

Exhibit No.:  
Issue: Allconnect Operations  
Witness: Dwight Scruggs  
Type of Exhibit: Rebuttal Testimony  
Sponsoring Party: Kansas City Power & Light Company  
KCP&L Greater Missouri Operations Company  
Case No.: EC-2015-0309  
Date Testimony Prepared: November 19, 2015

**MISSOURI PUBLIC SERVICE COMMISSION**

**CASE NO.: EC-2015-0309**

**REBUTTAL TESTIMONY**

**OF**

**DWIGHT SCRUGGS**

**ON BEHALF OF**

**KANSAS CITY POWER & LIGHT COMPANY  
KCP&L GREATER MISSOURI OPERATIONS COMPANY**

**Kansas City, Missouri  
November 2015**

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**REBUTTAL TESTIMONY**

**OF**

**DWIGHT SCRUGGS**

**Case No. EC-2015-0309**

1

2 **Q: Please state your name and business address.**

3 A: My name is Dwight Scruggs, and my business address is Allconnect, Inc. (“Allconnect”),  
4 980 Hammond Drive, Suite 1000, Atlanta, Georgia 30328.

5 **Q: On whose behalf are you submitting this testimony?**

6 A: I am submitting this rebuttal testimony before the Missouri Public Service Commission  
7 (“Commission”) on behalf of Kansas City Power & Light Company (“KCP&L”) and  
8 KCP&L Greater Missouri Operations Company (“GMO”) (collectively, the “Company”).

9 **Q: Please describe your education, experience and employment history.**

10 A: I have a Bachelor of Science degree in Accounting from Alabama A&M University.  
11 After college I received a Regular Army Commission in the United States Army as a  
12 Second Lieutenant. I served active duty for six years with a final rank of Captain,  
13 Military Police. My employment history includes almost six years with Mobil Oil in  
14 Operations Management and Sales Marketing. After leaving Mobil Oil, I joined  
15 CompuCom. I worked with CompuCom for ten years as an Account Executive, Director  
16 of Business Development, and Director of Call Center Operations. I joined Allconnect in  
17 2005 as Vice President of Call Center Operations. I have spent the last nine years at  
18 Allconnect as Senior Vice President of Client Services and Business Development.

1 **Q: Have you previously testified in a proceeding before the Missouri Public Service**  
2 **Commission (“Commission” or “MPSC”) or before any other utility regulatory**  
3 **agency?**

4 A: No.

5 **Q: What is the purpose of your testimony?**

6 A: In response to certain portions of the direct testimony of Staff witnesses Lisa Kremer and  
7 Charles Hyneman, I will discuss Allconnect, including its operations, its relationship with  
8 the Company, and the handling of escalated calls of KCP&L and GMO customers.

9 **I. Allconnect and its Operations**

10 **Q: Please describe Allconnect.**

11 A: Allconnect is headquartered in Atlanta, GA, and has been in business since 1998.  
12 Allconnect is a leading multi-channel marketplace that simplifies the purchase of services  
13 for the connected home. Through relationships with major utilities and home service  
14 providers, we provide a convenient single source which helps millions of consumers who  
15 are establishing or transferring household services receive education, save time, and save  
16 money on communication bundles, video, Internet, home phone, and home security.  
17 From the responses received by customers via our surveys, customers have stated that  
18 because of the services offered by Allconnect, they have saved, on average, 90 minutes of  
19 their time in understanding and selecting their home services. Many customers remarked  
20 they saved three hours or more of time. Our average contact center agent handle (talk)  
21 time with the customers is approximately 11 minutes. The time with the customer is  
22 dictated by the customer with their interest and questions. Through our unique business  
23 model, the consumer pays nothing to Allconnect for this service provided by Allconnect.

1 Allconnect has partnerships with 61 Energy Operating Companies, covering 33  
2 states, and over 50 million households. Allconnect receives approximately three million  
3 calls annually from eligible residential movers who were transferred to Allconnect and  
4 residential move customers who call Allconnect directly. Allconnect has three (3)  
5 company owned customer contact centers, with a total of approximately 600 Allconnect  
6 employed agents. Allconnect answers calls 24 hours a day, seven days a week, 365 days  
7 a year. Allconnect's highly trained agents act as consultants for the customers, whether  
8 they buy or not. Allconnect has received the "Best Places to Work" and "Top  
9 Workplace" designations in multiple locations for many years.

