



Review of Strategic Directive BP-SD-06

Customer Experience

THE
POWER OF
PEOPLE

NPPD Board of Directors Meeting
Strategic Business Matters
June 2024

Courtney Dentlinger
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

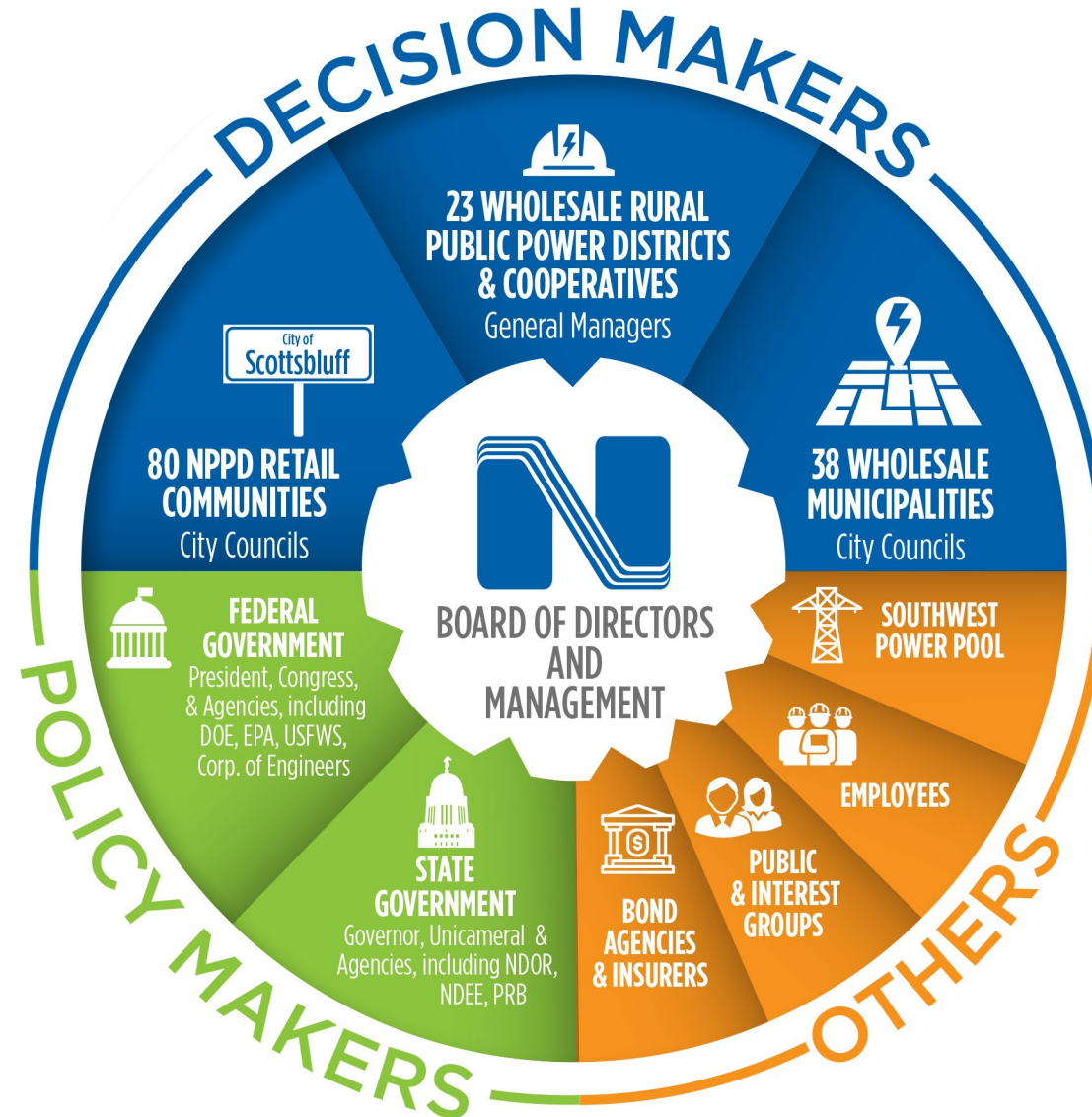
CUSTOMER EXPERIENCE

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.

