



THE POWER OF PEOPLE



Review of Strategic Directive BP-SD-06

Customer Experience

NPPD Board of Directors Meeting
Strategic Business Matters
August 2026

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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.

NPPD Stakeholders



Customer

Activities & Communications

- ✓ Customer Meetings
- ✓ Customer / Board Forums
- ✓ 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 Committee Meetings

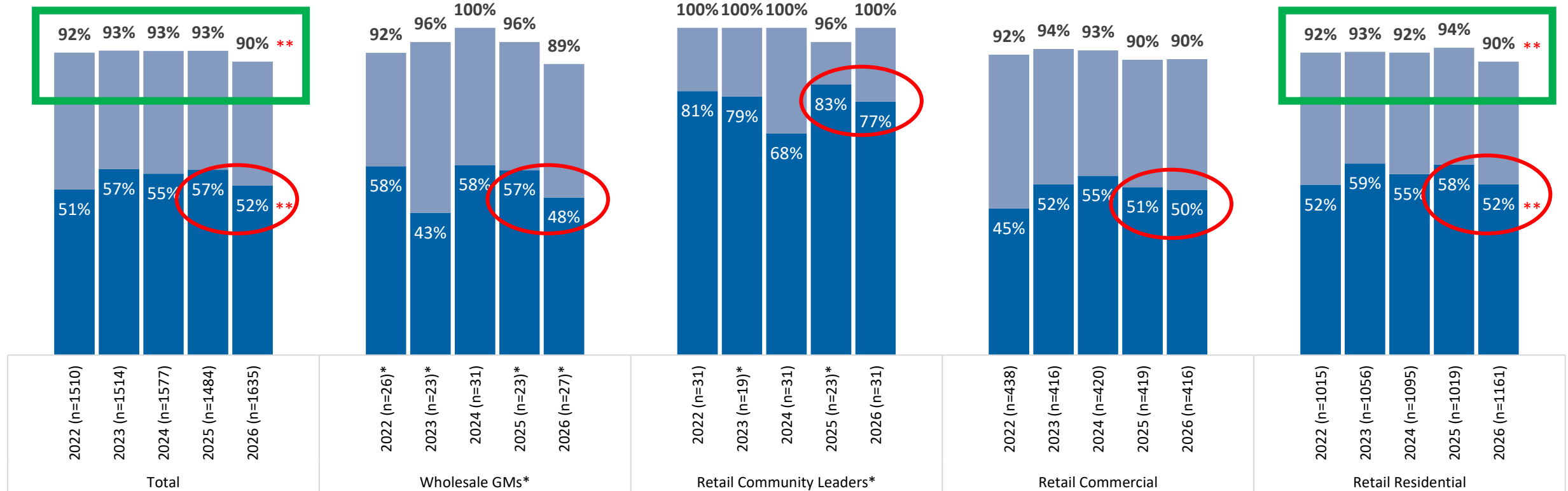
Customer Communications

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

