

NIE Networks Consumer research

Overview report - domestic & business

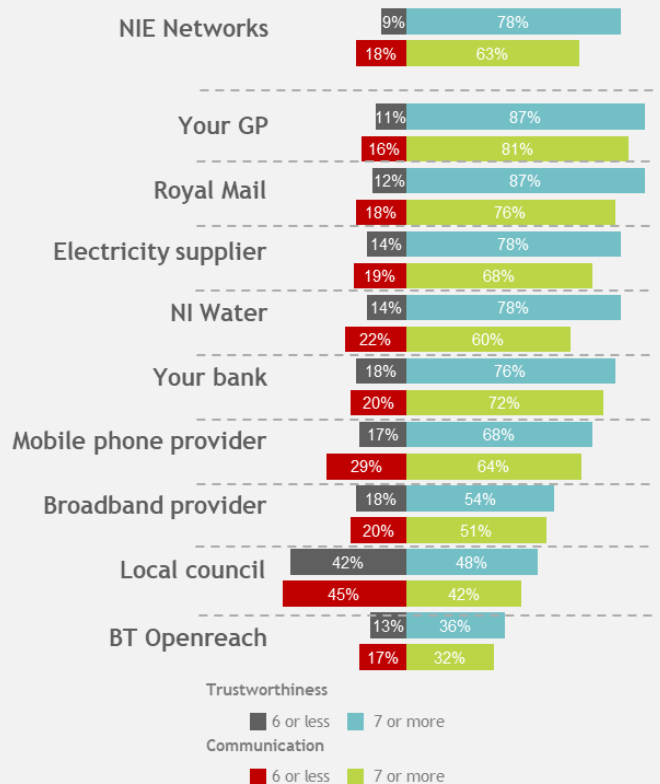
January 2020

RESULTS OF A 2019 SURVEY WITH DOMESTIC CUSTOMERS

NIE NETWORKS' NET PROMOTER SCORE



PERCEPTIONS OF SERVICE PROVIDERS



35% are unsure of NIE Networks' role

62% believe NIE Networks is responsible for generating and / selling electricity

RECENT EXPERIENCE WITH NIE NETWORKS

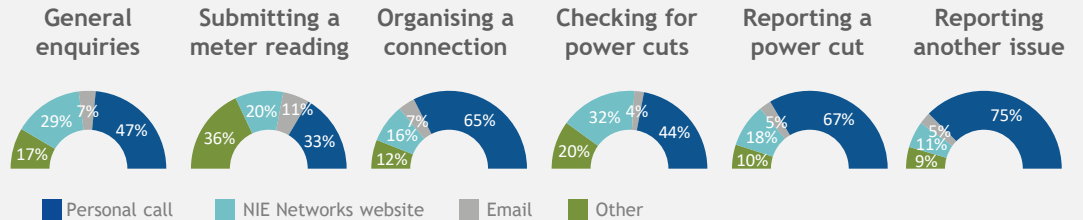
14% have experienced a planned power cut in the last 12 months.

13% experienced an unplanned power cut in the same time period.

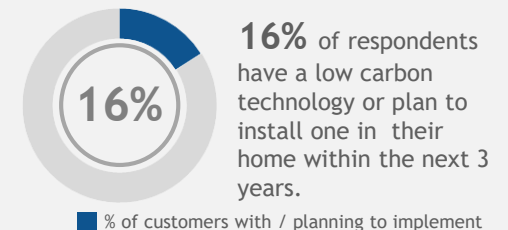


86% would like a notification card to inform them of planned power cuts. Three quarters (75%) stated this would be their first preference.

PREFERRED COMMUNICATION CHANNELS



FUTURE NETWORKS



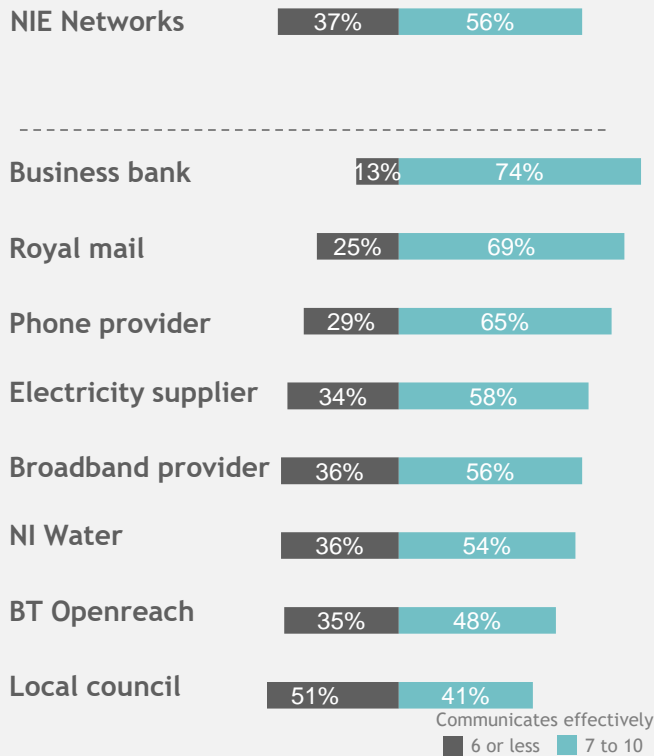
This study was conducted by the independent research company:

RESULTS OF A 2019 SURVEY WITH BUSINESS CUSTOMERS

NIE NETWORKS' NET PROMOTER SCORE



PERCEPTIONS OF SERVICE PROVIDERS



- ! 19% are unsure of NIE Networks' role
- ! 60% believe NIE Networks is responsible for generating and / selling electricity

RECENT EXPERIENCE WITH NIE NETWORKS



20% have experienced a planned power cut in the last 12 months.

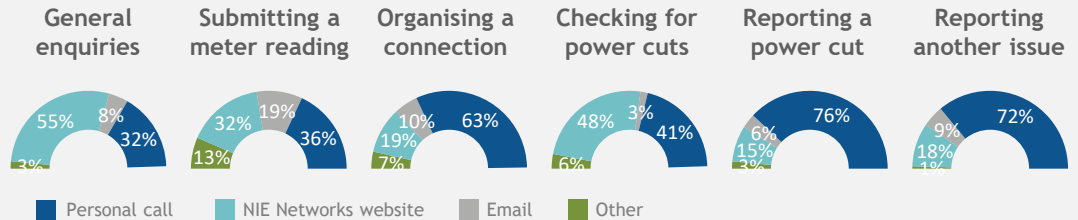


31% who said they have experienced an unplanned power cut within the same time period.



70% would like a notification card to inform them of planned power cuts. More than half (55%) stated this would be their first preference.

PREFERRED COMMUNICATION CHANNELS



FUTURE NETWORKS



This study was conducted by the independent research company:



Introduction & approach

Aim and approach

Aim

- In November 2019, NIE Networks commissioned Perceptive Insight to undertake a survey of domestic customers and a survey of businesses in Northern Ireland (a similar study was undertaken in 2015).
- The aim of the study was to:
 - Ascertain businesses' perceptions of different service providers, including NIE Networks;
 - Establish the extent to which respondents understand the role of NIE Networks;
 - Determine experience with and overall levels of satisfaction with NIE networks;
 - Gain an understanding of customers' preferred methods of contact and communication channels; and
 - Identify level of intent to uptake low carbon technologies in the future.

Approach

Domestic survey

- 510 face-to-face interviews were conducted between 8-19 Dec 2019;
- Quotas were applied to the survey to ensure a range of customers were interviewed;
- Findings for both surveys were analysed using Perceptive Insight's specialist survey software.

Business survey

- 213 telephone interviews were conducted between 4-18 Nov 2019;
- Stratification by size and sector was applied to the data to ensure a range of business types were interviewed;
- Upon completion of the fieldwork, the data was weighted by business size to ensure representation.



