

# **EirGrid Customer Satisfaction Topline Findings**

April 2008

Prepared for:



RESEARCH EVALUATION DIRECTION **CLARITY**

Job No: 30307

# Who we are?



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# Customer Satisfaction Research

## Research Method

- § Research was conducted using an **online methodology**



## Research Sample

- § A total of **149 completes** were achieved, providing a response rate of 21% from the 704 valid leads provided.
- § This sample includes a mix of Customers, Stakeholders, & all those who interact with EirGrid
- § Sample size of n=149 provides margin of error = **+/- 8.2%**.

## Timing

- § Fieldwork occurred **6<sup>th</sup> March to 4<sup>th</sup> April** 2008.

## Comparing with 2006

- § This study was first conducted in Dec 06/Jan 07 and where possible we have shown **change over time**.

# Research Topics



- § Role & Remit of EirGrid
- § Levels of Satisfaction with EirGrid
- § EirGrid's Image
- § Looking to the Future
- § Summary of Key Research Insights

# Research Topics

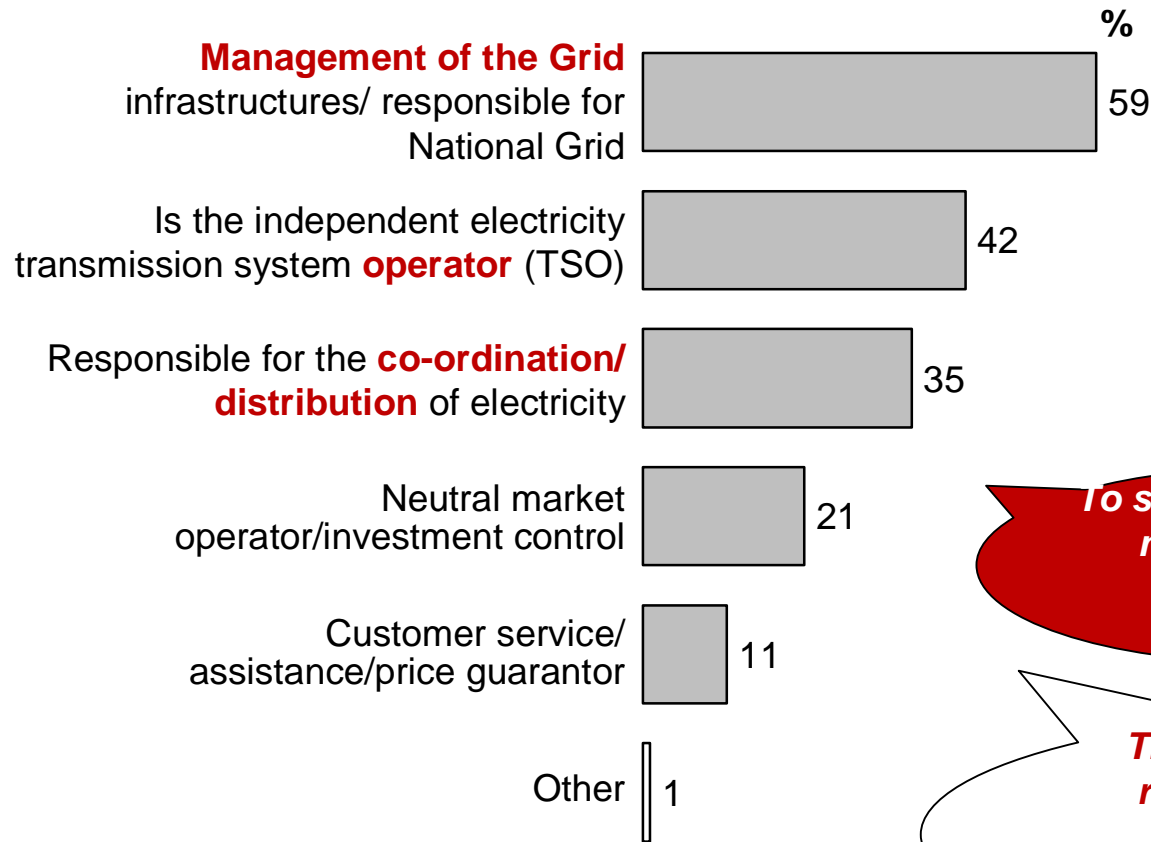


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# Perceptions of EirGrid's Role



(Base: All Respondents– 149)



*To provide and operate the necessary grid infrastructure and associated control centres at the lowest possible cost*

*Ireland's TSO facilitating all operators and market participants*

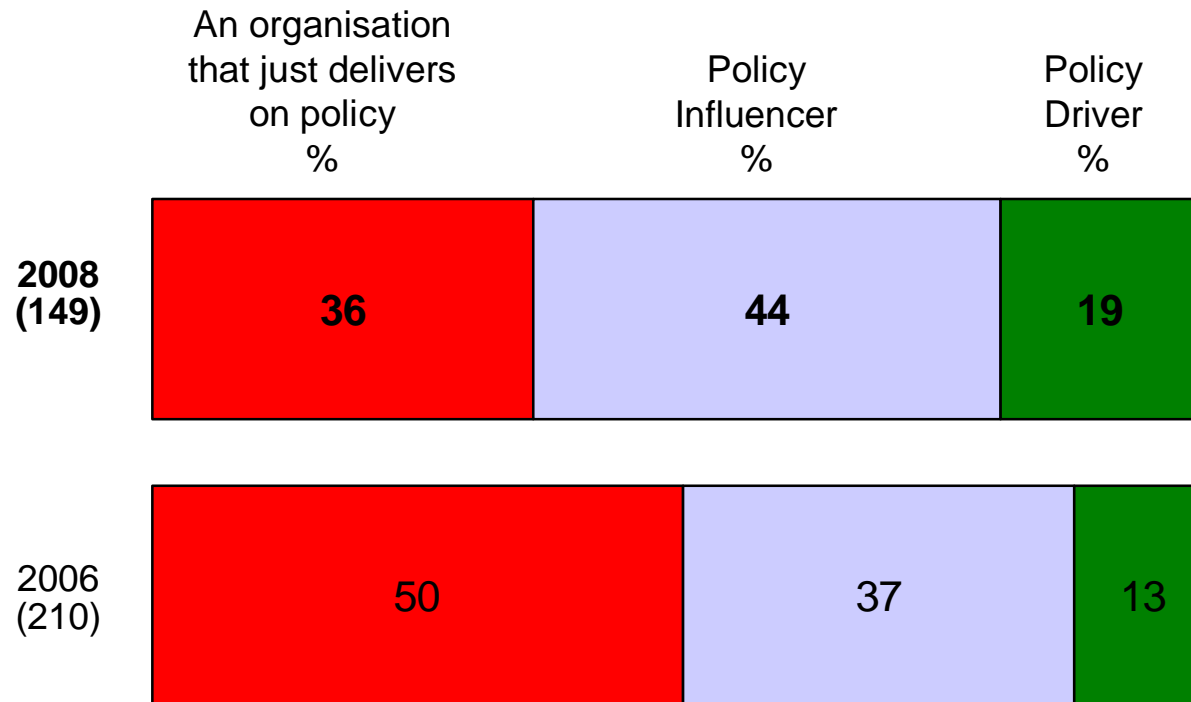
*To supply an efficient network with a minimum of downtime*

