

# Customer Satisfaction Survey

Distributed at the  
2012 Annual Meeting of Members  
April 26, 2012



# Customer-Driven

- \* Our mission is to reliably deliver drinking water that meets all regulated standards and to maintain a sustainable water supply.
- \* 12,807 units served (March 31, 2012)

*We listen and respond to customers by providing service that meets or exceeds their expectations.*

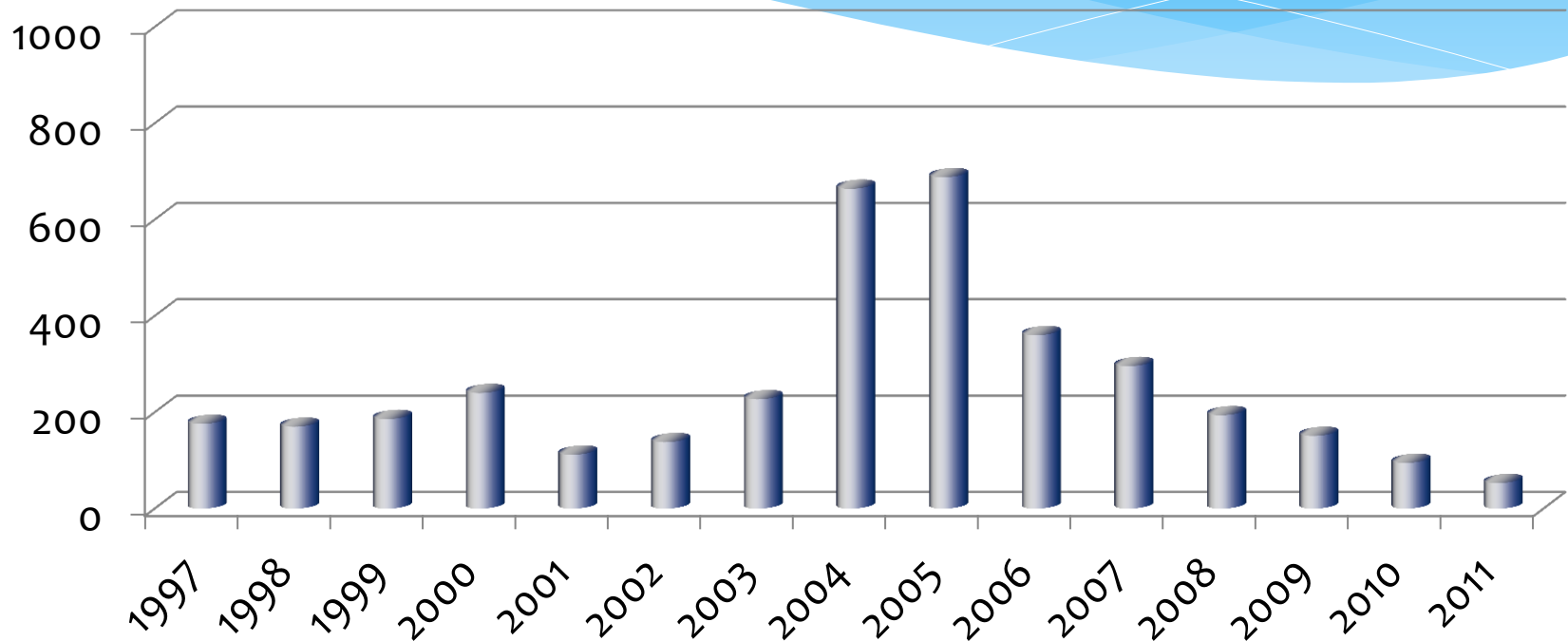
# Feedback's Role in a Customer-Driven Entity

- \* Establishes benchmarks and targets
- \* Becomes a part of the decision making process
- \* Supports and drives changes to processes and services

# Customer Longevity

- 25% of our active customers have been served at their current address for 2 years or less
- 50% of our active customers have been served at their current address for 6 years or less
- 75% of our active customers have been served at their current address for 11 years or less

# Growth Of The System



The number of new meter installations by year installed (1997-2011).

