



THE POWER OF PEOPLE



Review of Strategic Directive BP-SD-06

Customer Experience

NPPD Board of Directors Meeting
Strategic Business Matters
June 2023

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VP Customer Services and External Affairs &
Chief Customer Officer



Nebraska Public Power District
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Board Policy BP-SD-06

BOARD POLICY
STRATEGIC DIRECTIVE

Policy No. BP-SD-06
Effective Date 12-13-18
Page 1 of 1

CUSTOMER EXPERIENCE

Creating value for our customers is key to fulfilling Nebraska Public Power District's (NPPD) vision and mission. Achieving high levels of customer trust and satisfaction, while providing outstanding customer service and being responsive to customer needs, will lead to NPPD being the 'partner-of-choice' for our wholesale and retail customers.

The Board will ensure that NPPD seeks and obtains feedback from our customers through periodic and regular studies of their experience, and considers that feedback to prioritize strategies, goals, and initiatives to achieve high levels of satisfaction among all customer classes.

NPPD's standard is to achieve 90% or better ratings of 'Good' or 'Excellent' in key areas of customer experience, including customer satisfaction, trust, and the quality of customer engagement.

Customer

Activities & Communications

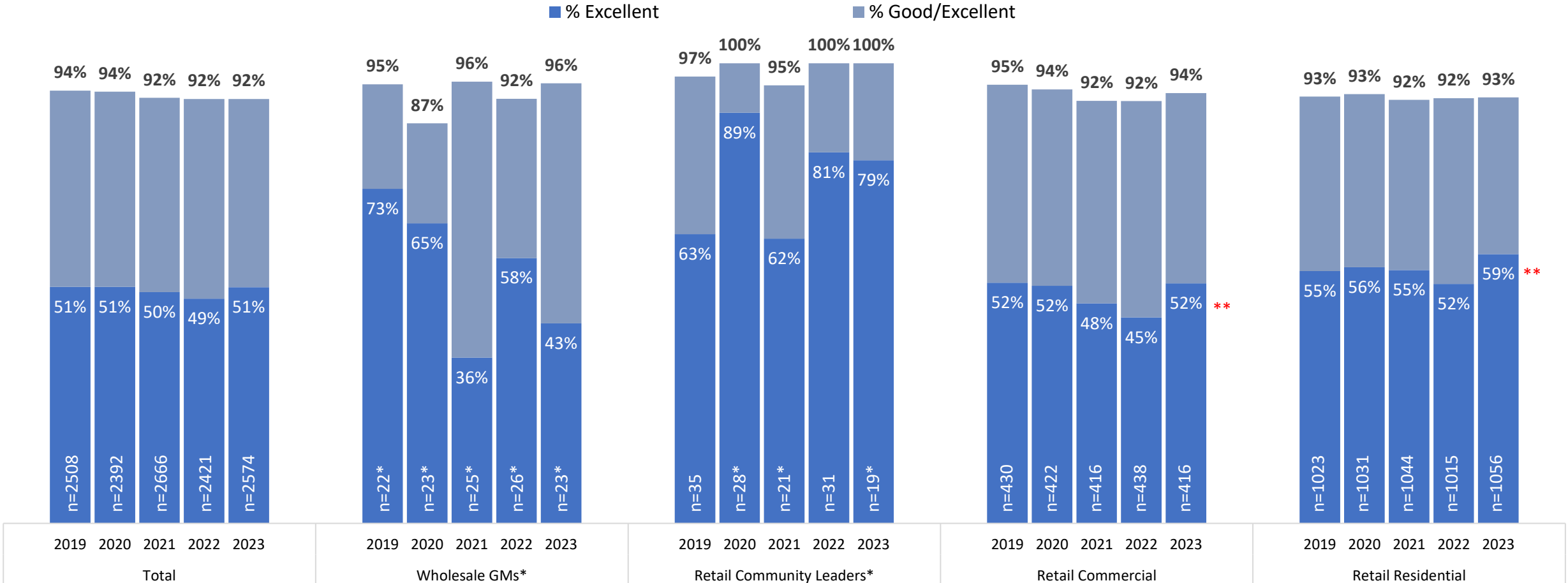
- ✓ Customer Meetings (6 per year)
- ✓ Customer / Board Forums (4-5 year)
- ✓ Customer attendance at NPPD Board Meetings
- ✓ Board/Executive visits to Board/Council Meetings
- ✓ Account Manager process
- ✓ Webinars / emails / newsletters / videos, etc.
- ✓ Customer Connections Website

Customer - Results

- Annual Comprehensive Reputation Research – MSR Survey
- Wholesale Customer Surveys
- Continual Feedback from Account Managers

Perception of NPPD's reputation continues to remain positive.