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

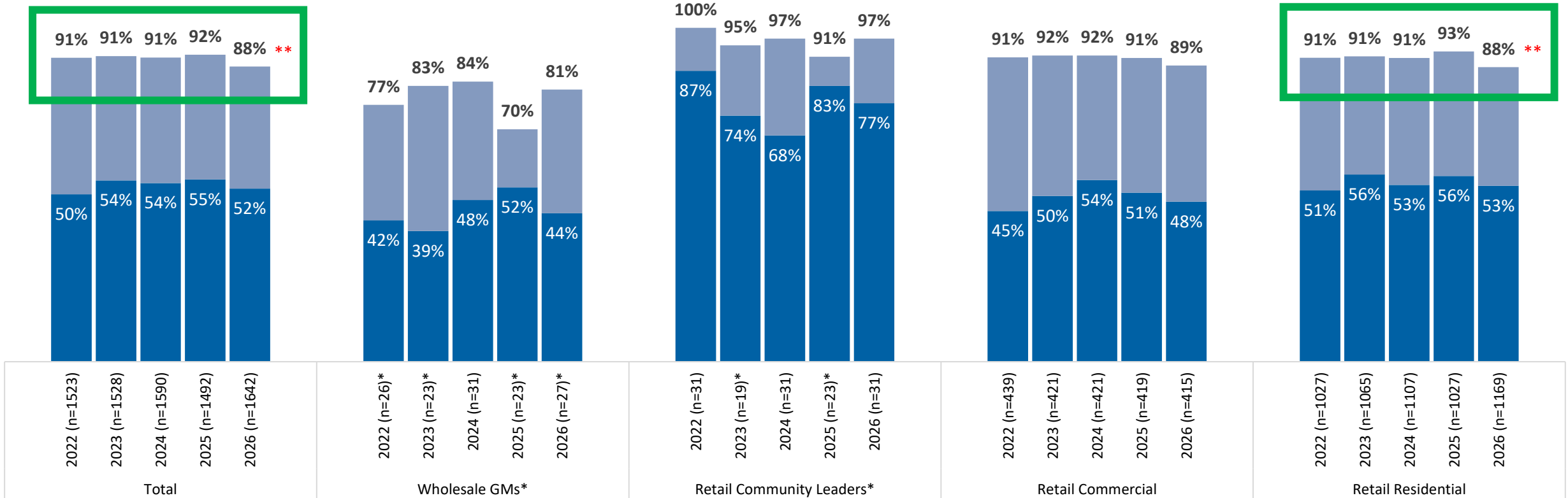
■ % Excellent ■ % Good/Excellent



In 2026, the level of overall trust decreased compared to previous years. Top 2 box levels for Wholesale GMs and Retail Community Leaders rebounded; however, both scores were based on small sample sizes.

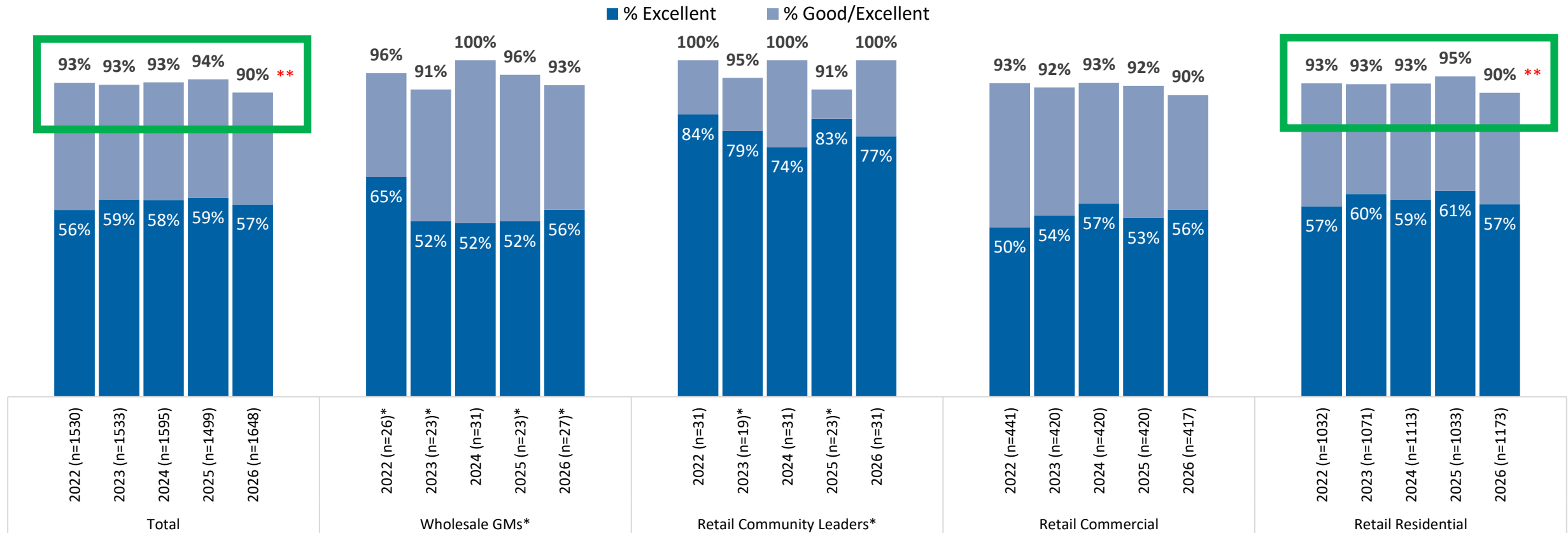
LEVEL OF TRUST OF NPPD

■ % Excellent ■ % Good/Excellent



Overall satisfaction with NPPD has remained at a very high level across all groups since 2022, with at least nine out of ten respondents giving “good” or “excellent” ratings.