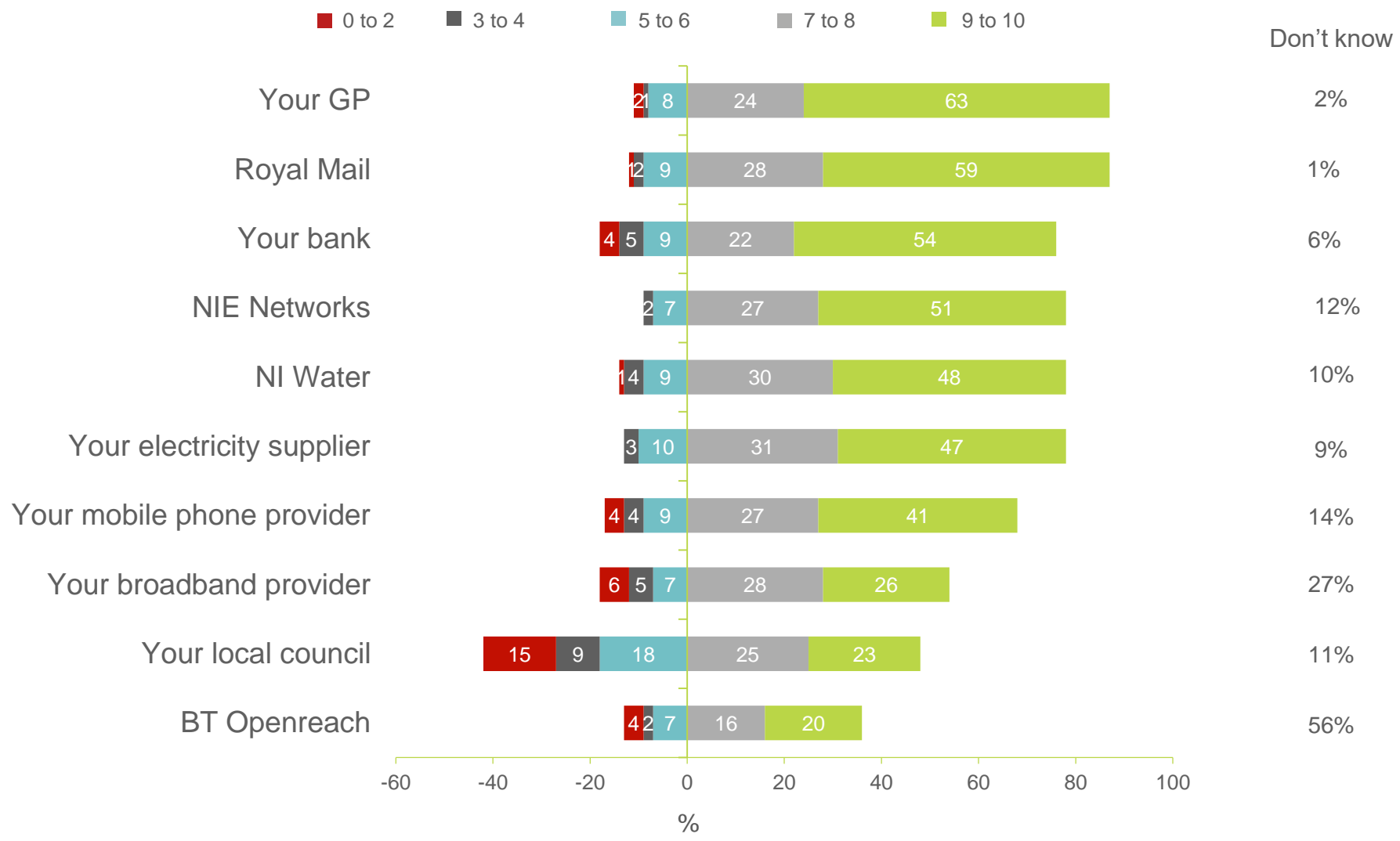
Perceptions of different service providers



Domestic

A1 How would you rate each of the following services on their trustworthiness?

