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January 5, 2021

Via Electronic Report Filing

Debra A. Howland
Executive Director
New Hampshire Public Utilities Commission
21 South Fruit St., Suite 10
Concord, NH 03301-2429

Dear Ms. Howland:

**Re: DE 16-383; Liberty Utilities (Granite State Electric) Corp. d/b/a Liberty
Annual Residential Customer Satisfaction Survey — 2020**

On behalf of Liberty, this annual report is provided in accordance with the Stipulation and Settlement Agreement regarding permanent rates approved by Order No. 26,005 (April 12, 2017) in Docket No. DE 16-383. Please note this report has been filed via the Commission's Electronic Report Filing system.

Thank you for your attention to this matter. Please do not hesitate to call if you have any questions.

Sincerely,

A handwritten signature in black ink that reads 'Steven E. Mullen'.

Steven E. Mullen

Enclosure

Cc: Amanda Noonan



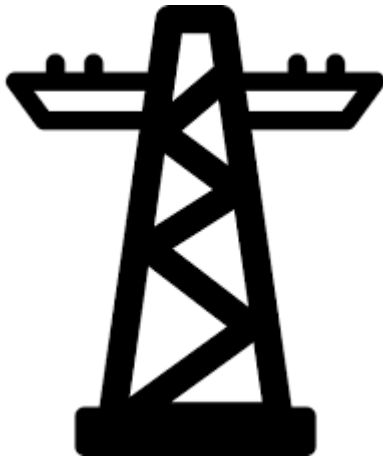
Customer Satisfaction Tracking New Hampshire Electric

October 2020



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Background and Objectives

Background and Objectives

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Screen & Evaluative Criteria

- Person in household who would contact local utility company or deal with bill
- Age 18 or older
- Aware Liberty Utilities is their local electricity provider



Method

- Web survey
- Qualification screener
- Analyze current customer satisfaction levels with Liberty Utilities among New Hampshire (NH) Electric Customers
- Compare current customer satisfaction levels with previous years to determine whether satisfaction changed significantly over time
- Identify areas for improvement in order to increase satisfaction in the future
- Demographics



Survey Specs

- Interview length 6 minutes on average
- Survey fielding: September 14-October 15, 2020
- Sample source: Liberty Utilities customer list
- 1,503 customers participated, 610 via an online survey and 893 via phone interviews
- The margin of error is plus or minus 2.5% at the 95% level for results based on all customers



Key Findings

Key Findings

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- **Overall satisfaction for Liberty remains very high**, at 86%, well above the target level of 80%, and a significant increase compared with 2019.
 - ✓ The strength of approval is also very impressive, with 56% of customers being very satisfied.
 - ✓ The small number of dissatisfied customers complain about cost, billing/statement errors and problems, website problems and poor customer service in general.
 - ✓ Unlike in other markets, there is relatively little difference in satisfaction levels by age, indicating that Liberty Electric is performing unusually well among younger customers in this market.
 - However, awareness of Liberty energy efficiency programs is lower among younger customers than among older ones. Increasing awareness would likely result in higher satisfaction levels.
- **Satisfaction levels for the Key Indicators and Company Evaluations remain high.**
 - ✓ Satisfaction levels for numerous Key Indicators increased this year, including customer service, communications, the website, price and community presence.
 - ✓ Satisfaction levels for several Company evaluations also increased in 2020 – quality of services, being a well-run company, communicating long-term values and commitments and providing good value for the price.
- **The most important drivers of satisfaction for Liberty**, and the areas which are most important focus on, are:
 - ✓ Communication
 - ✓ Customer service
 - ✓ Price
 - ✓ Payment options
 - ✓ Encouraging conservation
- **Awareness of Liberty's energy efficiency programs remained stable since 2015.**
 - ✓ Direct mail and email are the main sources of awareness.

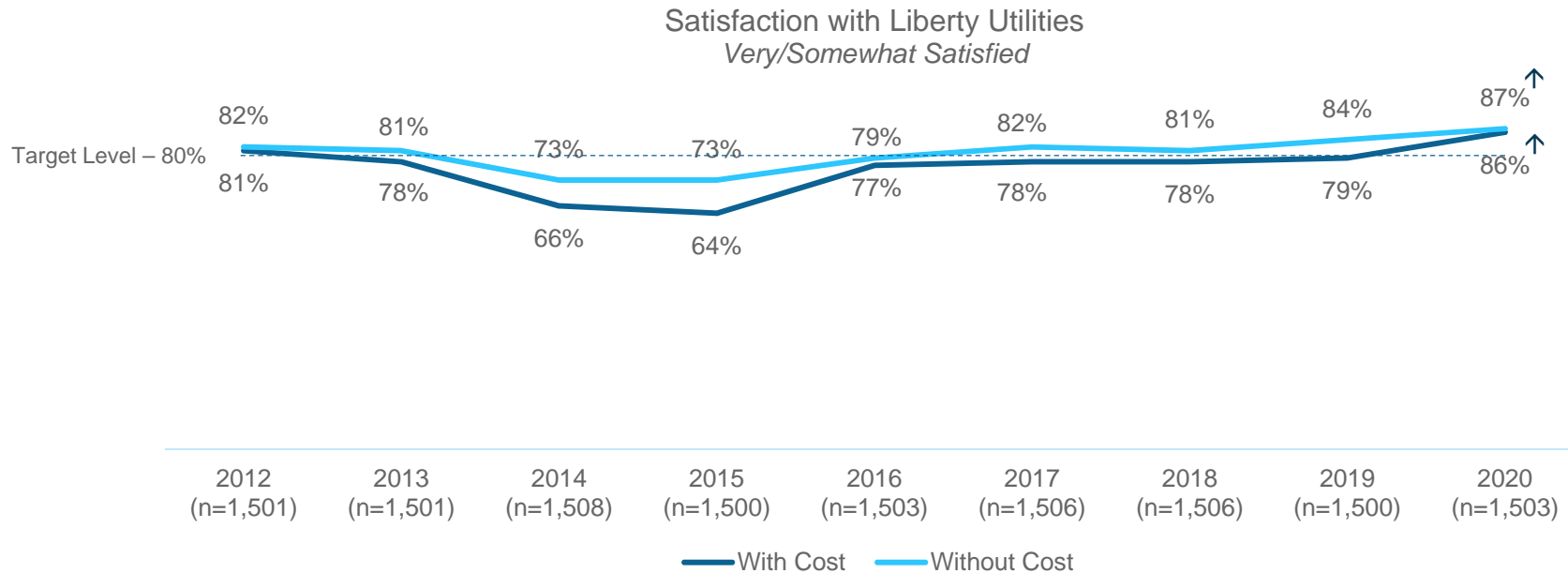


**Overall
Satisfaction**

Overall Satisfaction and Satisfaction without Cost

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- After hovering just below 80% from 2016-2019, in 2020 overall satisfaction for Liberty jumped to 86%, the highest level measured since tracking began.
- Satisfaction excluding cost also increased in 2020, although it has always remained slightly higher than satisfaction with cost included; in 2020 the gap was only one point.



↑/↓
Q3
QEAST01

Indicates score is significantly higher/lower than 2019
Overall, how satisfied are you with Liberty Utilities?

