



Control Number: 32766



Item Number: 348

Addendum StartPage: 0

**SOAH DOCKET NO. 473-06-2536
DOCKET NO. 32766**

APPLICATION OF SOUTHWESTERN PUBLIC SERVICE COMPANY FOR: (1) AUTHORITY TO CHANGE RATES; (2) RECONCILIATION OF ITS FUEL COSTS FOR 2004 AND 2005; (3) AUTHORITY TO REVISE THE SEMI-ANNUAL FORMULAE ORIGINALLY APPROVED IN DOCKET NO. 27751 USED TO ADJUST ITS FUEL FACTORS; AND (4) RELATED RELIEF	§ § § § § § § § § § § §	BEFORE THE STATE OFFICE OF ADMINISTRATIVE HEARINGS
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**SOUTHWESTERN PUBLIC SERVICE COMPANY'S
RESPONSE TO OFFICE OF PUBLIC UTILITY COUNSEL'S
TENTH REQUEST FOR INFORMATION
QUESTION NOS. 10-1 THROUGH 10-11
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EXHIBITS ATTACHED:

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APPLICATION OF SOUTHWESTERN	§	
PUBLIC SERVICE COMPANY FOR:	§	
(1) AUTHORITY TO CHANGE	§	BEFORE THE STATE OFFICE
RATES; (2) RECONCILIATION OF	§	
ITS FUEL COSTS FOR 2004 AND	§	
2005; (3) AUTHORITY TO REVISE	§	OF
THE SEMI-ANNUAL FORMULAE	§	
ORIGINALLY APPROVED IN	§	
DOCKET NO. 27751 USED TO	§	ADMINISTRATIVE HEARINGS
ADJUST ITS FUEL FACTORS; AND	§	
<u>(4) RELATED RELIEF</u>	§	

**SOUTHWESTERN PUBLIC SERVICE COMPANY'S
RESPONSE TO OFFICE OF PUBLIC UTILITY COUNSEL'S
TENTH REQUEST FOR INFORMATION
QUESTION NOS. 10-1 THROUGH 10-11**

Southwestern Public Service Company (SPS) files this response to Office of Public Utility Counsel's (OPC) Tenth Request for Information.

I. WRITTEN RESPONSES

SPS's written responses to OPC's Tenth Request for Information are attached and incorporated by reference. Each response is stated on or attached to a separate page on which the request has been restated. SPS's responses are made in the spirit of cooperation without waiving SPS's right to contest the admissibility of any of these matters at hearing. Pursuant to P.U.C. PROC. R. 22.144(c)(2)(A), each response lists the preparer or person under whose direct supervision the response was prepared and any sponsoring witness. When SPS provides certain information sought by the request while objecting to the provision of other information, it does so without prejudice to its objection in the interests of narrowing discovery disputes pursuant to P.U.C. PROC.

*SOAH Docket No. 473-06-2536; PUC Docket No. 32766
Southwestern Public Service Company's Response to
OPC's Tenth Request for Information
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R. 22.144(d)(5). Pursuant to P.U.C. PROC. R. 22.144(c)(2)(F), SPS stipulates that its responses may be treated by all parties as if they were made under oath.

II. INSPECTIONS.

If responsive documents are more than 100 pages but less than eight linear feet in length, the response will indicate that the attachment is VOLUMINOUS and, pursuant to P.U.C. PROC. R. 22.144(h)(2), the attachment will be made available for inspection at SPS's voluminous room at 1150 Capitol Center, 919 Congress Ave., Austin, Texas 78701, telephone number (512) 476-7137. If a response or the responsive documents are provided pursuant to the protective order in this docket, the response will indicate that it or the attachment is either CONFIDENTIAL or HIGHLY SENSITIVE as appropriate under the protective order. Highly sensitive responses will be made available for inspection at SPS's voluminous room, unless they form a part of a response that exceeds eight linear feet in length; then they will be available at their usual repository in accordance with the following paragraph. Please call in advance for an appointment to ensure that there is sufficient space to accommodate your inspection.

If responsive documents exceed eight linear feet in length, the response will indicate that the attachment is subject to the FREIGHT CAR DOCTRINE, and, pursuant to Commission Procedural Rule 22.144(h)(3), the attachment will be available for inspection at its usual repository, SPS's offices in Amarillo, Texas, unless otherwise indicated. SPS requests that parties wishing to inspect this material provide at least 48 hours' notice of their intent by contacting Steven D. Arnold of Hinkle, Hensley, Shanor & Martin, L.L.P., 1150 Capitol Center, 919 Congress Ave., Austin, Texas 78701; telephone number (512) 476-7137; facsimile transmission number (512) 476-7146. Inspections will be scheduled to accommodate all requests with as little inconvenience to the requesting party and to SPS's operations as possible.

XCEL ENERGY


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ATTORNEYS FOR SOUTHWESTERN
PUBLIC SERVICE COMPANY

RESPONSES

QUESTION NO. 10-1:

RFI Nos. 10-1 – 10-5 Relate to Prefiled Testimony of SPS Witness Seth E. Thomason

For each of the marketing services itemized on p. 8, lines 5-11, please provide the following information:

- a. all products that were developed during the test year for which the Company is requesting associated expenses;
- b. all consumer products marketed during the test year for which the Company is requesting associated expenses;
- c. all specific strategic marketing activities and market research performed during the test year for which the Company is requesting associated expenses;
- d. all specific marketing operations activities for which the Company is requested associated expenses;
- e. all specific regulatory services compliance activities for which the Company is requesting associated expenses;
- f. all specific account management activities for which the Company is requesting associated expenses;
- g. all business products marketed during the test year for which the Company is requesting associated expenses; and
- h. all CIP/DSM marketing activities during the test year for which the Company is requested associated expenses.

RESPONSE:

- a. The Product Development area began developing an online brochure library during the Test Year that provides customers a self-service option for downloading brochures regarding energy conservation information and SPS product offerings.
- b. Consumer products that were marketed during the Test Year were informational billing inserts promoting awareness about new products-- Automatic Payments, Averaged Monthly Payment, Online View & Pay options, Auto Pay, Pay Stations, Custom Due Date and Pay by Phone.