*Transmission system operator responsible for development, planning, management and controlling Irelands Transmission System*

# Which of the following best describes EirGrid?



(Base: All Respondents – 149)



# Research Topics

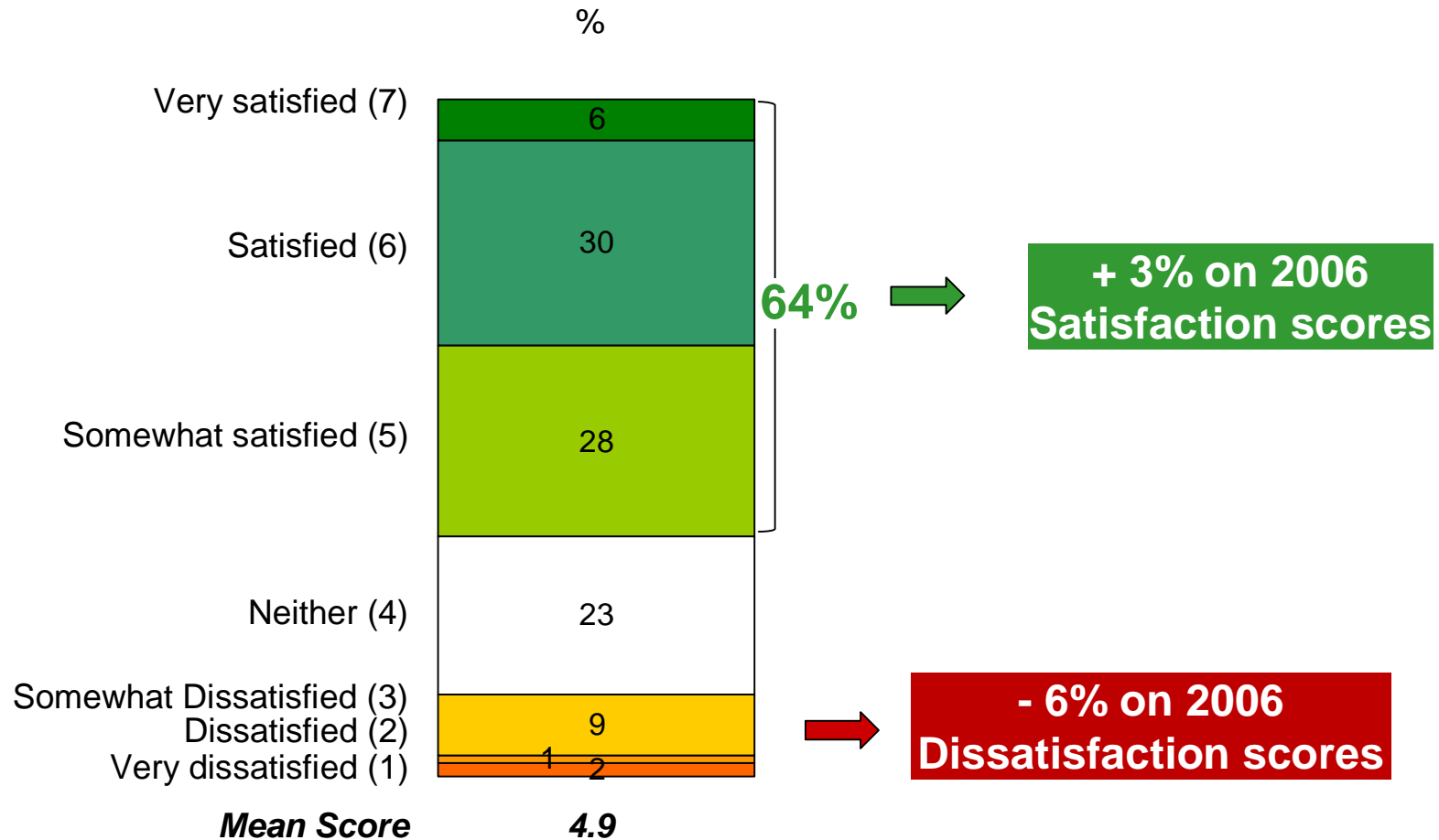


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# Overall Satisfaction with EirGrid