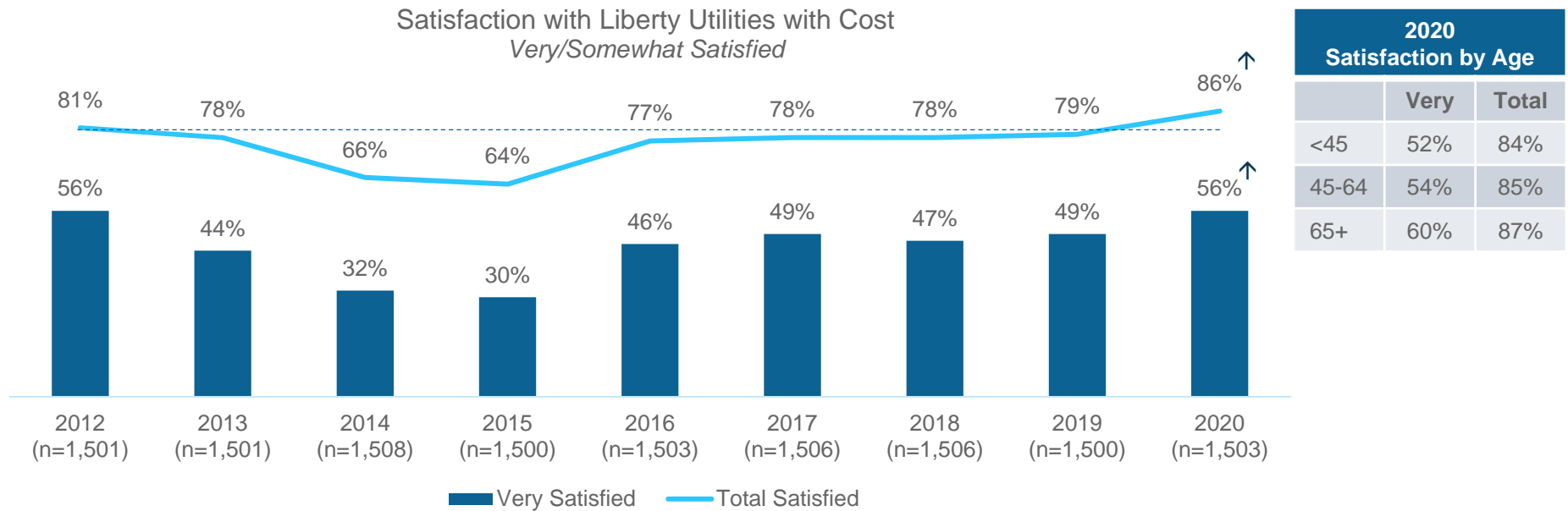
Using a scale where 5 is "very satisfied" and 1 is "very dissatisfied", how satisfied are you with the services, excluding price, that you are receiving from Liberty Utilities?

LUTH
research

Overall Satisfaction and Satisfaction Including Cost

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- After a dip in 2014 and 2015, overall satisfaction recovered strongly in 2016 and remained between 77% and 79% through 2019. In 2020, the percentage very satisfied with Liberty jumped 7 points, pulling the overall satisfaction level up to 86%.
- Unlike with other utilities, there is relatively little difference in satisfaction levels by age; with many utilities, satisfaction is significantly lower among younger customers, although this isn't the case with Liberty NH Electric.



2020 Satisfaction by Age		
	Very	Total
<45	52%	84%
45-64	54%	85%
65+	60%	87%



↑/↓
 Bases:
 Q3

Indicates score is significantly higher/lower than 2019
 <45 years of age (n=357), 45-64 years of age (n=531), 65+ years of age (n=615)
 Overall, how satisfied are you with Liberty Utilities?

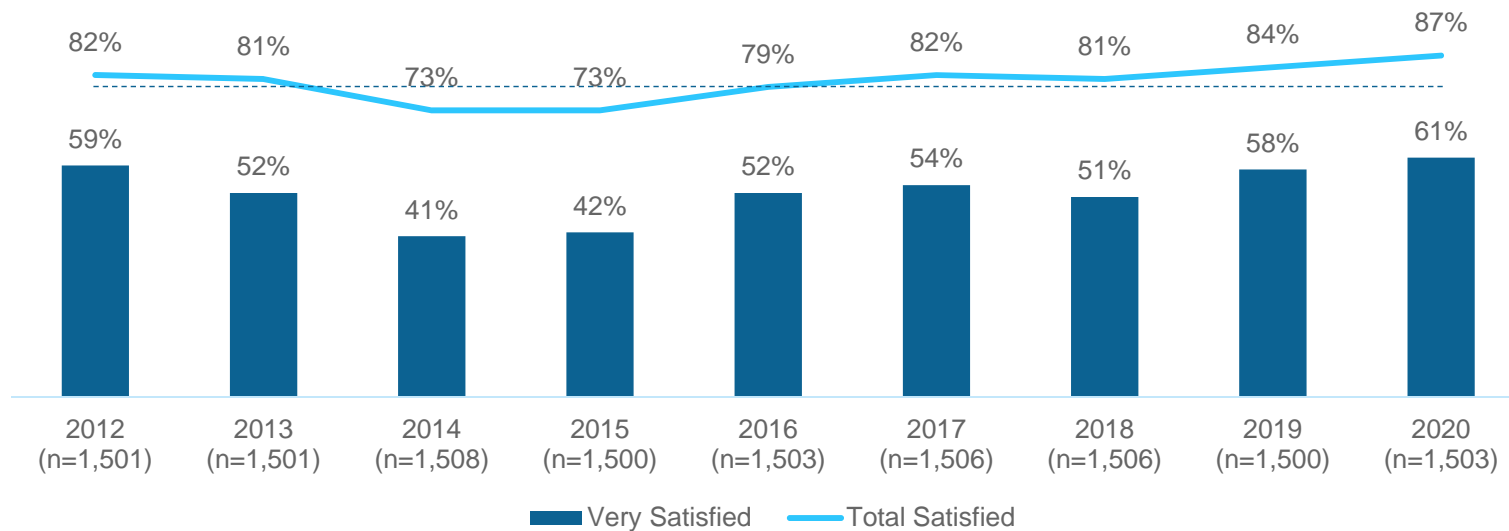


Overall Satisfaction and Satisfaction Excluding Cost

10

- There has been less variability in satisfaction for Liberty excluding cost, although it also reached its nadir in 2014 and 2015. Results in 2019 and 2020 are the highest ever measured.
- Mirroring overall satisfaction results, there is little difference in satisfaction by age, which indicates that Liberty performs unusually well among younger customers.

Satisfaction with Liberty Utilities without Cost
Very/Somewhat Satisfied



2020 Satisfaction by Age		
	Very	Total
<45	61%	87%
45-64	59%	86%
65+	63%	87%



↑/↓
Bases:
QEASTO1

Indicates score is significantly higher/lower than 2019
 <45 years of age (n=357), 45-64 years of age (n=531), 65+ years of age (n=615)
 Using a scale where 5 is "very satisfied" and 1 is "very dissatisfied", how satisfied are you with the services, excluding price, that you are receiving from Liberty Utilities?



Reasons for Satisfaction or Dissatisfaction

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- The main reasons customers are satisfied with Liberty are lack of problems and service reliability.
- Cost is the top complaint among the small group of dissatisfied customers, followed by billing and website problems and poor customer service in general.

Total Satisfied (n=1,286)	Very Satisfied (n=842)	Neither Satisfied Nor Dissatisfied (n=135)	Total Dissatisfied (n=82)
Never had a problem (33%)	Never had a problem (41%)	Cost is too high (26%)	Cost is too high (43%)
Reliable service (24%)	Reliable service (29%)	No choice in provider (14%)	Billing problems (23%)
Prompt repair service (11%)	Prompt repair service (14%)	Never had a problem (11%)	Website problems (12%)
Cost is too high (11%)	Good customer service (12%)	Adequate service (9%)	Poor customer service (10%)
Good customer service (9%)	Reasonable cost (7%)	Billing problems (8%)	Poor communication (9%)
Reasonable cost (5%)	Service good overall (5%)	Website problems (7%)	Service interruptions (7%)
Service good overall (5%)	No problems with billing/ payments (4%)	Service interruptions (6%)	Insufficient support for alternative energy (7%)

Reasons for Satisfaction

We are way at the end of a dead end road. It's a difficult area to maintain, but they always take care of it. They do a great job of maintaining the lines. They are way better than Granite State Electric.

Anytime there is a problem they come right away. They are prompt, it doesn't even take an hour sometimes.

