



THE POWER OF PEOPLE



# Review of Strategic Directive BP-SD-06

## Customer Experience

NPPD Board of Directors Meeting  
Strategic Business Matters  
August 2025

Courtney Dentlinger  
VP, Customer Services and External Affairs &  
Chief Customer Officer



Nebraska Public Power District

*Always there when you need us*

# 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  
(12 scheduled in 2025, 2 cancelled due to weather)
- ✓ Customer / Board Forums (4 in 2024 / 3 in 2025)
- ✓ 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 Communications

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



# NPPD Account Managers

## SCOTTSBLUFF



JENNIFER BRANSON

## OGALLALA



BRIAN VASA

## KEARNEY



GRANT FLAMIG



CHRIS HEGERT

## NORFOLK



BRITTNEY KOENIG



LARRY ARENS

## YORK



CARSTEN MLADY



CRAIG VINCENT



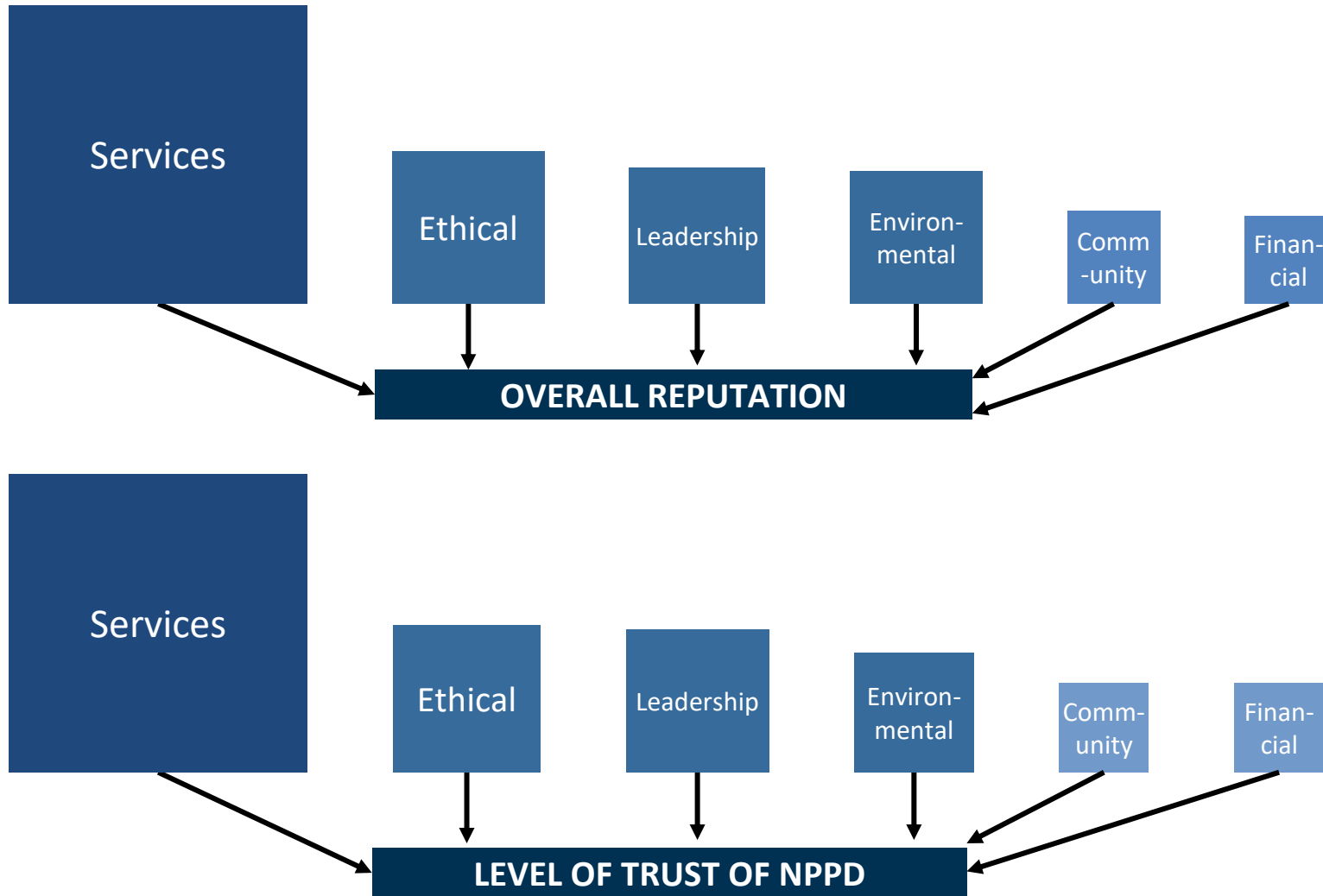
## SOUTH SIOUX CITY

TIMOTHY MURPHY

Effective 5/16  
Sustainable Energy Mgr

# Key Driver Analysis

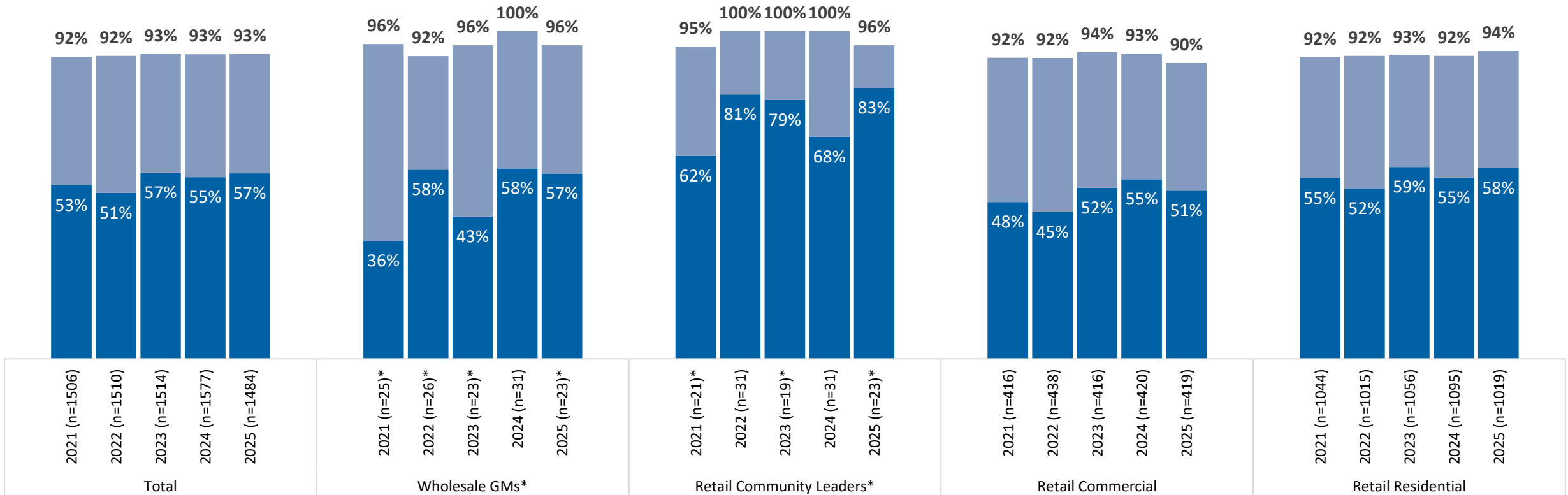
Service delivery remains the most important driver for both overall reputation and trust.