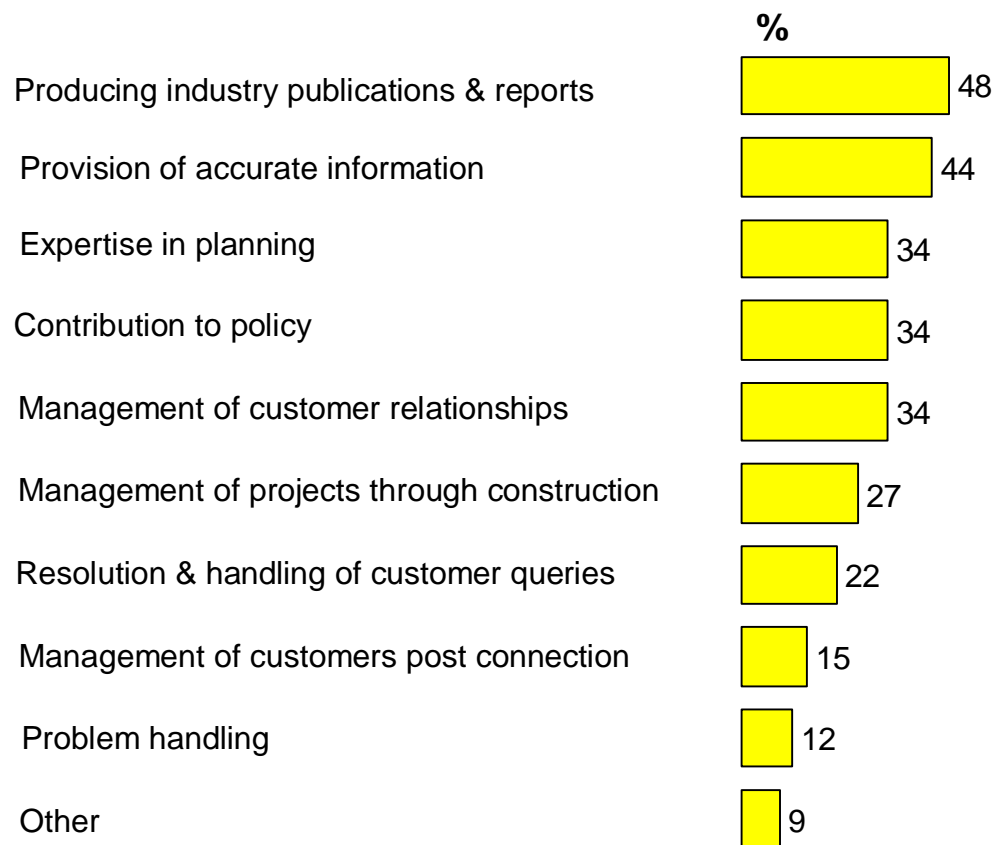
(Base: All Respondents – 149)



# Rating of EirGrid on Specific Activities

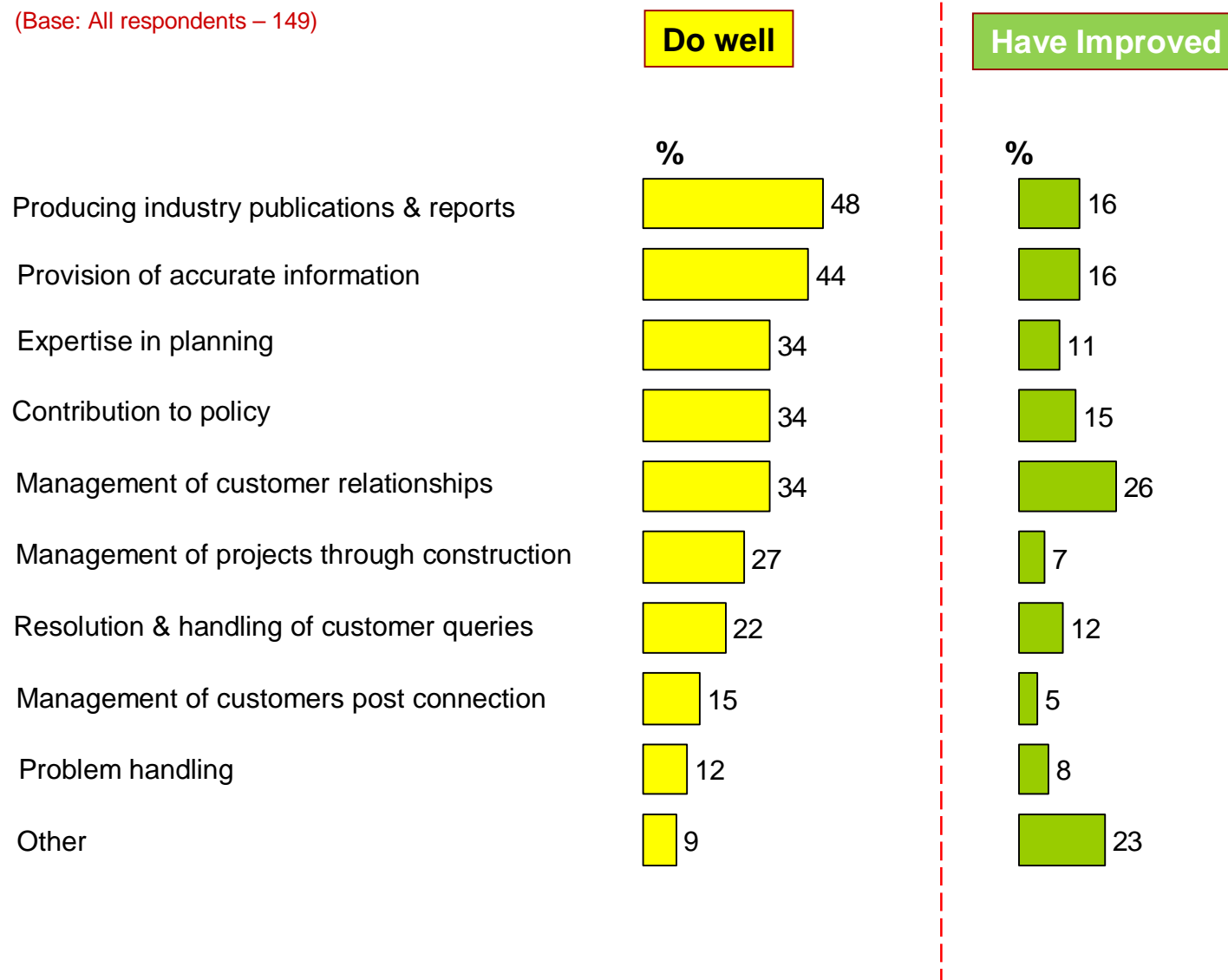
(Base: All respondents – 149)