- c. Specific Strategic Marketing activities and Market Research performed during the Test Year included:
- Media advertising that occurred on television, radio, newspapers, and other community print sponsorships and directories. The topics of the messages in the advertisements were: safety (in English and Spanish), education on Xcel billing and payment options, community relations, reliability, brand, and conservation. Refer to the Direct Testimony of Timothy L. Willemsen, Volume rr-182, Bates Stamp page 264, LINES 3-7, for discussion as to the types of advertising messages that were included in the recoverable O&M expense portion of this rate case.
 - Development of communication tactics to address customer satisfaction including the Energy Solutions and Update newsletters, bill inserts and bill messages, customer letters, business customer seminars and plant/wind farm tours. New mover kits provided information regarding the electric service to new homeowners were introduced to over 21,000 SPS customers during this period.
 - Market Research tracked satisfaction for residential and business customers, which provided SPS the ability to capture and respond to its customers' needs. Over 800 residential and business customers were surveyed during the Test Year.
 - Approximately 45 requests were completed during the Test Year for producing customer lists that were used to resolve customer issues such as billing problems or requests for lists of customers who met certain conditions to be used for internal studies or surveys.
- d. Specific Marketing Operations activities during the Test Year included handling 51 escalated customer complaints that the Texas PUC forwarded to SPS. The complaint topics consisted of 17 billing, 14 credit and collections, 5 customer contact center, 2 distribution construction & maintenance, 4 field services, 4 meter reading, 2 metering systems, 1 new construction, 1 other retail, and 1 trouble order related complaints. 100 percent of these complaints were handled and resolved within the 21 days required by the Commission. In addition the Marketing Operations Department performed site visits for evaluation, maintenance and repair of interruptible equipment for the Texas Industrial and the Texas Irrigation Interruptible rate programs.
- e. Specific Regulatory Services compliance activities during the Test Year consisted of coordination of the Texas service quality credits for poor performing feeders by ensuring that credits were paid out to customers, assisting in identification of

customers qualified for a credit for new service installations, and assisting in the collection and review of performance data from the operational areas used for the Texas Service Quality regulatory filings. In addition, this area assisted in the development of the Texas Residential Billing of Vacant Rental Property tariff filing with the PUCT. In the area of FERC compliance, this area identified specific regulatory requirements for SPS's compliance program.

- f. The Account Management area actively managed approximately 300 large commercial and industrial customer accounts during the Test Year. Account Managers and Key Account Managers are geographically dispersed throughout the SPS service territory and are responsible to function as a liaison with all large customers. The Account Managers handled issues related to energy efficiency, large expansion projects, billing concerns, and electric reliability.
- g. The Business Product Marketing and CIP/DSM Marketing area developed and sent out six newsletters, called Energy Solutions, to business customers during the Test Year. Examples of topics included: "What goes into Natural Gas Prices," "VFD's Control Motor Speeds and Energy Costs", "Auto Pay is the Easy Way to Pay", "Benchmarking Step by Step", "Power Out? Call Now!", "Power Restoration Process", and "Protect Your Sensitive Equipment". In addition, this area coordinated two tours for customers in April 2005 of the Tolk Station and the White Deer Wind Farm.
- h. DSM activity expenses were not included in the expenses supported in the Direct Testimony of Seth E. Thomason. However, refer to Schedules N-2.2 and N-2.4, SPS's Rate Filing Package, Volume SCH-6, Bates Stamp page 130-132 and 134-135.

Preparers: Suzanne Calster Doyle, Seth E. Thomason, Douglas S. Maxey
Sponsors: Seth E. Thomason, Douglas S. Maxey

QUESTION NO. 10-2:

- a. Please provide the direct and allocated charges (separately stated) to SPS for each of the categories itemized in OPC RFI No. 10-1 (a) above.
- b. Provide the same information in OPC RFI No. 10-2 (a) above for each Xcel Energy subsidiary.

RESPONSE:

- a. The direct and allocated charges to SPS for each category itemized in OPC RFI No. 10-1 (a) above were:

Sum of Test Year Total	Allocated		
Rate Case Category	Direct	Indirect	Grand Total
a. product development	\$56,859	\$489	\$57,348
b. consumer product marketing	164,388	14,304	178,692
c. strategic marketing expenses	842,369	510,343	1,352,712
d. marketing operations	92,591	9,111	101,702
e. regulatory services	50,975	1,873	52,849
f. account management	1,075,660	2,119	1,077,778
g. business product marketing	51,209	1,593	52,802
h. VP expenses	39,766	13,363	53,129
Grand Total	\$2,373,816	\$553,196	\$2,927,012

- b. The direct and allocated charges in OPC RFI No. 10-2 (a) above for each Xcel Energy Subsidiary were:

Sum of Test Year Total		Dir/Ind		
Subsidiary	Test category	Direct	Indirect	Grand Total
PSCO	a. product development	\$333,431	\$1,652	\$335,083
	b. consumer product marketing	646,728	37,695	684,423
	c. strategic marketing expenses	3,168,896	1,350,226	4,519,122
	d. marketing operations	837,286	32,259	869,546
	e. regulatory services	206,776	5,666	212,443
	f. account management	1,781,655	6,810	1,788,465
	g. business product marketing	434,377	6,385	440,761
	h. VP expenses	154,836	46,418	201,254
PSCO Total		\$7,563,986	\$1,487,112	\$9,051,098

NSP MN	a. product development	\$297,714	\$1,438	\$299,151
	b. consumer product marketing	761,988	36,494	798,482
	c. strategic marketing expenses	2,607,130	1,493,290	4,100,420
	d. marketing operations	411,141	21,569	432,710
	e. regulatory services	261,501	4,311	265,812
	f. account management	1,643,822	3,924	1,647,746
	g. business product marketing	376,787	1,122	377,909
	h. VP expenses	147,012	26,221	173,233
NSP MN Total		\$6,507,095	\$1,588,368	\$8,095,464
SPS	a. product development	\$56,859	\$489	\$57,348
	b. consumer product marketing	164,388	14,304	178,692
	c. strategic marketing expenses	842,369	510,343	1,352,712
	d. marketing operations	92,591	9,111	101,702
	e. regulatory services	50,975	1,873	52,849
	f. account management	1,075,660	2,119	1,077,778
	g. business product marketing	51,209	1,593	52,802
	h. VP expenses	39,766	13,363	53,129
SPS Total		\$2,373,816	\$553,196	\$2,927,012
NSP WI	a. product development	\$58,241	\$338	\$58,579
	b. consumer product marketing	162,971	5,839	168,810
	c. strategic marketing expenses	608,475	245,672	854,147
	d. marketing operations	65,674	6,416	72,090
	e. regulatory services	45,618	1,000	46,618
	f. account management	383,257	1,166	384,423
	g. business product marketing	66,417	1,174	67,591
	h. VP expenses	20,051	8,369	28,420
NSP WI Total		\$1,410,705	\$269,974	\$1,680,678
Xcel Energy	a. product development		\$14	\$14
	b. consumer product marketing		13	13
	c. strategic marketing expenses		427,246	427,246
	g. business product marketing		(19)	(19)
	VP expenses		49	49
Xcel Energy Total			\$427,302	\$427,302
Other	a. product development		\$12	\$12
	b. consumer product marketing	73,281	17	73,298
	c. strategic marketing expenses	1,273	68,285	69,558
	d. marketing operations		49	49
	e. regulatory services	-	2	2
	f. account management	14,339	27	14,366
	g. business product marketing		9	9
	VP expenses		290	290
Other Total		\$88,894	\$68,691	\$157,585
Grand Total		\$17,944,496	\$4,394,643	\$22,339,139

In this data response the categories correspond to departments that aggregate to the C&FO Customer Care affiliate class.

