

# Gauging Customer Satisfaction and Perception



For Presentation at 2014  
Annual Meeting of Members  
*Survey taken December 2013*

**Community Water Company of Green Valley**  
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[www.communitywater.com](http://www.communitywater.com)

# Customer-Driven

- Community Water Company (CWC) has served our community since 1977.
- Our mission is to reliably deliver drinking water to our customers and to maintain a sustainable water supply for our customers.
- We serve 12,468 residential units and 403 commercial accounts.
- Our directors are volunteers from our community.

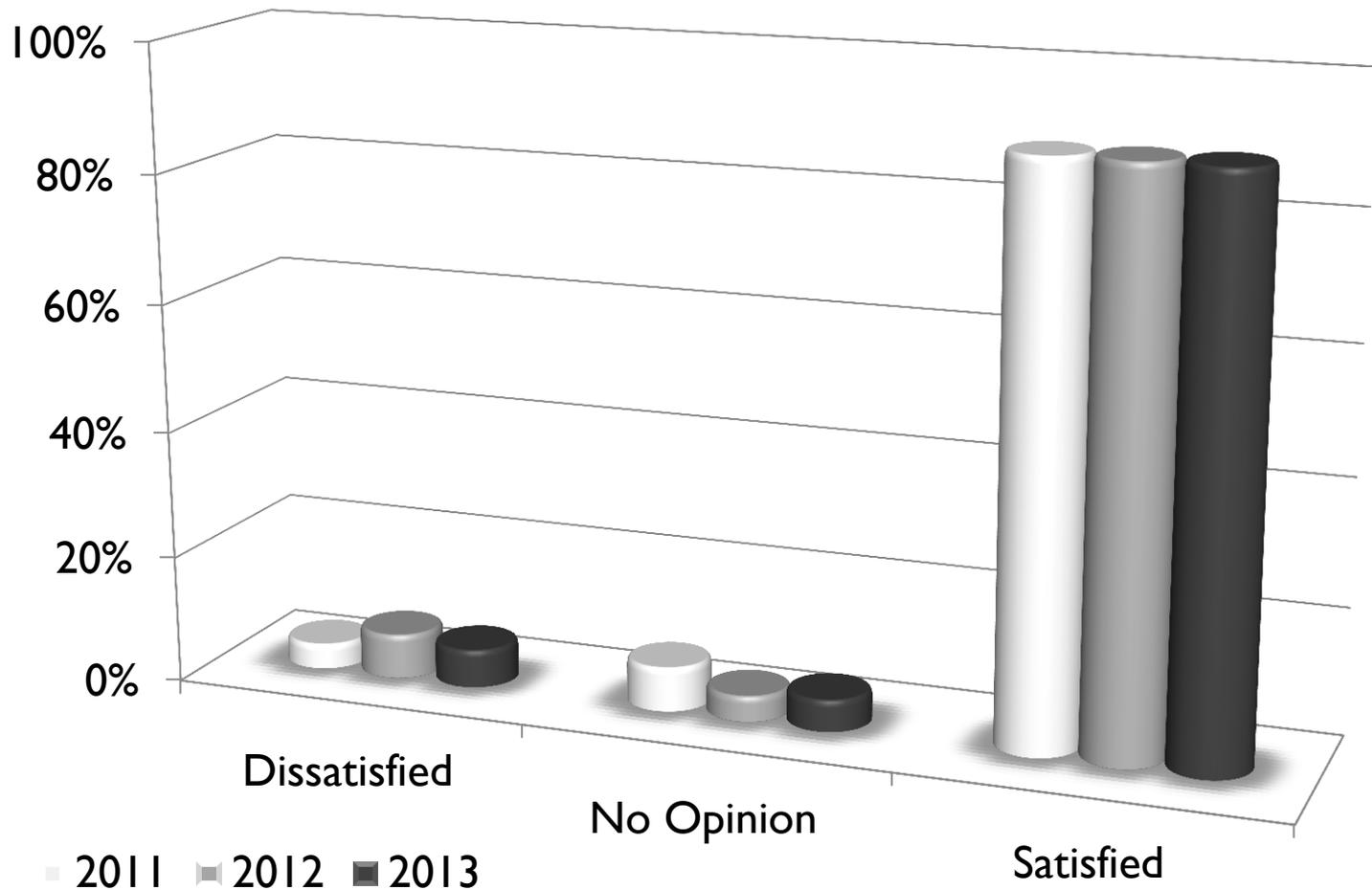
# Gathering Feedback

- Customer Satisfaction Survey
- Face-to-Face
  - Public Presentations – Sahuarita Town Council, Green Valley Council, Chamber of Commerce, and other public meetings
  - Participation at Country Fair, Fiesta Sahuarita, and Business Expo
- Targeted Surveys Throughout the Year
  - Survey of Complaint Orders
  - Employee satisfaction