# Gathering Feedback

- \* Customer Satisfaction Survey
- \* Face-to-Face
  - \* Public Forums – Green Valley Council, Chamber of Commerce, Public meetings
  - \* Country Fair & Business Expo
- \* Targeted Surveys
  - \* Survey from Customer Work Orders

# Methodology & Timeline

- \* Reviewed forms, results and methodology of various water organizations
- \* Sampled 330 addressees, selected randomly from 9,360 unique Green Valley/Sahuarita residential addresses
- \* Included survey, introductory letter & return postage paid envelope
- \* Survey distributed in March and results tabulated in April

# Statistical Reliability

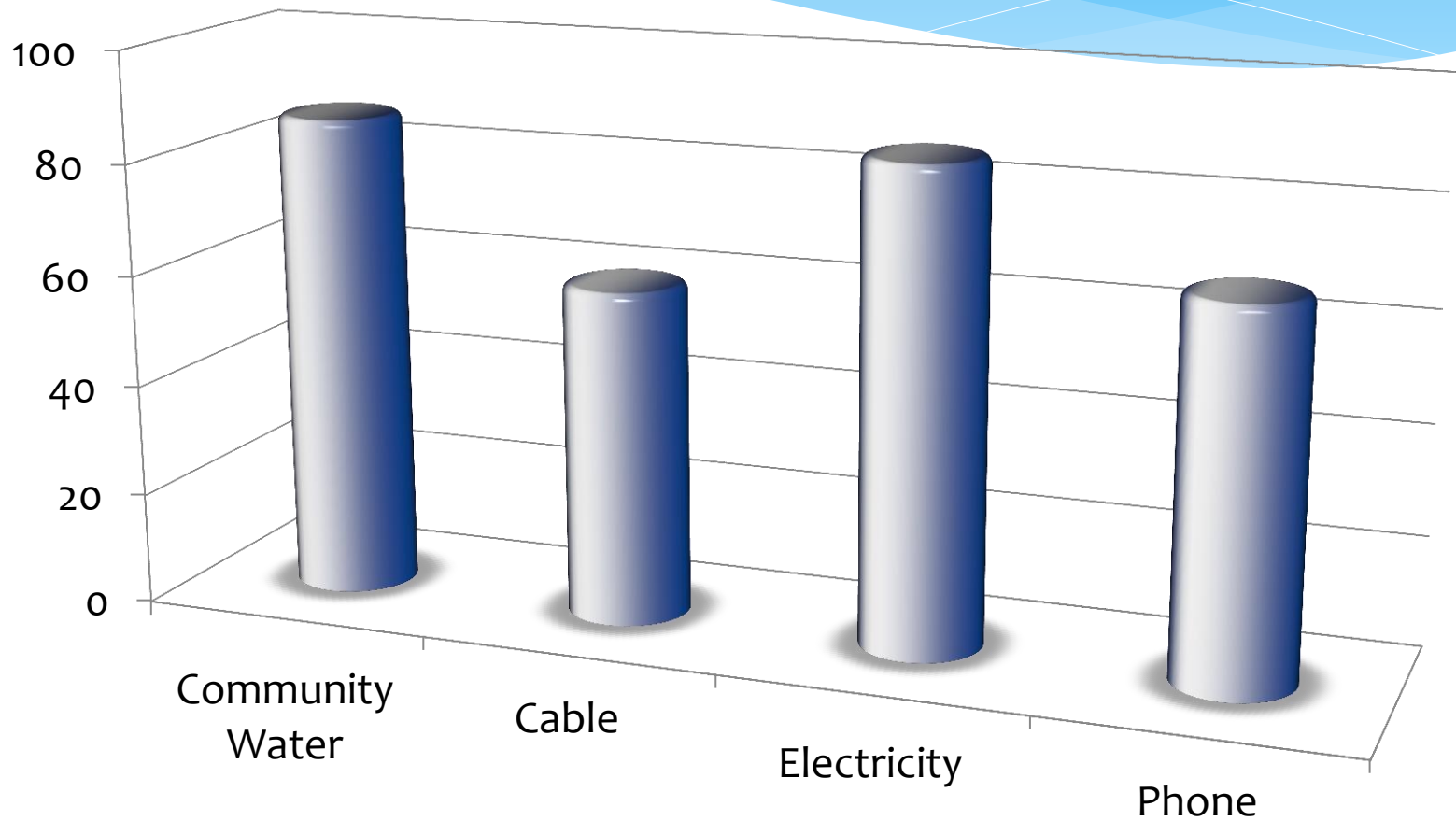
- \* 152 customers responded to the survey
- \* Respondents: 54% were men, 96% retired, 83% live in Green Valley/Sahuarita year around
- \* Response Rate 46%