**Do well**



# Rating of EirGrid on Specific Activities

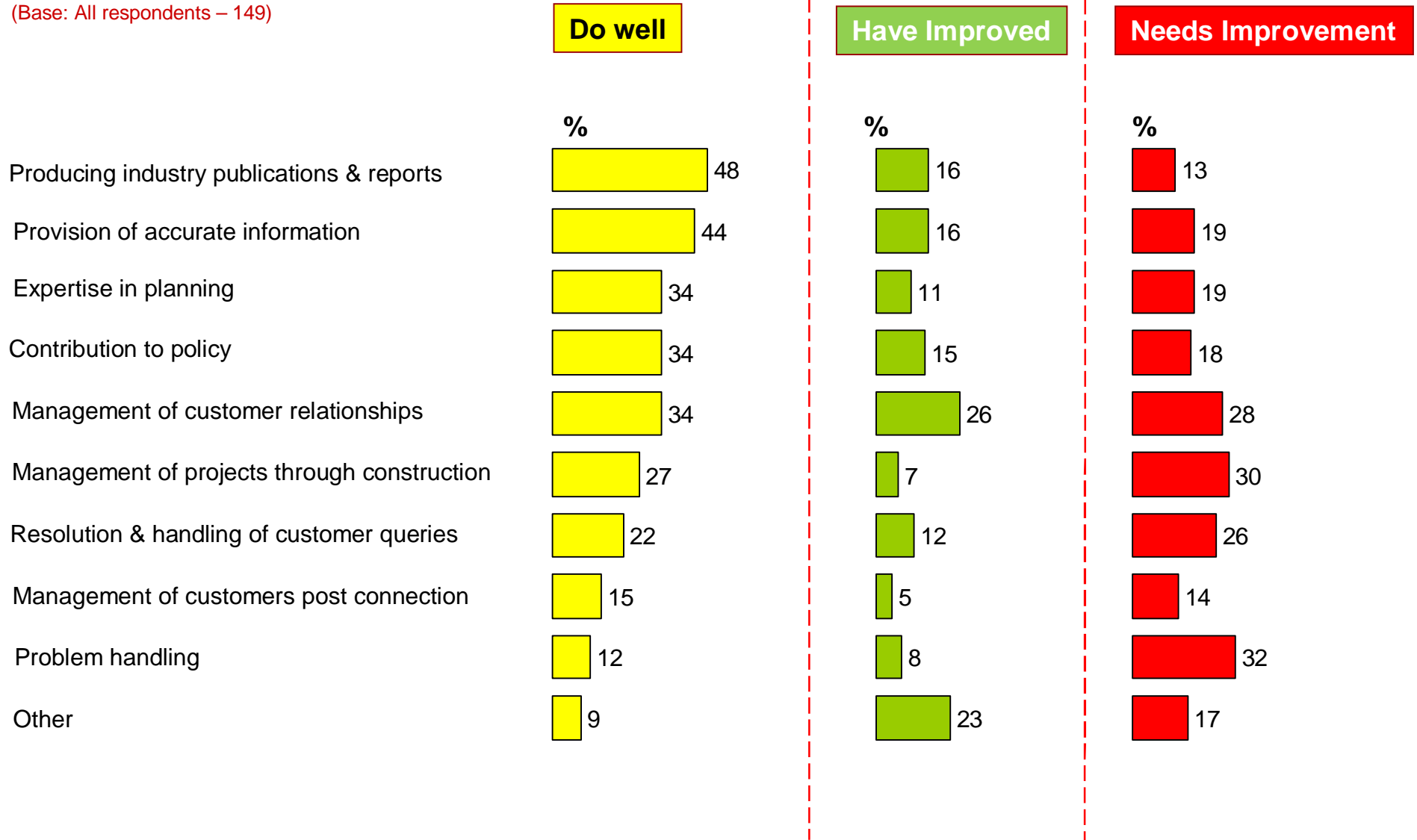
(Base: All respondents – 149)



