

Midland PUC Leads the Pack in Customer Satisfaction

Midland PUC works hard to meet the needs and expectations of its customers and the results of that hard work were evident in the recent results of a Customer Satisfaction Survey that took place in the fall of 2015. Midland PUC collaborated with four other Ontario LDCs to have the survey completed and Midland PUC consistently scored above the average, often by a significant margin.

"I'm not surprised by the results," said President & CEO Phil Marley. "We value our role as a member of the Midland community and the relationships we have with our customers. The results of this survey are a testament to the importance and effort we put into those relationships."

Mandated by the Ontario Energy Board, the Survey requires utilities to query their customers in seven main areas: overall satisfaction; customer service; reliability and price; web and social media; billing; conservation and image.

During the survey, Midland PUC also took the opportunity to query customers on other related areas such as their interest in e-billing and in purchasing an electric vehicle. In the area of e-billing, 29% of customers indicated they had an interest in having access to e-billing.

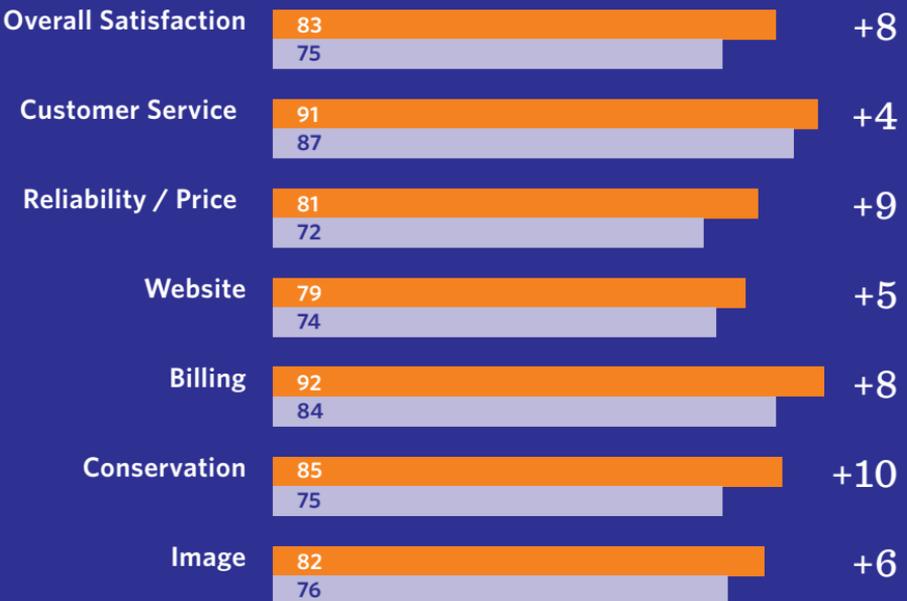
In actual numbers, only 5% of Midland PUC customers are currently enrolled. Marley encourages customers to enroll in the Customer Connect online portal that is available through the Midland PUC website. "It's a great resource for viewing bills and for understanding your electricity use."

Outages are an important area of the survey and something that has a large impact on customers. Midland PUC received a score of 81 and 66 respectively for informing customers about planned and unplanned outages. Both scores are 10 points above the group average. These scores are a reflection of Midland PUC being pro-active about informing customers when their electricity will be turned off and also sending out notifications via social media when a power outage occurs due to a summer storm or freezing rain. Midland PUC scored a 90 for returning power following an outage in a reasonable time, 7 points above the average. Scores were based on 100 points.

"We make sure our customers are aware of any planned outages, and respond quickly to unplanned outages when they occur," said Operations Manager Roy Rogers. "Maintaining a continuous, reliable power supply is a core priority of our business."

Survey Results

Midland PUC LDC Group Average



Scores were based on 100 points