# Methodology & Response

- Evaluated questions, questions results, methodology, and compared to other organizations.
- Randomly selected and asked for feedback from 360 residential customers throughout our company.
- Timeline
  - December - surveys distributed and received
  - January-March - results summarized
  - April - formal presentation at member's annual meeting
- 2013 we had 159 respond to our survey request.
- We will build on what we have learned.

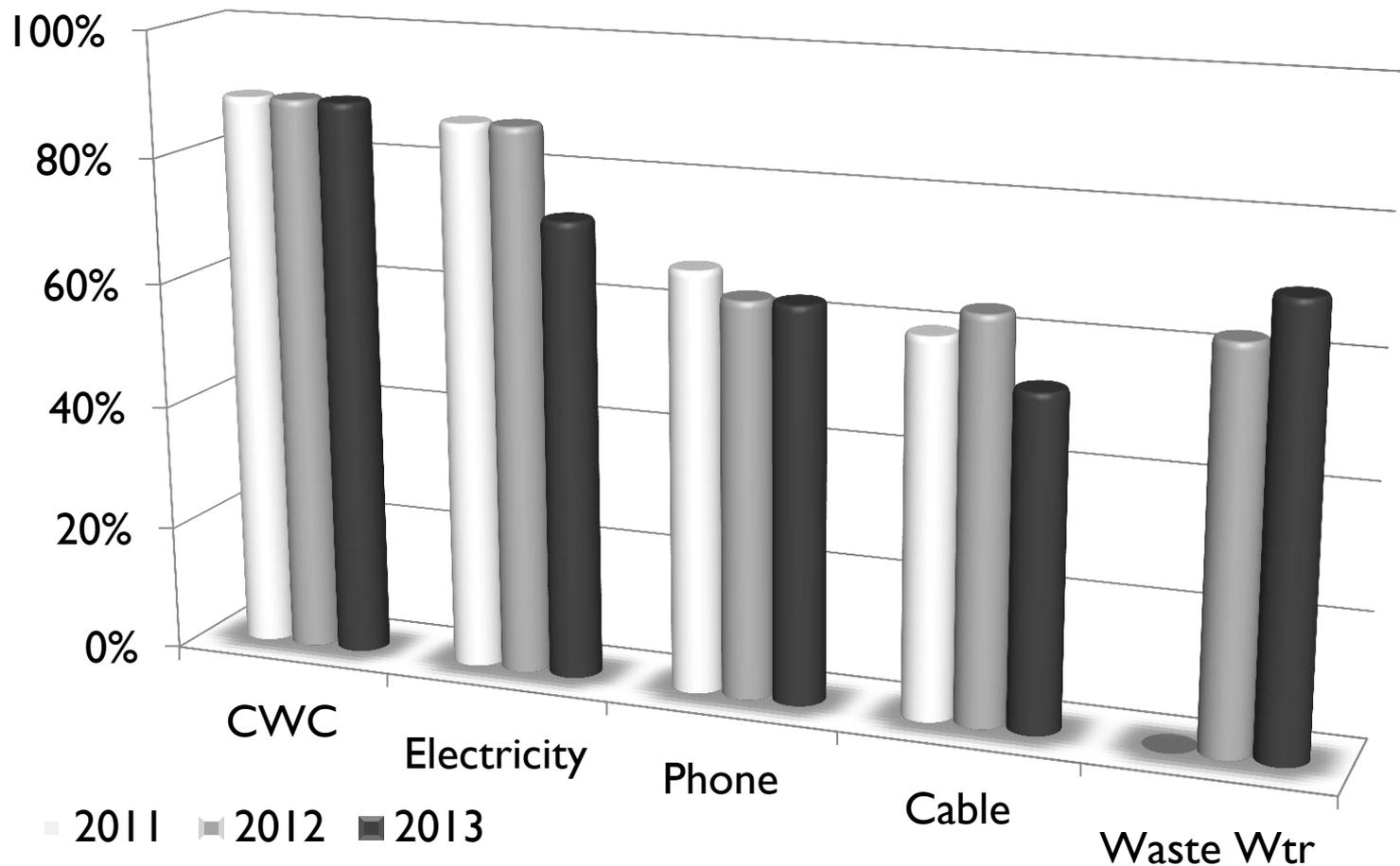
# 89% of our Customers are Satisfied with CWC