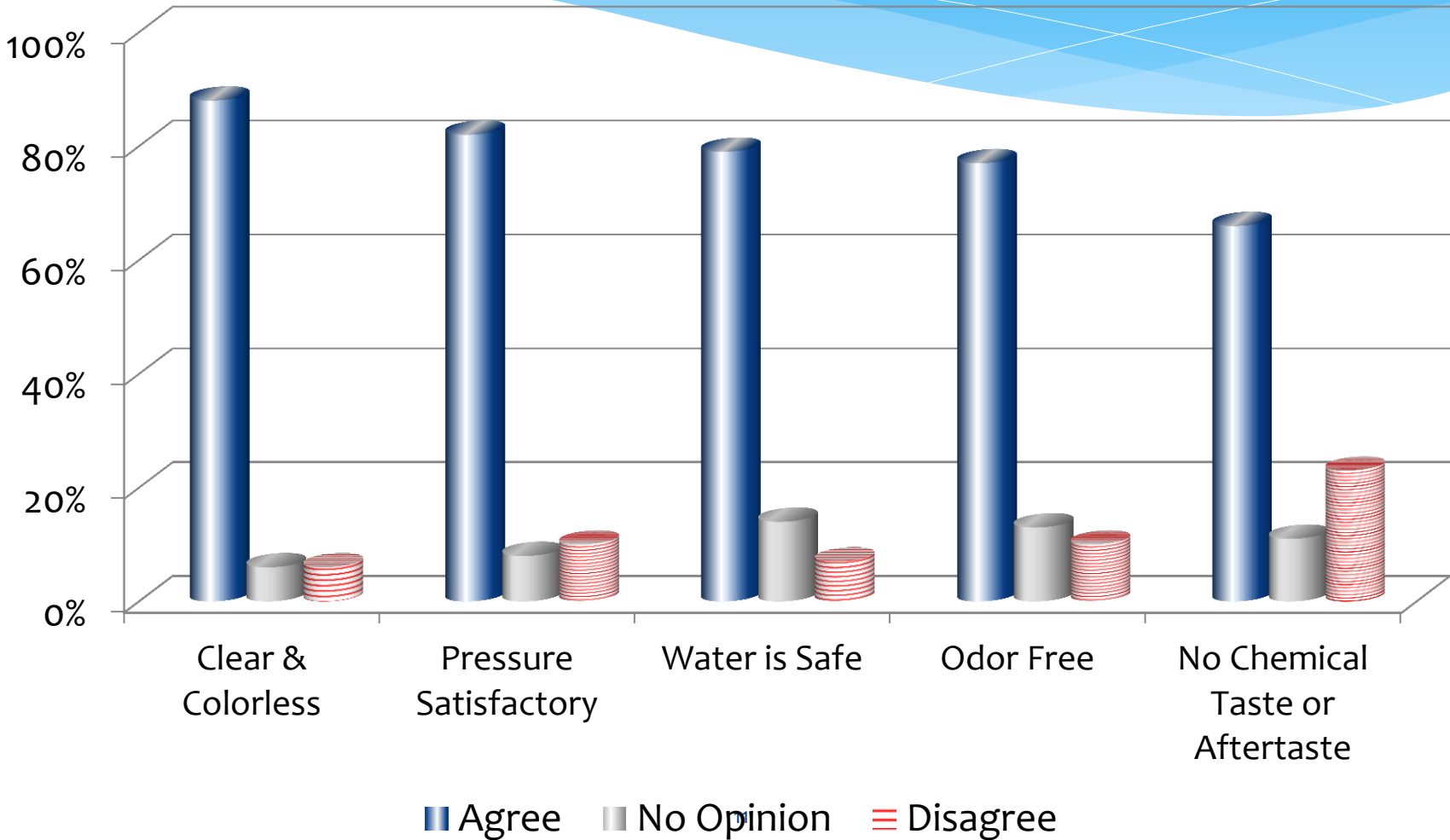
# Satisfaction

	Average Score	Satisfied % of Respondents	Middle % of Respondents	Dissatisfied % of Respondents
CWC	<b>87%</b>	90%	7%	<b>3%</b>
Water Service	<b>85%</b>	90%	7%	<b>3%</b>
Customer Service	<b>85%</b>	92%	2%	<b>6%</b>
Water Quality	<b>76%</b>	74%	13%	<b>13%</b>
Water Price	<b>75%</b>	76%	9%	<b>15%</b>