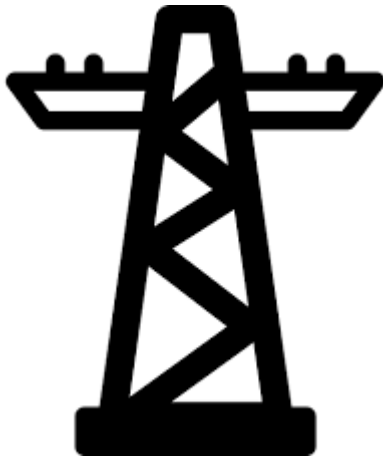
A tree was going to hit the electric line. I wanted to report it and the lady was phenomenal.

We have been behind for most of our time with Liberty Utilities. I am sad to say we only just recently caught up for the first time in years. But every person I have worked with from support to just the few techs I've had to see have been fantastic, caring and willing to help me so much. It's been a rough several years and it's been scary at times but I am so happy about how easy it was to work with them. We had Eversource previously and Liberty are 10 times better.

Over many years Liberty has treated me more than fairly. When I lost my son they gave me service when I couldn't afford it and gave me an Xmas I potentially wasn't going to have. They are greatest thing that I have ever had, they are really responsive.

I've never had an issue with service or billing and compared to other utility prices in the area, you beat them hands down.

I have lived in a relatively remote location in Canaan, NH for 3 years. The winters are brutal, but Liberty Utilities obviously knows the harsh conditions it's communities face, and knows how to deal with them. It was easy to call their number and report any outage and I was always confident that their crews were ON THE SCENE! As a single person out in the middle of nowhere, I never got treated as such by Liberty Utilities. Thank you for 3 awesome years of service in one of the toughest locations I've ever lived!

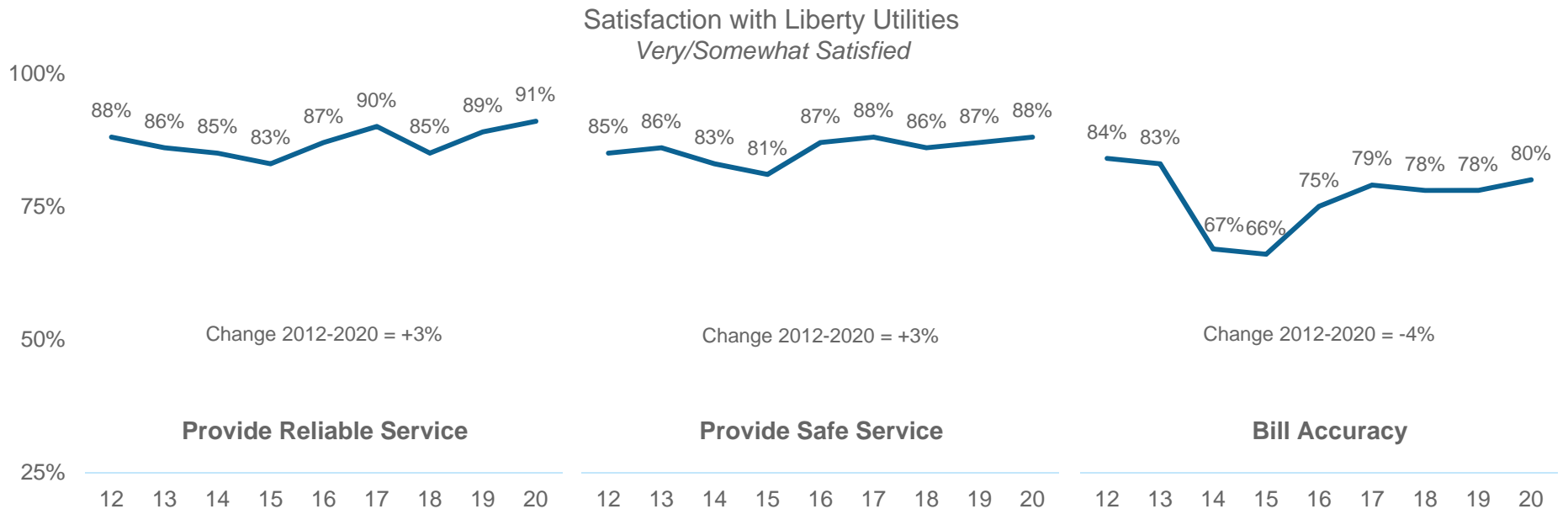


Key Indicators and Company Evaluations

Key Indicators

14

- Satisfaction for Liberty providing safe and reliable service has always stayed in the mid-80's and higher. These are core aspects of business which all utilities are expected to provide.
- Aside from a dip in 2014 and 2015, Liberty's rating for bill accuracy has also remained very impressive, at 75% and higher.



Base:
Q2.

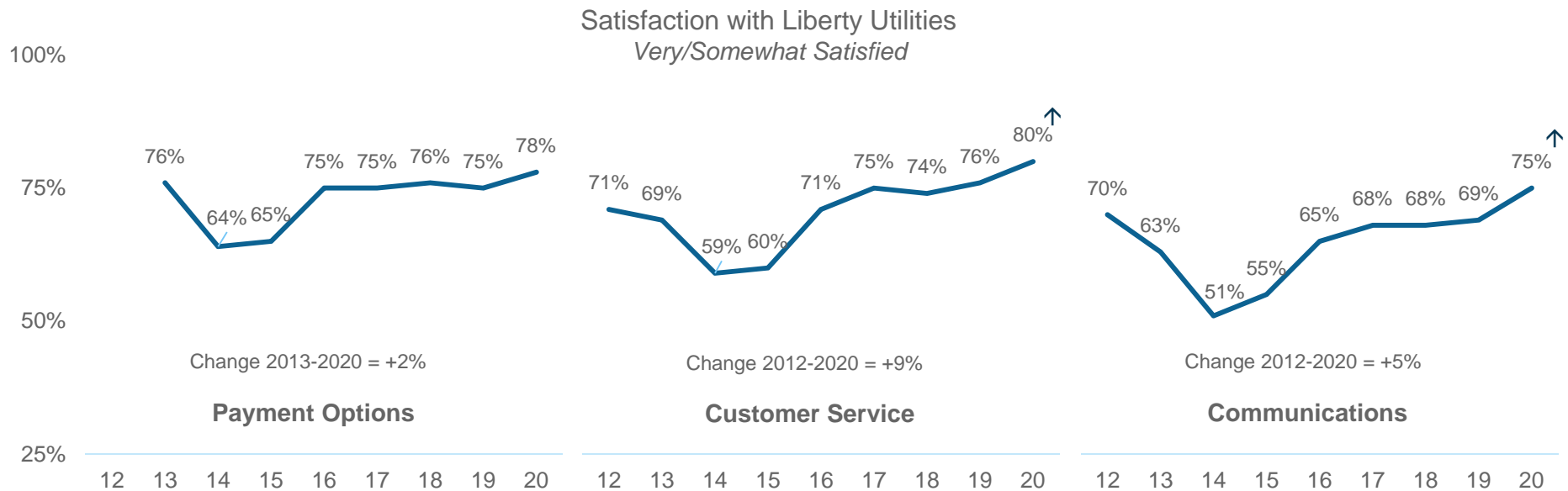
Varies by indicator and by year
Please rate Liberty Utilities in the following areas by using a 5-point scale with 5 being "Very Satisfied" and 1 being "Very Dissatisfied".



Key Indicators

15

- Liberty's ratings for customer service and communications both increased in 2020 and have risen compared with 2012, when tracking began.
- Satisfaction with payment options is similar to where it was in 2013, when it was added to the tracking survey.



↑/↓
Base:
Q2.