# Rating of EirGrid on Specific Activities



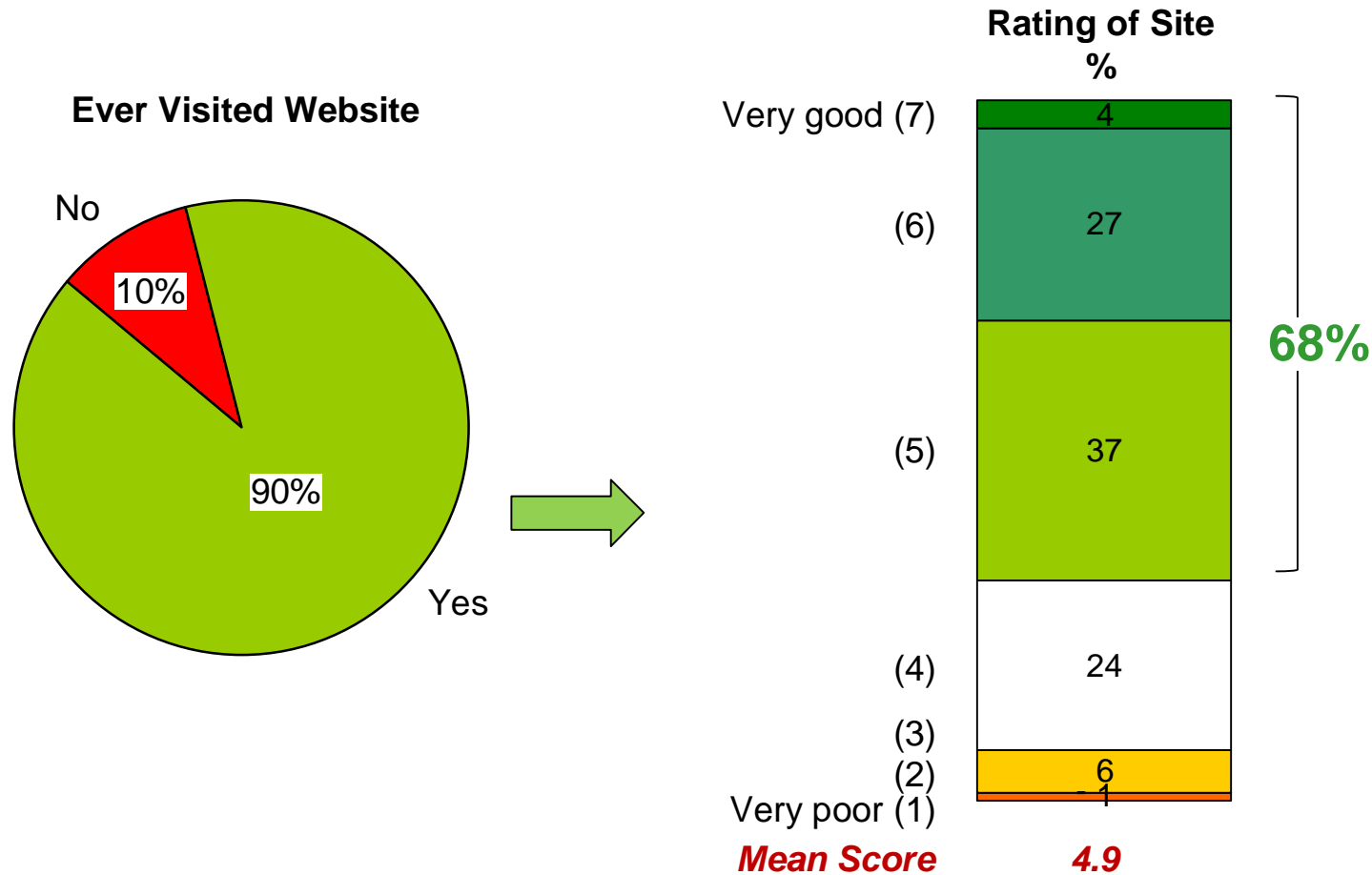
(Base: All respondents – 149)



# Incidence of Website Visitation & Rating



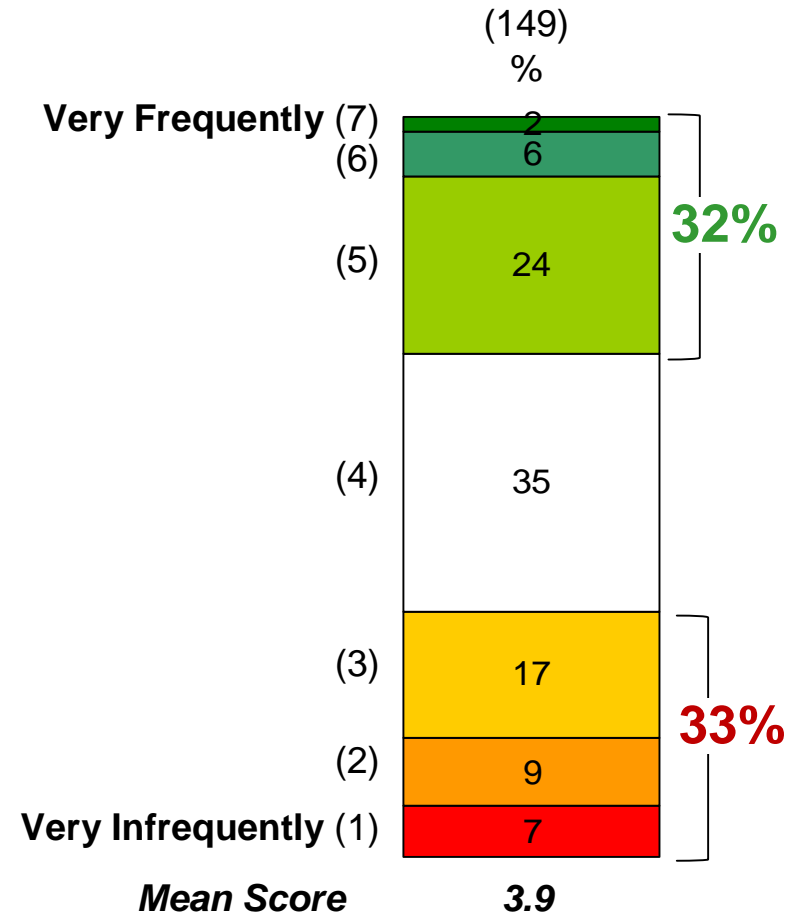
(Base: All respondents- 149)