10 **Q: What products and services does Allconnect offer?**

11 A: Allconnect offers communication bundles, video, Internet, home phone, and home  
12 security via a variety of service providers. Allconnect has fair and open vendor  
13 partnerships and thus does not have an exclusive agreement with any service provider.  
14 Allconnect is open to having a business opportunity discussion with any service provider  
15 who is interested in partnering with Allconnect. Allconnect has a dedicated team who  
16 continually works with and evaluates new and potential home service provider  
17 partnerships.

18 In addition, with some utility partners, we educate, provide awareness, offer, and  
19 sell utility products and programs to residential customers in such areas as energy  
20 efficiency, renewable energy, demand response, home protection, and home warranty.

1 **Q: Does Allconnect regularly undertake customer surveys to determine how its**  
2 **products and service offerings are perceived by customers and potential customers?**

3 A: Yes. Each customer/potential customer who provides an email address is emailed a  
4 customer survey 24-48 business hours after they have talked with an Allconnect agent.  
5 This survey is sent, as appropriate, in English or Spanish. It is sent to all customers,  
6 whether the customer has bought anything or not. The survey response is kept open /  
7 accepted from the customer for 30 days after it is emailed. In addition, Allconnect  
8 conducts an annual survey with our utility partners on various items, such as how  
9 Allconnect and our personnel are doing, products offered/would like offered, web content  
10 and web experience, areas for improvement, overall experience, new ideas / opportunities  
11 for programs, etc.

12 **Q: In her direct testimony (on page 26), Staff witness Kremer briefly discusses a matter**  
13 **involving Allconnect and Puget Sound Energy (“PSE”) before the Washington**  
14 **Utilities and Transportation Commission. Will you please address this matter more**  
15 **fully?**

16 A: PSE launched Allconnect’s program in November of 2001, employing an “Agent  
17 Transfer” model. In “Agent Transfer,” PSE agents would inquire if the consumer would  
18 like to set up additional services after completing the PSE order. If the consumer agreed,  
19 they would be “warm transferred” to Allconnect.

20 In October 2005, PSE upgraded their program to the “Confirmation” model. In  
21 “Confirmation,” the consumer, along with their name, address, start date, and account  
22 number, would be transferred at the end of the utility call. Allconnect would then verify  
23 and quality-assure the utility order, in some cases making name, spelling, and address

1 corrections 3-10% of the time. After the confirmation, Allconnect would ask the  
2 consumer if they would like to set up their other services (cable, phone, internet,  
3 newspaper, etc.).

4 In early 2006, a complaint was raised by a PSE call center agent regarding the  
5 program. This triggered an investigation by the Washington State Utilities and  
6 Transportation Commission (“UTC”). The program was temporarily suspended in March  
7 of 2006 and subsequently terminated after the Washington State UTC found that the  
8 program violated a Washington State UTC regulation.

9 In January 2007, PSE was fined for violating a Washington State UTC regulation  
10 concerning consumer data and privacy that PSE helped author, along with the  
11 Washington State UTC. The regulation mandates that written permission from the  
12 consumer be obtained before certain information (name, address, etc.) can be shared  
13 about the customer with a third party. The settlement took no action against Allconnect.

14 PSE saw positive gain in customer satisfaction from the program. Dorothy  
15 Bracken, PSE spokesperson, was quoted as saying: “PSE received few complaints in  
16 response to the PSE Connections Program, but instead heard positive feedback on the  
17 program.”

18 And, as quoted in DM News, “Here we conclude that PSE intentionally violated  
19 the rule as part of a corporate decision to sell its customers’ private information for  
20 financial gain,” the three-member commission said in its written decision, noting that  
21 PSE had participated in the rulemaking process that resulted in the privacy regulation  
22 being adopted just one month before PSE began its marketing program.

1    **II.    Allconnect's Relationship with KCP&L and GMO**

2    **Q:    Please describe Allconnect's relationship with KCP&L and GMO.**

3    A:    As described in more detail in the rebuttal testimony of Jean Trueit, the Company  
4           transfers certain residential customer calls (generally, start and/or transfer of service calls  
5           not involving landlords or property managers) to Allconnect for the purpose of  
6           Allconnect offering transferred customers' utility, communications, and other household  
7           products and services. As part of this Program, Allconnect provides benefits to the  
8           Company, which include independent verification of information within the electric  
9           order. Upon verification of the order information, Allconnect will provide to the  
10          Company corrections or adjustments for Company system updates.