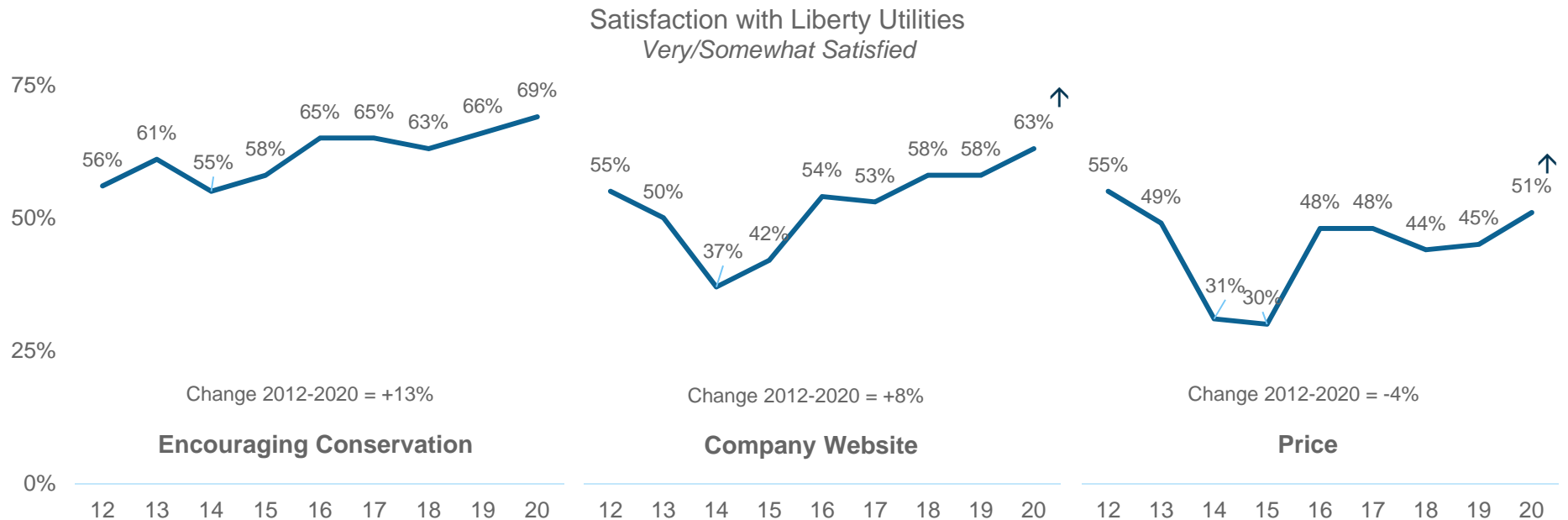
Indicates score is significantly higher/lower than 2019
Varies by indicator and by year
Please rate Liberty Utilities in the following areas by using a 5-point scale with 5 being "Very Satisfied" and 1 being "Very Dissatisfied".



Key Indicators

16

- Satisfaction levels for the website and price both increased substantially this year, although satisfaction with price remains below where it was in 2012.
- Compared with 2012, satisfaction levels are higher for encouraging conservation and the company website.



↑/↓
Base:
Q2.

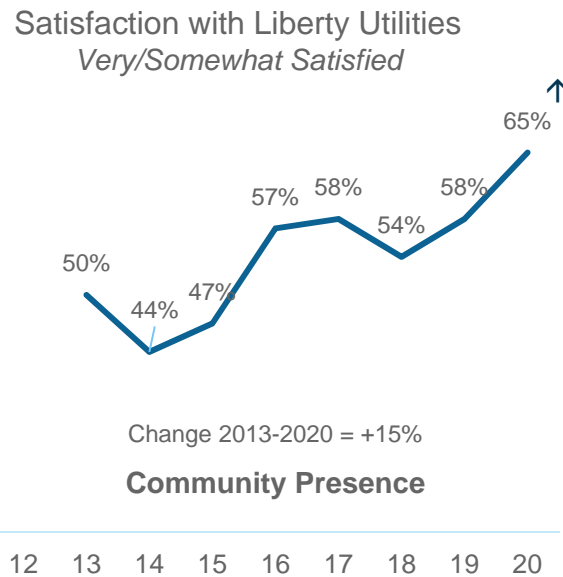
Indicates score is significantly higher/lower than 2019
Varies by indicator and by year
Please rate Liberty Utilities in the following areas by using a 5-point scale with 5 being "Very Satisfied" and 1 being "Very Dissatisfied".



Key Indicators

17

- Satisfaction with community presence has increased by 15 percentage points since 2013, the largest increase for any indicator.



Base:
Q2.

Varies by indicator and by year
Please rate Liberty Utilities in the following areas by using a 5-point scale with 5 being "Very Satisfied" and 1 being "Very Dissatisfied".



Key Indicators

18

- Satisfaction levels for Liberty are generally slightly higher among customers 65 and older than among younger customers, although on many indicators the difference is slight. Satisfaction levels are clearly higher among older customers for payment options, encouraging conservation and price.
- Satisfaction levels are also generally lower among customers living in households earning more than \$50,000 annually.

Very/Somewhat Satisfied		Age			Household Income		
	Total	18-44	45-64	65+	<\$50K	\$50K-<\$100K	\$100K+
Providing reliable service	91%	93%	89%	91%	94%	94%	89%
Providing safe service	88%	88%	86%	89%	91%	90%	86%
Customer service	80%	80%	78%	83%	86%	82%	75%
Accuracy of bill/statement	80%	77%	78%	84%	80%	82%	81%
Payment options	78%	76%	72%	83%	80%	78%	79%
Communications	75%	76%	73%	77%	78%	78%	72%
Encouraging conservation	69%	68%	66%	73%	75%	68%	69%
Community presence	65%	66%	61%	68%	73%	65%	63%
Company website	63%	63%	61%	66%	69%	64%	62%
Price	51%	50%	47%	56%	57%	46%	54%

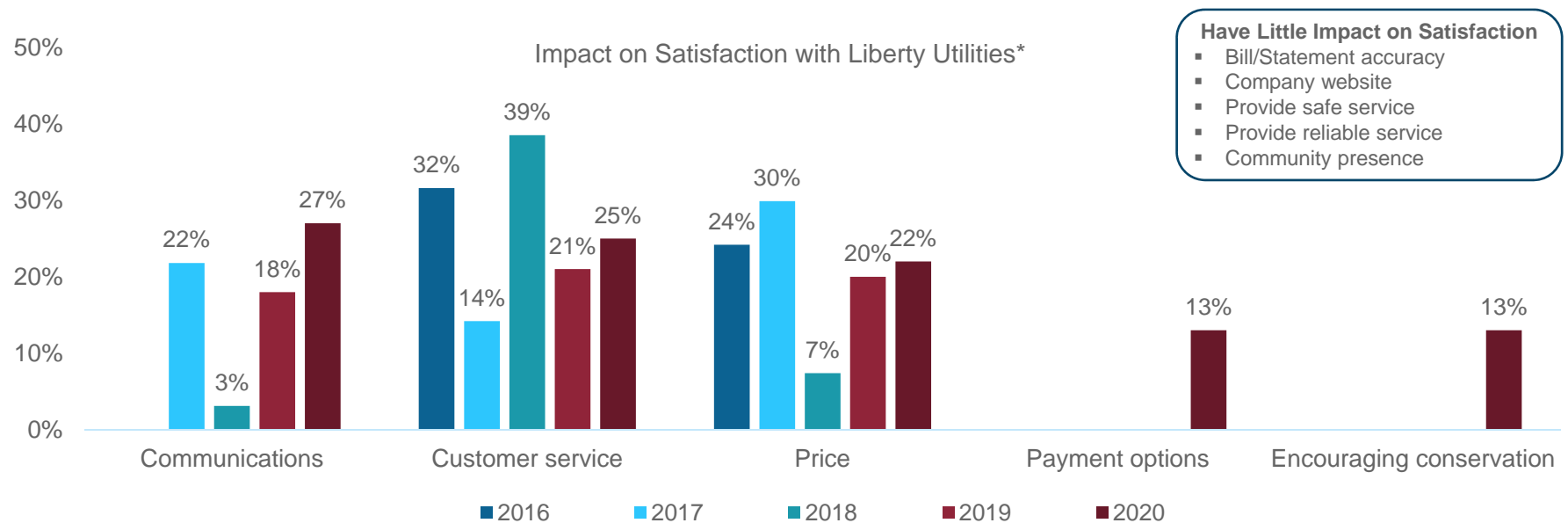


Base: Q2. Varies by indicator and subgroup
Please rate Liberty Utilities in the following areas by using a 5-point scale with 5 being "Very Satisfied" and 1 being "Very Dissatisfied".