NPPD Stakeholders



Customer *Activities & Communications*

- ✓ Customer Meetings (Normally 6 per year, more in 2024)
- ✓ 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
- ✓ Additional Communications highlighted in SD-07 report

Customer - Results

- Continual Feedback from Wholesale & Retail Account Managers
- Biannual Comprehensive Reputation Research – MSR Survey

NPPD Account Managers



SOUTH SIOUX CITY
TIMOTHY MURPHY

NORFOLK



BRITTNEY KOENIG



LARRY ARENS

SCOTTSBLUFF



MELODY BAILY

OGALLALA



BRIAN VASA

KEARNEY



GRANT FLAMIG



CHRIS HEGERT

YORK



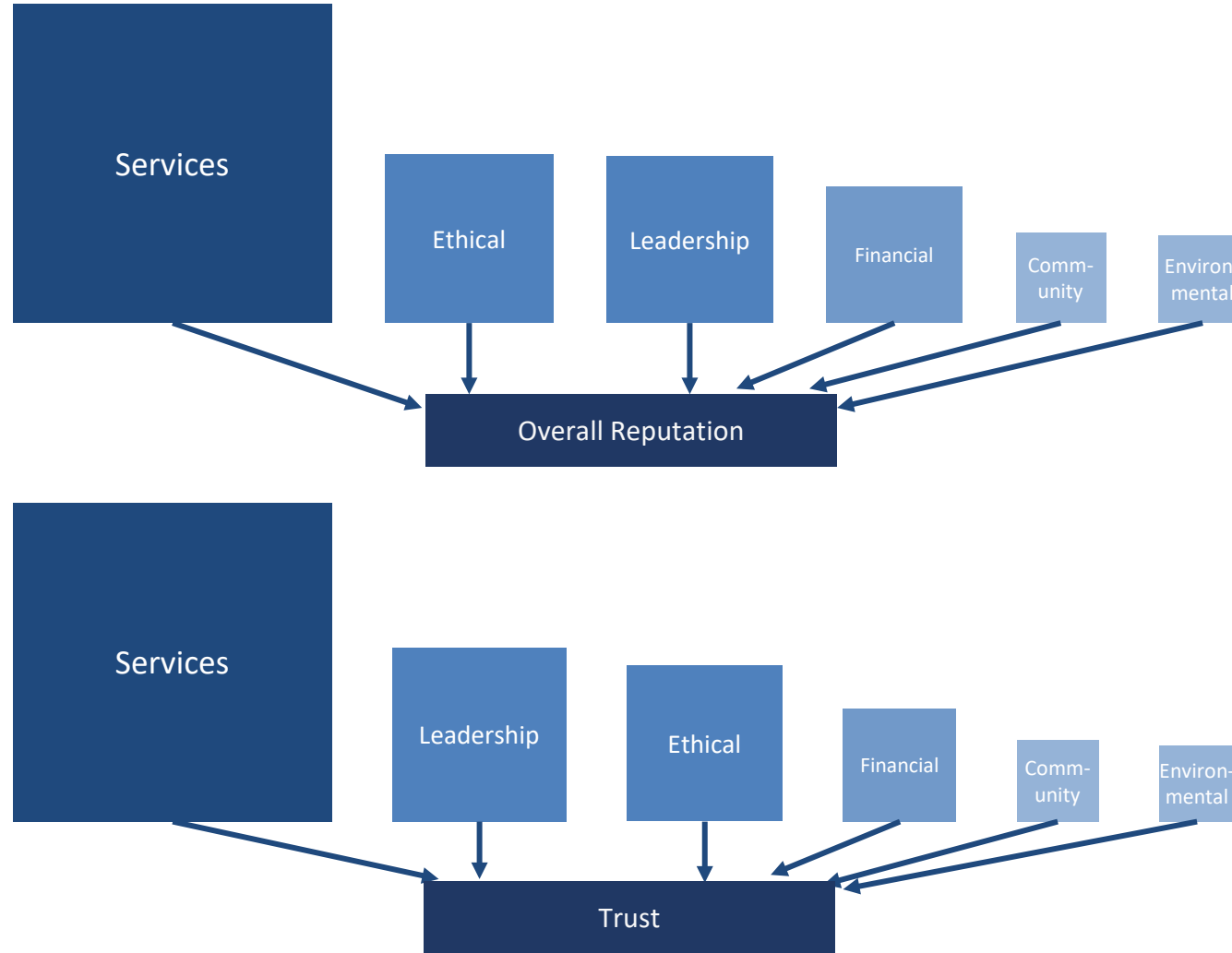
CARSTEN MLADY



CRAIG VINCENT

Key Driver Analysis

Service delivery remains the most important driver for both overall reputation and trust.

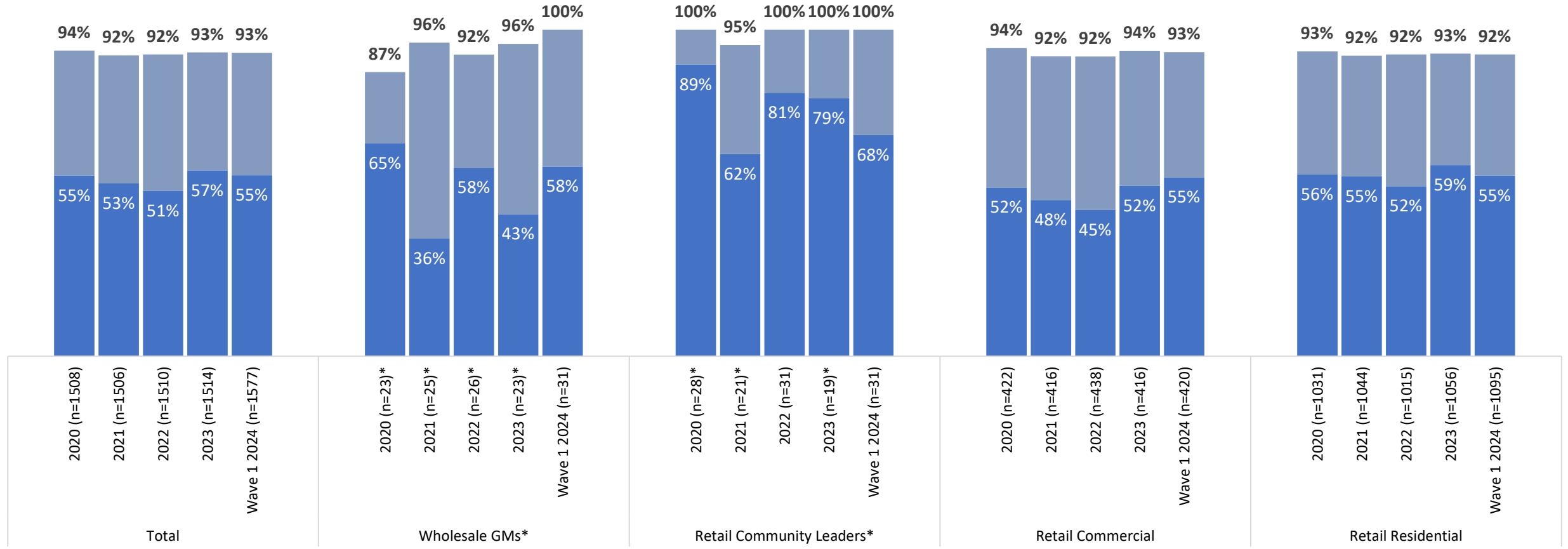


Results based on relative weights regression analysis. Area of each attribute is approximately equivalent to its impact as a driver.

Perception of NPPD's reputation continues to remain positive, with at least nine out of ten respondents giving NPPD a "good" or "excellent" rating.

