empire District	
	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015
Overall Customer Satisfaction	640	660	619	666	600	644	22	(6)	40	15
Power Quality & Reliability	705	707	693	722	656	702	12	(15)	49	5
Price	517	581	508	580	545	567	28	1	36	14
Billing & Payment	726	731	700	725	685	707	26	6	41	24
Corporate Citizenship	570	607	552	611	542	584	18	(4)	27	24
Communications	577	609	554	618	530	583	23	(9)	47	26
Customer Service	718	724	672	751	665	719	46	(27)	53	5
Customer Service – Phone	700	703	663	755	671	715	37	(52)	29	(12)
Customer Service – Online	767	768	716	743	628	713	51	25	138	54

Source: 2014-2015 JD Power Residential Electric Study

In 2014, customers ranked KCP&L higher in all Power Quality & Reliability measures except for “Keep you informed about outage.” However, KCP&L is in the process of upgrading our Outage Management System so that score should increase quickly. In 2015, Ameren MO was rated higher than KCP&L on all PQ&R metrics.

	KCP&L		Ameren Missouri		Empire District Electric		Difference KCP&L vs. Ameren MO		Difference KCP&L vs. Empire District	
	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015
Power Quality & Reliability										
Provide quality electric power	7.22	7.28	7.06	7.38	6.66	7.24	0.16	(0.09)	0.56	0.05
Avoid brief interruptions	7.17	7.14	6.93	7.24	6.58	7.08	0.24	(0.09)	0.59	0.06
Avoid lengthy outages	7.20	7.18	7.04	7.29	6.79	7.18	0.17	(0.11)	0.42	0.00
Promptly restore power after outage	6.96	7.02	6.84	7.20	6.66	7.06	0.12	(0.18)	0.30	(0.04)
Keep you informed about outage	5.63	5.65	5.67	5.91	4.83	5.19	(0.04)	(0.25)	0.80	0.47
Supply electricity during extreme temp	7.60	7.57	7.53	7.74	7.19	7.66	0.07	(0.17)	0.42	(0.08)

Source: 2014-2015 JD Power Residential Electric Study

Despite the fact that KCP&L implemented several rate increases over the past few years, customers were still more satisfied than Ameren MO and Empire District Electric customers in 2014. Ameren MO and KCP&L are rated very similar in terms of Price.

	KCP&L		Ameren Missouri		Empire District Electric		Difference KCP&L vs. Ameren MO		Difference KCP&L vs. Empire District	
	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015
Price										
Availability of pricing options that meet needs	5.51	5.82	5.18	5.80	5.17	5.70	0.33	0.02	0.34	0.12
Ease of understanding pricing options	5.55	6.15	5.31	6.22	5.19	6.12	0.24	(0.07)	0.36	0.03
Fairness of pricing	5.34	5.64	5.04	5.64	5.06	5.54	0.30	(0.01)	0.28	0.09
Efforts of utility to help manage monthly usage	5.53	5.89	5.21	5.84	4.95	5.60	0.32	0.05	0.58	0.29
Total monthly cost of electric service	5.37	5.69	5.12	5.66	5.09	5.54	0.25	0.03	0.28	0.14

Source: 2014-2015 JD Power Residential Electric Study

KCP&L customers continue to be more satisfied with all Billing & Payment measurements compared to Ameren MO and Empire District Electric in 2014 and 2015.

	KCP&L		Ameren Missouri		Empire District Electric		Difference KCP&L vs. Ameren MO		Difference KCP&L vs. Empire District	
	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015
Billing & Payment										
<i>Ease of finding exact amount to pay</i>	7.68	N/A	7.61	N/A	7.49	N/A	0.07	N/A	0.19	N/A
<i>Usefulness of information on bill</i>	6.94	7.17	6.60	7.16	6.36	6.91	0.35	0.01	0.58	0.25
<i>Amount of time given to pay bill</i>	7.12	7.18	6.74	6.96	6.78	7.06	0.37	0.22	0.34	0.12
<i>Ease of finding payment due date</i>	7.63	N/A	7.51	N/A	7.40	N/A	0.11	N/A	0.22	N/A
<i>Variety of methods to pay bill</i>	7.15	7.27	6.88	7.29	6.54	6.96	0.28	(0.02)	0.61	0.31
<i>Ease of paying your bill</i>	N/A	7.59	N/A	7.56	N/A	7.31	N/A	0.03	N/A	0.28

Source: 2014-2015 JD Power Residential Electric Study

In 2014, KCP&L customers were more satisfied in terms of Corporate Citizenship measurements when compared to Ameren MO and Empire District Electric. However, 2015 results show Ameren MO and KCP&L very close to each other.