Drivers of Satisfaction

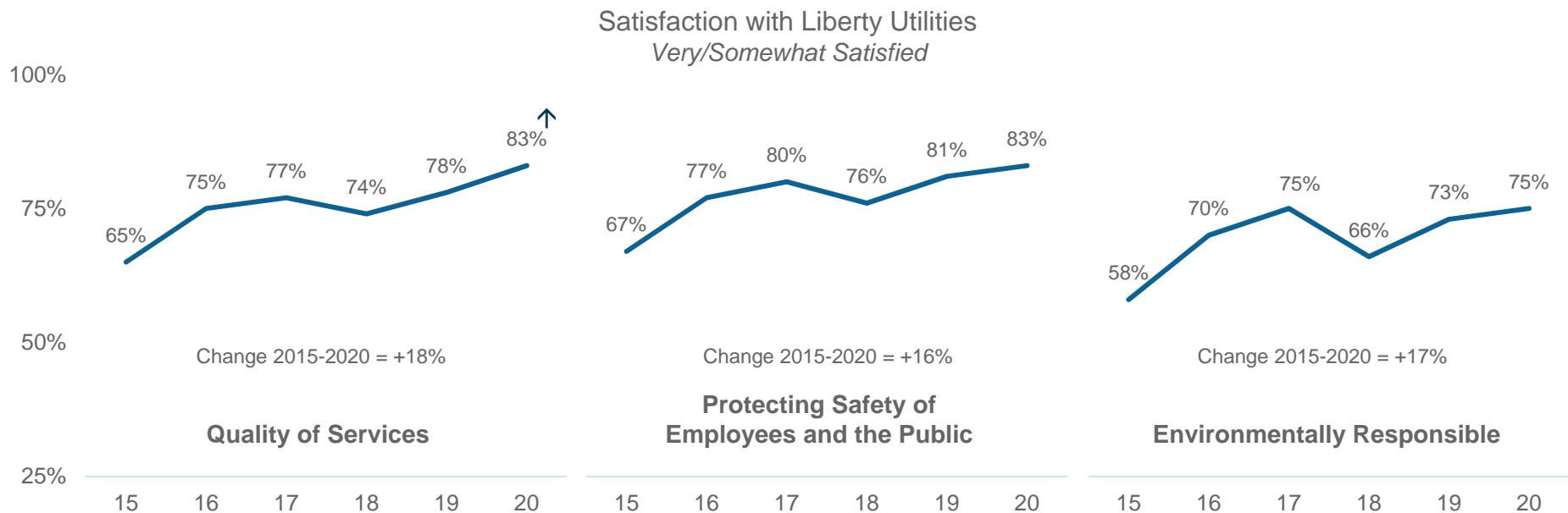
- A regression analysis was conducted to help quantify the impact of the Key Indicators on overall satisfaction with Liberty Utilities. The results for the attributes which had a significant impact on satisfaction are shown below.
- The indicators which have the biggest impact on satisfaction with Liberty are communications, customer service and price.



Company Evaluations

20

- Ratings for Liberty on service quality and protecting safety are well over 80%, and satisfaction with quality of services increased in 2020.
- Satisfaction levels for all attributes on this slide have risen sharply since 2015, by between 16 and 18 points.



Base:
Q5.

Varies by indicator and by year

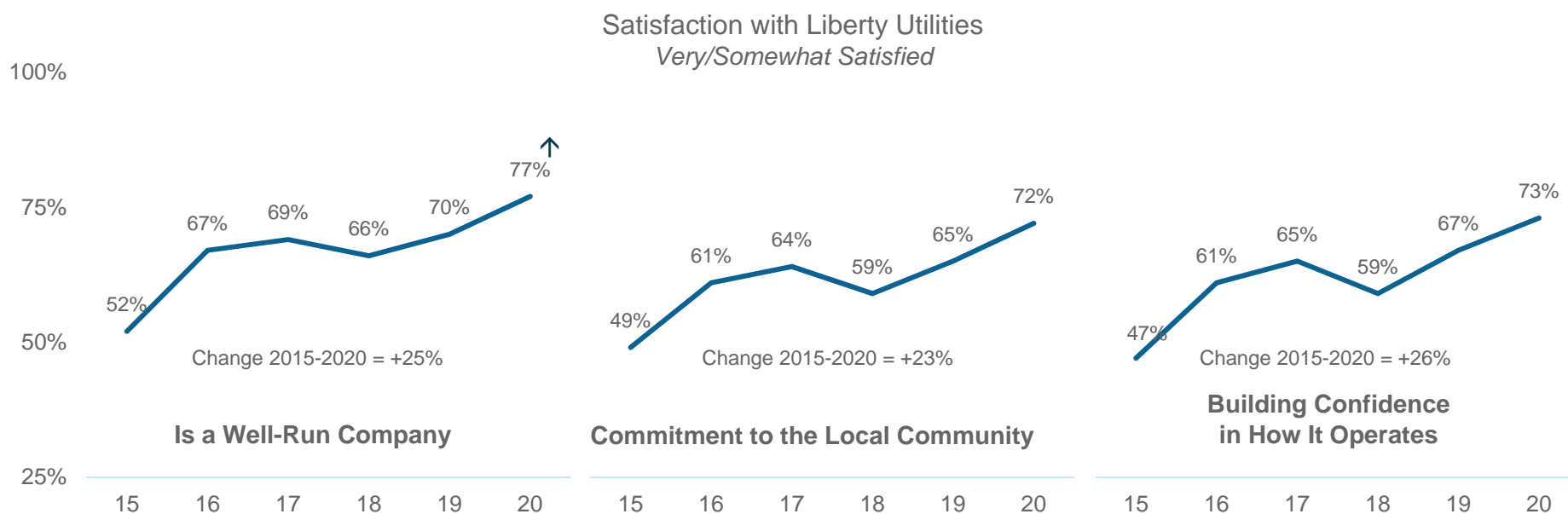
Based on a 5-point scale where 5 means "Excellent" and 1 means "Poor", please rate how good a job Liberty Utilities does on each of the following items:



Company Evaluations

21

- There have been increases in satisfaction of more than 20 points for the three Company Evaluations on this slide, and satisfaction has increased significantly over the past year for Liberty being a well-run company.



↑/↓
Base:
Q5.

Indicates score is significantly higher/lower than 2019
Varies by indicator and by year

