



2009 Member Survey Results and 2010 Action Plans - Members Committee

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- The 2009 Customer Satisfaction Survey
 - Assess customer satisfaction with a focus on markets/reliability management, communications, billing, stakeholder process, and training
 - Evaluate usage and perceived value of the PJM website and eTools
 - Identify what factors have the greatest impact on customer satisfaction, PJM's reputation, and perceived value of PJM's services
- Audience
 - Survey (online/phone) of a random sample of PJM's members and non-members between September 1 and October 16, 2009
 - Total of 1,211 interviews were completed (1,167 online, 44 by phone)
 - 1039 PJM Members
 - 122 non-members
 - 50 unsure of membership status

- Most performance scores were higher or stayed the same in 2009 suggesting members are reasonably satisfied with PJM
 - Scores increased in nine areas (website, eTools, communications, system planning, customer service reputation, overall satisfaction, reputation & value)
 - Five show no change (training, customer relations, market/reliability management, corporate reputation)
 - Two were down one point (stakeholder process and systems operations)
- PJM is perceived as doing a relatively good job in the following areas:
 - Overall Value (82, up four points from 2008)
 - Reliability Management (82, unchanged from 2008)
 - Training (81, unchanged from 2008)
- Perceptions are less favorable in these areas but still show improvement
 - System Planning (75, up a significant two points from 2008)
 - Communication (75, up one point from 2008)

- Continued enhancement of the prior years initiatives
 - Web-Site - improve navigation and search capability enhancements (along with other upgrades)
 - Inside Lines news letter - improve content and presentation
- Communications
 - Implement Issues Tracking Application and Process
 - Develop a tracking process for Markets, Tariff, and IT implementations, upgrades, and changes.
 - Develop and implement more proactive communication processes (calendar for members, news letters)

Additional Action Items

- System Planning
 - Continue improvements to the queue processes
- Hotline
 - Improve knowledge base and timely response
- Markets
 - Proactive approach to providing more information and capturing training opportunities
- Stakeholder Process Management
 - Implement improvements through the GAST process

- Selecting new vendor
- Survey to be held in same time frame as 2010
 - Seeking to move it earlier in year for calendar year 2011
- Survey to include key questions from 2009 survey to measure trends
- Shortening the survey
 - Limit web and eTools questions
 - New feedback tool on the website
- Key functional areas remain in scope



More Feedback?

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