11   **Q:    Upon the transfer of a call to Allconnect by KCP&L and GMO, what is the first**  
12   **activity undertaken by the Allconnect agent?**

13   A:    First, the Allconnect agent verifies account information for the regulated business  
14           including customer name, service address, start date of service, account number, and  
15           confirmation number. Once verification is complete, the Allconnect agent will provide  
16           the confirmation number (verbally and/or via email) to the customer. Allconnect then  
17           engages the customer to learn about their preferences and needs for home services and  
18           offers additional products and services.

19   **Q:    Is KCP&L and GMO customer information provided to Allconnect for Allconnect's**  
20   **use in performing this verification function?**

21   A:    Yes.

22



1    **Q:    What customer-specific information is provided to Allconnect by the Company?**

2    A:    Customer name, service address, start date of service, account number, and confirmation  
3           number.

4    **Q:    After receiving the call transferred by the Company and verifying account  
5           information as described above, what is the next step in the handling of the call by  
6           the Allconnect agent?**

7    A:    After confirming the information and providing the confirmation number, the Allconnect  
8           agent next engages the customer in a conversation to determine whether customer wants  
9           to purchase any products or services from service providers (i.e., ATT, CenturyLink,  
10          Comcast, DISH, etc.).

11   **Q:    In connection with this sales conversation, does the Allconnect agent use customer-  
12          specific information provided by the Company?**

13   A:    Yes. The agent uses the information to verify the start service information is correct and  
14          to determine which service provider and product choices are available at the customer's  
15          new address.

16   **Q:    What does Allconnect do with customer-specific information provided by the  
17          Company if the customer does not agree to do business with Allconnect?**

18   A:    All calls are recorded and are kept by Allconnect for a period of one (1) year. This is  
19          done for quality, training, and documentation. Customer data is purged from the system  
20          where our Allconnect agents are able to view it after 30 minutes of the data being  
21          received by Allconnect.

22

1 **Q: Does Allconnect protect customer-specific information provided by the Company**  
2 **from unauthorized disclosure?**

3 A: Yes. Allconnect protects customer-specific information provided by the Company from  
4 unauthorized disclosure by encrypting the data at rest with AES 256 bit encryption using  
5 a hardware security module that's FIPS 140-2 compliant and tamper proof. The device is  
6 limited to a small set of administrators who have access and provides secure  
7 cryptographic key generation, storage, and management. Data in transit is encrypted  
8 from end-to-end using modern TLS over HTTPS. In addition, sensitive and confidential  
9 data is purged from Allconnect's systems in accordance with internal data retention  
10 policies and when there is no further business need.

11 **Q: Has Allconnect ever experienced a security breach whereby customer information**  
12 **of any of Allconnect's utility counter-parties has been compromised and accessed by**  
13 **a third party?**

14 A: None that Allconnect is and/or has been made aware of.

15 **Q: Has Allconnect surveyed the Company's customers regarding how they perceive**  
16 **Allconnect's products and service offerings?**

17 A: Yes. Overall, Allconnect's Voice of the Customer CSAT (standing for "customer  
18 satisfaction") program has been developed over many years. We leverage CSAT surveys  
19 (up to 100,000 customers per month are surveyed) to gauge customer satisfaction and  
20 provide guidance to our associates. Allconnect's CSAT program is designed to promote  
21 customer excellence by tracking how our utility partners' customers rate their experience  
22 with Allconnect via four key areas: overall satisfaction, convenience satisfaction,  
23 perception of utility, and agent satisfaction.

1 Specifically, each customer of the Company, whether they buy anything or not  
2 and who provides Allconnect an email address, is sent a survey within 24-48 business  
3 hours after the conversation. As appropriate, the survey is sent in either English or  
4 Spanish and includes 14-16 questions and various areas where the customer may provide  
5 comments (verbatim). Schedule DS-1 shows survey questions posed to the Company's  
6 customers through Allconnect's Voice of the Customer CSAT program in 2015. The  
7 customer is asked to respond within 30 days from receiving the survey. Any surveys  
8 received after 30 days are not counted in the official results. Since June 2013, Allconnect  
9 has received over 9,500 survey responses from Company customers.