Preparers: Steve Mudd, Kim Locker

Sponsors: Seth E. Thomason, Douglas S. Maxey, Janet S. Schmidt-Petree

QUESTION NO. 10-3:

- a. Provide complete copies of all SPS customer satisfaction surveys performed during the test year, as well as survey results, for which the Company is requesting associated expenses.
- b. Provide the number of customers surveyed.

RESPONSE:

- a. Refer to Exhibit OPC10-3 for customer satisfaction surveys performed during the Test Year for which SPS is requesting associated expenses.

SPS October 2004 to September 2005 - Test Year Overall Satisfaction Results:

	Overall Sat.	Customers Surveyed
Residential	91%*	n = 360
Non Managed	93%	n = 352
Managed	94%	n = 141
Aggregate/Total	92%	n = 853

*Percent positive (6-10) on a scale of 0 to 10 where 0 is very dissatisfied and 10 is very satisfied.

- b. The total number of customers surveyed during the Test Year, October 1, 2004 through September 30, 2005, was 853.

Preparer: Claudia Fanning
Sponsor: Seth E. Thomason

QUESTION NO. 10-4:

Provide print versions of all SPS advertising (television, newspapers, radio) for which the Company is requesting associated expenses.

RESPONSE:

Refer to Attachment TLW-2 to the Direct Testimony of Timothy L. Willemsen, Volume RR-182 at Bates Stamp pages 330-413.

Preparer: Ruth Sakya
Sponsor: Timothy L. Willemsen

QUESTION NO. 10-5:

Does SPS utilize its own company logo for advertising and marketing purposes? Please explain your response.

RESPONSE:

No. SPS products and services are marketed under the Xcel Energy brand. In certain printed collateral pieces, SPS is identified in the address system as "Southwestern Public Service Company d.b.a. Xcel Energy." In an effort to control costs, some company vehicles are still marked with a Southwestern Public Service Company logo because these vehicles have not required any cosmetic work since before the Xcel Energy logo was adopted.

Preparer: Wes Reeves
Sponsor: David T. Hudson

QUESTION NO. 10-6:

RFI Nos. 10-6 – 10-10 Relate to Prefiled Testimony of SPS Witness Tim Taylor

- a. Please provide all documents, studies, reports, etc., which describe the community liaison and economic development activities for which SPS is requesting associated expenses.
- b. Please provide the amount requested for community liaison and economic development activities (separately stated).
- c. Please explain how SPS's economic development activities provided ratepayer benefits during the test year.

RESPONSE:

SPS requires additional time to complete this response and will supplement as soon as possible.

QUESTION NO. 10-7:

- a. Please explain what is meant by “leveraged accounting expertise” in the VP finance organization.
- b. How is accounting expertise leveraged and what type of accounting is the Company requesting reimbursement for?

RESPONSE:

SPS requires additional time to complete this response and will supplement as soon as possible.

QUESTION NO. 10-8:

- a. Please explain in more detail the specific purpose(s) for the XES direct and allocated charges to SPS itemized on page 9 of your testimony.
- b. Are these charges primarily for managerial oversight or for some other purpose?

RESPONSE:

SPS requires additional time to complete this response and will supplement as soon as possible.

QUESTION NO. 10-9:

- a. Please explain in detail the differences between the Public Safety education expenditures incurred under distribution system operations and those incurred under the C&FO VP Marketing operations.
- b. Please provide the amount requested for Public Safety education support activities during the test year.
- c. Please describe the Public Safety education support activities relevant to SPS during the test year.

RESPONSE:

SPS requires additional time to complete this response and will supplement as soon as possible.

QUESTION NO. 10-10:

Please provide a chart similar to the one shown on p. 9, lines 12-13 of your testimony, for each Xcel Energy subsidiary with distribution operations.

RESPONSE:

Refer to Exhibit OPC10-10.

Preparer: Kim Locker
Sponsor: Janet S. Schmidt-Petree, Tim E. Taylor

QUESTION NO. 10-11:

General RFIs

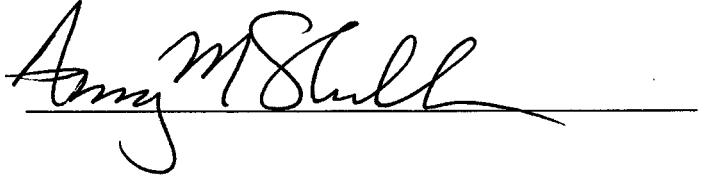
- a. Please identify the SPS witness primarily responsible for quantifying lobbying expenses.
- b. Please identify all relevant schedules and workpapers which provide any information relevant to lobbying expenses.

RESPONSE:

SPS requires additional time to complete this response and will supplement as soon as possible.

Certificate of Service

I certify that on the 28th day of August 2006, a true and correct copy of the foregoing instrument was served on all parties of record by hand delivery, Federal Express, regular first class mail, certified mail, or facsimile transmission.



Voice of the Customer – Managed Business: 2005 Relationship Survey

INTRO TO MANAGED BUSINESS

Hello, my name is _____. Xcel Energy has asked me to call you on behalf of its Customer Satisfaction Study. I am calling from Sundel Research, Inc. and assure you this is not a sales call. Your opinions are important to Xcel Energy in its efforts to ensure that it is fulfilling all of your energy needs. This will take about 15 minutes to complete.

QC1.(QC1) May I please speak to _____[NAME]? (NOTE: we can only talk to person listed, do not accept anyone else)

Yes	1	GO TO FILTER BEFORE QF
No	2	CONTINUE

QC2. (QC2) I'd like to make an appointment to speak with _____[NAME] at a specific time at his/her convenience.

RECORD APPOINTMENT CALL BACK DATE AND TIME: _____

Refused {**TERMINATE**}

QD. (QD) May I please speak to _____[NAME]?

Yes	1	GO TO INTRO BEFORE QF
No	2	CONTINUE
DK	9	ASK TO SPEAK WITH SOMEONE WHO MIGHT KNOW, AND USE THE SAME INTRO WITH THE NEW RESPONDENT

QE. (QE) I'd like to make an appointment to speak with _____[NAME] at a specific time at his/her convenience.

RECORD APPOINTMENT CALL BACK DATE AND TIME: _____

Refused {**TERMINATE**}

{**READ IF NECESSARY:** Hello, my name is _____. Xcel Energy has asked me to call you on behalf of its Customer Satisfaction Study. I am calling from Sundel Research, Inc. and assure you this is not a sales call. Your opinions are important to Xcel Energy in its efforts to ensure that it is fulfilling all of your energy needs. This will take about 15 minutes to complete.

QF. (QF) [If not an SPS customer, ASK] Does your business receive electric service, natural gas service, or both electric and natural gas services from Xcel Energy? [NOTE to Interviewer: If an SPS customer will only have electric service.]

Electric service only	1	
Both electric and natural gas service	2	
Natural gas service only	3	
None/not a customer	4	TERMINATE

OUTCOMES

Q1.(Q1) I'd like you to think in terms of your SATISFACTION with Xcel Energy overall. On a ZERO to TEN scale where TEN means VERY SATISFIED and ZERO means VERY DISSATISFIED, how would you rate your satisfaction with Xcel Energy? If you have no opinion or don't know, please tell me. (IF NECESSARY: You can use any number from 0 to 10.)