	KCP&L		Ameren Missouri		Empire District Electric		Difference KCP&L vs. Ameren MO		Difference KCP&L vs. Empire District	
	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015
Corporate Citizenship										
<i>Actions to take care of environment</i>	5.72	6.11	5.59	6.10	5.53	5.93	0.14	0.01	0.19	0.18
<i>Variety of energy efficiency programs offered</i>	5.80	6.16	5.52	6.17	5.39	5.78	0.27	(0.01)	0.41	0.38
<i>Involvement in local charities and civic organizations</i>	5.50	5.90	5.34	5.96	5.24	5.73	0.15	(0.06)	0.25	0.17
<i>Efforts to develop energy supply plans for the future</i>	5.85	6.16	5.67	6.23	5.58	5.94	0.18	(0.07)	0.26	0.22
<i>Business leadership in local communities</i>	5.63	N/A	5.44	N/A	5.43	N/A	0.19	N/A	0.20	N/A

Source: 2014-2015 JD Power Residential Electric Study

KCP&L's customers were more satisfied with their communications than Ameren MO and Empire District Electric customers in 2014. This year's results show that Ameren MO Communications is ranked slightly higher due to their increased advertising and communication efforts.

	KCP&L		Ameren Missouri		Empire District Electric		Difference KCP&L vs. Ameren MO		Difference KCP&L vs. Empire District	
	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015
Communications										
<i>Creating messages that get attention</i>	5.46	5.81	5.19	5.89	5.06	5.57	0.27	(0.07)	0.40	0.25
<i>Keep you informed about keeping costs low</i>	5.45	5.83	5.19	5.88	4.94	5.48	0.26	(0.05)	0.51	0.35
<i>Usefulness of suggestions on ways to reduce energy</i>	5.99	6.19	5.72	6.35	5.38	5.94	0.27	(0.16)	0.61	0.25
<i>Communicating how to be safe around electricity</i>	6.18	6.51	5.96	6.45	5.74	6.27	0.22	0.06	0.45	0.24
<i>Efforts to communicate changes</i>	5.76	6.04	5.63	6.25	5.35	5.83	0.13	(0.20)	0.41	0.21

Source: 2014-2015 JD Power Residential Electric Study

In 2014, KCP&L customers were more satisfied with Customer Service measurements compared to Ameren MO and Empire District Electric customers with the exception of the ATRS (Automated Telephone Response System). The 2015 results show that both Ameren MO and Empire District Electric pulled ahead of KCP&L in Customer Service Phone while KCP&L performed better in Online satisfaction.

	KCP&L		Ameren Missouri		Empire District Electric		Difference KCP&L vs. Ameren MO		Difference KCP&L vs. Empire District	
	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015
Customer Service										
ATRS (Automated Telephone Response System)										
Ease of navigating phone menu prompts	7.12	6.89	6.54	7.25	7.71	6.67	0.58	(0.36)	(0.59)	0.22
Ease of understanding phone menu instructions	7.22	6.98	6.63	7.37	7.99	6.75	0.58	(0.39)	(0.78)	0.23
Clarity of information provided	7.14	6.94	6.45	7.62	7.46	7.16	0.69	(0.68)	(0.33)	(0.21)
Timeliness of resolving problem, question, or request	6.85	N/A	6.46	N/A	7.51	N/A	0.39	N/A	(0.66)	N/A
Representative										
Ease of navigating through phone system	6.17	N/A	5.87	N/A	5.87	N/A	0.29	N/A	0.30	N/A
Promptness in speaking to a person	6.87	6.99	6.57	7.16	6.39	7.67	0.30	(0.16)	0.48	(0.67)
Courtesy of the representative	7.37	7.47	7.08	7.85	6.54	7.76	0.28	(0.38)	0.83	(0.30)
Knowledge of the representative	7.15	7.22	6.94	7.65	6.49	7.52	0.21	(0.43)	0.66	(0.30)
Representative's concern for needs	6.82	6.87	6.55	7.51	5.97	7.35	0.27	(0.64)	0.85	(0.48)
Timeliness of resolving problem, question, or request	6.95	7.01	6.73	7.46	6.44	6.97	0.22	(0.45)	0.50	0.04
Online										
Appearance of the website	7.69	7.64	7.17	7.44	6.22	7.06	0.52	0.20	1.48	0.57
Clarity of the information provided	7.65	7.83	7.19	7.57	6.14	7.07	0.46	0.26	1.51	0.76
Ease of navigating the website	7.73	7.62	7.14	7.38	6.44	7.28	0.59	0.24	1.29	0.34
Timeliness of resolving your problem, question, or request	7.63	7.67	7.17	7.38	6.45	7.12	0.46	0.29	1.18	0.55
Helpfulness of email representative	7.29	N/A	6.81	N/A	4.54	N/A	0.48	N/A	2.75	N/A