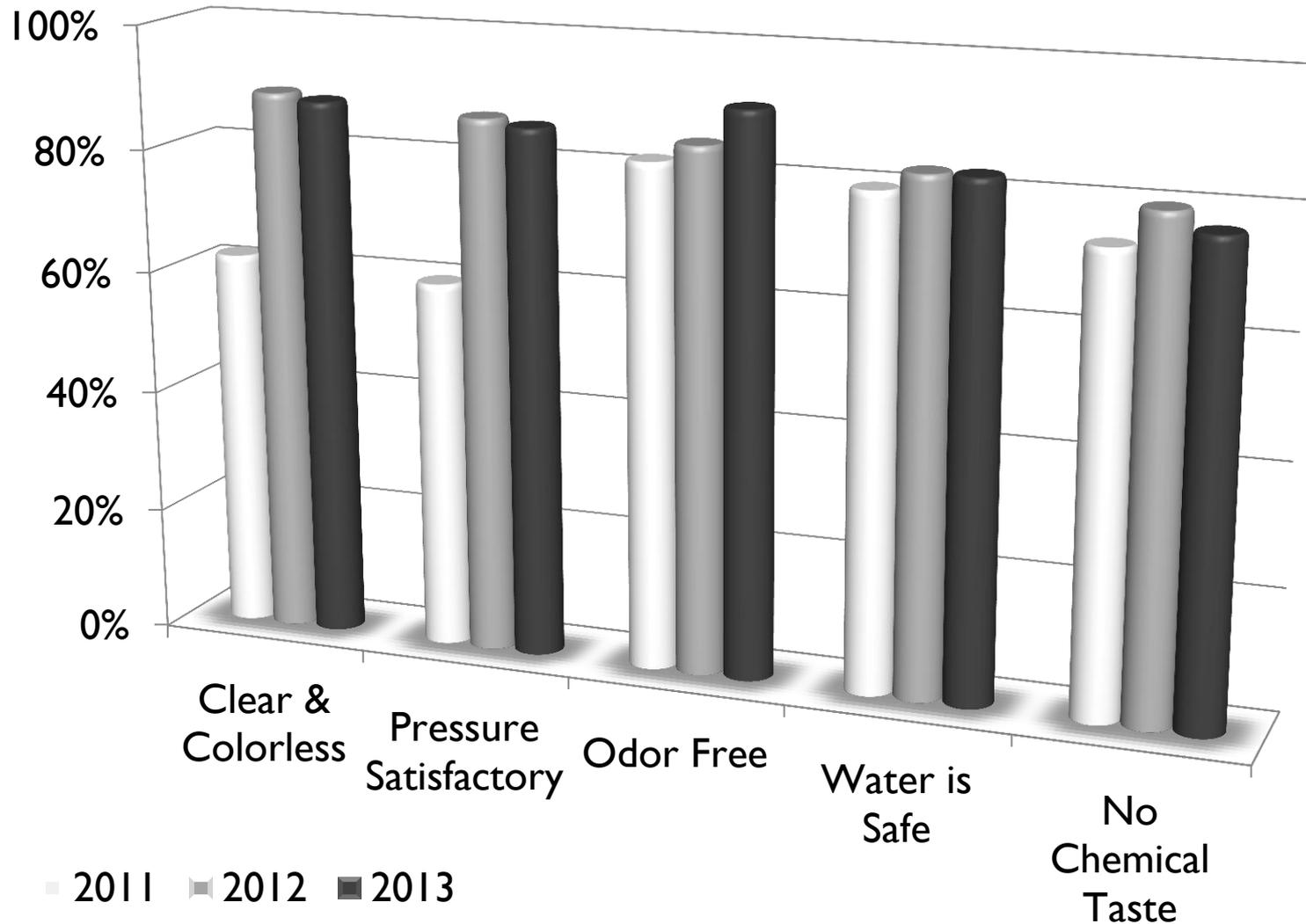
# Overall High Satisfaction

|                  | <b>2011<br/>Satisfied</b> | <b>2012<br/>Satisfied</b> | <b>2013<br/>Satisfied</b> |
|------------------|---------------------------|---------------------------|---------------------------|
| Water Service    | 90%                       | 92%                       | 91%                       |