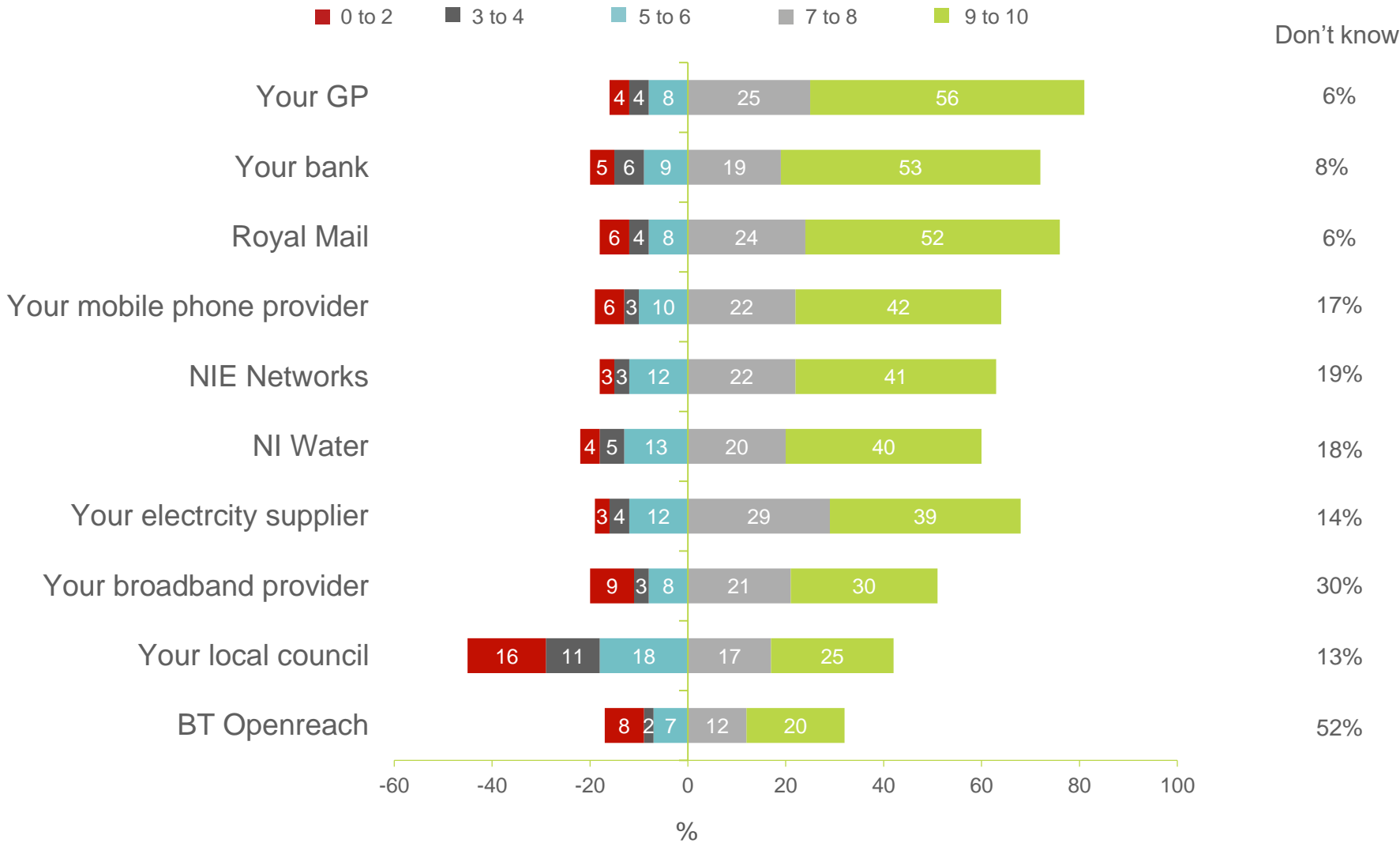
Base 510: All respondents



¹ Answered on a scale where 0 is do not trust at all and 10 is trust completely

A2 How would you rate each of the following services on their communication?