# Frequency of EirGrid Exceeding Expectations



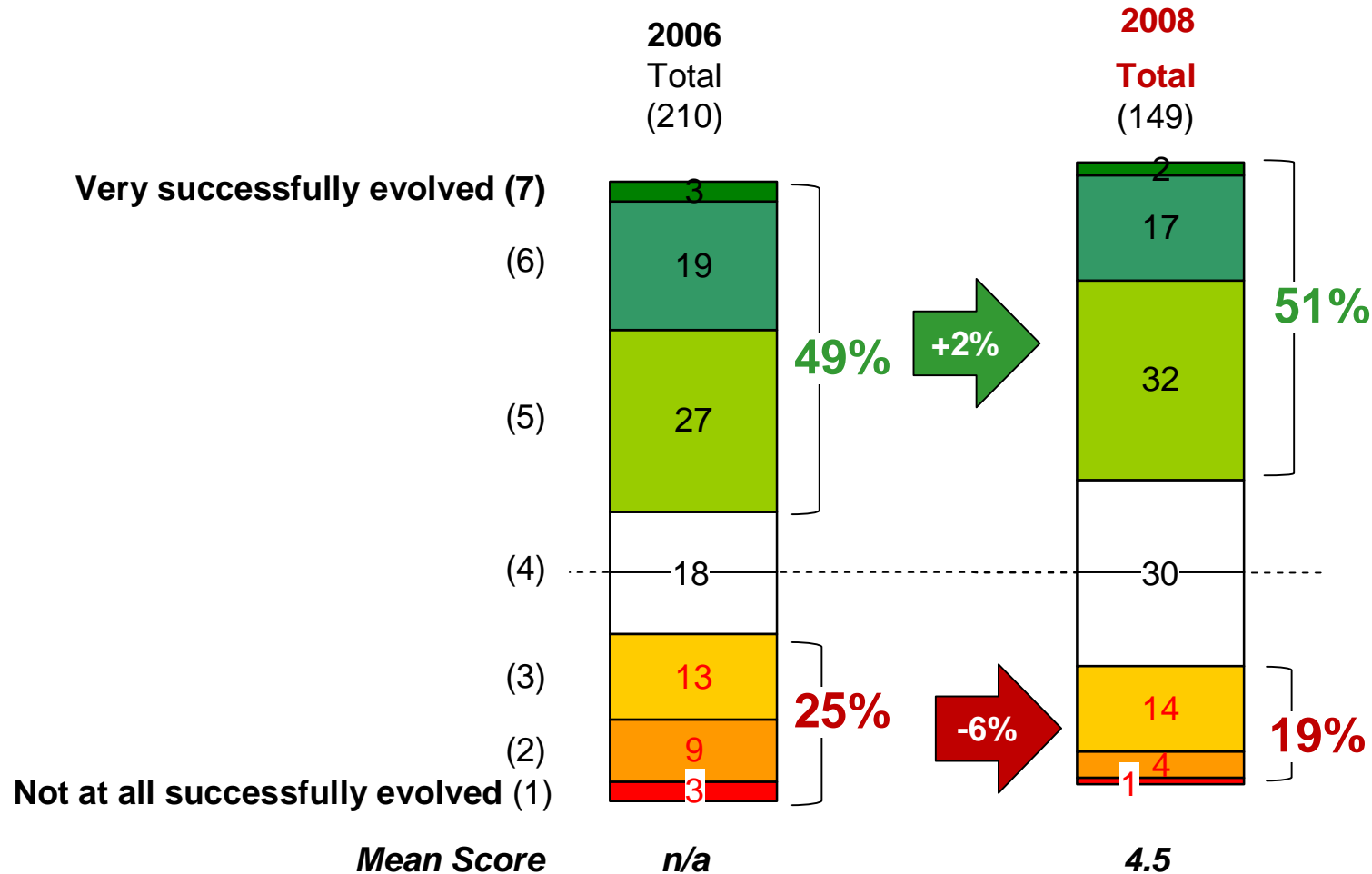
(Base: All Respondents – 149)



# Extent to Which EirGrid have Evolved to Meet Your Business Needs



(Base: All respondents– 149)



# Research Topics



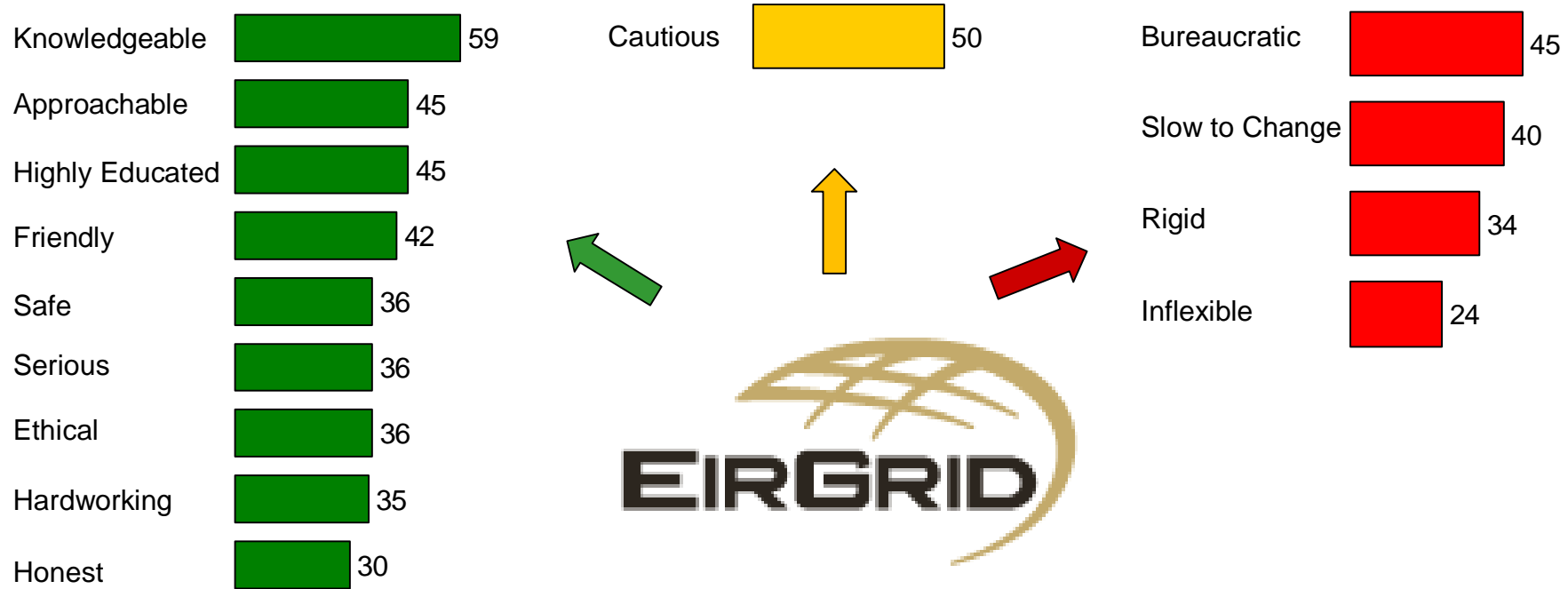
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# Key Image Perceptions of EirGrid