NPPD REPUTATION

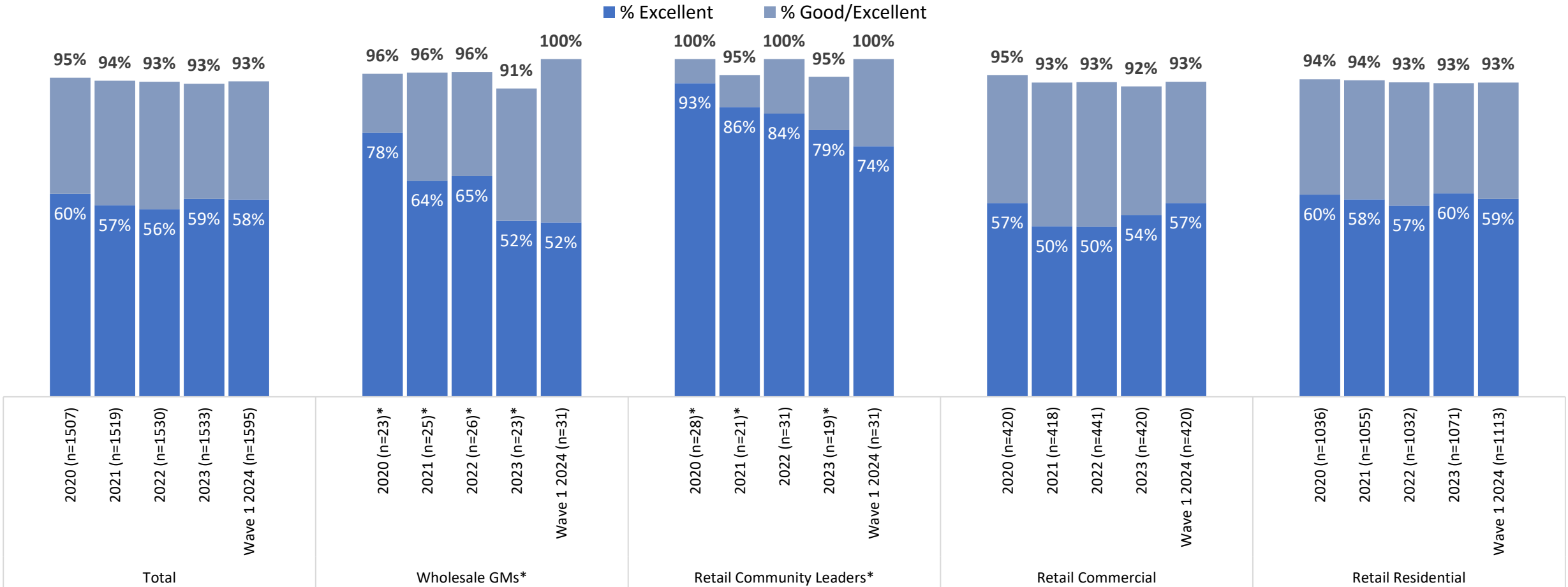
■ % Excellent ■ % Good/Excellent



*Small sample sizes. View results with caution.
No significant differences at the 95% confidence level in Wave 1 2024 compared to 2023.
Q5A. Overall, how would you rate the reputation of Nebraska Public Power District?

Overall satisfaction with NPPD has remained at a very high level across all groups since 2020, with at least nine out of ten respondents giving “good” or “excellent” ratings.