| Customer Service | 92%                       | 82%                       | 83%                       |
| Water Quality    | 73%                       | 81%                       | 77%                       |
| Water Price      | 75%                       | 78%                       | 73%                       |

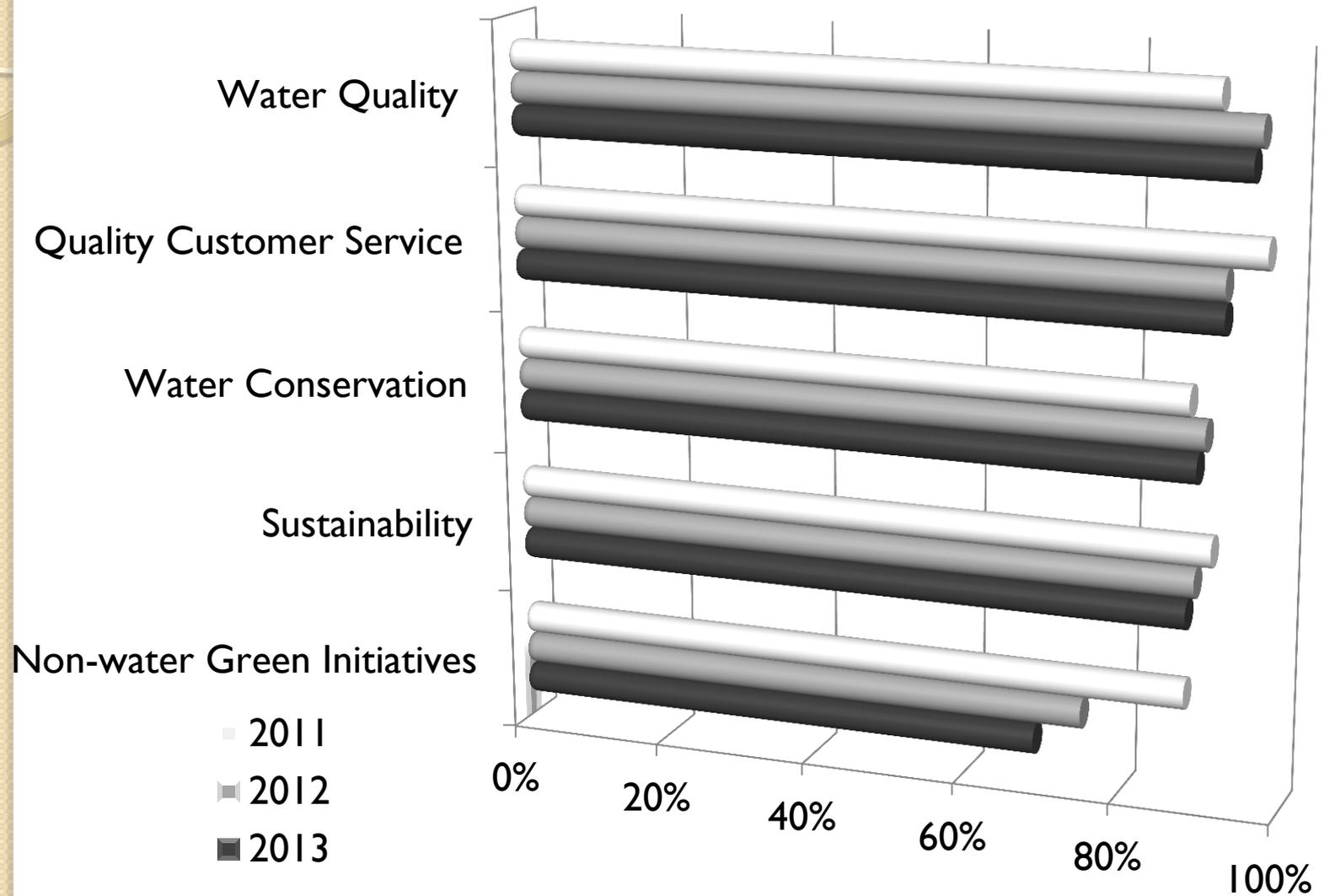
# Customer Satisfaction with Other Utilities