(Base: All respondents – 149)

## Apply to EirGrid - % Agreement



Note: other image attributes provided received less than 24% agreement



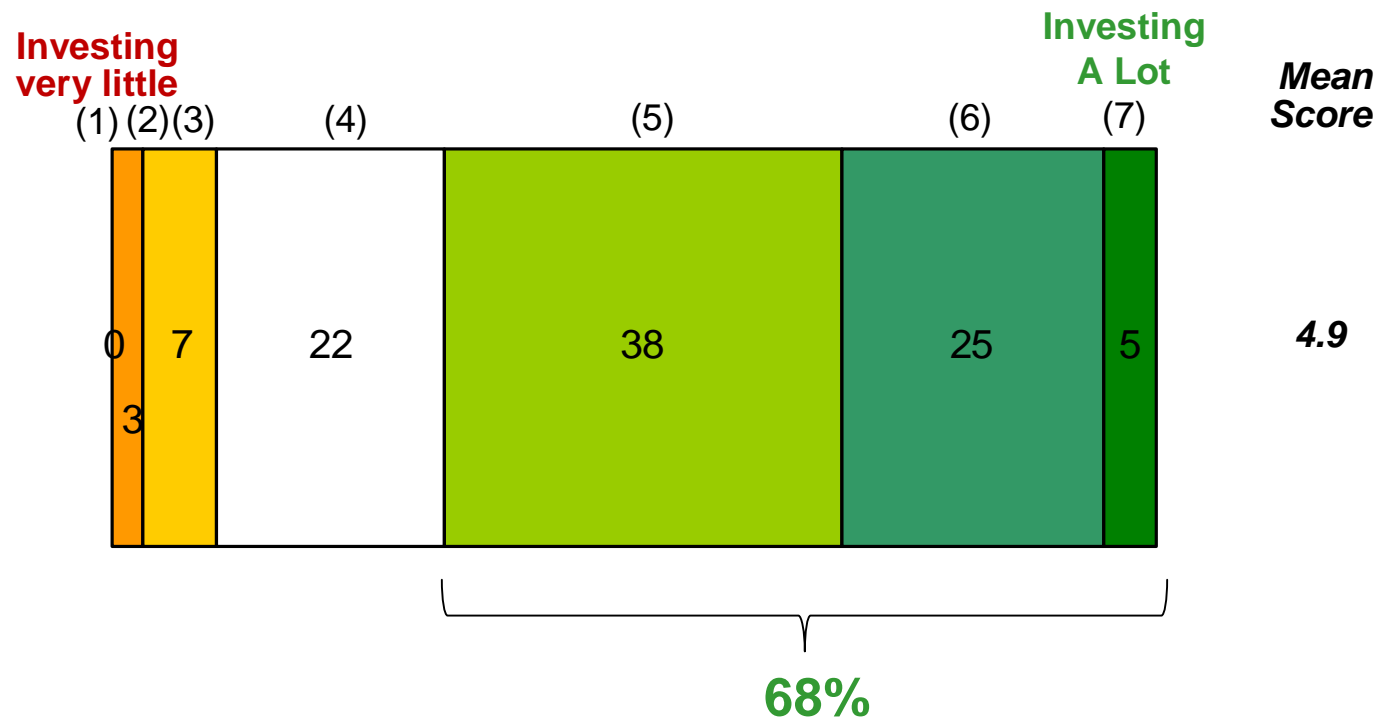
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# Perceptions of EirGrid's Investment in the Future