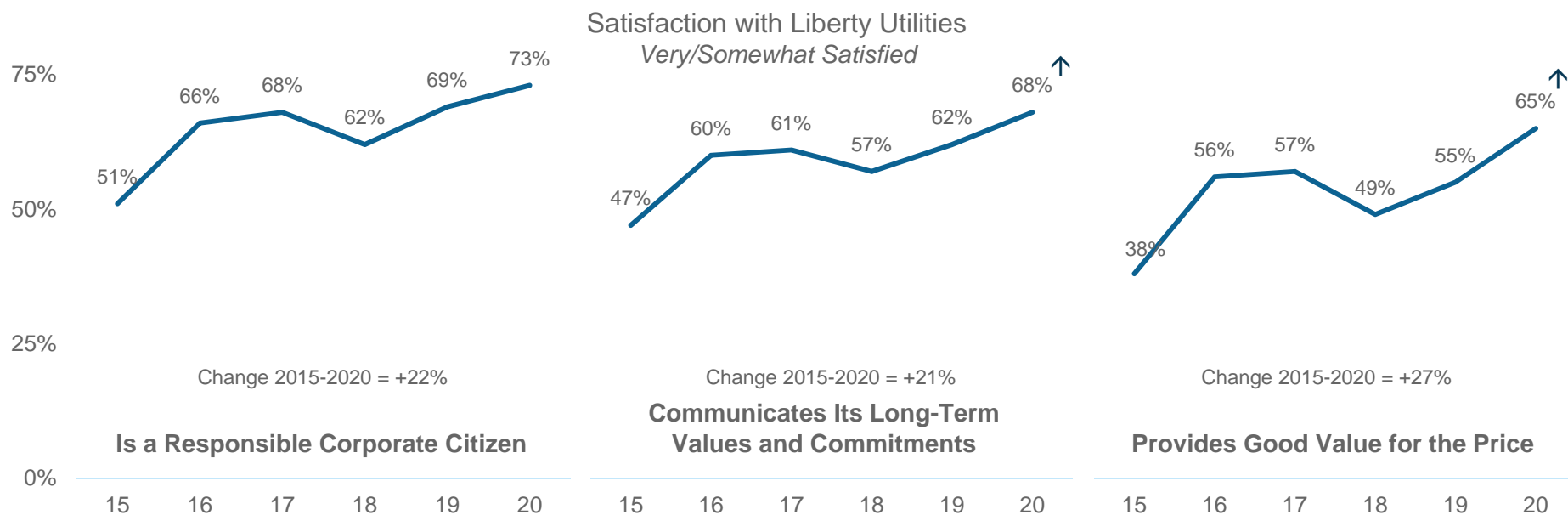
Based on a 5-point scale where 5 means "Excellent" and 1 means "Poor", please rate how good a job Liberty Utilities does on each of the following items:



Company Evaluations

22

- Although providing good value for the price remains Liberty's weakest Company Evaluation, satisfaction on this Evaluation increased more than any other since 2015.
- Satisfaction for good value for the price and communicating long-term values and commitments increased significantly this year.



Base:
Q5.

Varies by indicator and by year

Based on a 5-point scale where 5 means "Excellent" and 1 means "Poor", please rate how good a job Liberty Utilities does on each of the following items:



Company Evaluations

23

- Satisfaction for Liberty generally increases slightly by age across all Company Evaluations by between 1 and 11 percentage points.
- Satisfaction levels are notably lower among the most-affluent customers, with gaps of more than 10 percentage points for being a well-run company, responsible corporate citizen, commitment to the local community and communicating its values and long term commitments. Lower satisfaction levels among more-affluent customers have been common since tracking began, although even among that group, Liberty is rated highly.

Very/Somewhat Satisfied		Age			Household Income		
	Total	18-44	45-64	65+	<\$50K	\$50K-<\$100K	\$100K+
Protecting the safety of employees and the public	83%	81%	86%	82%	86%	83%	83%
Quality of services provided to customers	83%	80%	82%	85%	86%	83%	82%
Being a well-run company	77%	77%	74%	80%	85%	73%	73%
Operating in an environmentally responsible manner	75%	67%	75%	78%	79%	70%	74%
Being a responsible corporate citizen	73%	69%	74%	76%	81%	67%	72%
Building customer confidence/trust in how it operates	73%	71%	71%	75%	79%	70%	72%
Commitment to the local community	72%	71%	70%	74%	81%	69%	68%
Communicates its values and long term commitments	68%	64%	68%	70%	76%	66%	61%
Providing good value for the price	65%	65%	63%	67%	70%	66%	61%

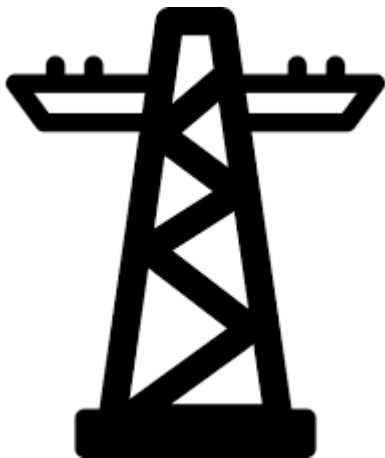


Base:
Q2.

Varies by indicator

Please rate Liberty Utilities in the following areas by using a 5-point scale with 5 being "Very Satisfied" and 1 being "Very Dissatisfied".





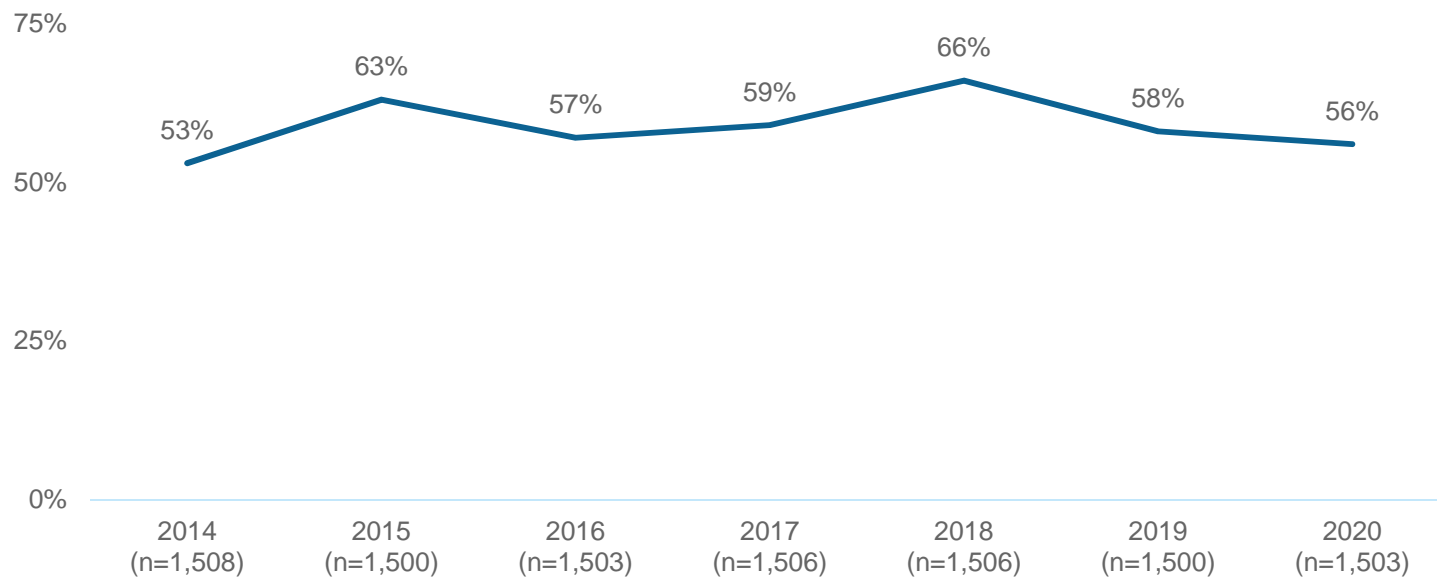
Contacting Liberty Utilities

Contacting Customer Service

25

- More than half of Liberty customers contacted the company in the past year, which has been consistent since tracking began in 2012.
- While two in three customers younger than 45 contacted Liberty, fewer than half of customers 65 and older did.