OVERALL SATISFACTION WITH ELECTRICAL SERVICE PROVIDED BY NPPD

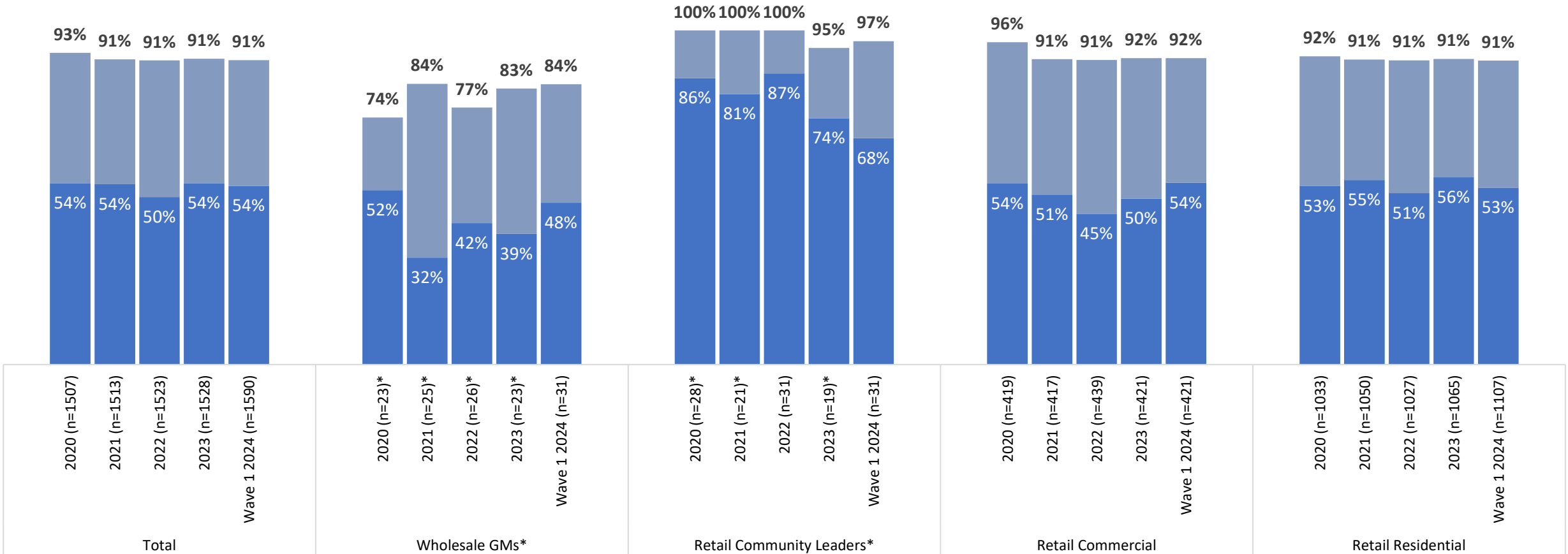


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Q5C. How would you rate your overall satisfaction with the electrical service that NPPD provides?

In total, level of trust remains comparable to the prior wave in Wave 1 2024. Wholesale GM's continue to have lower trust levels compared to the other customer groups.

