

*Serving our customers*

# TPU Market Research

Vendor & Contract Update 2023

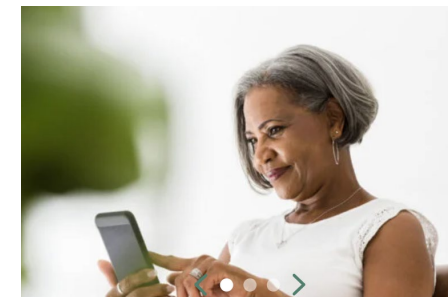
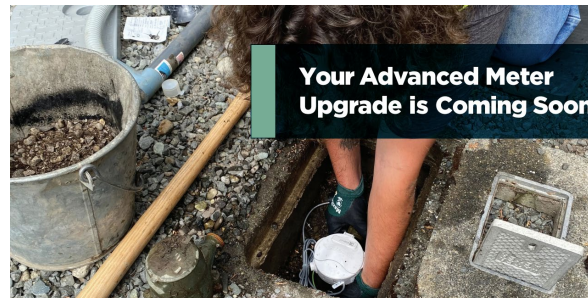
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# Market Research Background



- **TPU Established market research program in 2013 to help inform decision-making impacting customers**
- **Business need for objective, representative data beyond transactional interactions**
- **Industry best-practice by early 2000s to conduct market research**
- **Internal demand for objective data & feedback from customers**
- **Customer needs change as fast as utility industry**



## Assess customer experience & evaluations of the performance of TPU to:

- **determine priorities for actions & investments in operations, training, communications, and product and service offerings,**
- **provide actionable guidance to help the utilities plan programs & initiatives that will be effective in strengthening customer relationships,**
- **give TPU employees easy access to objective, direct feedback that can be used to identify customer preferences & concerns, plan responses, and monitor performance and progress.**

- **TPU conducted RFP for research vendors in 2013**
- **Since 2014, Escalent Inc. has provided quantitative and qualitative research services to TPU**
- **This vendor was the only one to offer tailored research capabilities & benchmarking across a broad sample of similar utilities including multiservice providers**
- **After 5 year term ended in 2019, TPU Public Affairs & Communications was granted a waiver to directly negotiate a continuation of services with Escalent to continue research studies**
- **Escalent has over 95 utility clients nationally and provides research services to many comparable utilities including several in the region- Seattle City Light, PSE, Snohomish, Avista, PGE, Idaho Power.**

## Customer research findings used across TPU:

- **SD-4 Stakeholder Engagement (measurement 2)**
- **SD-5 Environmental Leadership (measurement 7)**
- **SD-7 Reliability & Resiliency (measurement 6)**
- **SD-13 Customer Service (measurement 1)**
- **Overall TPU Overall Performance Metric Report**
- **Business cases**
- **Strategic communications plans**
- **Division strategic plans**

# Escalent Advantages



- **Is one of two known primary research companies that offer nationwide benchmarking across for utility industry**
- **Provides expertise in voice-of-customer research design**
- **Provides tailored studies beyond customer experience measures including customer product & service preferences, small-medium business satisfaction studies, customer communications preference studies, and more**
- **Has a dedicated sampling science department that provides optimized, representative sampling using stratification and other advanced techniques**
- **Has full in-house data collection services with mixed-mode capabilities**
- **Is a recognized leader and expert in providing customized market research for the utility industry**

# Escalent Contract Scope of Work



## Scope of work for extension of services includes:

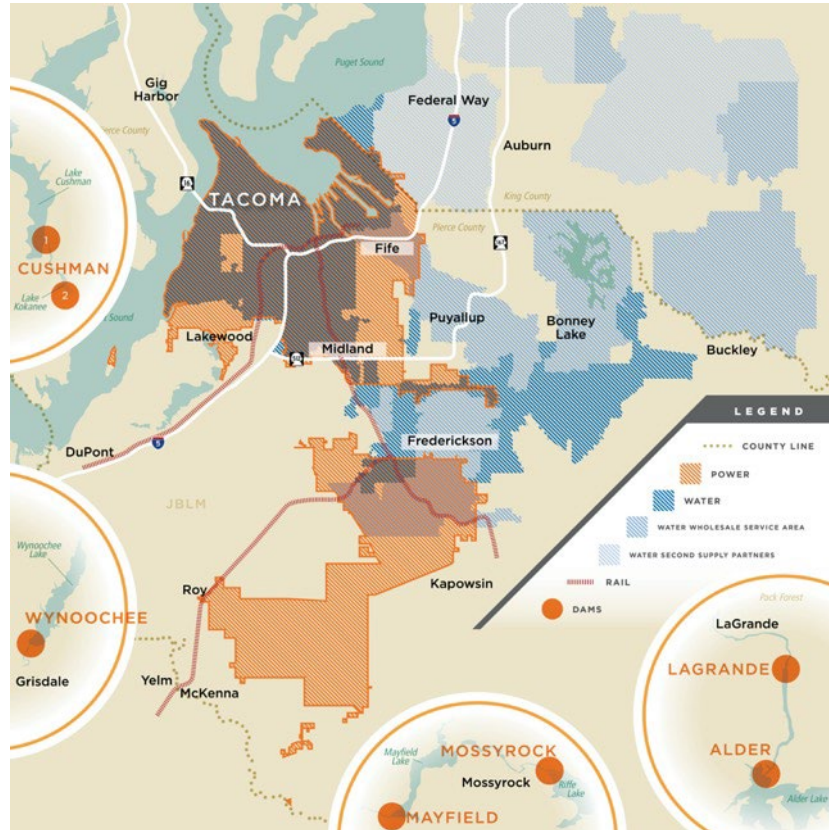
	Cost
2023 Residential Customer Satisfaction Tracking Survey	\$74,500
2023 One-time charge to reconfigure 2017-2022 Residential CSAT results	\$5,500
2024 Residential Customer Satisfaction Tracking Survey	\$78,500
2025 Small-Medium Business Customer Satisfaction Tracking Survey	\$57,500
2025 Residential Customer Satisfaction Tracking Survey	\$82,500
2026 Residential Customer Satisfaction Tracking Survey	\$86,500
2027 Small-Medium Business Customer Satisfaction Tracking Survey	\$61,500
Ad Hoc Residential Products/Services Survey To be conducted as needed; assumed to be 2025 for pricing purposes	\$34,000
<b>TOTAL BUDGET: 2023 Q2 through 2027 Q1 (four years)</b>	<b>\$480,500</b>

## Current Escalent Contract set to expire end of June 2023

- **City of Tacoma Purchasing recommends amending current contract for a final 4 year extension to ensure continuity of service & recognition of unique provider capabilities & use**
- **TPU Public Affairs & Communications (PAC) intends to conduct a new RFP one year prior to the completion date of the current proposed extension**
- **Contract amount is budgeted within PAC biennium budget**
- **Contract renewal will appear on May 24 Regular Agenda**



# Questions



Thank you for your consideration!