

# Strategic Business Plan 2021-2026

SPU Voice of the Customer (VOC) Inventories  
November 2019



The background of the slide features a light blue sky with soft, out-of-focus clouds. Overlaid on this background are numerous dark brown silhouettes of hands, some pointing upwards and others in various orientations, creating a sense of community and reaching out.

# SBP Research Approach

1. Start with what we know, we/others have asked.
2. Demonstrate listening and connection to action/follow-up.
3. Fill critical knowledge gaps in thoughtful, value-added way ***with attention to equity.***

# Why Behind The Approach

- Responsive
- Respectful of people's time and energy
- Accountable with ratepayer money
- Create a centralized repository of information

# Three Growing Inventories

- Residential Customers
- Business Customers
- Employees

# High Level Information Focus

- Are We Doing the Right Things?
- Overall Satisfaction

Vs.

- Program Designs and Details

# Source Materials

- SPU Surveys, Focus Groups, Outreach
- City Surveys and Focus Groups
  - Office of Civil Rights – RSJI Community Surveys
  - Human Resource Department – Values, Anti-Harassment Survey
  - Seattle City Light – SBP Surveys, Outreach
  - Neighborhoods – City Satisfaction Survey
  - Office of Economic Development – Green Business Survey
- Relevant Regional Surveys and Focus Groups
  - EnviroStars Businesses Survey
  - Forterra Environmental Values Survey
  - Yale Climate Opinion Survey

# Key Findings About SPU Research

- Few studies identify truly strategic recommendations or discernment of underlying values (customers or employees).
- Need to ask questions that SPU is prepared to follow up on/respond to and then demonstrate responsiveness.
- Very little ‘message testing’ which might be a worthwhile future endeavor.
- General information about what was important to SPU business customers is a key gap area.
- Avoid over-use of open-ended questions in surveying.

# A Few Outreach Next Steps

- VOC inventories in panel packets
- Discuss key findings in December
- Pursuing VOC research in key gap areas
  - Business Influencer Interviews (Nov)
- Expediting SBP Outreach (Nov-Dec)
  - Will share outreach details (where, when) in December panel