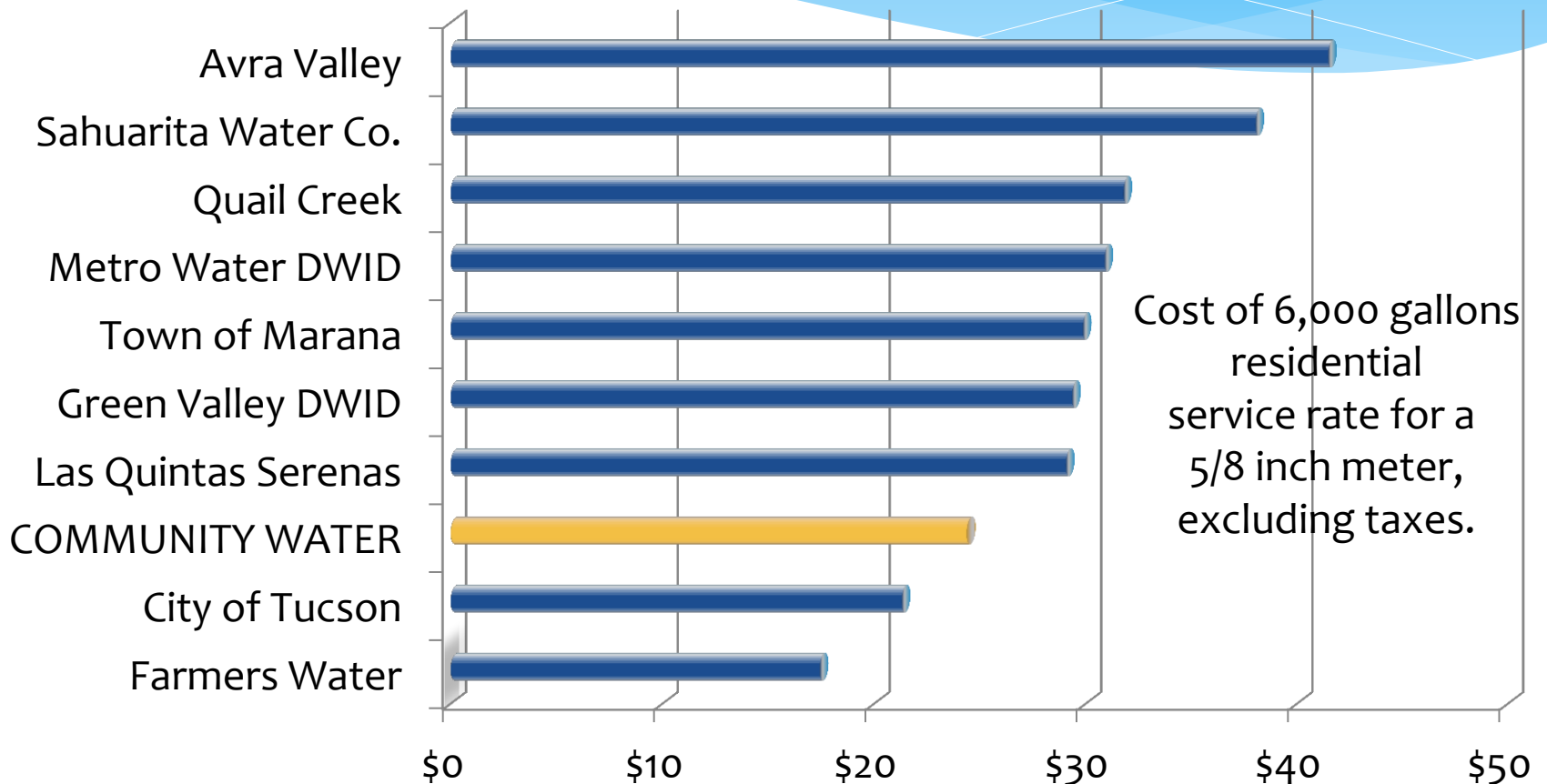
# Satisfaction With Other Utilities



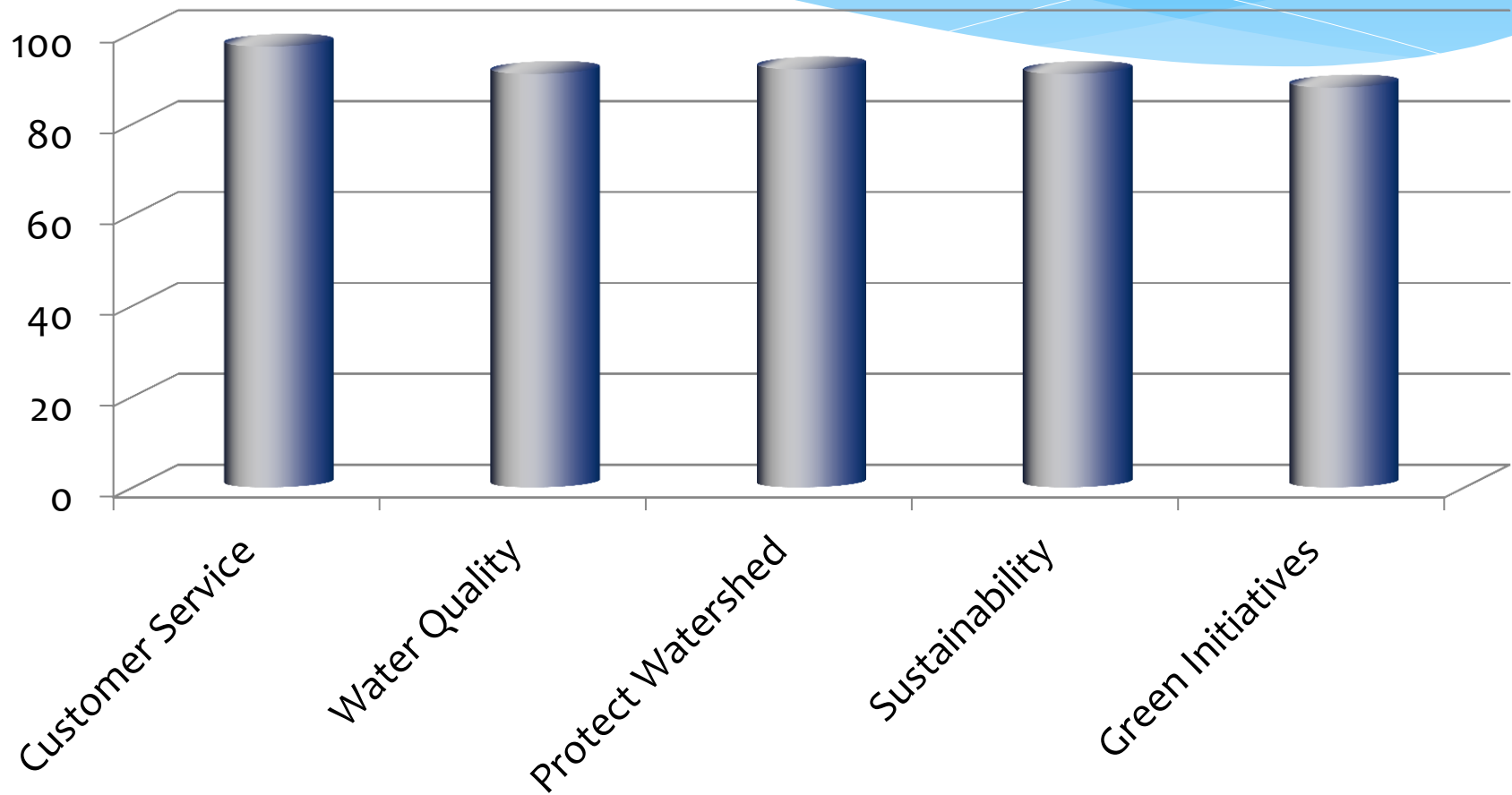
# Delivered Water Quality



# Water Rate Comparisons



# Important Attributes



# Customer Service



97% feel customer service is important  
92% are satisfied with Community  
Water's customer service

- \* 5% Disagree – Lets customers know in advance when water is shutoff
- \* 3% Disagree – Bills are accurate
- \* 3% Disagree – Responds quickly to emergencies
- \* 1% Disagree – Workers show up on time for appointments