# Water Quality Trends



# Important Attributes



# The Environment



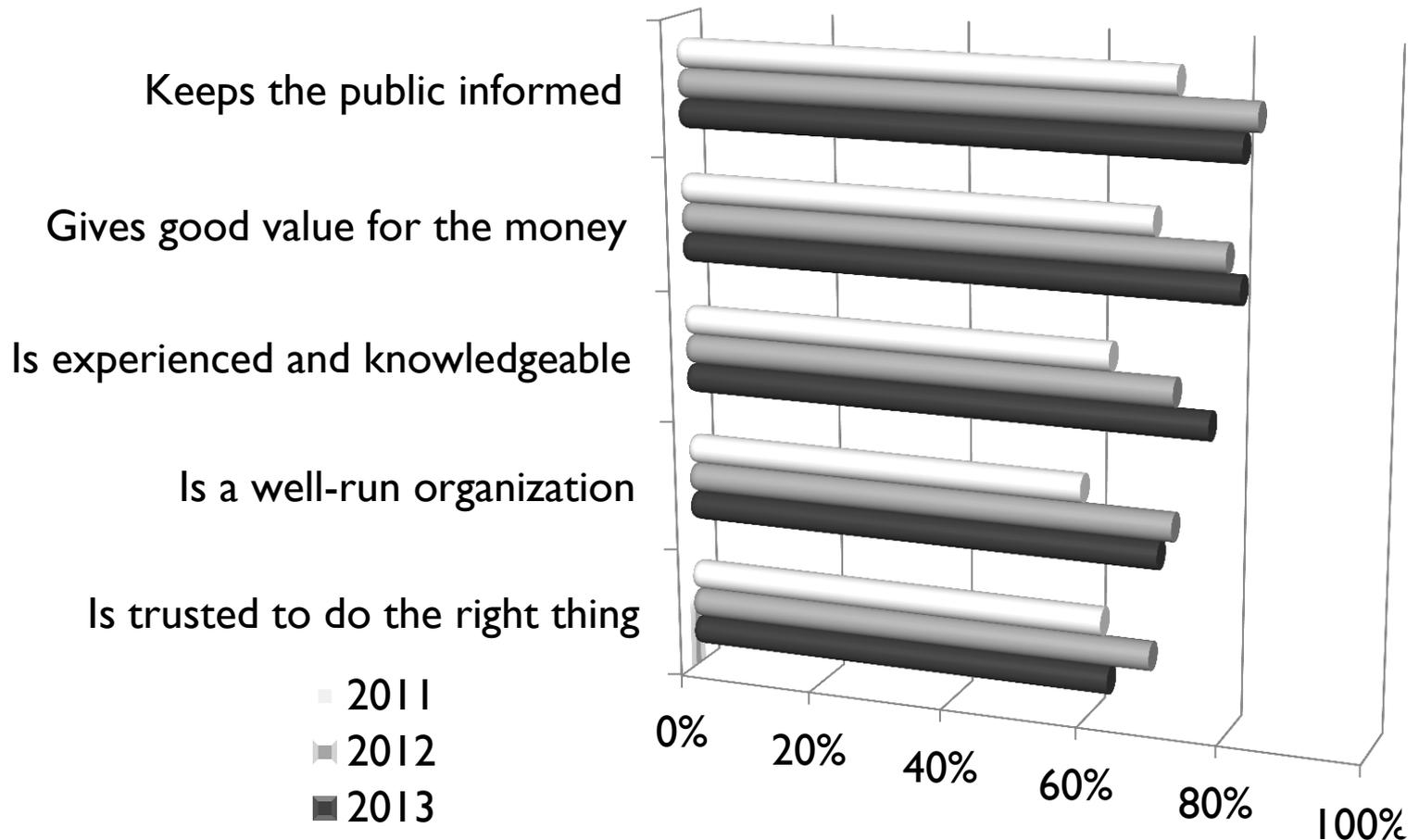
88% agree that sustainable water supplies are important.