RECORD NUMBER 0 – 10) _____

-1 = Don't know

-2 = Refused

[IF Q.1 = 0-5, ASK Q.1A; OTHERWISE, SKIP TO INSTRUCTIONS BEFORE Q.1AD.]

Q1A. (Q1A1) What, if anything, could Xcel Energy do to improve your overall level of customer satisfaction? (ASK AS OPEN END; PROBE ONCE IF NEEDED)

Q1AB. [DID RESPONDENT SAY ANYTHING ABOUT RATE/BILLING?]

Yes	1	CONTINUE
No	2	SKIP TO Q.2

Q.1AC. (49A). Can you please tell me more about that?

[IF Q.1 = 6-10, ASK Q.1AD; OTHERWISE, SKIP TO Q.2.]

Q1AD. (Q1AB) What, if anything, do you think Xcel Energy does particularly well when it comes to your overall level of satisfaction? (**ASK AS OPEN END; PROBE ONCE IF NEEDED**)

Q2. (Q2) Considering the price you pay relative to the quality of the products and services you receive, how would you rate Xcel Energy's overall value? This time, please use a scale where TEN means Very Good Value and ZERO means VERY Poor Value. If you have no opinion, please tell me. (**IF NECESSARY:** You can use any number from 0 to 10.)

RECORD NUMBER 0 – 10) _____

-1 = Don't know

-2 = Refused

Q3. (Q3) In terms of what you expect from Xcel Energy as your energy company, to what extent has Xcel Energy exceeded your expectations or fallen short of your expectations? Please use a scale where TEN means EXCEEDS YOUR EXPECTATIONS and ZERO means FALLS SHORT OF YOUR EXPECTATIONS. Once again, if you have no opinion, please tell me. (**IF NECESSARY:** You can use any number from 0 to 10.)

RECORD NUMBER 0 – 10) _____

-1 = Don't know

-2 = Refused

Q4. (Q4) Now, I want you to imagine an ideal energy company. (PAUSE) How well do you think Xcel Energy compares with that ideal energy company? Please use a scale where TEN means VERY CLOSE TO THE IDEAL and ZERO means NOT VERY CLOSE TO THE IDEAL. (**IF NECESSARY:** You can use any number from 0 to 10.) Once again, if you have no opinion, please tell me.)

RECORD NUMBER 0 – 10) _____

-1 = Don't know

-2 = Refused

ACCOUNT REP SERIES

**[NOTE TO INTERVIEWER: ONLY ASKED OF "SAMPLE A" RESPONDENTS;
OTHERWISE, SKIP TO INSTRUCTIONS BEFORE Q. 8.]**

Q5. (Q8A). How many times have you been contacted by [REP'S NAME], your Xcel Energy account representative, in the past 12 months? (NOTE: if respondent says once a month/week etc, confirm exact number of contacts e.g. "just to confirm that would be 12 times a year" if respondent says once a month)

[RECORD NUMBER OF TIMES FROM 1-996] _____

No times	000	SKIP TO INSTR. BEFORE Q.8
997 times or more	997	CONTINUE
That is not my rep	998	
Only talk to Call Center	999	SKIP TO INSTR. BEFORE Q.8

Q6A. (Q8C). Considering all of your interactions in the last year with your Xcel Energy Account Representative, how would you rate your Xcel Energy account representative's performance? Please use a scale where TEN means VERY SATISFIED and ZERO means VERY DISSATISFIED. (IF NECESSARY: You can use any number from 0 to 10; if you have no opinion, please tell me.)

RECORD NUMBER 0 – 10) _____

-1 = Don't know

-2 = Refused

Now I'd like you to evaluate some specific aspects of your relationship with your Xcel Energy account representative. We will use a zero-to-ten scale where TEN means that the representative is doing an EXTREMELY GOOD JOB and ZERO means he/she is doing an EXTREMELY POOR JOB. How would you rate your Xcel Energy account representative on...(RANDOMIZE Q.7A-Q.7D)

Q7a. (Q9A). COMMUNICATING WITH YOU ABOUT HOW TO BE MORE ENERGY EFFICIENT

RECORD NUMBER 0 – 10) _____

-1 = Don't know

-2 = Refused

Q7b. (Q9B). UNDERSTANDING THE ENERGY NEEDS OF YOUR BUSINESS AND FACILITIES

RECORD NUMBER 0 – 10) _____

-1 = Don't know

-2 = Refused

Q7c. (Q9C). TAKING THE INITIATIVE TO COMMUNICATE WITH YOU REGULARLY

RECORD NUMBER 0 – 10) _____

-1 = Don't know

-2 = Refused

Q7d. (Q9D) KEEPING YOU INFORMED ABOUT THE PROGRAMS AND SERVICES AVAILABLE THROUGH XCEL ENERGY

RECORD NUMBER 0 – 10) _____

-1 = Don't know

-2 = Refused

BASIC ELECTRIC SERVICE

[SKIP TO INSTRUCTIONS BEFORE Q.13 IF NATURAL GAS ONLY CUSTOMER; "3 IN Q.F"]
(ROTATE Qs. 8 & 9)

Now I would like to talk about Xcel Energy's basic electric service...

Q.8. (Q10). Thinking about **MOMENTARY** interruptions in electrical service, which last a few minutes or less and make lights flicker or disrupt electrical equipment, how many of these would you say you have had in the **LAST TWELVE MONTHS** at your business? **(PROBE FOR BEST ESTIMATE)**

[RECORD NUMBER OF TIMES FROM 1-996] _____

No time/Did not lose service	000
997 times or more	997
DK	999

Q.9. (Q11). Thinking about power outages that last for several minutes to several hours, or longer. How many of these **LONGER INTERRUPTIONS** of electric service would you say you have had at your business **IN THE LAST TWELVE MONTHS**? **(PROBE FOR BEST ESTIMATE)**

[RECORD NUMBER OF TIMES FROM 1-996] _____

No times	000
997 times or more	997
DK	999

I'm going to read some words and phrases that describe the activities of Xcel Energy. For each word or phrase, please use a zero-to-ten scale, where **TEN** means they are doing an **EXTREMELY GOOD JOB** and **ZERO** means they are doing an **EXTREMELY POOR JOB**. **(IF NECESSARY:** Once again, if you do not have an opinion, please tell me.) How would you rate their performance on... ?

Q.10. (Q12). **PROVIDING RELIABLE ELECTRIC SERVICE**

RECORD NUMBER 0 – 10) _____

-1 = Don't know

-2 = Refused

[IF Q.9 = 0 OR DON'T KNOW, SKIP TO Q.12.]

