

Consumers Satisfaction Measurements for Electricity services in Saudi Arabia

September 2022

Contents

Introduction

- Overview of WERA'S experience in measuring consumers Satisfaction
- Objectives of measuring consumers satisfaction Project

Tools used in this Project

- Questionnaires (by phone)
- Mystery shopper
- Focus groups

Introduction

WERA is measuring consumers satisfaction for electricity services in KSA quarterly in order to measure their satisfaction about theses services, also; determining the improvement opportunities as well as all aspects of excellence to deploying them nationwide.

The development of WERA's experience in measuring consumers satisfaction

2019

WERA has done general questionnaire about over all electricity services

2020

WERA has done consumers satisfaction for two journeys

- New electricity connection journey
- Electricity faults journey

2021

WERA has done consumers satisfaction for five journeys

- New electricity connection journey
- Electricity faults journey
- Billing journey
- Complaints journey
- Other requests journey

Measurement tools

 Questionnaires

 Questionnaires

 Mystery shopper  Questionnaires

 Focus groups

Project objectives and Journeys to be measured

Journeys

New electricity connection journey **1**

Electricity faults journey **2**

Billing journey **3**

Complaints journey **4**

Other requests journey **5**



Criteria used to select journeys:

1. number of complaints
2. number of customers that applied to get the service

Project Objectives

Measuring Consumers Satisfaction
for electricity services in KSA

1

Determining the Improvement Opportunities
and providing recommendations to improve services

2

Determining the Aspects of Excellence
in services in order to deploy them nationwide

3

Tools used in Project



Questionnaire

Collecting quantitative data by phone from samples who are selected from all journeys

Questionnaires

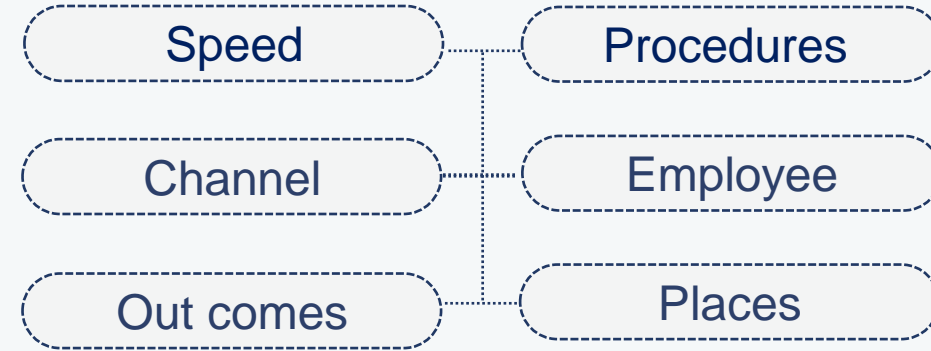
Methodology of selecting samples

simple random way is used to select samples with confidence rate (95%) and margin error (5%) all over the KSA.



Study Population: consumers who go through whole processes of journey

Main measuring criteria



How to calculate CSAT

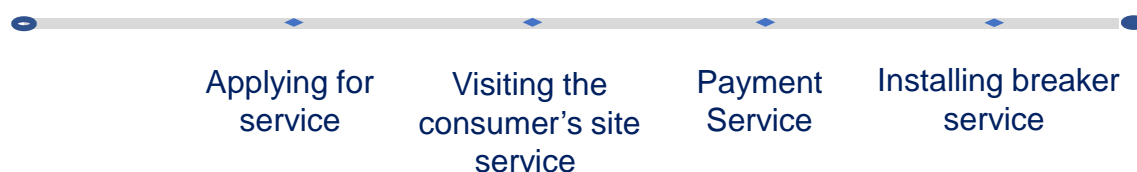
The international index (CSAT) is used in this project to calculate the consumers satisfaction

(The total number of satisfied people/ total number of responses)

Questionnaires

Consumers Journeys

New connection journey



Electricity interruptions journey



Billing journey



Complaint journey



Other request journey



Questionnaires

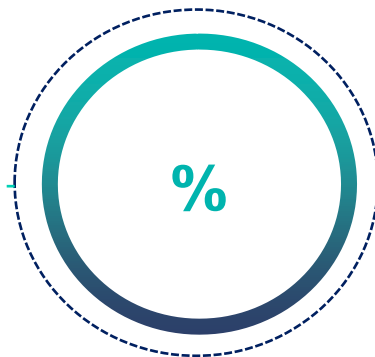
Expected Outcomes from Questionnaires

Overall CSAT index
for Journey



Level One

Overall CSAT index
for Main criteria



Level Two

Overall CSAT index
for sub criteria



Level Three

Tools used in Project



Mystery Shopper

Secret visits to consumers service offices, call centers, social media channels in order to measure the compliance for approved procedures from WERA.

Mystery Shopper

Methodology of selecting Offices

The selected offices are based on the highest number of consumers who are visiting the office.



Channels



How to calculate Compliance Index

(the average of all compliance visits)

Mystery Shopper

Expected Outcomes from Mystery Shopper

Overall Compliance index
for Channel



Level One

Overall Compliance index
for Main criteria



Level Two

Overall Compliance index
for sub criteria



Level Three

Tools used in Project



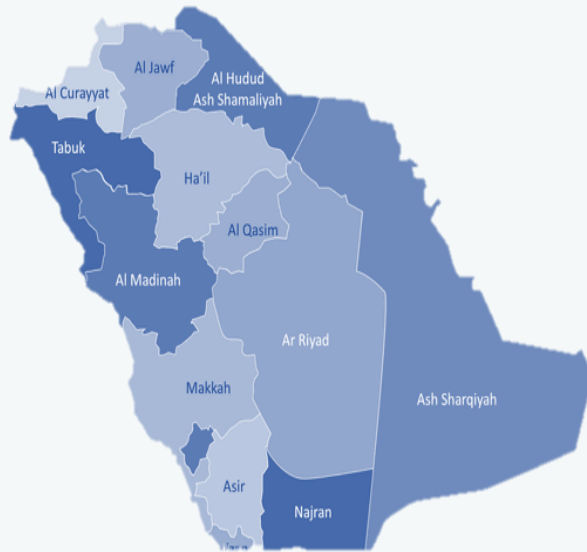
Focus Groups

A group of people assembled to participate in a discussion about services and the most problems and obstacles faced with service providers as well as define initiatives for improving services for consumers point of view.

Focus Groups

Methodology of selecting visiting sites

The visiting sites are selected based on the lowest index of consumer satisfaction.



How to collect consumers notes

All consumers notes are collected based on all measuring criteria in order to analyze them and define infinitives to improve services.

Questionnaire is designed to cover all measuring criteria which also helps to organize the workshop.

Focus Groups

Expected Outcomes from Focus Groups

- Collect the main challenges/ obstacles consumers face related to electrical services aspects.
- Define initiatives to improve services



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Thank You