Base 510: All respondents

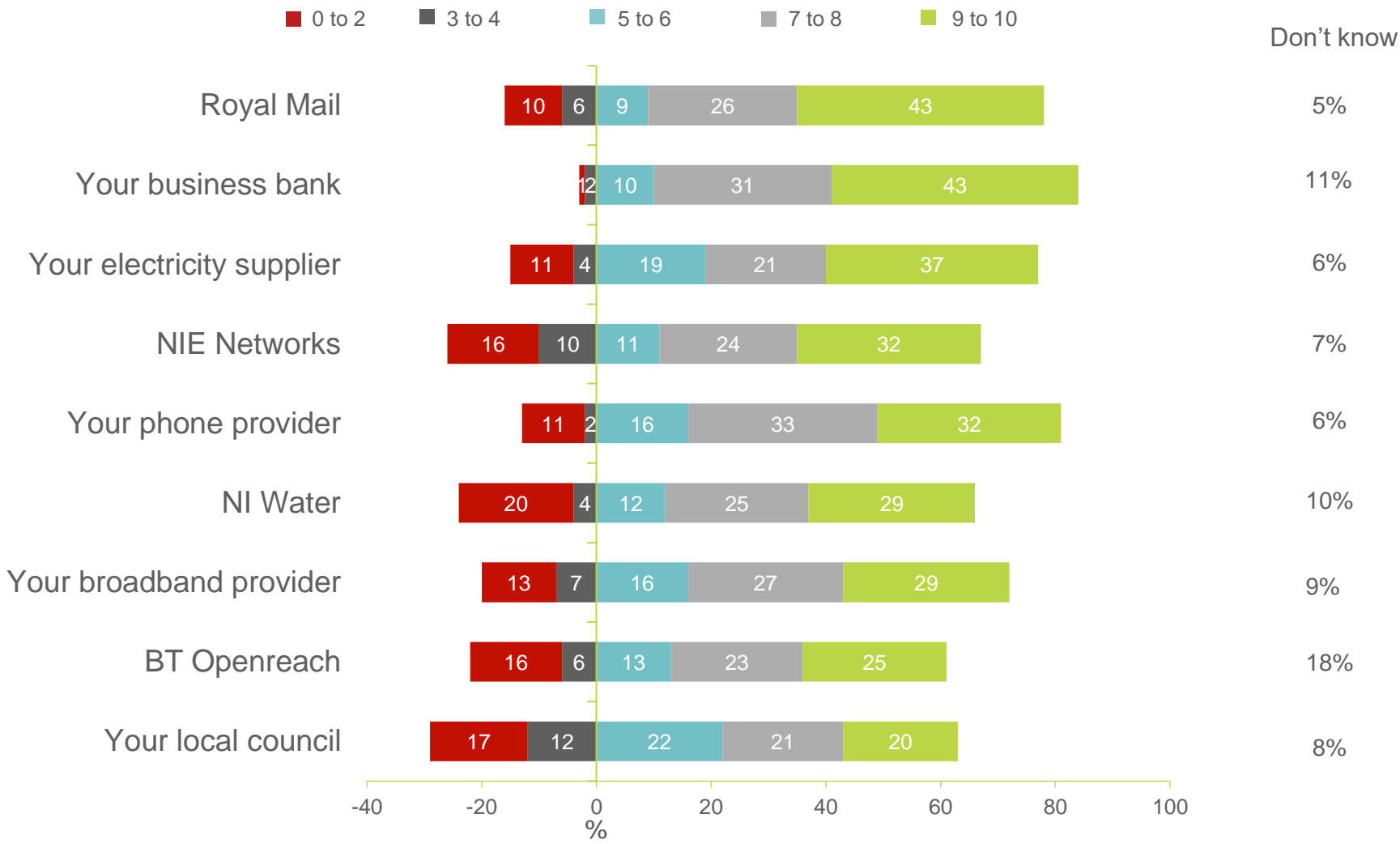


¹ Answered on a scale where 0 is does not communicate effectively and 10 is communicates very effectively



A1 In relation to your organisation, how would you rate each of the following in terms of communication