Q.10a: (Q.15) **RESTORING POWER QUICKLY WHEN YOUR BUSINESS HAS EXPERIENCED AN ENERGY OUTAGE**

RECORD NUMBER 0 – 10) _____

-1 = Don't know

-2 = Refused

Q.11. (Q16). GIVING YOU INFORMATION ON WHAT CAUSED YOUR POWER OUTAGE

RECORD NUMBER 0 – 10) _____

-1 = Don't know

-2 = Refused

Q.12. (Q17). KEEPING YOU INFORMED ABOUT PLANNED OUTAGES

RECORD NUMBER 0 – 10) _____

-1 = Don't know

-2 = Refused

[IF NOT A GAS CUSTOMER (QF = 1), DO NOT ASK.]

Q.13.(Q18) RESPONDS QUICKLY TO GAS EMERGENCIES

RECORD NUMBER 0 – 10) _____

-1 = Don't know

-2 = Refused

XCEL ENERGY'S SERVICE IN GENERAL

Now turning to some other activities related to the service you receive from Xcel Energy, using the same zero-to-ten scale, how would you rate Xcel Energy's performance on... **(READ IF NECESSARY:** Where ten means an extremely good job and zero means an extremely poor job; once again, if you do not have an opinion, please tell me.)

(RANDOMIZE Q.14 – Q.19a)

Q.14. (Q21). BEING FOCUSED ON CUSTOMER SERVICE

RECORD NUMBER 0 – 10) _____

-1 = Don't know

-2 = Refused

Q.14a. (Q23a) COMMUNICATING ABOUT CONSERVATION

RECORD NUMBER 0 – 10) _____

-1 = Don't know

-2 = Refused

Q.15. (Q26). BEING RESPONSIVE TO YOUR NEEDS

RECORD NUMBER 0 – 10) _____

-1 = Don't know

-2 = Refused

Q.16. (Q27). DOING THINGS RIGHT THE FIRST TIME

RECORD NUMBER 0 – 10) _____

-1 = Don't know

-2 = Refused

Q.17. (Q24AA) OMITTED

Q.18. (Q25A) OMITTED

Q.19. (Q.28) OFFERING A VARIETY OF ENERGY RELATED PRODUCTS AND SERVICES

RECORD NUMBER 0 – 10) _____

-1 = Don't know

-2 = Refused

Q.19a. (Q.24) COMMUNICATING WITH YOU ABOUT THE PRODUCTS AND SERVICES AVAILABLE FROM XCEL ENERGY.

RECORD NUMBER 0 – 10) _____

-1 = Don't know

-2 = Refused

**[ASK Q. 20-22 OF ALL "B" RESPONDENTS AND RANDOMIZE; IF AN "A" RESPONDENT, AND
IF Q.5 = 0, ASK QS 20-22; OTHERWISE GO TO Q.23a.]**

Q.20. (Q23) UNDERSTANDING THE ENERGY NEEDS OF YOUR BUSINESS AND FACILITIES.

RECORD NUMBER 0 – 10) _____

-1 = Don't know

-2 = Refused

Q.21. (Q24A) COMMUNICATING ABOUT THE PROGRAMS AND SERVICES AVAILABLE
THROUGH XCEL ENERGY. FOR EXAMPLE, BILLING OPTIONS OR WIND
ENERGY.

RECORD NUMBER 0 – 10) _____

-1 = Don't know

-2 = Refused

Q..22. (Q.25) COMMUNICATING WITH YOU ABOUT HOW TO BE MORE ENERGY EFFICIENT.

RECORD NUMBER 0 – 10) _____

-1 = Don't know

-2 = Refused

XCEL ENERGY'S CALL CENTER

- Q.23a. (Q.29) How many times in the last six months have you called the Xcel Energy Call Center for any reason **ON BEHALF OF THIS BUSINESS OR ORGANIZATION?** **[AS NECESSARY: rather than as a residential customer.]** This is not to be confused with calling your sales representative.

_____ **[IF 1 – 24, CONTINUE]**

25+	25	CONTINUE BUT PREPARE HOT COMMENT
None/never/zero	00	SKIP TO INSTRUCTIONS BEFORE Q.26
Don't know	26	
Refused	27	

- Q.23b. (Q.30) On a zero to ten scale where "10" means you were very satisfied with how your most recent call was handled, and "0" means you were very dissatisfied, how would you rate the way Xcel Energy handled your most recent call? **[IF NECESSARY: you can use any number from 0 to 10.]**

RECORD NUMBER 0 – 10) _____

-1 = Don't know

-2 = Refused

- Q.23c. (Q.32) What was the main reason for your most recent contact with Xcel Energy? **[ACCEPT ONE MENTION; READ TO PROPERLY CLASSIFY RESPONDENT.]**

Rates/Billing Issues	01	Ask Q.23d
Paying your bill/bill payment	02	
General information	03	
Change/start/stop service	04	
Electric outage	05	
credit/collections	06	
Gas service problem	07	
Electric service problem non-outage	08	
Product or services offered	09	
Safety/line locations	10	
Other (specify)	xx	

Don't know	88	
Refused	99	

[ASK Q.23d ONLY IF Q.23c = -01.]

Q.23d: (Q.32A) Can you please tell me more about that.

Thinking about Xcel Energy's customer service, using the zero-to-ten scale where TEN means extremely good job and ZERO means extremely poor job, how would you rate Xcel Energy's performance on.....? (IF NECESSARY: once again, if you do not have an opinion, please tell me.)

(ROTATE Qs 24 – 24c)

Q.24a. (Q33). HAVING KNOWLEDGEABLE EMPLOYEES

RECORD NUMBER 0 – 10) ____ ____
-1 = Don't know
-2 = Refused

Q.24b. (Q34) HAVING EMPLOYEES WHO ARE COURTEOUS AND PROFESSIONAL

RECORD NUMBER 0 – 10) ____ ____
-1 = Don't know
-2 = Refused

Q.24c. (Q35) BEING EASY TO REACH.

RECORD NUMBER 0 – 10) ____ ____
-1 = Don't know
-2 = Refused

Q.25. (Q35A) [ASK Q. 25 IF Q.24c = 0-5; OTHERWISE SKIP TO Q.26a.] What problems have you had contacting Xcel Energy?

BILLING SERIES

Next I am going to ask a few questions about the monthly bill you receive from Xcel Energy and any interaction you may have had with Xcel Energy about your bills.

Q.26a. (Q.38A) Do you see, for any reason, the actual monthly bill from Xcel Energy?

Yes	1	CONTINUE
No	2	SKIP TO Q.32
Don't know	9	

Q.26b. (Q38). *Based on anything you have heard or any impressions that you have*, how satisfied are you with the way your monthly bills are handled by Xcel Energy? (IF NECESSARY: please use a ZERO to TEN scale where TEN means VERY SATISFIED and ZERO means VERY DISSATISFIED.) (IF NECESSARY: once again, if you do not have an opinion, please tell me.)

RECORD NUMBER 0 – 10) ____

-1 = Don't know

-2 = Refused

Using the zero to ten scale (**READ IF NECESSARY:** where TEN means extremely good job and ZERO means extremely poor job), how would you rate Xcel Energy on...?