89% agree that water conservation programs are important.

69% agree that CWC cares about the environment, 4% disagree.

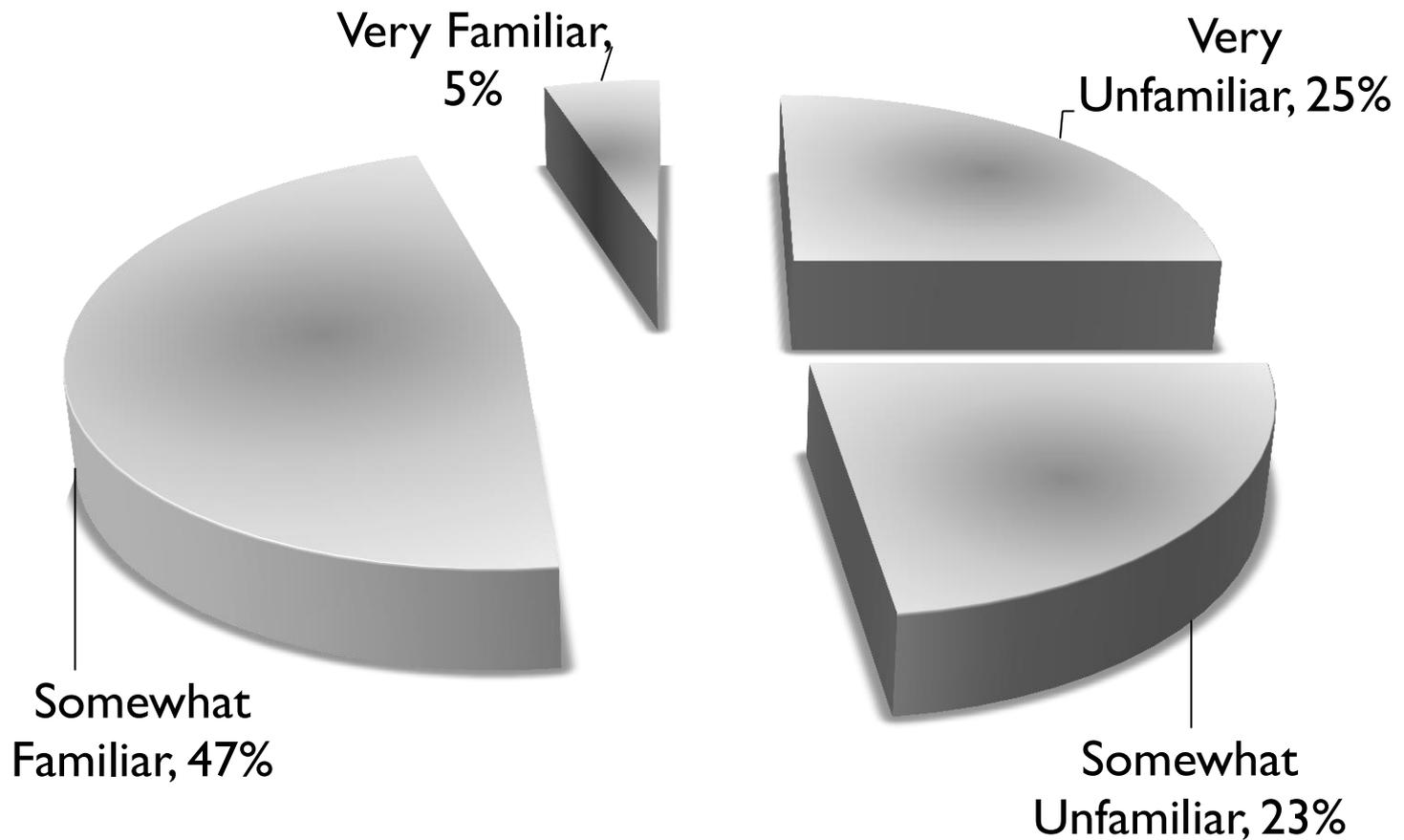
# General Reputation

Our reputation continues to be outstanding. Below are the results of those that agree with the following statements about CWC:



# Familiar with Governance

CWC is a not-for-profit corporation with members.  
We asked our members how familiar they were with our governance.