OVERALL SATISFACTION WITH ELECTRICAL SERVICE PROVIDED BY NPPD





Nebraska Public Power District

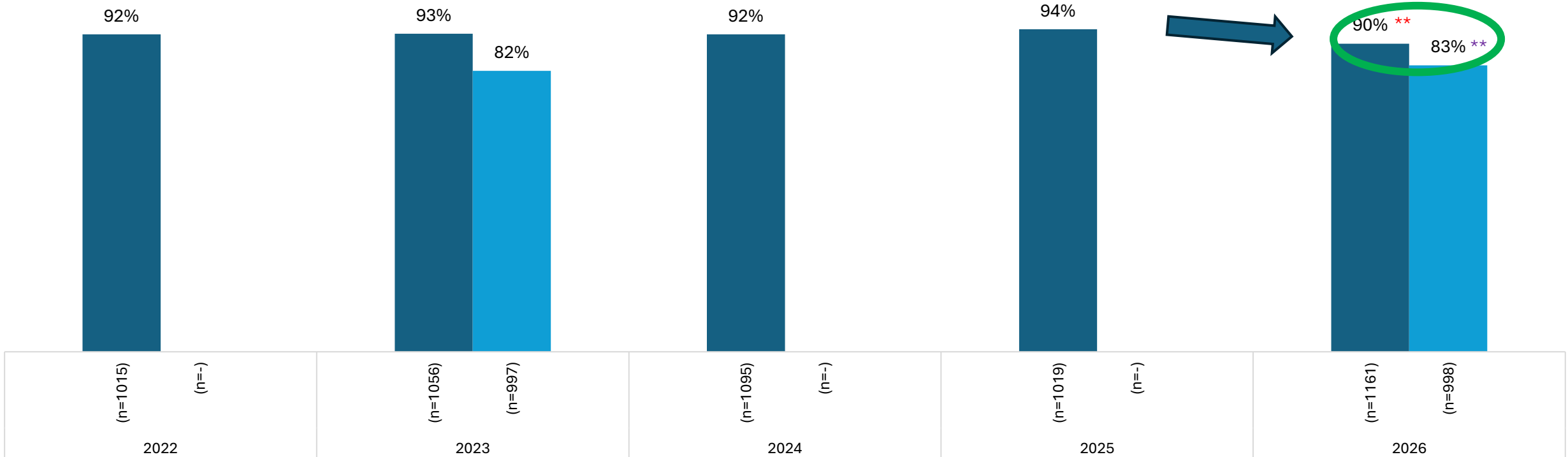
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Retail Residential and Regional Comparisons

In 2026, NPPD's Residential customers rated NPPD's reputation higher than other regional providers, although ratings were lower than those reported in 2025.

NPPD REPUTATION (Top 2 Box)

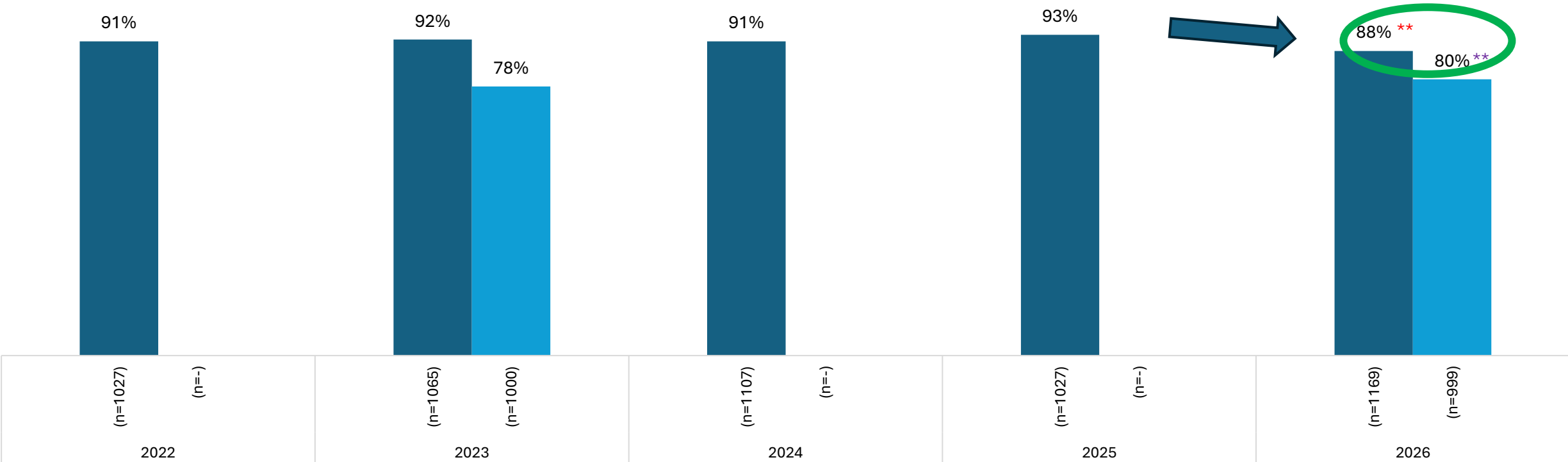
■ NPPD Residential ■ Regional Comparison



NPPD continues to outperform other regional providers in trust among Residential customers in 2026, despite the decline from 2025.