# The Environment



92% feel watershed protection is important

88% feel water conservation and “green initiatives” are important

65% agree that CWC cares about the environment, 3% disagree

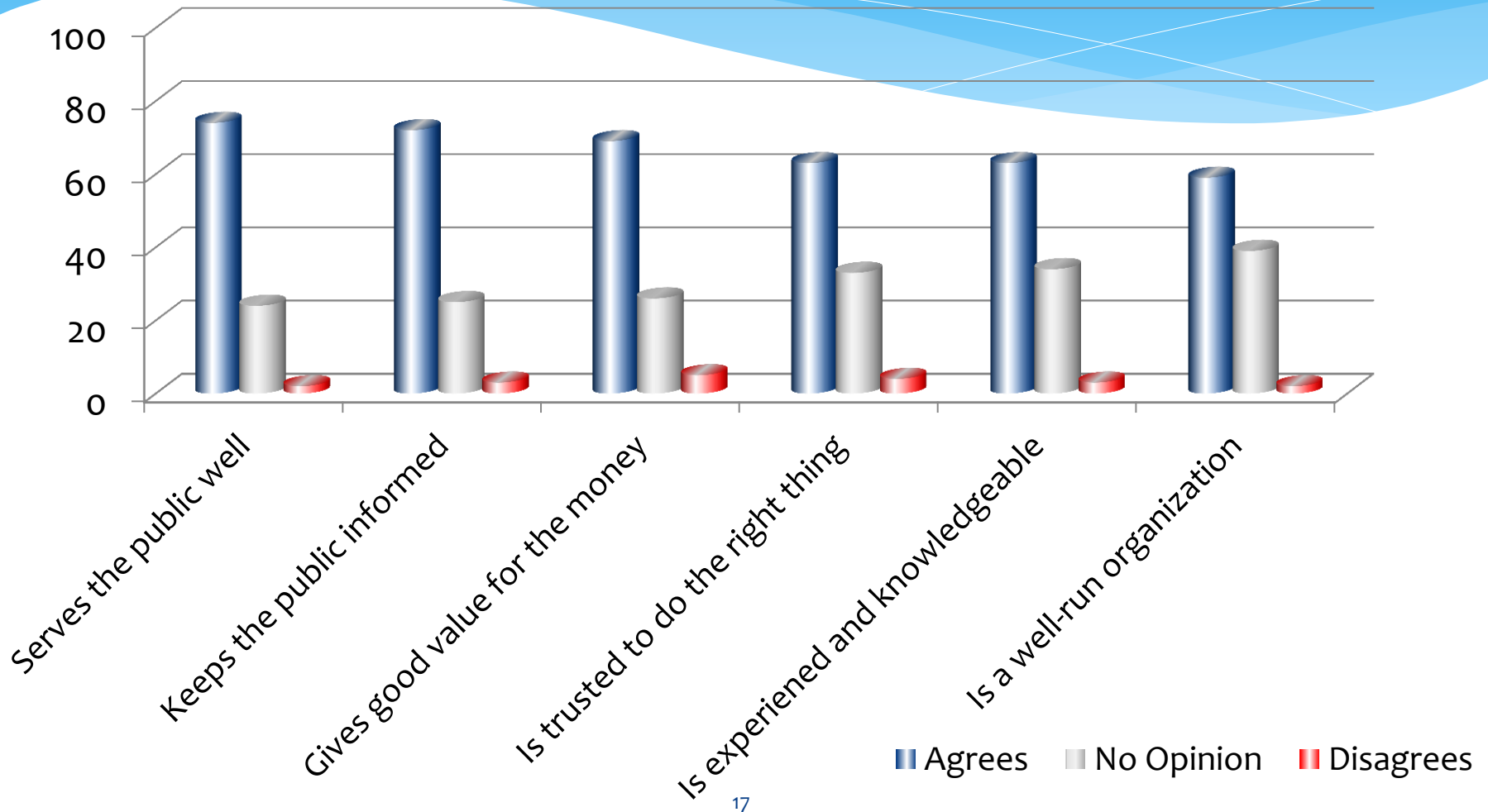
# Water Use In The Home

	CWC	National*
Drink tap water	52%	82%
Cook with tap water	84%	-
Filter or distill water before they drink tap water *	62%	37%
Drink bottled water at home *	37%	