(RANDOMIZE Q.27 – Q.31)

Q.27. (Q39). PROVIDING ACCURATE BILLS

RECORD NUMBER 0 – 10) ____

-1 = Don't know

-2 = Refused

Q.28. (Q39A). (IF Q.27 is 5 or less, ask:) Please tell me more about that. (**ASK AS OPEN END**)

Q.29. (Q40). CORRECTING BILLING ERRORS PROMPTLY

RECORD NUMBER 0 – 10) _____

-1 = Don't know

-2 = Refused

Q.30. (Q40A) BEING FLEXIBLE IN MEETING YOUR NEEDS

RECORD NUMBER 0 – 10) _____

-1 = Don't know

-2 = Refused

Q.31. (Q42A) BILLS THAT ARE EASY TO UNDERSTAND.

RECORD NUMBER 0 – 10) _____

-1 = Don't know

-2 = Refused

Q.32. (Q41).(ASK ONLY IF ELECTRICITY CUSTOMER 1 or 2 IN Q.F): KEEPING ELECTRICITY
RATES REASONABLE

RECORD NUMBER 0 – 10) _____

-1 = Don't know

-2 = Refused

Q.33. (Q42). (ASK ONLY IF NATURAL GAS CUSTOMER; 2 OR 3 IN Q.F) KEEPING NATURAL
GAS RATES REASONABLE.

RECORD NUMBER 0 – 10) _____

-1 = Don't know

-2 = Refused

IMAGE SERIES

Now thinking about Xcel Energy's leadership activities and role in the community, using the zero to ten scale where TEN means extremely good job and ZERO means extremely poor job, how would you rate Xcel Energy on...? (IF NECESSARY: Once again, if you do not have an opinion, please tell me.)

(RANDOMIZE Q.34a – Q37d)

Q.34a. (Q43AA). BEING A GOOD CORPORATE CITIZEN

RECORD NUMBER 0 – 10) _____

-1 = Don't know

-2 = Refused

Q.34b. (Q45). BEING AN ENERGY EXPERT

RECORD NUMBER 0 – 10) _____

-1 = Don't know

-2 = Refused

Q.34c: (Q44) BEING WELL MANAGED

RECORD NUMBER 0 – 10) _____

-1 = Don't know

-2 = Refused

Q.35. (Q46). BEING A COMPANY YOU CAN TRUST

RECORD NUMBER 0 – 10) _____

-1 = Don't know

-2 = Refused

[ASK Q.35a IF Q.35 = 0-5; OTHERWISE, SKIP TO Q.36]

Q.35a. (Q.46A) Please tell me more about that. {ASK AS AN OPEN END}

Q.36. (Q47). MEETING YOUR ENERGY NEEDS TODAY

RECORD NUMBER 0 – 10) _____

-1 = Don't know

-2 = Refused

Q.37a. (Q47A). SHOWING CONCERN FOR CUSTOMER SAFETY

RECORD NUMBER 0 – 10) _____

-1 = Don't know

-2 = Refused

Q.37b. (Q47B). SHOWING CONCERN FOR THE ENVIRONMENT

RECORD NUMBER 0 – 10) _____

-1 = Don't know

-2 = Refused

Q.37c. (Q47C). ANTICIPATING YOUR ENERGY NEEDS FOR THE FUTURE.

RECORD NUMBER 0 – 10) _____

-1 = Don't know

-2 = Refused

Q.37d. (Q.28A) EASY TO DO BUSINESS WITH.

RECORD NUMBER 0 – 10) _____

-1 = Don't know

-2 = Refused

Q.38. (Q48). **(ASK IF ELECTRICITY CUSTOMER; 1 OR 2 IN QF)** If you could choose between Xcel Energy and another ELECTRICITY provider whose price for electricity is equal to what you pay now, how likely would you be to stay with Xcel Energy? On a scale of ZERO TO TEN, where TEN means you are extremely likely to stay with Xcel Energy and a ZERO means you are extremely likely to switch to another provider?

RECORD NUMBER 0 – 10) _____

-1 = Don't know

-2 = Refused

Q.39. (Q49). **(ASK IF GAS CUSTOMER; 2 OR 3 IN QF)** If you could choose between Xcel Energy and another GAS provider whose price for gas is equal to what you pay now, how likely would you be to stay with Xcel Energy? On a scale of ZERO TO TEN, where TEN means you are extremely likely to stay with Xcel Energy and a ZERO means you are extremely likely to switch to another provider?

RECORD NUMBER 0 – 10) _____

-1 = Don't know

-2 = Refused

FIRMGRAPHICS/DEMOGRAPHICS

The last few questions are asked for statistical purposes only so that we may combine responses by different groups. This information is kept confidential.

5 Q.40. (Q53E). What is your current job title? **(ASK AS OPEN END)**

Q.41. (Q55). How does your company make energy product and service buying decisions? **READ CODES 1-4)**

Locally / single person	01
Locally / team decision	02
Centralized single person	03
Centralized team decision	04
Don't know	-1
Refused	-2

Q41a: (Q51A) In the last three months, have you seen or heard any news coverage about Xcel Energy?

Yes	1	CONTINUE
No	2	SKIP TO Q. 42
DK	9	

Q.41b: (Q.53) Based on the media coverage, what is your opinion of Xcel Energy? Using a Zero to Ten scale, where "10" means Extremely Positive and "0" means Not at all Positive, what is your opinion of Xcel Energy?

RECORD NUMBER 0 – 10) _____

-1 = Don't know

-2 = Refused

Q.42. (Q71B). The information we have collected during this interview will be used in aggregate form to provide overall reports and conclusions. However, some of your individual responses would help your utility understand your particular circumstances. Can we have your permission to review your company's answers with Xcel Energy on an individual basis and possibly have a representative from Xcel Energy follow up with you to discuss issues that are of particular concern to you?

Yes	1
No	2

THANK YOU FOR YOUR TIME.

Voice of the Customer - 2005 Relationship Survey

Residential and Non-Managed Customers

QB. ACCOUNT TYPE

- 2 Non-Managed Business Customer
 - 3 Residential Customer
 - 6 OPCO oversample -Residential
 - 7 OPCO oversample -Non-Managed
-

QB1. MONTH

- 1 January
- 2 February
- 3 March
- 4 April
- 5 May
- 6 June
- 7 July
- 8 August
- 9 September
- 10 October
- 11 November
- 12 December

{IF QB=2, 4 ASK QC INTRO TO NON-MANAGED; OTHERWISE GO TO FILTER BEFORE QF}

NOTE: INTRO TO NON-MANAGED

Hello, my name is _____. Xcel Energy has asked me to call you on behalf of its Customer Satisfaction Study. I am calling from ____ and assure you this is not a sales call. Your opinions are important to Xcel Energy in its efforts to ensure that it is fulfilling all of your energy needs. This will take about 15 minutes to complete.

QC. Can you please tell me the name of the person in your business who is the primary decision maker regarding your electricity and natural gas?

- 1 Yes *{RECORD NAME AND TITLE}*
- 2 No/Don't know *{ASK TO SPEAK WITH SOMEONE WHO MIGHT KNOW AND USE THE SAME INTRODUCTION WITH THE NEW RESPONDENT}*
- REF *{TERMINATE}*

NAME: _____

TITLE: _____

QD. May I please speak to [RESTORE NAME]?