LEVEL OF TRUST OF NPPD

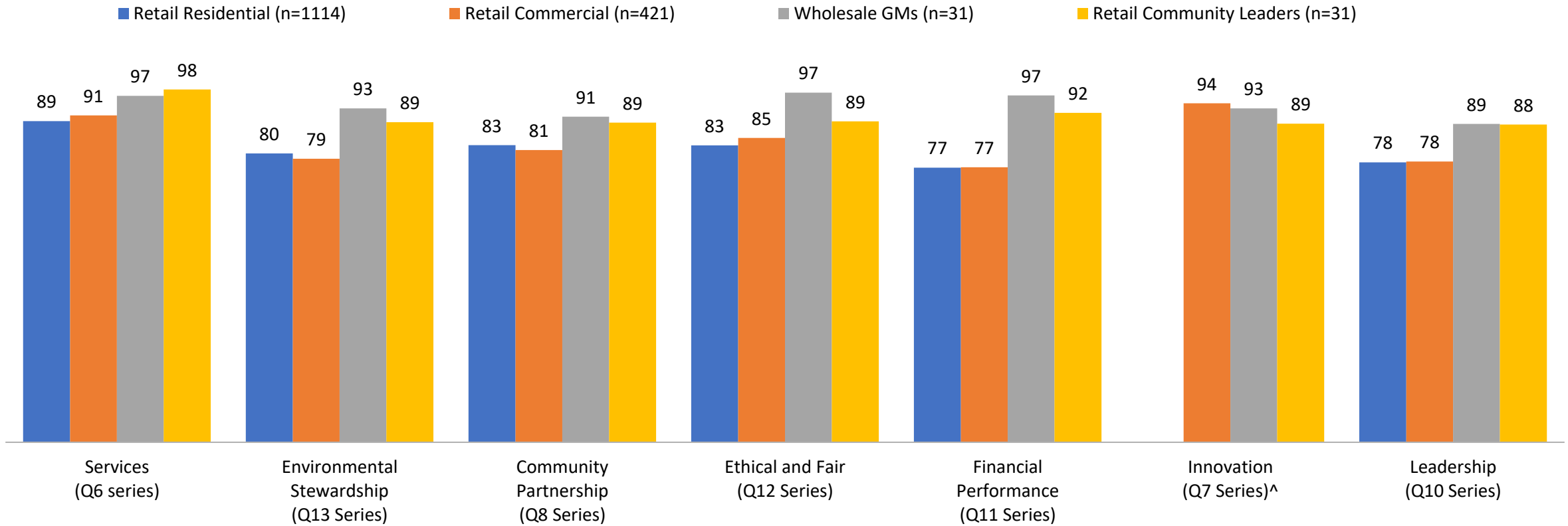
■ % Excellent ■ % Good/Excellent



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Q5B. How would you rate your level of trust of NPPD?

Overall scores were highest for NPPD's services. Scores for Wholesale GMs and Retail Community Leaders were higher than those for Retail Residential and Commercial customers.

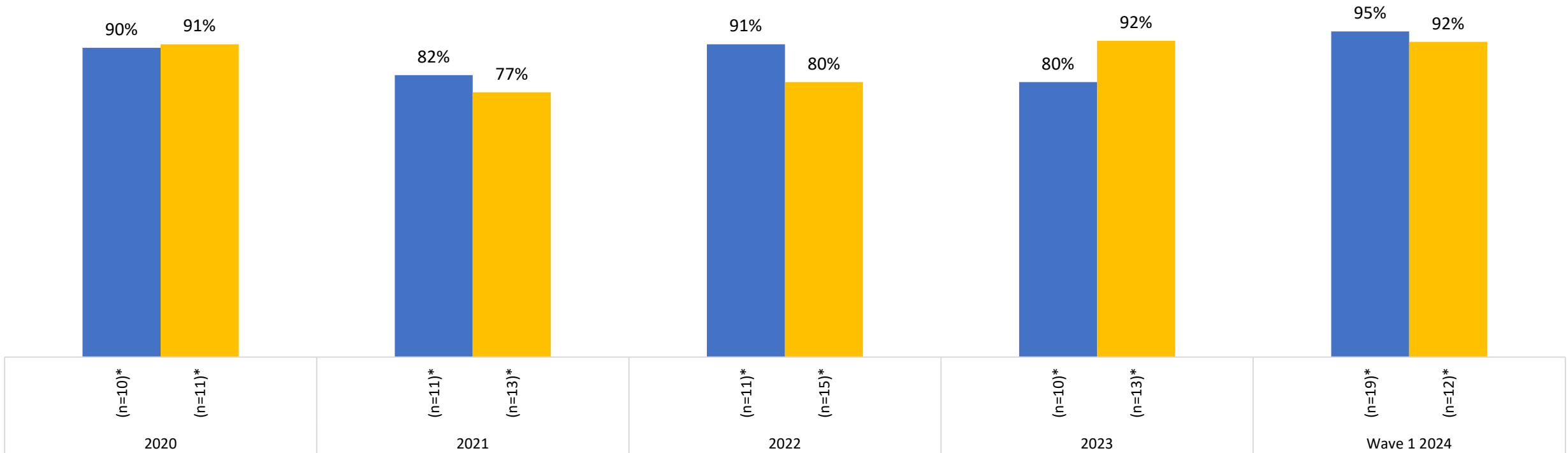
WAVE 1 2024 COMPOSITE ATTRIBUTE SCORES



At least nine out of ten of both Municipal and Rural GMs reported satisfaction with NPPD capitalizing on providing customers better, more affordable services.