Source: 2014-2015 JD Power Residential Electric Study



TRUSTED PERSPECTIVE
INNOVATIVE RESEARCH
SUPERIOR RESULTS

RESEARCH MEMO

TO: CHUCK CAISLEY, KCP&L
FROM: CHRIS WILSON/BRYON ALLEN/MATT GAMMON, WPA RESEARCH
SUBJECT: KCP&L CUSTOMER INDICATORS
DATE: JULY 6, 2015

This memo summarizes key information from our surveys of KCP&L customers since 2006. The memo includes a discussion of our methodology, a discussion of trends and indicators of KCP&L customer sentiment, and some comparative data from other Missouri utilities' customers.

Methodology

Customer Survey Methodology

WPA Research's customer surveys for KCP&L ensure representativeness by drawing a stratified random sample from the KCP&L customer file. This ensures unbiased sampling while also accounting for difference in response rates among different customer types. Data collection adheres to all best practices for telephone survey contact and all calls are conducted by highly trained live survey interviewers using computer aided telephone interviewing (CATI) to ensure that each interview follows the survey instrument in the same way.

All of the key questions used to track KCP&L customer sentiment have been pre-tested to ensure that respondents can understand the question and respond within a consistent cognitive framework. In addition, all of the key questions include specific features to help ensure unbiased responses including:

- Rotation of positive and negative options within the question so there is no ordering effect to the responses;
- Probes to differentiate strong responses from others and avoid default response bias; and
- Randomization of organizations when asking the same question about multiple organizations (such as in the organizational image ratings), to ensure that there are no ordering effects or anchoring bias in the ratings.

In keeping with best practices and disclosure standards, WPA never asks questions that might influence customer responses before asking the key customer sentiment questions. The customer sentiment questions are always the first set of questions in our surveys before we ask for any other information or opinions.

About WPA Research

WPA Research is a national public opinion research company with offices in Washington, DC; Austin, TX; Denver, CO; and Oklahoma City, OK. Since 2002, hundreds of organizations across the country and around the world have trusted WPA Research's data and analysis to make key strategic decisions. We work with a range of clients across a variety of industries:

- Major corporations including Google, Bayer AG, JetBlue, Chevron, Encana Corporation and a large number of utility companies discussed below;
- Colleges and Universities including the University of Oklahoma, Texas A&M University, the University of Iowa, Baylor University; and Pepperdine University;
- Non-Profit organizations including Campus Crusade for Christ, World Vision, and Prison Fellowship; and
- Political leaders including Senators Ted Cruz (TX), Mike Lee (UT) and David Purdum (GA); Governors Greg Abbott (TX) and Larry Hogan (MD); and dozens of Members of Congress including Congressman Sam Graves and Congresswoman Ann Wagner.

Our extensive utility experience includes electric, gas, and water utilities across the country. Some highlights in addition to KCP&L include:

- PG&E,
- CenterPoint Energy,
- Sacramento Municipal Utility District,
- Colorado Springs Utilities,
- Oklahoma Gas and Electric,
- Southwest Gas Corporation,
- San Antonio Water System, and
- Golden State Water Company.

WPA Research has unmatched experience measuring public opinion in Missouri and in the Kansas City area specifically. Over the past ten years we have conducted more than 100,000 telephone survey interviews in Missouri and more than 40 focus group sessions measuring public opinions about a wide variety of companies, products, and issues.