# 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

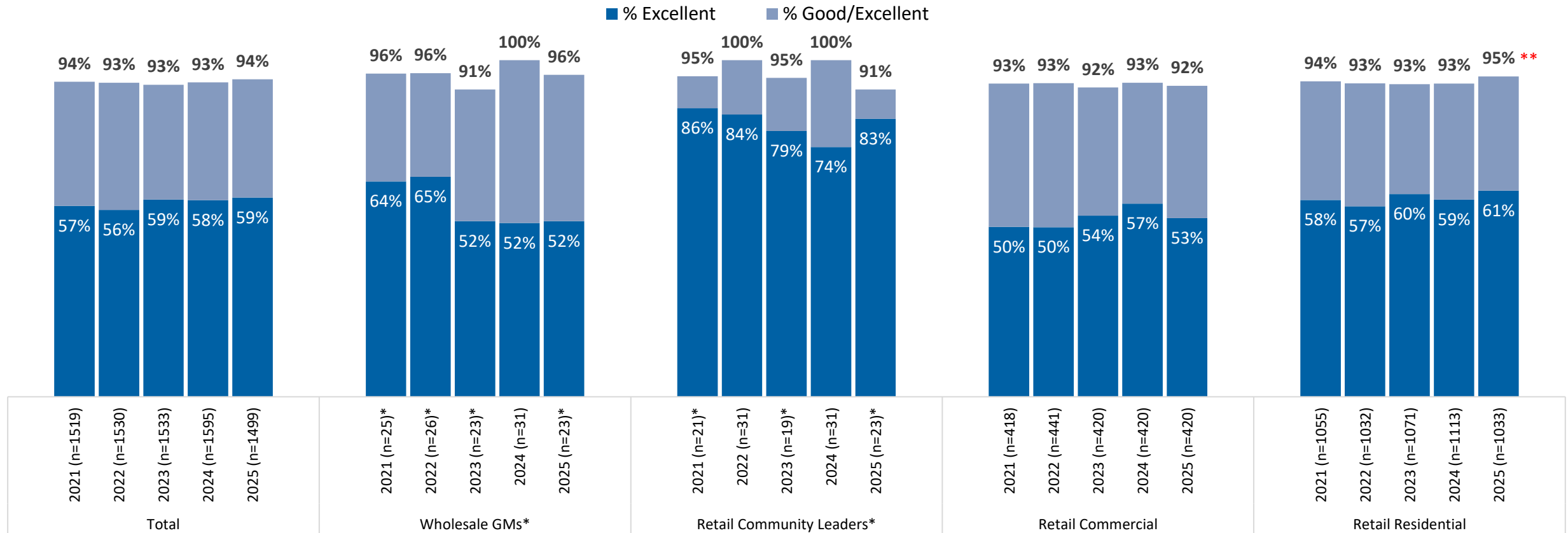
■ % Excellent ■ % Good/Excellent





# 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



\*Small sample sizes. View results with caution.