10 In addition, the vast majority of customers report an improved perception of their  
11 utility's brand after interacting with us. A critical part of Allconnect's value proposition  
12 is our proven track record in satisfying our partners' customers above and beyond typical  
13 averages the utility and home services industries. According to the American Consumer  
14 Satisfaction Index ("ACSI"), the only national cross-industry measure of customer  
15 satisfaction in the U.S., Allconnect's ACSI score measured 84, a score which is higher  
16 than 97% of the companies measured in the ACSI. Allconnect's high ACSI score places  
17 our satisfaction level on par with well-respected brands such as Costco, Lexus, and Apple  
18 Computers, which ACSI also rates at 84.

19 As can be seen by a review of Schedule DS-2, which is a summary of the  
20 customer satisfaction survey results from the third quarter of 2013 through the third  
21 quarter of 2015, overall satisfaction of the Company's customers with Allconnect has  
22 been favorable.

1    **Q:    Does Allconnect provide its customer surveys to the Company?**

2    A:    Yes. We provide specific scoring and customer verbatim monthly and quarterly.

3    **Q:    Does Allconnect intend to continue surveying the Company's customers regarding**  
4           **their perceptions of Allconnect's products and service offerings and will Allconnect**  
5           **continue to make the results of those surveys available to the Company?**

6    A:    Yes.

7    **Q:    Please describe day-to-day interactions between Allconnect personnel and Company**  
8           **personnel.**

9    A:    There is no scheduled day-to-day interaction between Company and Allconnect  
10           personnel. However both teams have all email and phone numbers to interact as needed,  
11           appropriate, and in as timely response as possible. In addition, Allconnect's account  
12           manager for the Company lives and works in the Kansas City metro area.

13   **Q:    Do Allconnect personnel regularly meet with Company personnel?**

14   A:    Yes. Allconnect's account manager and two of the Company's contact center supervisors  
15           have a bi-weekly call. Allconnect's account manager provides a monthly "scorecard"  
16           update to various Company leadership. Allconnect's account manager has a quarterly  
17           meeting with the Company's contact center leadership and provides a written quarterly  
18           update. Twice each year Allconnect's account manager and SVP have a business review  
19           and planning session with the Company's senior leadership. In addition, Allconnect's  
20           account manager will visit the Company's contact center as needed to train new hire  
21           classes on the Allconnect program and partnership, have awareness sessions, and have  
22           general conversations about the program.

1 **Q: Does Allconnect intend for its personnel to continue meeting regularly with**  
2 **Company personnel?**

3 A: Yes.

4 **III. Allconnect's Handling of Escalated Calls from the Company's Customers**

5 **Q: What are escalated calls?**

6 A: Any customer's call (transferred from the Company to Allconnect or directly from a  
7 customer) that is escalated by a Company employee who has a concern, question, and/or  
8 issue specific with/about the Allconnect experience (i.e., Allconnect agent, call outcome,  
9 product order, service provider, system).

10 **Q: Please describe Allconnect's process for handling escalated calls.**

11 A: 1) Allconnect receives an escalation from the Company. 2) Email showing receipt of  
12 escalation is sent to the Company within four (4) business hours. 3) Case is researched  
13 by an Allconnect Resolution Specialist (review the recorded call, product order, system  
14 information, etc.). 4) The Allconnect Resolution Specialist will contact the customer  
15 with resolution. 5) The Resolution Specialist will complete the Escalation Complaint  
16 form with findings, root cause, resolution, and customer contact information. 6) The  
17 Specialist will complete an Allconnect agent error form, if required. 7) The Specialist  
18 will enter all information in Escalations tracking database. 8) The Resolution Specialist  
19 will reply to the Company and the Allconnect account manager with the completed  
20 Escalation form within forty-eight (48) business hours.

21 **Q: Please provide statistics regarding escalated calls of the Company's customers**  
22 **involving Allconnect.**

23 A: From launch in June 2013 – through October 2015, there have been 118 customer  
24 escalations, which is 0.05% of 233,192 customer calls received during that time frame.