CAPITALIZING ON OPPORTUNITIES TO PROVIDE CUSTOMERS BETTER SERVICE AT LOWER COSTS (Top 2 Box)

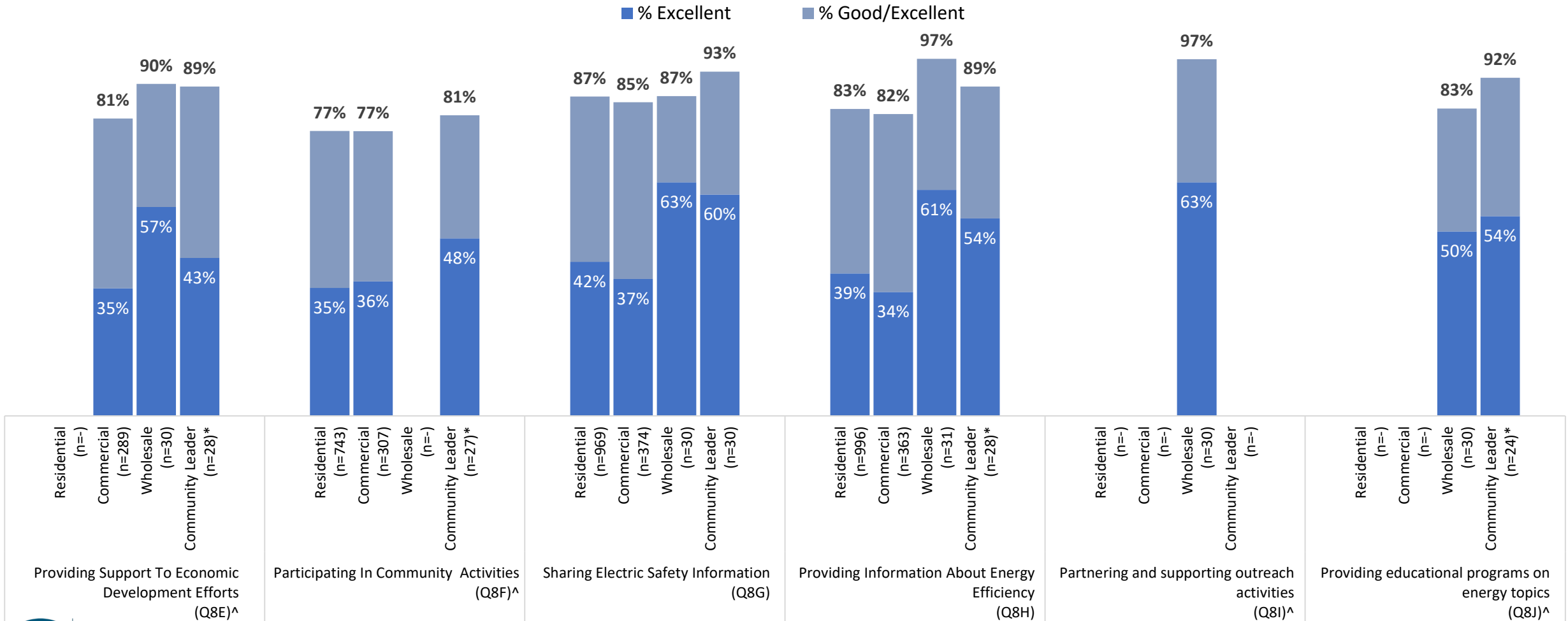
■ Municipal Wholesale GMs ■ Rural Wholesale GMs



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Leadership Attribute
Q10D. Please rate how well you believe the leaders at NPPD perform on the following: Capitalizing on opportunities to provide customers better service at lower costs.

NPPD community partnership scores tended to be highest for wholesale and community leaders.

COMMUNITY PARTNERSHIP ATTRIBUTES



*Small sample sizes. View results with caution.
^Q8E, Q8F, Q8I, Q8J asked only of groups shown
Q8E-Q8I. Please rate these aspects of NPPD's role in your community.



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Questions

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