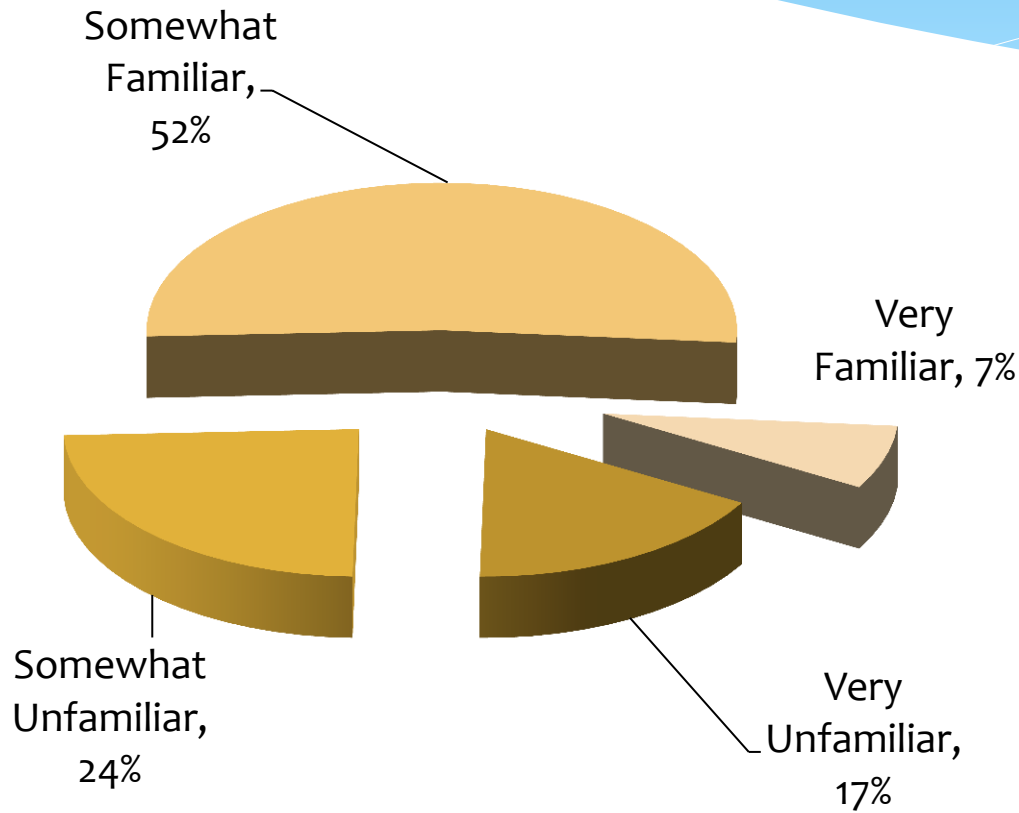
- Why do they filter, distill or use bottled water at home?  
29% taste, smell & odor, 12% convenience, 13% habit



# General Reputation



# Familiar with Governance of CWC



Community Water is a non-profit Arizona corporation with members' subject to regulation by the ACC as a public service corporation.

# Communications

- \* 72% agree CWC keeps them informed, 3% disagree
- \* 75% have internet access, 3% of respondents do not have internet access, 22% of respondents do not intend to get any internet access
- \* 17% have visited our web site



# Communication Preferences

- \* 73% want monthly bills by mail, 21% by email
- \* The majority prefer mail for accounting and general information, and phone calls for any service interruptions
- \* 70% would NOT use paperless billing if it were offered - Why? 71% prefer paper as a reminder
- \* 74% are aware that we have on-line bill pay, 76% would NOT likely use the service



# Summary

- \* Satisfaction is high
- \* Some responders noted a taste or aftertaste in the water, and some use filtered water
- \* Current interest in on-line services and email billing is not high

# Next Steps

- \* Management will incorporate findings into decision making processes
- \* Communicate results to employees
- \* Communicate results to the public
- \* Update our survey questions for next year