# Communications

- 81% agree that CWC keeps them informed, 1% disagree.
- 77% have internet access. 4% of respondents do not have internet access. 20% of respondents do not intend to get any internet access.
- 19% have visited our web site [www.communitywater.com](http://www.communitywater.com)
- 70% want their monthly bills by mail.



# Summary



- Satisfaction remains high.
- Customers value water quality as most important followed by quality customer service.
- Many customers drink filtered water because it is connected to their refrigerator.
- Interest in online services and email communication is growing.

# Comments

- Please check your records I have no middle initial in my name.
- Thank you - good survey
- We are blessed to have a quality water company and water
- You're doing a great job Thanks
- Love my water company. (Been a customer for years). Satisfied with service, price, quality. "Awesome" service technicians. :)
- The staff are nice to deal with.
- Very pleased with work crew for outside water leak.
- Like when they monitor water usage to see when it fluctuates.
- Good utility - working toward keeping water available in the future. Nice Job! Well run outfit.
- +++ Thanks for asking opinion of customers. A major goal - besides the routine of daily water - is the look ahead 5 to 10 years consider "rewards" of some kind for customer used water saving devices. I.e. toilets (we installed 2 low use toilets 4 years ago , and other ideas. Overall, good job & my experience with a technician from CWC was ++++!!\*\*\*
- Thank you for your service. Happy Holidays :)
- Your employees are wonderful! Dustin (no longer w/you) was great :(! The people behind counter @ office are patient and friendly! Sue and Kathy are awesome.
- I like good water & I like the cost!!
- We are very concerned about water in the desert - how precious it is and its coming scarcity. Accordingly, we harvest rain water and employ every means possible NOT to waste it. In fact, it has become a "game" in this household to come up with new way to save on water use.
- It would be to EVERYONES advantage if people were cited for hosing down their driveways & sidewalks
- Have an all Electric home. No gas.
- I get charged one month way more than my usual amount. There were no leaks, I water one tree on timer, I live alone & try to be very conservative.
- Told by plumber to leave water heater alone - not flush regularly. Recent retiree - lived here 4 1/2 years before retiring.
- How should I maintain my hot water heater - seems to be working OK.
- New water heater fall 2012
- Can someone show us how to flush water heater. It is about one year old.

- I am concerned that builders are allowed to have only one hot water heater per home. In our case, the master bath is 2 1/2 gallons away from hot water. 2 1/2 gallons down the drain with each requirement for hot water!
- Don't trust water to be chemical free with all the mines area. Worry about new mine depleting our water supply.
- Forget the mine
- We use a filter for drinking water. Not because of any complaint but precautionary.
- Using bottled water at home as huge waste of money
- Am generally satisfied except water pressure seems low to me as compared when I stay at another family members home
- Would like to see a little more water pressure.
- There is a slight but noticeable "off" taste to tap water not a heavy chlorine smell and taste as with Tucson or Quail Creek water, It's hard to describe, but I don't like it.
- I do not live in this home - my children use it when in Green Valley
- I wish the calcium levels were lower
- Calcium level - way too Hi! Water spots reflect solids in water (like dirty water)
- The line is a problem in the commodes. People here think the water is hard. They ought to live in the mountains of VA.
- Big Worry, if the sulfate well contamination returns - I'll take back all the good things I've said above! I lost a hot water heater & couldn't drink my water back in the mid to late 90's.
- My toilet in my bathroom gets lots of black residue around toilet rim has since we moved in and I have to clean it often!!!
- Water Pressure varies greatly!
- Developers put water lines in but don't tell water company where lines run from point of water company access to point - change law.
- The price of water 20 years ago was very reasonable. There has been a steady increase since then, much greater than inflation. The whole area would be better served by one water company for all of Pima Co, failing that then GV & Sahuarita.
- Because our water use is linked to sewer billing, there should be a method of separating our irrigation use (drip sys) from water use that is introduced into the sewer system. I'd like to hear back from you on this.
- I would prefer metered service, & sewer rates that were not tied to water use.
- The sewer bill has tripled & continues to increase. We are careful water users so I don't understand
- We should be able to exempt sewer charges from landscape watering - somehow
- In future, it would be nice to see correct grammar in the "neither Satisfied NOR (nor "or") Dissatisfied" space. Thanks.