Contacted Liberty Utilities in Past 12 Months



2020 Contact by Age	
<45	68%
45-64	56%
65+	48%



Bases:
Q6z

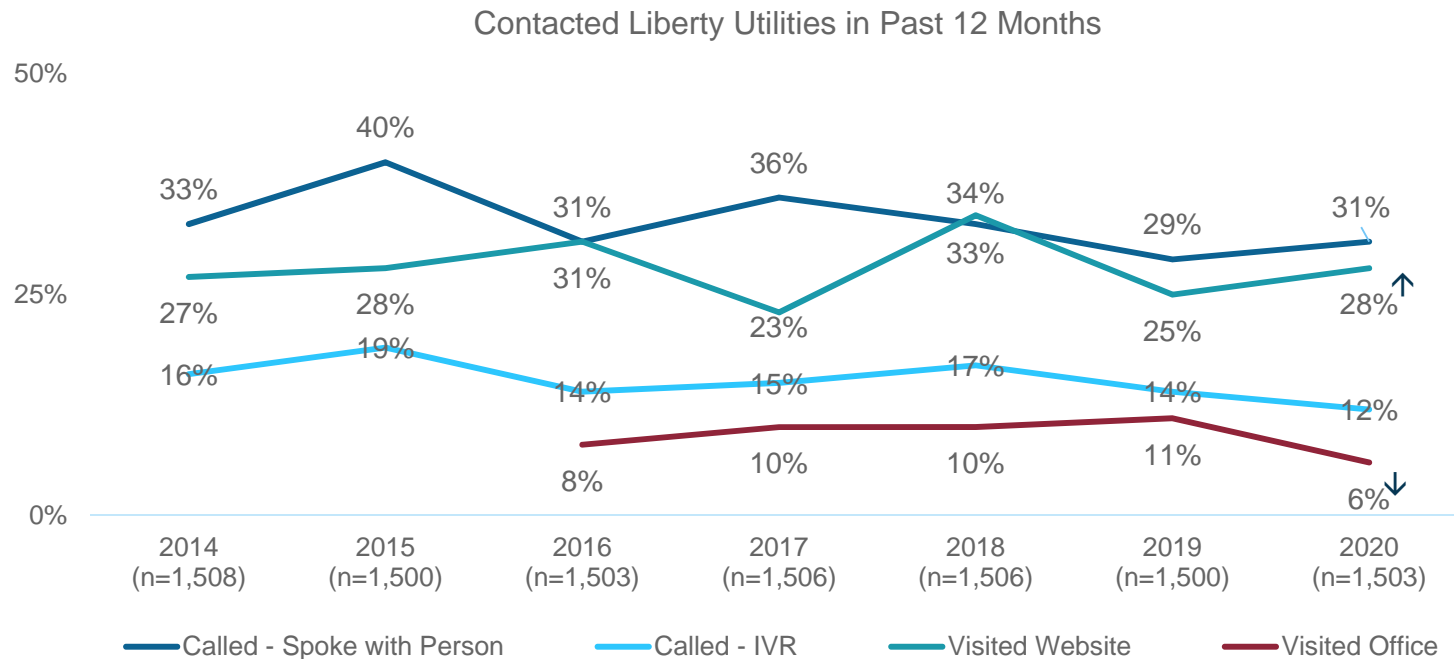
<45 years of age (n=357), 45-64 years of age (n=531), 65+ years of age (n=615)
Which of the following have you done in the past year? Please select all that apply.



Contacting Customer Service

26

- The most common ways customers contact Liberty are by calling and speaking with a representative and by visiting the website. Website visitation increased in 2020, while office visitation declined; both trends may be a result of COVID.



↑/↓
Q6z
Q6x

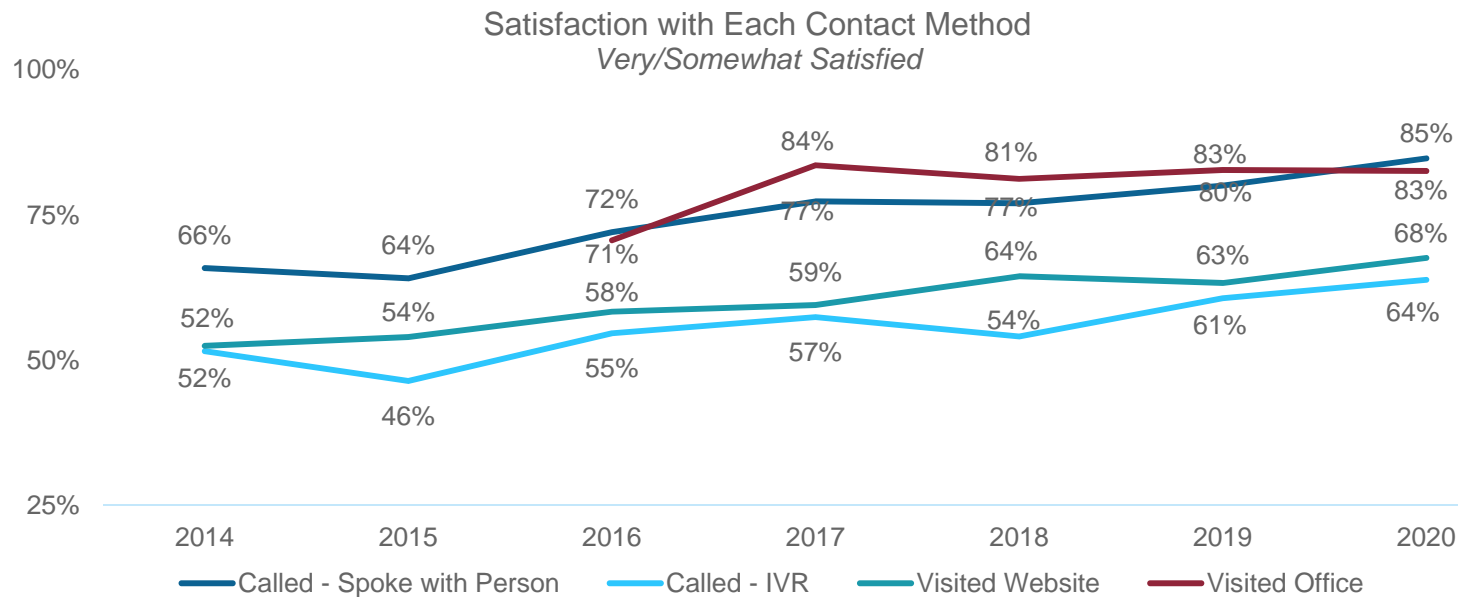
Indicates score is significantly higher/lower than 2019
 Which of the following have you done in the past year? Please select all that apply.
 When you called Liberty Utilities in the past year, did you...?



Satisfaction with Contact Method

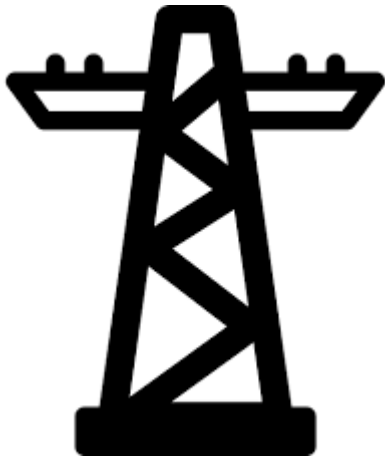
27

- Satisfaction levels with all contact methods have been gradually increasing; satisfaction remains highest among customers who called and spoke with a representative and those who visited an office.
- Although satisfaction has always lagged for the website and IVR, satisfaction with those methods have both increased significantly since 2012.



↑/↓ Indicates score is significantly higher/lower than 2019
Base: Varies by contact method and year
Q6y Overall, how satisfied are you with your experience with each of the following?