- 1 Yes {GO TO INTRO BEFORE QF}
 - 2 No {GO TO QE}
 - DK (ASK TO SPEAK WITH SOMEONE WHO MIGHT KNOW AND USE THE SAME INTRODUCTION WITH THE NEW RESPONDENT)
-

QE. I'd like to make an appointment to speak with [RESTORE NAME] at a specific time at his/her convenience.

- 1 RECORD APPOINTMENT CALL BACK DATE AND TIME
 - REF {TERMINATE}
-

{IF QB=2 or 4 ASK QF; OTHERWISE GO TO FILTER BEFORE QF1 INTRO TO RESIDENTIAL}

{READ IF NECESSARY: Hello, my name is _____. Xcel Energy has asked me to call you on behalf of its Customer Satisfaction Study. I am calling from ____ and assure you this is not a sales call. Your opinions are important to Xcel Energy in its efforts to ensure that it is fulfilling all of your energy needs. This will take about 15 minutes to complete.

QF. Does your business receive electric service, natural gas service, or both electric and natural gas service from Xcel Energy?

- 1 Electric service only
 - 2 Both electric and natural gas service
 - 3 Natural gas service only
 - 4 None/not a customer {TERMINATE}
-

{IF QB=3, 5 ASK QF1 INTRO TO RESIDENTIAL; OTHERWISE GO TO Q1}

NOTE: INTRO TO RESIDENTIAL

Hello, my name is _____. Xcel Energy has asked me to call you on behalf of its Customer Satisfaction Study. I am calling from ____ and assure you this is not a sales call. Your opinions are important to Xcel Energy in its efforts to ensure that it is fulfilling all of your energy needs. This will take about 12 minutes to complete.

First, just to confirm....

QF1 Does Xcel Energy serve your electric needs, gas needs, or both electric and gas needs?

- 1 Electric service only
- 2 Both electric and natural gas service
- 3 Natural gas service only
- 4 None/not a customer {*TERMINATE*}

NOTE: OUTCOMES

Q1. I'd like you to think in terms of your SATISFACTION with Xcel Energy overall. On a ZERO to TEN scale where TEN means VERY SATISFIED and ZERO means VERY DISSATISFIED, how would you rate your satisfaction with Xcel Energy? You can use any number from 0 to 10. We are only interested in your ratings based on your personal experience or any impressions you have, if you feel you cannot rate the company on any given question, just say so.

[RECORD NUMBER 0-10]

DK

REF

{IF Q1=0-5 ASK Q1A1; OTHERWISE GO TO FILTER BEFORE Q1AB}

Q1A1. What, if anything, could Xcel Energy do to improve your overall level of customer satisfaction? (*ASK AS OPEN END; PROBE ONCE IF NEEDED*)

{IF Q1=6-10 ASK Q1AB; OTHERWISE GO TO FILTER BEFORE Q1AC}

Q1AB. What, if anything, do you think Xcel Energy does particularly well when it comes to your overall level of satisfaction? *(ASK AS OPEN END; PROBE ONCE IF NEEDED)*

{IF Q1=0-5 ASK Q1AC; OTHERWISE GO TO Q2}

Q1AC. *(TECH ONLY QUESTION: Did the respondent say anything about rates and/or billing?)*

(PROG. NOTE: RESTORE RESPONSE TO Q1A1)

1 Yes

2 No

DK

REF

Q2. [ALL] Considering the price you pay relative to the quality of the products and services you receive, how would you rate Xcel Energy's overall value? This time, please use a scale where TEN means Very Good Value and ZERO means VERY Poor Value please rate Xcel Energy on overall value? *(IF NECESSARY: You can use any number from 0 to 10.)*

[RECORD NUMBER 0-10]

DK

REF

Q3. In terms of what you expect from Xcel Energy as your energy company, to what extent has Xcel Energy exceeded your expectations or fallen short of your expectations? Please use a scale where TEN means EXCEEDS YOUR EXPECTATIONS and ZERO means FALLS SHORT OF YOUR EXPECTATIONS? *(IF NECESSARY: You can use any number from 0 to 10.)*

[RECORD NUMBER 0-10]

DK

REF

Q4. Now, I want you to imagine an ideal energy company. *(PAUSE)* How well do you think Xcel Energy compares with that ideal energy company? Please use a scale where TEN

means VERY CLOSE TO THE IDEAL and ZERO means NOT VERY CLOSE TO THE IDEAL. (IF NECESSARY: You can use any number from 0 to 10.)

[RECORD NUMBER 0-10]
DK
REF

NOTE: Earned loyalty not asked

BASIC ELECTRIC SERVICE

{IF ((QF=1 OR 2) OR (QF1=1 OR 2)) ASK Q10-Q11; OTHERWISE GO TO INTRO BEFORE Q12}

SCREEN DESIGN: ROTATE QUESTIONS

Now I would like to talk about Xcel Energy's basic electric service...

- Q10. Thinking about MOMENTARY interruptions in electrical service, which last a few minutes or less and make lights flicker or disrupt electrical equipment, how many of these would you say you have had in the LAST TWELVE MONTHS at your (IF QB=1-2,4 "business" IF QB=3 or 5 "home")? (PROBE FOR BEST ESTIMATE)

[RECORD NUMBER OF TIMES FROM 1-996]
0 No time/Did not lose service
997 997 times or more
DK
REF

- Q11. Thinking about power outages that last for several minutes to several hours, or longer. How many of these LONGER INTERRUPTIONS of electric service would you say you have had at your (IF QB=1-2,4 "business" IF QB=3 or 5 "home")? IN THE LAST TWELVE MONTHS? (PROBE FOR BEST ESTIMATE)

[RECORD NUMBER OF TIMES FROM 1-996]
0 No time/Did not lose service
998 997 times or more
DK
REF

{IF (QF=1,2 OR 3) OR (QF1=1, 2, OR 3) ASK INTRO; OTHERWISE GO TO FILTER BEFORE Q12}

I'm going to read some words and phrases that describe the activities of Xcel Energy. For each word or phrase, please use a zero-to-ten scale, where TEN means they are doing an EXTREMELY GOOD JOB and ZERO means they are doing an EXTREMELY POOR JOB. How would you rate their performance on... (TECH NOTE: Q12 through Q18: Accept Don't Know response if offered)

{IF (QF=1 OR 2) OR (QF1=1 OR 2); ASK Q12 – Q17; OTHERWISE GO TO FILTER BEFORE Q18}

Q12. PROVIDING RELIABLE ELECTRIC SERVICE

[RECORD NUMBER 0-10]

DK

REF

Q15. RESTORING POWER QUICKLY WHEN YOUR (IF QB=2,4,7 "business" IF QB=3, 5, 6 "home") HAS AN ENERGY OUTAGE

[RECORD NUMBER 0-10]

11 Never experienced power outage [VOL]

DK

REF

{IF Q15=0-10, -1, -2 ASK Q16; OTHERWISE GO TO FILTER BEFORE Q17}

Q16. GIVING YOU INFORMATION ON WHAT CAUSED YOUR POWER OUTAGE

[RECORD NUMBER 0-10]