Base 213: All respondents. Weighted data



¹ Due to rounding percentages add to 99%-101%

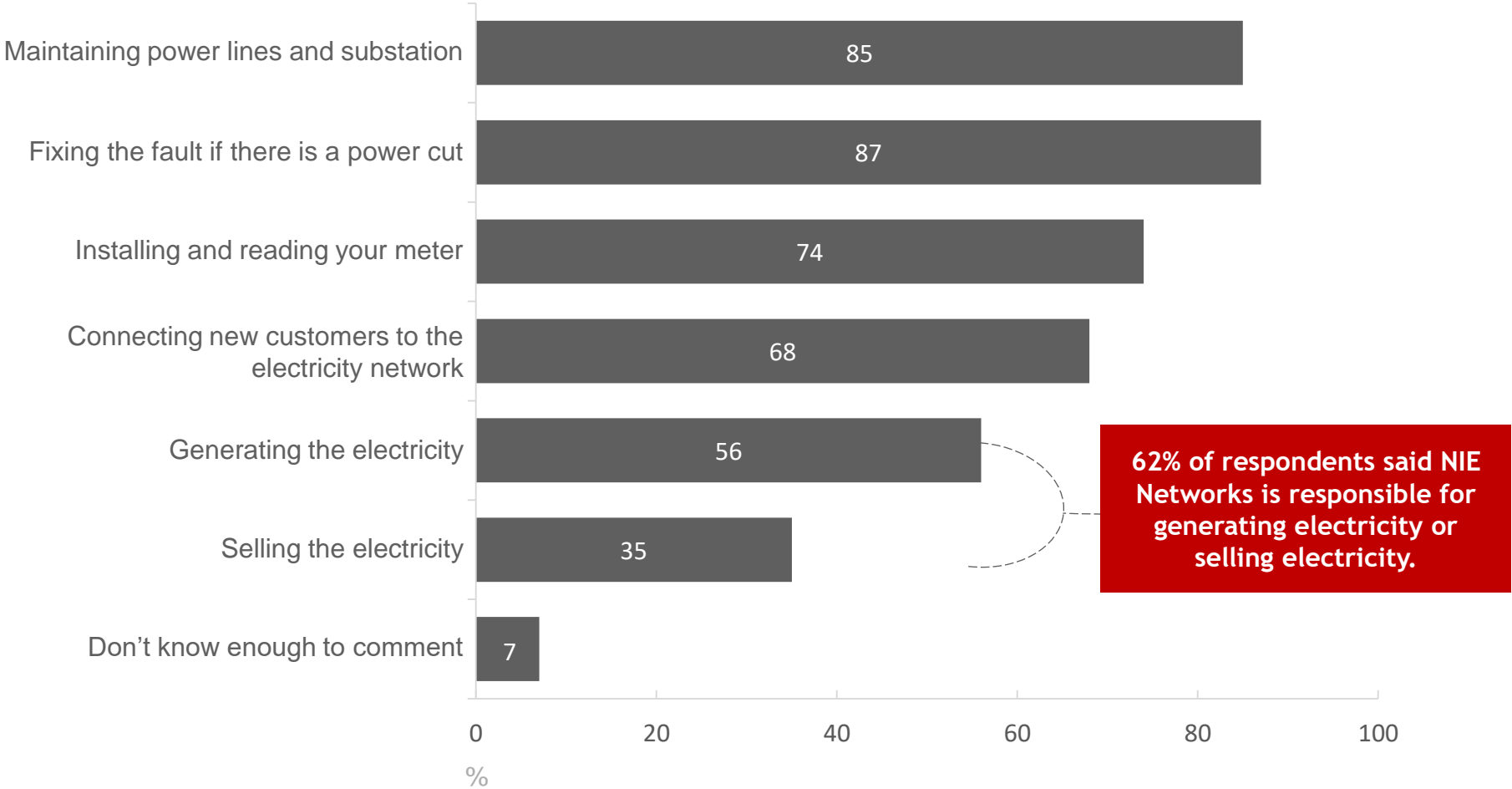
Views of NIE Networks



Domestic

B2 Which of the following is NIE Networks responsible for?