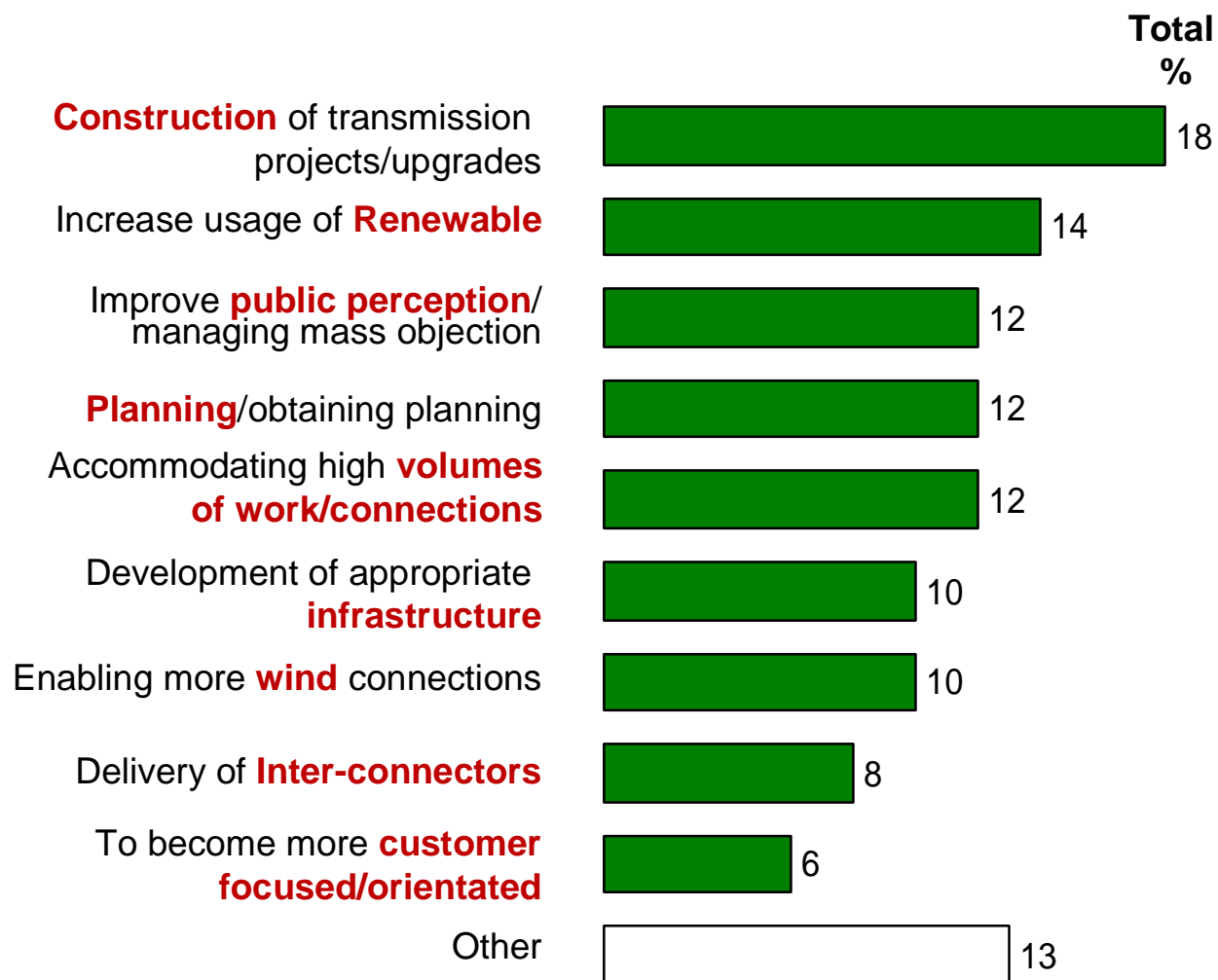


(Base: All Respondents- 149)



# Key Issues & Challenges Perceived for EirGrid Next 12 Months

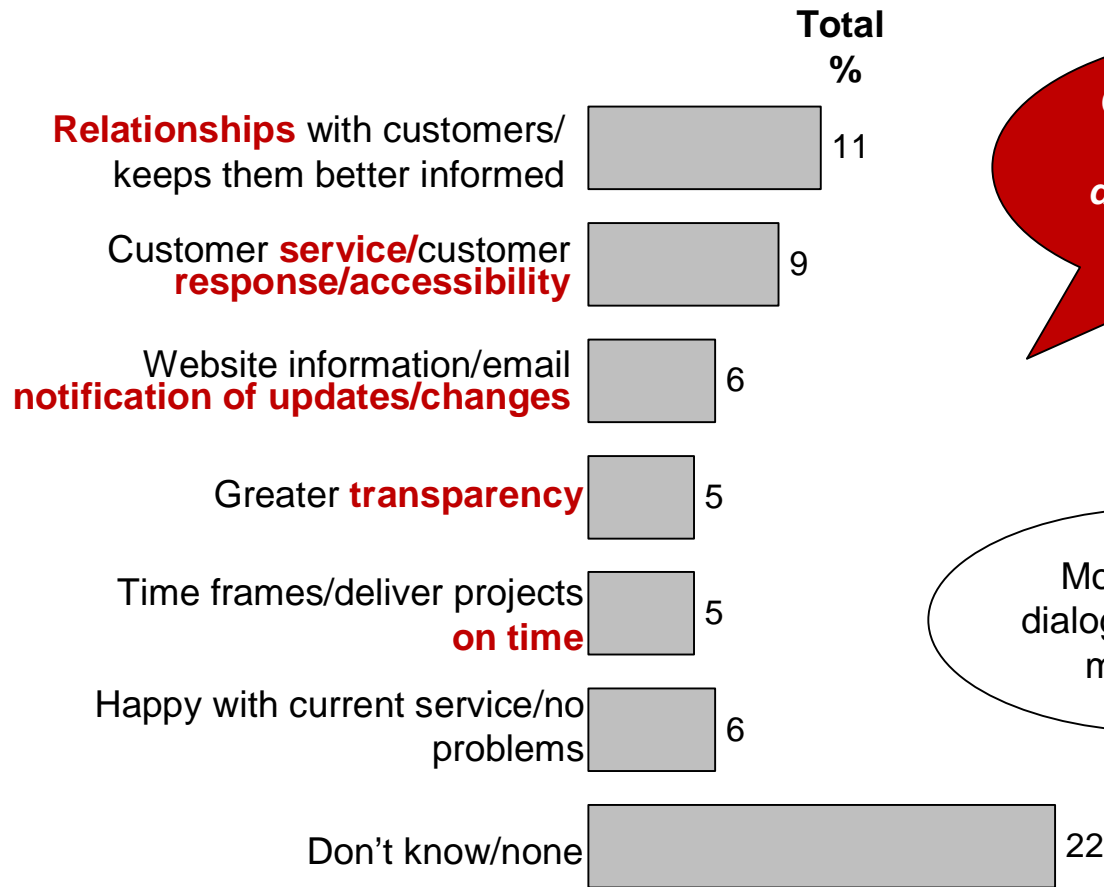
(Base: All respondents – 149)



# Single Key Measure to Improve Service Received for the Future



(Base: All respondents – 149)



*Continue to ensure new network delivery irrespective of opposition*

There needs to be more communication between the different areas within EirGrid

More regular dialogue. Routine meetings.

*Streamline legal agreements for connection*

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## Key Research Insights

- Almost **2 out of 3 claim satisfaction** with EirGrid overall with **1 in 3** claiming EirGrid frequently **exceeds expectations**.

### Key areas of strength are:

- Production of industry publications
- Provision of accurate information

### Key areas for improvement are:

- Problem & query handling
- Relationship management

- **Construction of Transmission Projects** and **management of projects through construction** are key challenges for EirGrid over the next 12 months
- **Communication, relationship building, & customer service** are deemed the key factors to focus on to improve service going forward.