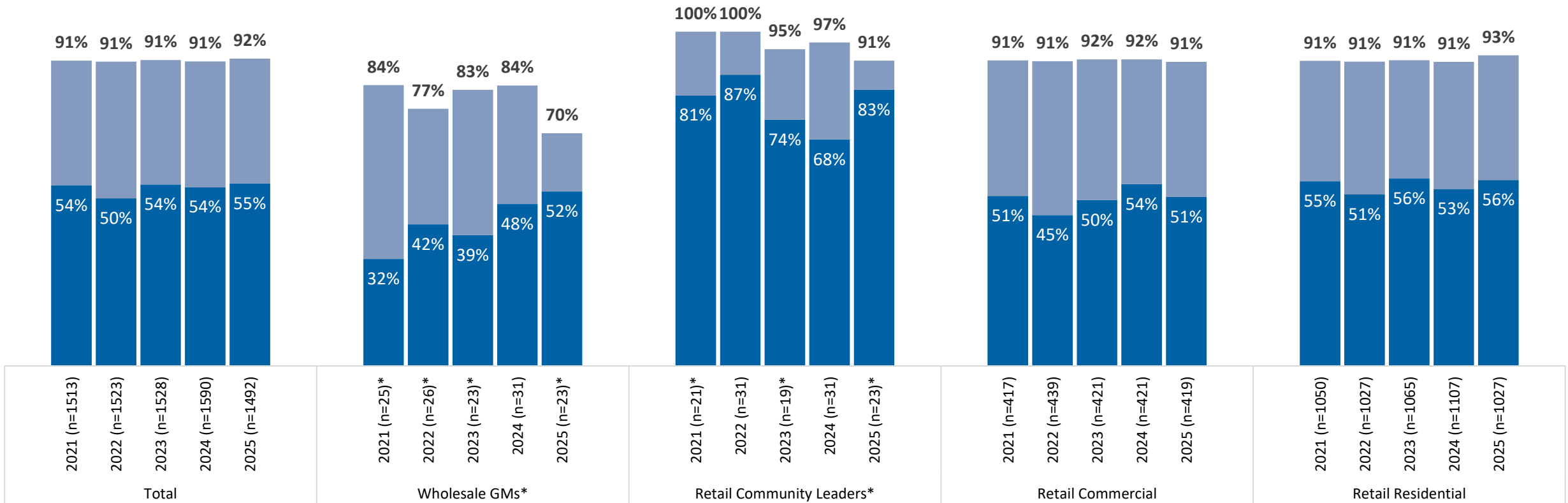
\*\*Significant difference at the 95% confidence level in 2025 compared to 2024.

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

# In 2025, the level of trust overall remains similar to 2024. Wholesale GMs and Retail Community Leaders had lower levels of trust; however, both scores were based on a small sample size.