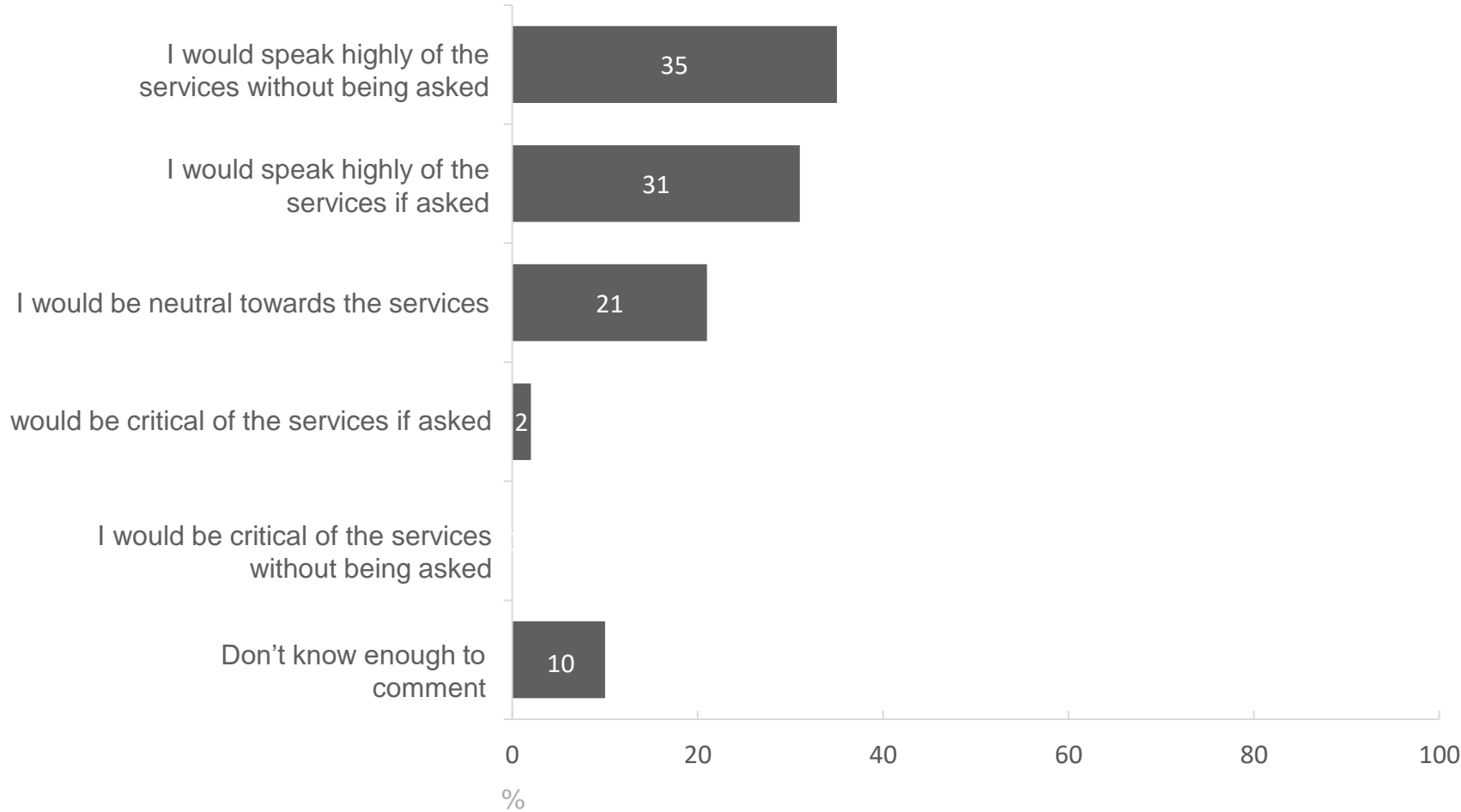
Base 510: All respondents



¹ Multiple response question, therefore percentages add to >100%

B3 Which single phrase best describes the way you would speak to friends and relatives about the service provided by NIE Networks?

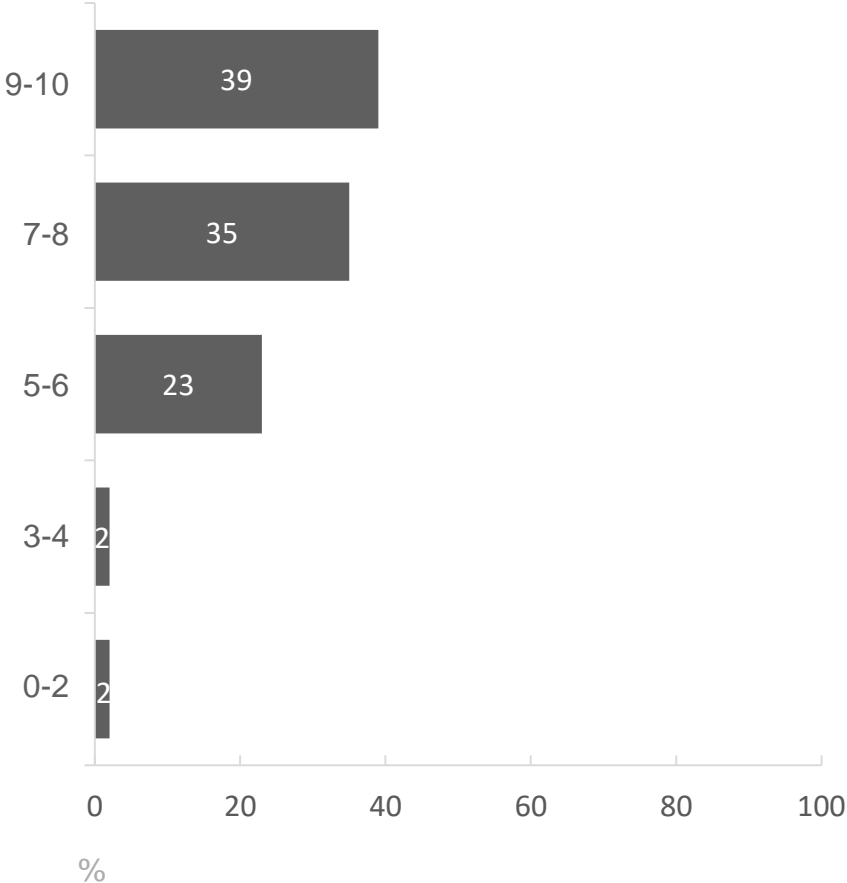
Base 510: All respondents



B5 How likely are you to recommend NIE Networks to a friend or colleague?

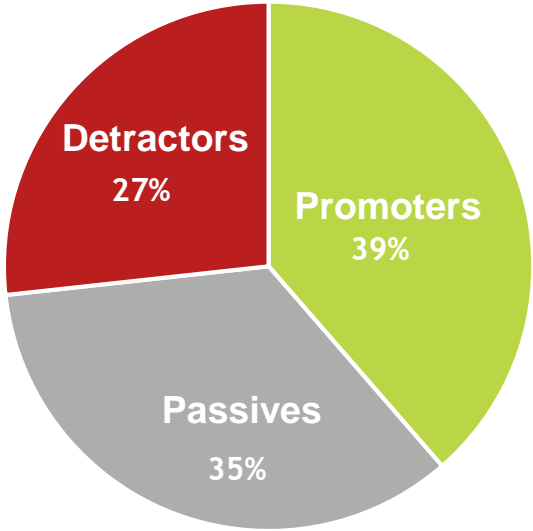
Base 510: All respondents

B5 How likely are you to recommend NIE Networks to a friend / colleague?



