

## GreatBlue's Year-End Digital Survey Offering

### Learn What Your Customers Think Through Quick, Low-Cost Digital Survey

Now more than ever, it's imperative for your utility to stay close to your customers as we navigate unprecedented times. *So, how can GreatBlue help?*

#### \$2,400 For Off-the-Shelf Digital Survey — The Details

- Survey link is ready to be distributed today
- Utilize all of your available communication channels to distribute the survey — email, social media, website, bill insert, and/or text message
- Customers will access a branded survey web page featuring your organization's logo
- One-size-fits-all survey with thoughtfully selected questions based on GreatBlue's extensive experience in the utility industry
- The survey will help you factor in your customer's opinions when planning for the next 12-18 months

#### The ready-to-go customer survey contains 20 questions and covers the following topics:

- **Customer Satisfaction** — Gauge overall satisfaction with your utility/customer service/field service reps
- **Communication Preferences** — Assess how to most effectively communicate with your customers
- **#1 Priority for Utility** — Understand what your customers value and feel you should be prioritizing on in the future (i.e. electric vehicles, solar, time of use rates, etc.)
- **COVID-19** — Assess how satisfied customers are with your utility during COVID, how effective your communications were, customers' ability to pay their bill currently and what they anticipate in the foreseeable future, increase in energy consumption, and how you can help moving forward

#### Web Portal Provides Access to Real-Time Data

You will be given access to a web portal to track the survey results in real-time. Use the data to drive decision making, take action, and implement plans and initiatives for 2021 and beyond.

#### How to Sign Up?

Please contact Brady Lee (VP, Business Development) for more information.

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**This special offer expires on December 31, 2020**