LEVEL OF TRUST OF NPPD (Top 2 Box)

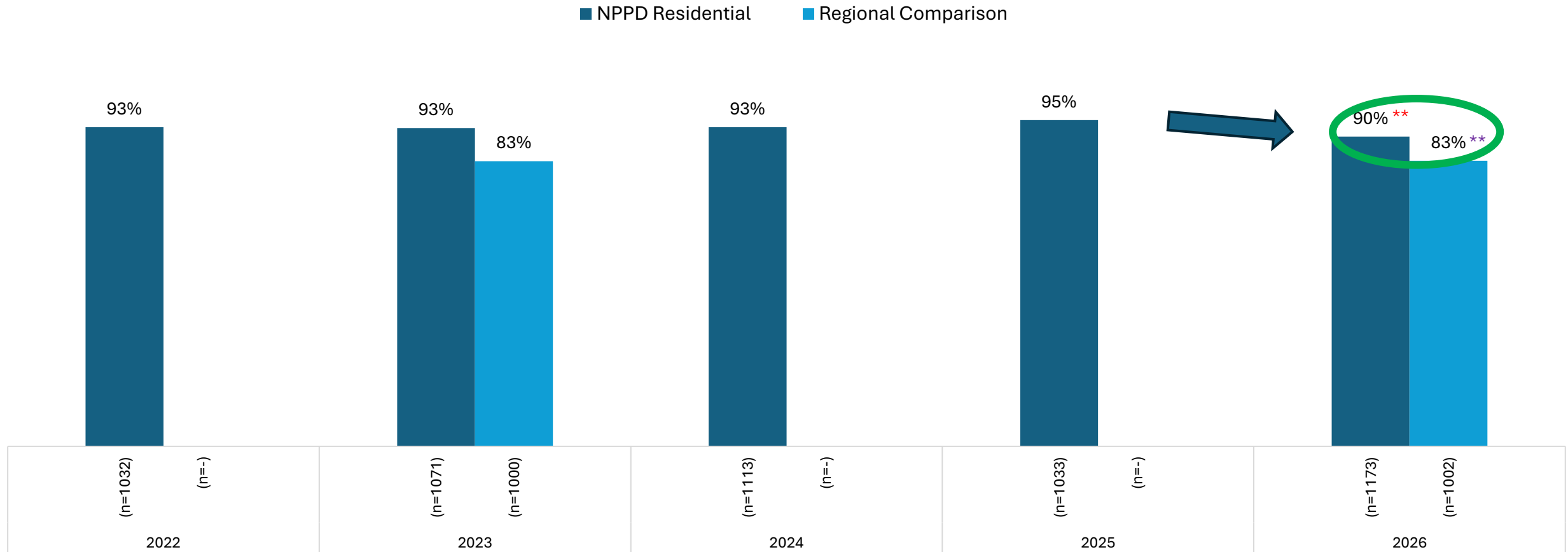
■ NPPD Residential ■ Regional Comparison



**Significant difference at the 95% confidence level in NPPD Residential 2026 compared to 2025.
 **Significant difference at the 95% confidence level in Regional 2026 compared to NPPD Residential 2026.
 Q5B. How would you rate your level of trust of NPPD?

While NPPD's satisfaction among Residential customers declined from 2025, it remained higher than that of other regional providers in 2026.