1 This equates to 5 escalations for every 10,000 calls. Since launch, the escalations as a  
2 percent of calls have continued to decline: 45 escalations of 51,702 calls (0.09%) were in  
3 2013; 58 escalations of 98,667 calls (0.06%) were in 2014; and, 15 escalations of 82,823  
4 calls (0.02%) were in January-October 2015. See Schedule DS-1. Key reasons for the  
5 continued decline in escalations include: agent familiarity with the program, constant and  
6 consistent communication, coaching, and training, a rigorous quality assurance program  
7 provided to the Allconnect agents, and the ongoing awareness and reporting of all  
8 escalations, customer surveys, product education, and program education. In addition,  
9 every customer survey response is shared with the Allconnect agent and their supervisor  
10 so they may review and learn all responses.

11 **Q: Does that conclude your Rebuttal Testimony?**

12 **A:** Yes it does.

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

Staff of the Missouri Public Service Commission )  
)  
Complainant, )  
)  
v. )  
)  
Kansas City Power & Light Company )  
)  
And )  
)  
KCP&L Greater Missouri Operations Company )  
)  
Respondents. )

File No. EC-2015-0309

**AFFIDAVIT OF DWIGHT SCRUGGS**

**STATE OF GEORGIA** )  
) ss  
**COUNTY OF FULTON** )

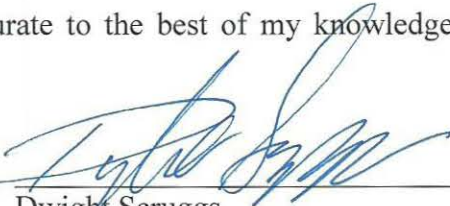
Dwight Scruggs, being first duly sworn on his oath, states:

1. My name is Dwight Scruggs and my business address is Allconnect, Inc., 980 Hammond Drive, Suite 1000, Atlanta, Georgia 30328. I have been retained to serve as an expert witness to provide testimony on behalf of Kansas City Power & Light Company and KCP&L Greater Missouri Operations Company.

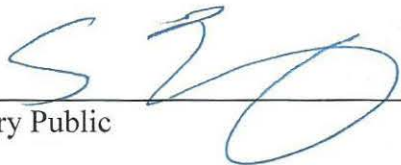
2. Attached hereto and made a part hereof for all purposes is my Rebuttal Testimony on behalf of Kansas City Power & Light Company and KCP&L Greater Missouri Operations Company consisting of twelve (12) pages, having been prepared in written form for introduction into evidence in the above-captioned docket.

3. I have knowledge of the matters set forth therein. I hereby swear and affirm that my answers contained in the attached testimony to the questions therein propounded, including

any attachments thereto, are true and accurate to the best of my knowledge, information and belief.

  
\_\_\_\_\_  
Dwight Scruggs

Subscribed and sworn before me this 18th day of November, 2015.

  
\_\_\_\_\_  
Notary Public

My commission expires: Life

Shannon A. Kelly  
Notary Public ID # 133864  
Bar # 34616  
State of Louisiana  
My Commission is for Life



## Allconnect Sales Survey (Confirmation Version) – Non-Buyer

### CUSTOMER SATISFACTION SURVEY

Thank you for taking the time to participate in our survey. This survey should only take a few minutes of your time. Your feedback is important and will be carefully reviewed. For participating in our survey, you will be entered into a monthly giveaway for a \$50 Visa gift card.

1. Considering your experience from the point you were transferred to us, how satisfied were you with us?
  - 10 (Very Satisfied)
  - 9
  - 8
  - 7
  - 6
  - 5
  - 4
  - 3
  - 2
  - 1 (Very Dissatisfied)
2. What specifically did you like most about the experience? **(For those that respond 8-10)**  
**(Free Response Field)**
3. We are sorry to hear that you were not satisfied with our service. What could we have done to improve your experience? **(For those that respond 1-7)**  
**(Free Response Field)**
4. Given the fact that your utility provider offered you the opportunity to purchase additional home services (phone, internet, cable) all in one call, how much did this improve your impression/perception of your utility provider?
  - Greatly Improved
  - Improved
  - No Change
  - Decreased
  - Greatly Decreased
5. Using a 10 point scale, to what extent have we met your expectations?
  - 10 (Exceeds your expectations)
  - 9
  - 8
  - 7
  - 6
  - 5
  - 4
  - 3
  - 2
  - 1 (Falls short of your expectations)