The principals and key staff of WPA Research are members in good standing of the American Association for Public Opinion Research (AAPOR). All of our surveys comply with AAPOR best practices and reporting standards.

Summary of KCP&L Customer Sentiment

In general, KCP&L customer sentiment is among the strongest we have measured among utility customers and is in the top tier of customer sentiment for any company type.

The image of KCP&L, which is to say whether customers feel generally favorably or unfavorably toward the company, is above 80% favorable in our June survey. That means that more than four-in-five customers have favorable impressions of the company. This is consistent with our surveys going back at least to 2012 and is one of the strongest positive ongoing trends in customer sentiment that we have observed.

Ratings of KCP&L's customer service are extraordinarily strong with nearly nine-in-ten (89%) customers reporting satisfaction in our June survey. A majority of customers (52%) are very satisfied with KCP&L's customer service. In the modern era of the need to maintain multiple contact streams and a fragmented information environment, customer service scores that strong are rare.

KCP&L's customers give the company similarly high marks as their electricity provider. More than nine-in-ten (92%) customers say they approve of the job KCP&L is doing providing electricity and a majority (52%) strongly approve.

Customers are also satisfied with the prices KCP&L charges. Three-in-five customers (60%) say they are satisfied with the price they pay for electricity and 57% say that they think KCP&L is fair in the way they price electricity for their customers.

These strong scores have built a reservoir of customer trust. Four-in-five customers (81%) say they think KCP&L is honest in its dealings with customers and the community.

Comparative Data

In order to help understand just how strong KCP&L's scores on these measures are, we compared them to the ratings customers of other Missouri utility companies gave to their utilities in surveys conducted July 1-2, 2015.

Measure	KCP&L	Ameren Missouri	Empire District Electric	Laclede Gas
Company Image (% favorable)	84%	71%	79%	75%
Company Image (%very favorable)	45%	29%	41%	33%
Customer service (% satisfied)	89%	83%	87%	86%
Customer service (% very satisfied)	52%	41%	52%	47%
Honesty with customers (% honest)	81%	69%	79%	77%
Honesty with customers (% very honest)	48%	33%	49%	42%
Satisfaction with price of electricity (gas for Laclede Gas) (% satisfied)	60%	54%	56%	62%

KCP&L matches or exceeds the performance of other major utility companies on each of these key measures. The intensity of positive ratings (very favorable, very satisfied, and very honest) is especially noteworthy as it shows how consistently strong and positive customer sentiment toward KCP&L is.

Conclusion

KCP&L has the among the strongest customer sentiment of any utility for which we have conducted research. KCP&L also outperforms their peer utilities in Missouri on most of these measures and does not significantly underperform on any. This type of consistently top-tier rating clearly demonstrates the strong relationship between KCP&L and the majority of its customers.

Technical Note

Current KCP&L customer sentiment is based on a survey of n=600 customers conducted June 23-25, 2015. The survey was conducted among a random sample of KCP&L customers via live telephone interviews and has a margin of error equal to $\pm 4.0\%$ at the 95% confidence level.

Customer sentiment of Ameren Missouri, Empire District Electric, and Laclede Gas is based on surveys of n=400 customers of each conducted July 1-2, 2015. The surveys were conducted among random samples of each company's customers via live telephone interviews and have margins of errors equal to $\pm 4.9\%$ at the 95% confidence level.

NEWS RELEASE

Date July 14, 2015
Contact Anne Fallon, 617.715.7611
anne.fallon@marketstrategies.com

Cogent Reports: New Study Names Top 20 Trusted Business Partners Among Utilities
SWEPCO, APS, DTE Energy and NYSEG Lead Their Regions with Commercial Customers
(Embargoed until July 14, 2015 at 9 am ET)

(Cambridge, MA) A new study from [Cogent Reports™](#) names the 20 Most Trusted Business Partners among utilities based on results from its 2015 [Commercial Utility Trusted Brand & Customer Engagement study](#). This study surveyed more than 6,000 business customers of the 59 largest electric and combination utilities in the US.

Brand Trust scores a solid 712 on a 1,000-point scale among commercial utility customers, and is 27 points higher than the recent 685 Brand Trust level posted by residential utility customers. However, there's room for improvement, particularly for utilities that want to become trusted business partners among their small- and mid-sized business customers.