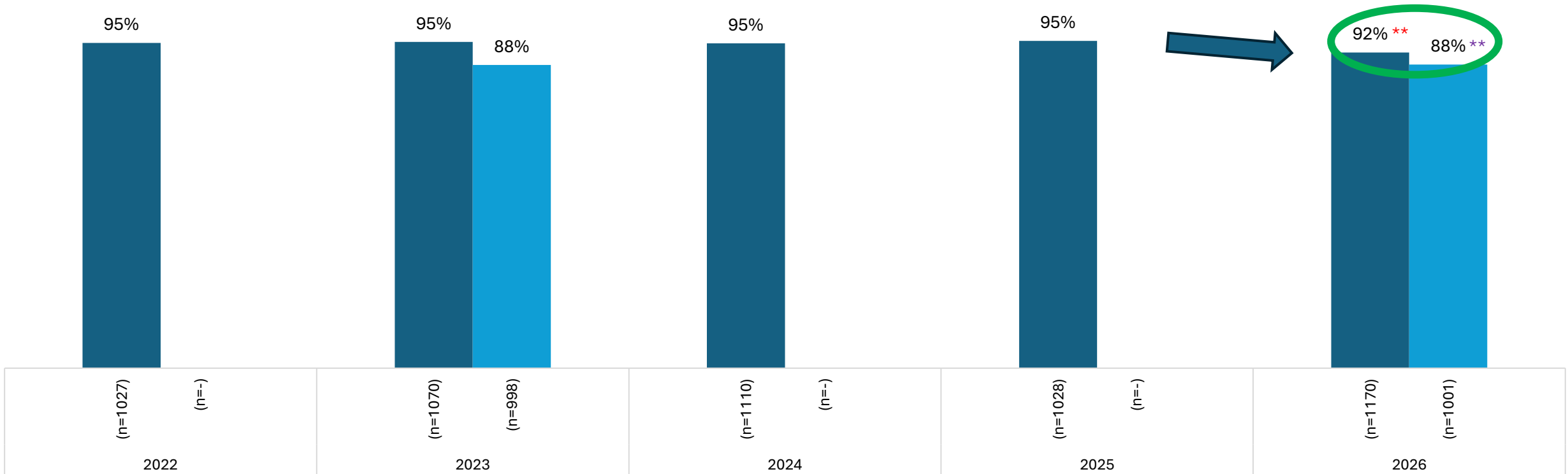
OVERALL SATISFACTION WITH ELECTRICAL SERVICE PROVIDED BY NPPD (Top 2 Box)



Residential customers rated NPPD higher in providing reliable electric service compared to regional providers in 2026, although ratings were lower than those reported in 2025.

PROVIDING RELIABLE ELECTRIC SERVICE (Top 2 Box)

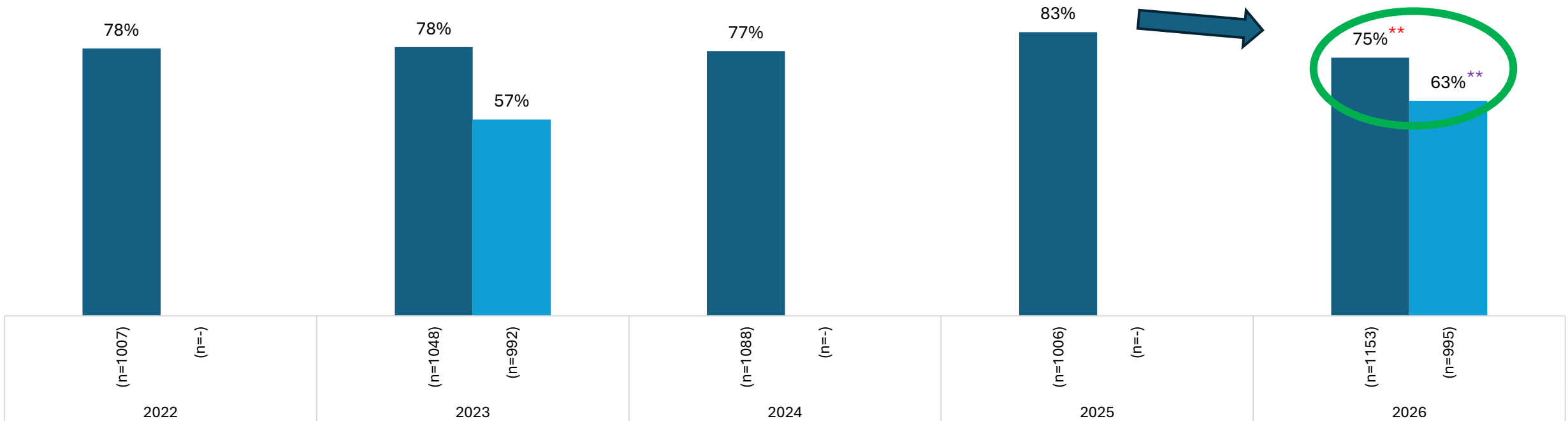
■ NPPD Residential ■ Regional Comparison



Residential customers rated NPPD higher as an affordable energy provider in the region, despite the decline from 2025.

BEING AN AFFORDABLE ENERGY PROVIDER (Top 2 Box)

■ NPPD Residential ■ Regional Comparison





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Questions

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