6. How well do you think we compare with an ideal shopping experience?
- 10 (Very close to the ideal)
  - 9
  - 8
  - 7
  - 6
  - 5
  - 4
  - 3
  - 2
  - 1 (Not very close to the ideal)
7. What was the primary reason you did not place a home services (phone, internet, cable) order? **(For Non-buyers only)**  
(Multiple select check box)
- I want to order directly from service providers
  - I would have liked a callback at a later time
  - I like to order on the web
  - I already ordered the home services I need
  - Products I wanted were not available
  - Other, please specify?
8. Were there additional products/services for your new home that you would have like to have been offered?
- Yes
  - No
9. Which product/service would you have liked information about? **(For those that respond Yes)**
- Additional Services (i.e. Broadband on the Go, Security, Smart Home Control, Gas, etc.)
  - Utility Products (i.e. Products/Rebates Offered From Your Gas/Electric Company)
  - Other Product Offers (i.e. Home Warranty, Insurance, Technical Support, Other Products For Your Home)
- 10. (Responses as indicated)**
- Categories – Additional Services
    - i. Broadband on the Go (ATT, Verizon, Clear, Sprint)
    - ii. Security (LifeLock, ADT, etc.)
    - iii. Smart Home Control (ATT Digital Life, Comcast, etc.)
    - iv. Streaming/On Demand Services (Netflix, Hulu, Roku, etc.)
    - v. Natural Gas
  - Utility Products (i.e. Products/Rebates Offered From Your Gas/Electric Company)
    - i. Going Green (Solar Panels, Paperless Billing, Alternative Fuel Sources)
    - ii. Energy Management (Smart Thermostat, Home Energy Audit, Usage Tracker)
    - iii. Saving Money (Energy Efficiency Products and/or Rebates, Variable Rate Plans, Power Management Program)
    - iv. Warranty (Surge Protection, Electric Wire Repair, Appliance Repair/Coverage)
  - Other Product Offers (i.e. Home Warranty, Insurance, Technical Support, Other Products For Your Home)
    - i. Home Warranty

- ii. Insurance
  - iii. Technical Support
  - iv. Products for Your Home (Furniture Rental, appliances, etc.)
11. Please tell us what you think your next purchase might be for your home?  
(Free Response)
12. How much time do you think you would have saved using our home service connection program?
- More than 4 hours
  - Between 90 minutes and 4 hours
  - Between 30 and 90 minutes
  - 30 minutes or less
  - None
13. How satisfied were you with the associate that offered to assist you in establishing your home services?
- 10 (Very satisfied)
  - 9
  - 8
  - 7
  - 6
  - 5
  - 4
  - 3
  - 2
  - 1 (Very dissatisfied)
14. Regarding the associate specifically, in which areas were you most satisfied? (Select all that apply) **(For those that respond 8-10)** (Free Response Field)
15. Regarding the associate specifically, in which areas were you least satisfied? **(For those that respond 1-7)** (Free Response Field)
16. Assume for the moment that you could choose among several companies that set up home services – like internet, cable or satellite. Using the 10 point scale below, how likely is it that you would choose us again?
- 10 (Very likely)
  - 9
  - 8
  - 7
  - 6
  - 5
  - 4
  - 3
  - 2
  - 1 (Very unlikely)

17. Using the scale below, how likely are you to recommend our company to a friend or colleague?

- 10 (Extremely likely)
- 9
- 8
- 7
- 6
- 5
- 4
- 3
- 2
- 1
- 0 (Not at all)

Thank you for taking our survey. Your feedback is very important and will help make our business better. Your name has been entered into the drawing.

Would you be willing to participate in future surveys or provide additional feedback?

- Yes
- No

Please provide: **(For those that respond Yes)**

- Name: (FREE RESPONSE)
- Cell/home phone: (FREE RESPONSE FOR PHONE # ENTRY)
- Email: (FREE RESPONSE FOR EMAIL ENTRY)
- Best time to reach you: (FREE RESPONSE)

## Allconnect Sales Survey (Confirmation Version) – Buyer

### CUSTOMER SATISFACTION SURVEY

Thank you for taking the time to participate in our survey. This survey should only take a few minutes of your time. Your feedback is important and will be carefully reviewed. For participating in our survey, you will be entered into a monthly giveaway for a \$50 Visa gift card.