NPPD REPUTATION



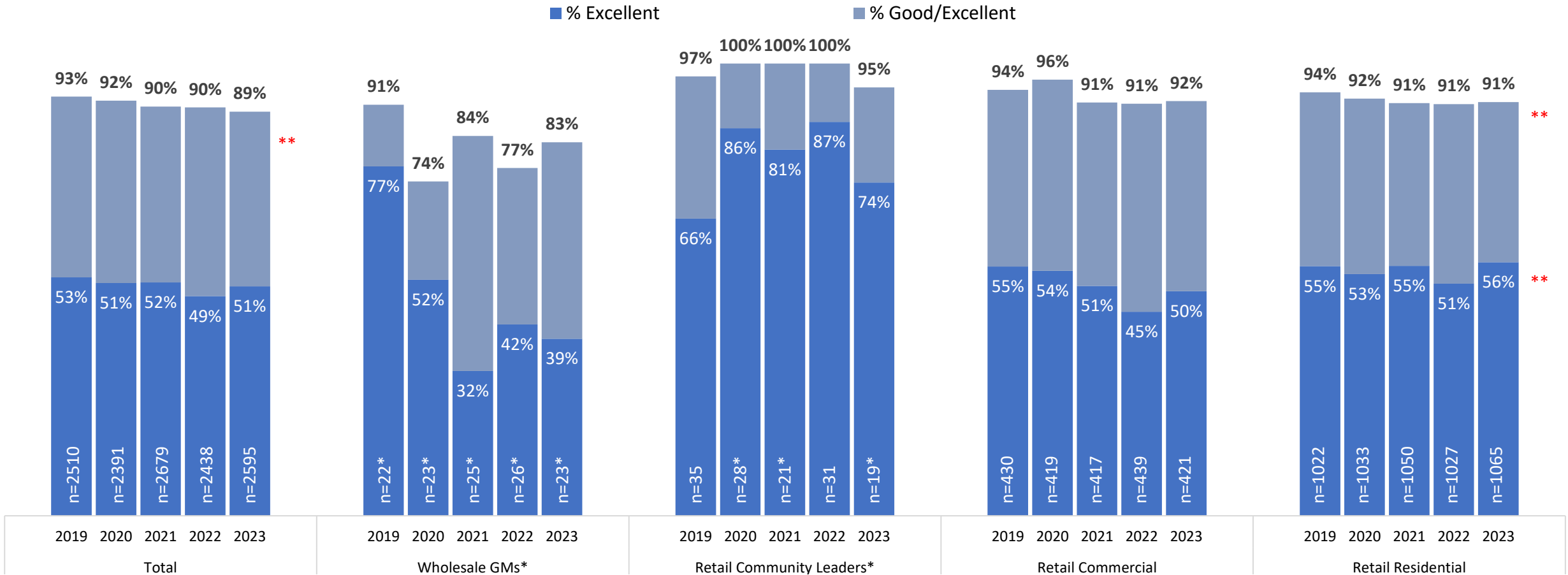
*Small sample sizes. View results with caution.

**Significant difference at the 95% confidence level in 2023 compared to 2022.

Q5A. Overall, how would you rate the reputation of Nebraska Public Power District?

Although based on a small sample size, Wholesale GM's tend to have lower trust levels compared to other customer groups.

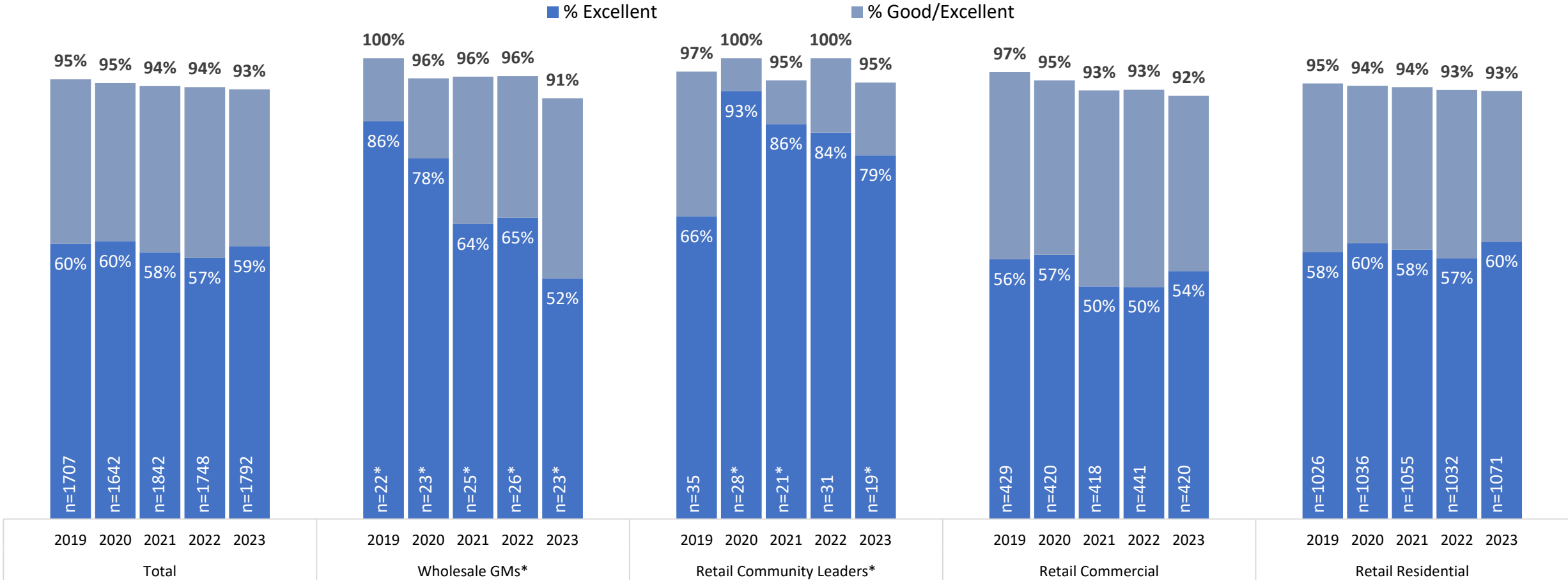
LEVEL OF TRUST OF NPPD



*Small sample sizes. View results with caution.
**Significant difference at the 95% confidence level in 2023 compared to 2022.
Q5B. How would you rate your level of trust of NPPD?

Overall satisfaction with NPPD has remained at a very high level across all groups since 2019, with at least nine out of ten customers giving “good” or “excellent” ratings.

OVERALL SATISFACTION WITH ELECTRICAL SERVICE PROVIDED BY NPPD





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Questions

Stay connected with us.



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