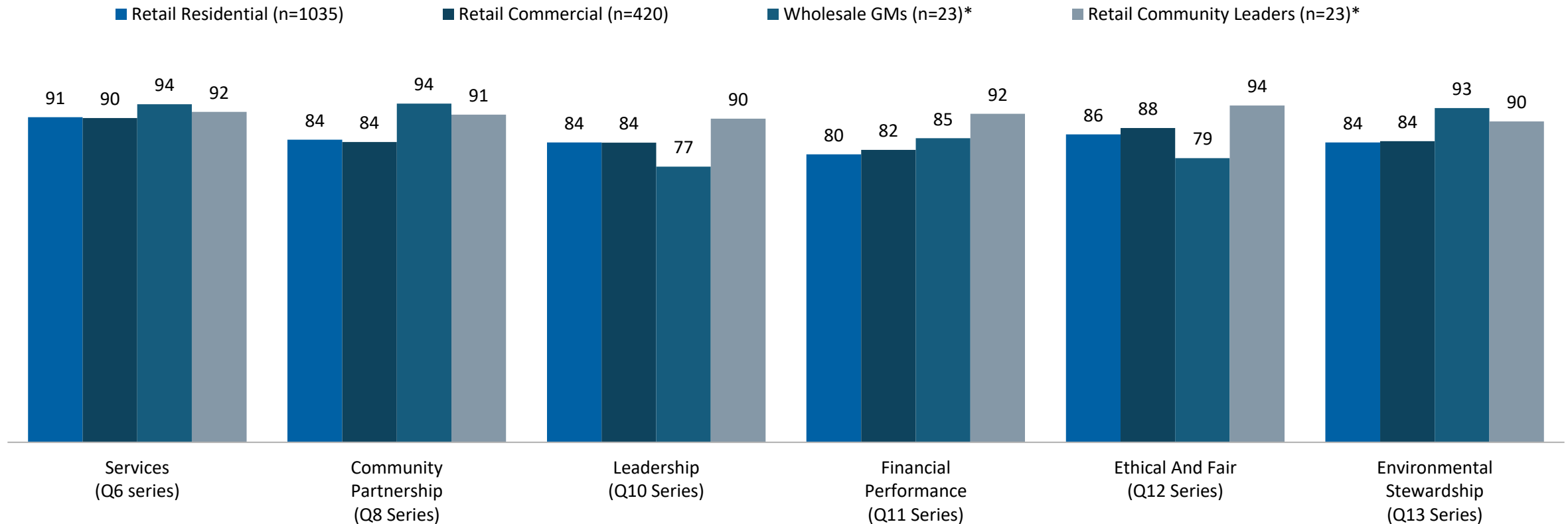
## LEVEL OF TRUST OF NPPD

■ % Excellent ■ % Good/Excellent



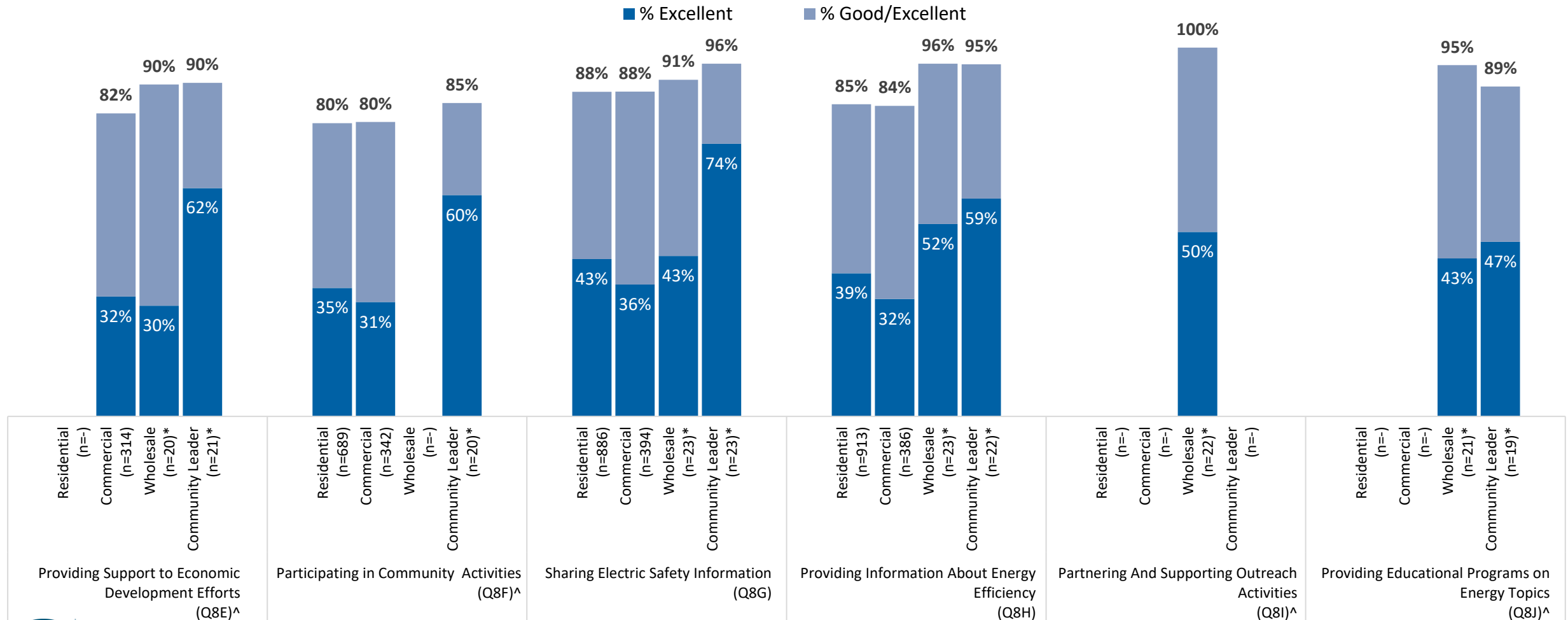
Overall scores tended to be highest for NPPD's services.  
Wholesale GMs and Retail Community Leaders had the highest scores overall for four out of six composite attributes.

### 2025 COMPOSITE ATTRIBUTE SCORES



# 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

Stay connected with us.



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