1. Considering your experience from the point you were transferred to us, how satisfied were you with us?
  - 10 (Very Satisfied)
  - 9
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  - 6
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  - 2
  - 1 (Very Dissatisfied)
2. What specifically did you like most about the experience? **(For those that respond 8-10)**  
**(Free Response Field)**
3. We are sorry to hear that you were not satisfied with our service. What could we have done to improve your experience? **(For those that respond 1-7)**  
**(Free Response Field)**
4. Given the fact that your utility provider offered you the opportunity to purchase additional home services (phone, internet, cable) all in one call, how much did this improve your impression/perception of your utility provider?
5. Greatly Improved
6. Improved
7. No Change
8. Decreased
9. Greatly Decreased
10. Using a 10 point scale, to what extent have we met your expectations?
  - 10 (Exceeds your expectations)
  - 9
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  - 1 (Falls short of your expectations)

11. How well do you think we compare with an ideal shopping experience?

- 10 (Very close to the ideal)
- 9
- 8
- 7
- 6
- 5
- 4
- 3
- 2
- 1 (Not very close to the ideal)

12. Were there additional products/services for your new home that you would have like to have been offered?

- Yes
- No

13. Which product/service would you have liked information about? **(For those that respond Yes)**

- Additional Services (i.e. Broadband on the Go, Security, Whole Home Automation, Gas, etc.)
- Utility Products (i.e. Products/Rebates Offered From Your Gas/Electric Company)
- Other Product Offers (i.e. Home Warranty, Insurance, Technical Support, Other Products For Your Home)

**14. (Responses as indicated)**

- Categories – Additional Services
  - i. Broadband on the Go (ATT, Verizon, Clear, Sprint)
  - ii. Security (LifeLock, ADT, etc.)
  - iii. Whole Home Automation (ATT Digital Life, Comcast, etc.)
  - iv. Over the Top Services (Netflix, Hulu, Roku, etc.)
  - v. Natural Gas
- Utility Products (i.e. Products/Rebates Offered From Your Gas/Electric Company)
  - i. Electrical Repair Coverage
  - ii. Surge Protection Coverage
  - iii. Green Initiatives (E-bill, Renewable energy)
  - iv. Appliance Rebates
- Other Product Offers (i.e. Home Warranty, Insurance, Technical Support, Other Products For Your Home)
  - i. Home Warranty
  - ii. Insurance
  - iii. Technical Support
  - iv. Products for Your Home (Furniture Rental, etc.)

15. Please tell us what you think your next purchase might be for your home?

(Free Response)

16. How much time do you think you would have saved using our home service connection program?

(Radio choice)

- More than 4 hours
- Between 90 minutes and 4 hours
- Between 30 and 90 minutes
- 30 minutes or less
- None

17. How satisfied were you with the associate that offered to assist you in establishing your home services?

- 10 (Very satisfied)
- 9
- 8
- 7
- 6
- 5
- 4
- 3
- 2
- 1 (Very dissatisfied)

18. Regarding the associate specifically, in which areas were you most satisfied? (Select all that apply) **(For those that respond 8-10)** (Free Response Field)

19. Regarding the associate specifically, in which areas were you least satisfied? **(For those that respond 1-7)** (Free Response Field)

20. Assume for the moment that you could choose among several companies that set up home services – like internet, cable or satellite. Using the 10 point scale below, how likely is it that you would choose us again?

- 10 (Very likely)
- 9
- 8
- 7
- 6
- 5
- 4
- 3
- 2
- 1 (Very unlikely)

21. Using the scale below, how likely are you to recommend our company to a friend or colleague?

- 10 (Extremely likely)
- 9
- 8
- 7
- 6
- 5
- 4
- 3
- 2
- 1
- 0 (Not at all)

Thank you for taking our survey. Your feedback is very important and will help make our business better. Your name has been entered into the drawing.

Would you be willing to participate in future surveys or provide additional feedback?

- Yes
- No

Please provide: **(For those that respond Yes)**

- Name: (FREE RESPONSE)
- Cell/home phone: (FREE RESPONSE FOR PHONE # ENTRY)
- Email: (FREE RESPONSE FOR EMAIL ENTRY)
- Best time to reach you: (FREE RESPONSE)