- \* No problem with the water co. Keep up the good work
- \* I have been a customer for approx. 12 years and you have always been polite and helpful. I really have no complaints about your services the only criticism I would have is sometimes the water has an odor and a bitter or iron taste but usually goes away after a short time.
- \* Very pleased with water excellent taste and good purity. In the 25 years I have lived here we have always had excellent service from the Water Co.
- \* All seems well
- \* Have absolutely zero complaints
- \* One time my meter read high for usage. Community Water Called me and informed me. I fixed drip system. Very Helpful. Wish water didn't have taste.
- \* I think you do a good job - I am impressed and appreciate it, I trust your efforts
- \* Good service - Thank you!
- \* Keep up the good work
- \* Very satisfied with my water Co. I know they do the best they can. Very courteous in Office
- \* Overall, I'm very pleased with the Community Water Co.'s service.
- \* Thank you for your concern!
- \* We are generally satisfied with the GV Water Co.
- \* You people do a good job.
- \* I have never had any problems with Community Water Co., so I am unfamiliar with some of the things asked about!
- \* Your serviceman personally notified me of a possible leak. He was correct. My irrigation system had a break in it which was discovered by an increase in my monthly water usage.
- \* I'm BF Certified and test all \_\_\_\_ facilities and work on pumps and filters for the pools. I would like to work for you guys, Thank you
- \* We do not take water on the desert for granted
- \* Self-addressed envelope not supplied, tell Arturo he owes me a coffee. Thank you for the opportunity to participate in the survey
- \* Treat your employees better. I've heard that the supervisor is a \_\_\_\_\_
- \* I don't trust email to get my bill and I keep the paper bills to be sure I get it paid.
- \* Billing emphasizes Jan/Feb water usage (I think) & sewer bill is affected accordingly. Unfortunately, for us this is our highest consumption period, because of guests!
- \* I believe every member should have a one-time adjustment to our water bill if we have a serious water leak such as broken water line from the street.
- \* Should have some fee adjustment for loss of water due to freeze - up if billing shows water usage far beyond norm for month
- \* Going paperless would save money!
- \* Appreciate service when needed - price is reasonable - would save money to just do quarterly billing
- \* Save money by not sending after out in every bill every month - make a special deal for people with pools because the sewer charges for water usage not evaporation

# Comments From Customers

- \* Recently we read in the local paper that the average home in Green Valley uses 20-22 dollars' worth the water monthly. Our home uses 33 dollars per month on average. We don't appear to have any leaks. We use our drip system for 1 hour every other day. ????
- \* But you are a bit expensive
- \* Lived here 4 1/2 years H2O bill has over doubled in that time! Sewer has almost tripled within this time! No help w/ customer service!
- \* Almost tripled in last 4 1/2 years customer service cannot explain why sewer prices are so high - oh well bad customer service
- \* I wish sewer costs were a part of GV CW and not Tucson! Any chance of that happening?
- \* I'm dubious about the proposed merger
- \* We do not want to merge as the other utility already has much higher rates and overhead.
- \* Copper Mines should use CAP water only, let the people use aquifer water.
- \* I am not too happy about any deals you make with Rosemont Mine, I hope it never opens.
- \* Water is more important than copper. Don't let copper companies use it.
- \* Community Water has provided us with very good service for the past 30 years. We are against the Freeport? Mine in the Santa Rita's.
- \* Community Water needs to be fighting Rosemont's water stealing plan, not helping them do it.
- \* Your service as a "Water Company" is fine. I strenuously object to your involvement with Rosemont Mine. There is also a movement to block a merger with GV Water for the same reason. Don't jam this down our throat, we have no other place to get water!
- \* I am very concerned about water availability in Green Valley because of the mining industry, particularly Rosemont Mine.
- \* Water has high volumes of calcium and taste of chlorine. No dirt or other contaminates no complaints.
- \* Hard water - cannot drink has taste
- \* Do something about soft water to drink from tap instead of having to pay out all the time for a convenience we should already be "getting"
- \* The one problem experienced with Comm Water is having to replace controllers for irrigation system after a meter changes - pricey & time consuming
- \* I wish there was some way to stop the building of a ring in toilets! Other than that, no complaints!
- \* Build up of sediment on shower head, commode faucets. Severe spotting on shower walls, bath & shower fixtures.
- \* Not too happy with water pressure
- \* When clothes washer is using water pressure in rest of house drops to a trickle?
- \* Periodic bad odor in sinks - has not been resolved by Community Water or us!
- \* Again would like to know why sewer bill is higher than water bill - would like explanation for bad odors in sinks - house is only 5 years old.
- \* If the water softener had not been installed in our home when we bought it, we would probably not have one, as the hardness in the water is not much problem.
- \* I just bought another house and they don't have a water filter system and never have said they don't need one. I am going to just use a Brita.

# Comments From Customers