11 Never experienced power outage [VOL]

DK

REF

{IF QB=2, 4, 7 ASK Q17; OTHERWISE GO TO FILTER BEFORE Q18}

Q17. KEEPING CUSTOMERS INFORMED ABOUT PLANNED OUTAGES

[RECORD NUMBER 0-10]

DK

REF

{IF ((QF=2 OR 3) OR (QF1=2 OR 3)) ASK Q18; OTHERWISE GO TO INTRO BEFORE Q21}

Q18. RESPONDING QUICKLY TO GAS EMERGENCIES

[RECORD NUMBER 0-10]

DK

REF

NOTE: XCEL ENERGY'S SERVICE IN GENERAL

Now turning to some other activities related to the service you receive from Xcel Energy, using the same zero-to-ten scale, how would you rate Xcel Energy's performance on... *(READ IF NECESSARY: Where ten means an extremely good job and zero means an extremely poor job.)*

SCREEN DESIGN: RANDOMIZE QUESTIONS

[RECORD NUMBER 0-10]

DK

REF

Q21. BEING FOCUSED ON CUSTOMER SERVICE

{IF (QB=2 OR 4) ASK Q23; OTHERWISE CONTINUE}

Q23. UNDERSTANDING THE ENERGY NEEDS OF YOUR BUSINESS AND FACILITIES

Q23A. COMMUNICATING ABOUT CONSERVATION.

Q24. COMMUNICATING WITH YOU ABOUT THE PRODUCTS AND SERVICES AVAILABLE FROM XCEL ENERGY

Q24A. COMMUNICATING ABOUT THE PROGRAMS AND SERVICES, FOR EXAMPLE BILLING OPTIONS OR WIND ENERGY

Q25. COMMUNICATING WITH YOU ABOUT HOW TO BE MORE ENERGY EFFICIENT

Q26. BEING RESPONSIVE TO YOUR NEEDS

Q27. DOING THINGS RIGHT THE FIRST TIME

Q28. OFFERING A VARIETY OF ENERGY RELATED PRODUCTS AND SERVICES

[BLOCK Q28A – Q28AB]

Q28A. BEING EASY TO DO BUSINESS WITH

{IF Q28A=0-4 ASK Q28AB; OTHERWISE CONTINUE}

Q28AB. Please tell me more about that (ASK AS OPEN END; PROBE FOR SPECIFICS)

NOTE: XCEL ENERGY'S CALL CENTER

{IF QB=(2 , 4, 7) ASK Q29; OTHERWISE GO TO FILTER BEFORE Q29A}

Q29. How many times in the last six months have you called the Xcel Energy Call Center for any reason ON BEHALF OF THIS BUSINESS OR ORGANIZATION?
(INTERVIEWER: AS NECESSARY: "rather than as a residential customer.")

[RECORD NUMBER OF TIMES 1-24]

0 None/Never/Zero

25 More than 25 times

DK

REF

{IF QB=3, 5, 6 ASK Q29A; OTHERWISE GO TO FILTER BEFORE Q30}

Q29A. How many times in the last six months have you called the Xcel Energy Call Center for any reason?

[RECORD NUMBER OF TIMES 1-24]

0 None/Never/Zero

25 More than 25 times (INTERVIEWER: REQUIRES A HOT SHEET)

DK

REF

{IF (Q29=1-24) OR (Q29A=1-24) ASK Q30-Q35A; OTHERWISE GO TO INTRO BEFORE Q38}

Q30. On a zero-to-ten scale where TEN means you were very satisfied with how your most recent call was handled and ZERO means you were very dissatisfied, how would you rate the way Xcel Energy handled your most recent call? (IF NECESSARY: You can use any number from zero to ten.)

[RECORD NUMBER 0-10]
DK
REF

Q32. What was the MAIN reason for your most recent contact with Xcel Energy? (*ASK AS OPEN END; ACCEPT ONE MENTION*) (*READ ANY CODES NECESSARY TO PROPERLY CLASSIFY RESPONDENT*)

- 1 Rates/ Billing Issues
 - 2 Paying your Bill/ Bill Payment
 - 3 General Information
 - 4 Change/Start/Stop Service
 - 5 Electric Outage
 - 6 Credit/Collections
 - 7 Gas Service Problem
 - 8 Electric Service Problem Non-Outage
 - 9 Product or Services Offered
 - 10 Safety/Line Locations
 - 11 Other [*SPECIFY*]
- DK
REF

{IF Q32=1 ASK Q32A; OTHERWISE GO TO INTRO BEFORE Q33}

Q32A. Please tell me more about that. (*ASK AS OPEN END*)

Thinking about Xcel Energy's customer service, using the zero-to-ten scale where TEN means extremely good job and ZERO means extremely poor job, how would you rate Xcel Energy's performance on....

SCREEN DESIGN: ROTATE QUESTIONS

[RECORD NUMBER 0-10]
DK
REF

Q33. HAVING KNOWLEDGEABLE EMPLOYEES

Q34 HAVING EMPLOYEES WHO ARE COURTEOUS AND PROFESSIONAL

Q35. BEING EASY TO REACH

NOTE: BILLING SERIES

Next I am going to ask a few questions about the monthly bill you receive from Xcel Energy and any interaction you may have had with the energy company about your bills.

Q38. *Based on anything you have heard or any impressions that you have, how satisfied are you with the way your monthly bills are handled by Xcel Energy? (IF NECESSARY: please use a ZERO to TEN scale where TEN means VERY SATISFIED and ZERO means VERY DISSATISFIED.)*

[RECORD NUMBER 0-10]

DK

REF

Using the zero to ten scale (READ IF NECESSARY: where TEN means extremely good job and ZERO means extremely poor job), how would you rate Xcel Energy on...

SCREEN DESIGN: RANDOMIZE QUESTIONS

[RECORD NUMBER 0-10]

DK

REF

(BLOCK Q39 – Q39A)

Q39. PROVIDING ACCURATE BILLS

{IF Q39=0-5 ASK Q39A; OTHERWISE CONTINUE}

Q39A. Please tell me more about that. *(ASK AS OPEN END)*

Q40. CORRECTING BILLING ERRORS PROMPTLY

Q40A BEING FLEXIBLE IN MEETING YOUR NEEDS

[BLOCK Q41 – Q41A]

{IF QF=1-2 OR QF1=1-2 ASK Q41; OTHERWISE CONTINUE}

Q41. REASONABLENESS OF ELECTRICITY RATES?

{IF Q41=0-10 ASK Q41A; OTHERWISE CONTINUE}

Q41A. Please tell me more about that (ASK AS OPEN END; PROBE FOR SPECIFICS)

{IF QF=2-3 OR QF1=2-3 ASK Q42; OTHERWISE CONTINUE}

Q42. REASONABLENESS OF NATURAL GAS RATES?

Q42A HAVING BILLS THAT ARE EASY TO UNDERSTAND