# KCP&L

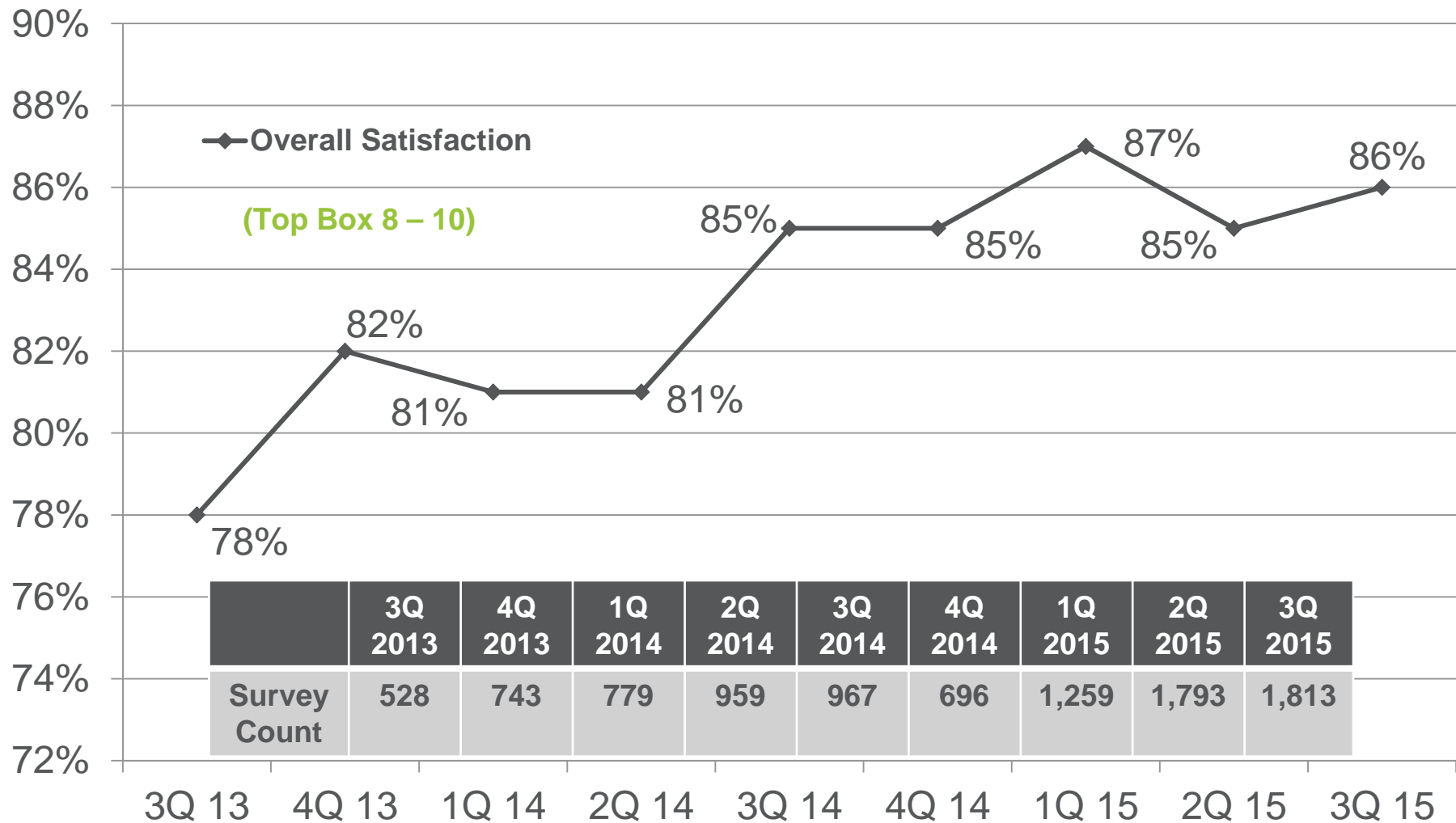
## 2015 Scorecard

September, 2015



PROPRIETARY & CONFIDENTIAL INFORMATION OF ALLCONNECT, INC.

# Customer Satisfaction Results 3Q 2013 – 3Q 2015



PROPRIETARY & CONFIDENTIAL INFORMATION OF ALLCONNECT, INC. 2

# KCP&L Calls / Escalation Trend

2013

(June – December)

- KCP&L Calls = 51,702
- Escalations = 45
- Escalation Ratio = 0.09%

2014

- KCP&L Calls = 98,667
- Escalations = 58
- Escalation Ratio = 0.06%

2015

(January - October)

- KCP&L Calls = 82,823
- Escalations = 15
- Escalation Ratio = 0.02%