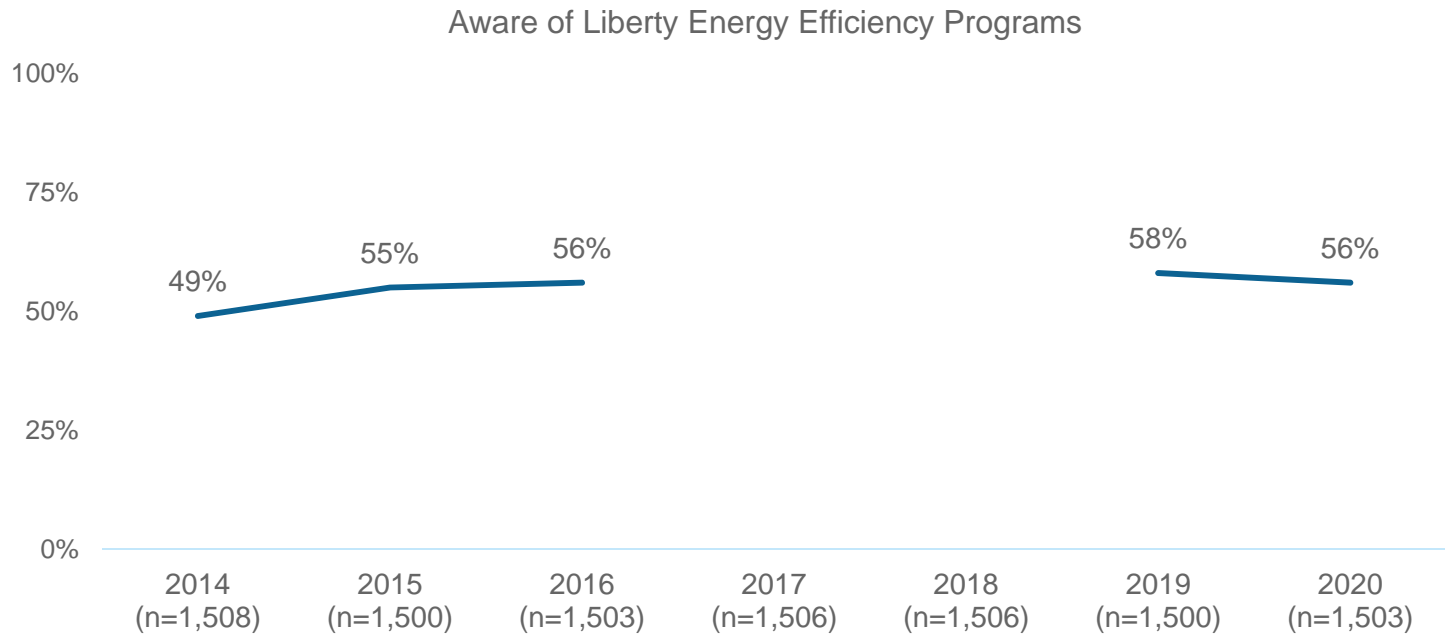




Energy Efficiency Programs

Awareness of Energy Efficiency Programs

- Awareness of Liberty energy efficiency programs has remained relatively stable since 2014, between 49% and 58%. This question was not asked in 2017 and 2018.
- Awareness continues to lag among younger customers.



2020 Aware	
<45	45%
45-64	53%
65+	66%



Bases: <45 years of age (n=357), 45-64 years of age (n=531), 65+ years of age (n=615)
 QEAST06 Are you aware that Liberty Utilities offers energy efficiency programs to help you reduce your energy costs?

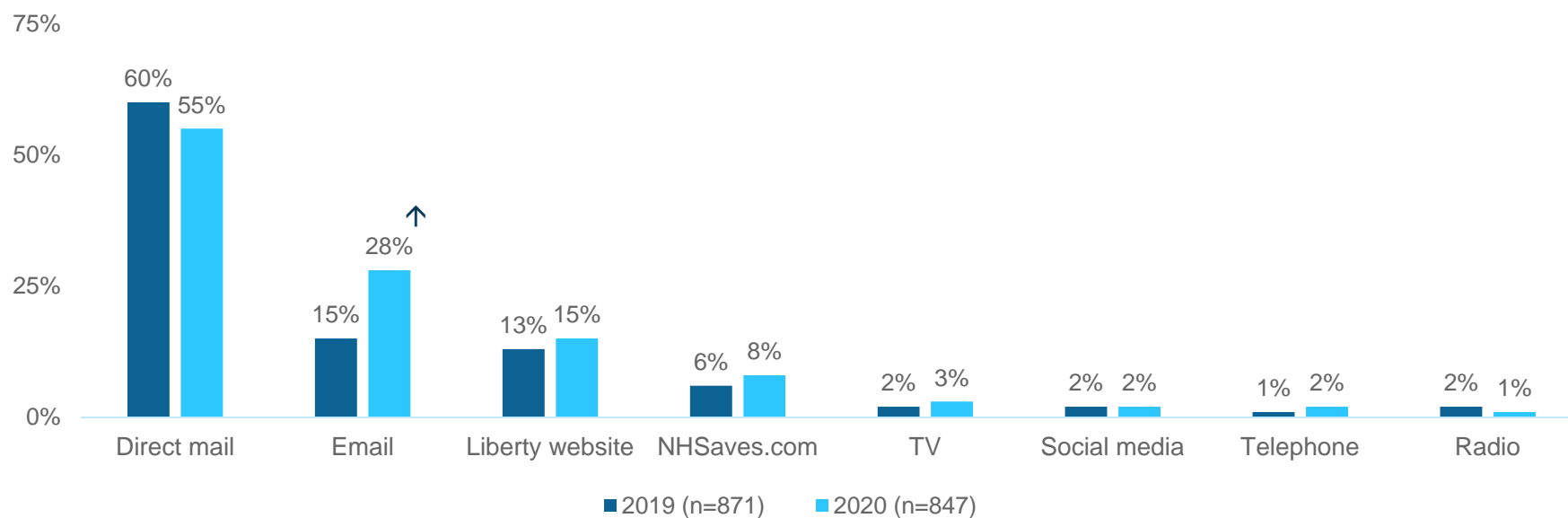


Source of Awareness

30

- Compared with 2019, awareness of Liberty energy efficiency programs is being driven more by email, although direct mail remains the top source of awareness. The Liberty website and NHSaves also contribute significantly to awareness of energy efficiency programs.

How Heard About Liberty's Energy Efficiency Programs



↑/↓
QEAST16.

Indicates score is significantly higher/lower than 2019
How did you hear about Liberty Utilities' energy efficiency programs?





Appendix

Demographics

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	2015	2016	2017	2018	2019	2020
	n=1500	n=1503	n=1506	n=1506	n=1500	n=1503
Gender						
Male	45%	46%	46%	50%	51%	50%
Female	55%	54%	54%	50%	49%	50%
Age						
18-34	11%	15%	11%	8%	5%	10%↑
35-44	11%	13%	11%	12%	8%	13%↑
45-54	18%	15%	17%	15%	14%	15%
55-64	24%	23%	23%	26%	27%	21%↓
65+	37%	33%	38%	40%	45%	41%↓
Household Income						
<\$50,000	31%	22%	28%	21%	25%	21%↓
\$50,000-\$74,999	14%	17%	16%	14%	15%	17%
\$75,000-\$99,999	11%	10%	10%	13%	12%	13%
\$100,000+	16%	20%	14%	22%	19%	17%
Prefer not to say	28%	31%	28%	30%	29%	32%



Indicates score is significantly higher/lower than 2019



Demographics

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	2015	2016	2017	2018	2019	2020
	n=1500	n=1503	n=1506	n=1506	n=1500	n=1503
Ethnicity						
White/Caucasian	86%	85%	85%	83%	83%	83%
Other ethnicities	8%	7%	6%	8%	7%	8%
Prefer not to say	8%	8%	9%	9%	10%	9%
Educational Level						
High school or less	22%	18%	23%	17%	21%	16%↓
Some college	26%	26%	29%	30%	30%	27%
College graduate	21%	23%	17%	20%	20%	22%
Graduate school	25%	27%	24%	27%	23%	26%
Prefer not to say	7%	6%	7%	6%	6%	9%
Children in Household						
Children under 18	21%	23%	19%	23%	17%	21%↑

Demographics

34

	2015	2016	2017	2018	2019	2020
	n=1500	n=1503	n=1506	n=1506	n=1500	n=1503
Own or Rent Home						
Own	79%	73%	77%	83%	81%	76%↓
Rent	20%	26%	21%	16%	18%	22%↑
Prefer not to say	1%	1%	2%	1%	1%	2%
Type of Home						
Single-family	79%	76%	77%	82%	79%	76%↓
Multi-family	19%	21%	20%	16%	17%	20%
Other/Don't know	2%	3%	3%	2%	4%	4%