"Especially among small- and mid-sized businesses, executives want partners that will give them advice and help them grow their business," said Chris Oberle, senior vice president at Market Strategies International and lead author of the report. "One factor that sets the top 20 apart from their industry peers is their use of digital media. Digital offerings are the perfect way to offer businesses customized messages without necessarily having to assign a full-time account manager."

The study also shows that, although digital communications are a powerful tool for strengthening the relationship between utilities and their commercial customers, few utilities are reaping the full benefit of offering these electronic avenues of support.

Commercial customers who had heard from their energy utility via social media scored their power provider 89 points higher on a 1,000-point Brand Trust scale. And yet, only 29% of survey respondents were aware of their utility's social media presence.

"Electronic access overall—whether it's social media, online portals or mobile outage alerts—seems to really push scores up," continued Oberle. "Digital offerings are a way for utilities to position themselves as trusted business partners for their customers."

Among individual utilities, **AEP Southwestern Electric Power Company (SWEPCO)** distinguished itself with a top score of 802. Oberle noted that the utility has leveraged digital tools to support economic development in its Arkansas, Louisiana and Texas territories. Other top regional scorers include **APS, NYSEG** and **DTE Energy**. Overall, Cogent named 20 utilities as the most trusted brands by their respective commercial customers.

“The benefits of becoming a trusted business partner for commercial customers are many,” Oberle said. “Customers who trust their utility are more likely to try utility product offerings, and they are significantly more likely to make positive comments about their utility in their community.”

“In a sense customers become de facto community advocates,” Oberle said. “For a utility trying to build its brand value, there’s nothing more valuable than that.”

COGENT ENERGY REPORTS MARKET STRATEGIES INTERNATIONAL

2015 Most Trusted Business Partners

The Most Trusted Business Partner designation was awarded to the utilities in the top quartile in each region that score above the industry average.

Utility	Region	Brand Trust Index
AEP SWEPCO	South	802
APS	West	768
Salt River Project	West	766
Rocky Mountain Power	West	765
Idaho Power	West	764
Alabama Power	South	763
DTE Energy	Midwest	762
Georgia Power	South	762
CPS Energy	South	757
Florida Power & Light	South	756
Pacific Power	West	756
Ameren Illinois	Midwest	754
KCP&L	Midwest	751
MidAmerican Energy	Midwest	751
Portland General Electric	West	747
NYSEG	East	735
Ohio Edison	Midwest	732
Alliant Energy	Midwest	731
AEP Ohio	Midwest	725
PPL Electric Utilities	East	716

Source: Market Strategies International. Cogent Reports™. Utility Trusted Brand & Customer Engagement™. Commercial, July 2015.

2015 Most Trusted Business Partners: AEP SWEPCO, APS, Salt River Project, Rocky Mountain Power, Idaho Power, Alabama Power, DTE Energy, Georgia Power, CPS Energy, Florida Power & Light, Pacific Power, Ameren Illinois, KCP&L, MidAmerican Energy, Portland General Electric, NYSEG, Ohio Edison, Alliant Energy, AEP Ohio, and PPL Electric Utilities.

About Utility Trusted Brand & Engagement Study: Commercial

Cogent Reports conducted surveys among 6,168 commercial electric and combination utility customers of the 59 largest US utility companies (based on commercial customer counts). Utilities within the same region are given equal weight in order to balance the influence of each utility’s customers on survey results. Market Strategies will supply the exact wording of any survey questions upon request.

About Market Strategies International

[Market Strategies International](#) is a market research consultancy with deep expertise in consumer/retail, energy, financial services, healthcare, technology and telecommunications. The firm is ISO 20252 certified, reflecting its commitment to providing intelligent research,

designed to the highest levels of accuracy, with meaningful results that help companies make confident business decisions.

Market Strategies conducts qualitative and quantitative research in 75 countries, and its specialties include brand, communications, CX, product development, segmentation and syndicated. Its syndicated products, known as Cogent Reports, help clients understand the market environment, explore industry trends and monitor their brand and products within the competitive landscape. Founded in 1989, Market Strategies is one of the largest market research firms in the world, with offices in the US, Canada and China. Read Market Strategies' blog at [FreshMR](#), and follow us on [Facebook](#), [Twitter](#) and [LinkedIn](#).