Net promoter score

NPS = promoters (scoring 9 or 10) – detractors (scoring 1 to 6)



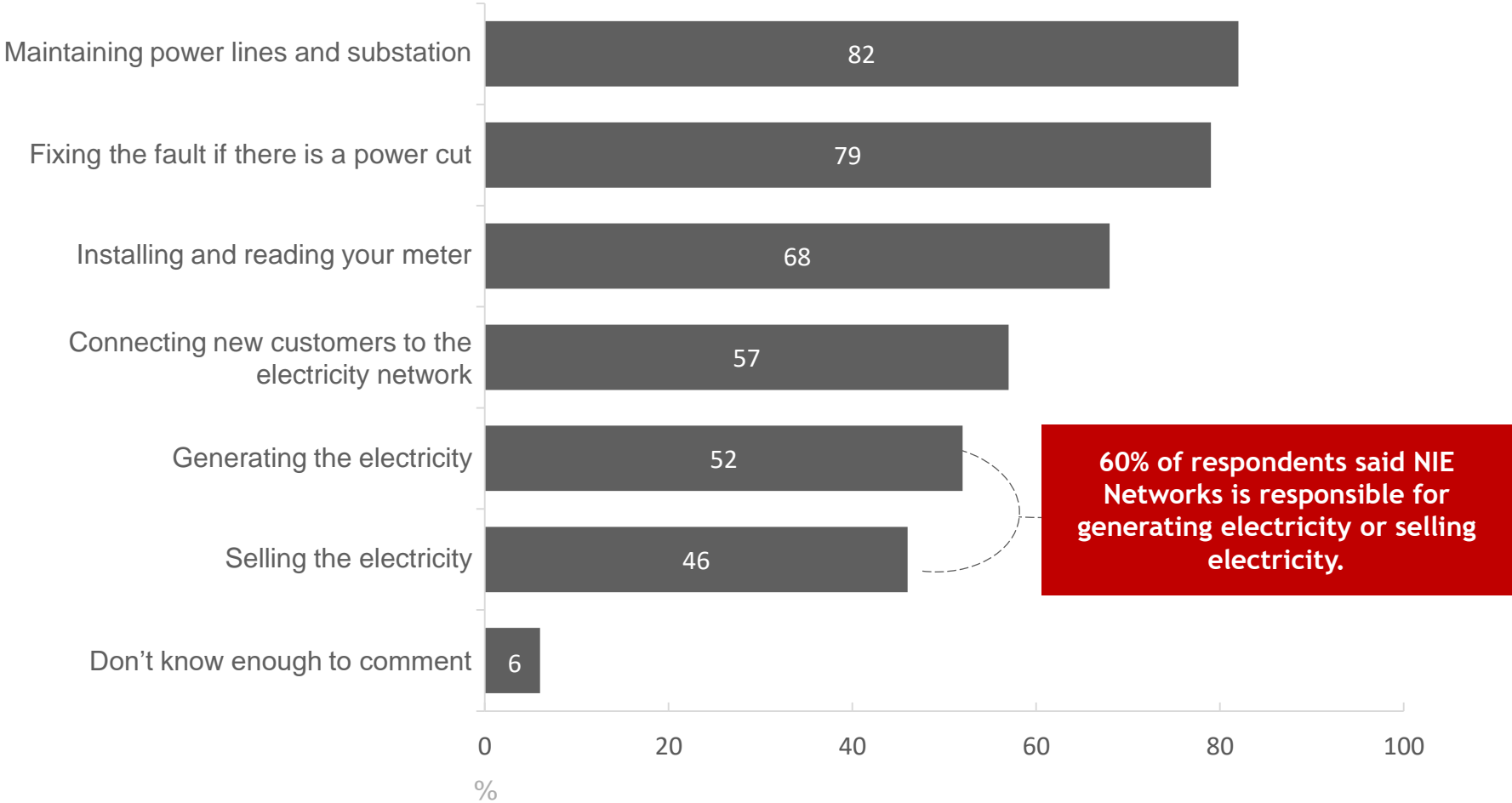
NPS score = **12**

¹ Answered on a scale where 0 very unlikely and 10 is very likely to recommend



B2 Which of the following is NIE Networks responsible for? (Prompted response)

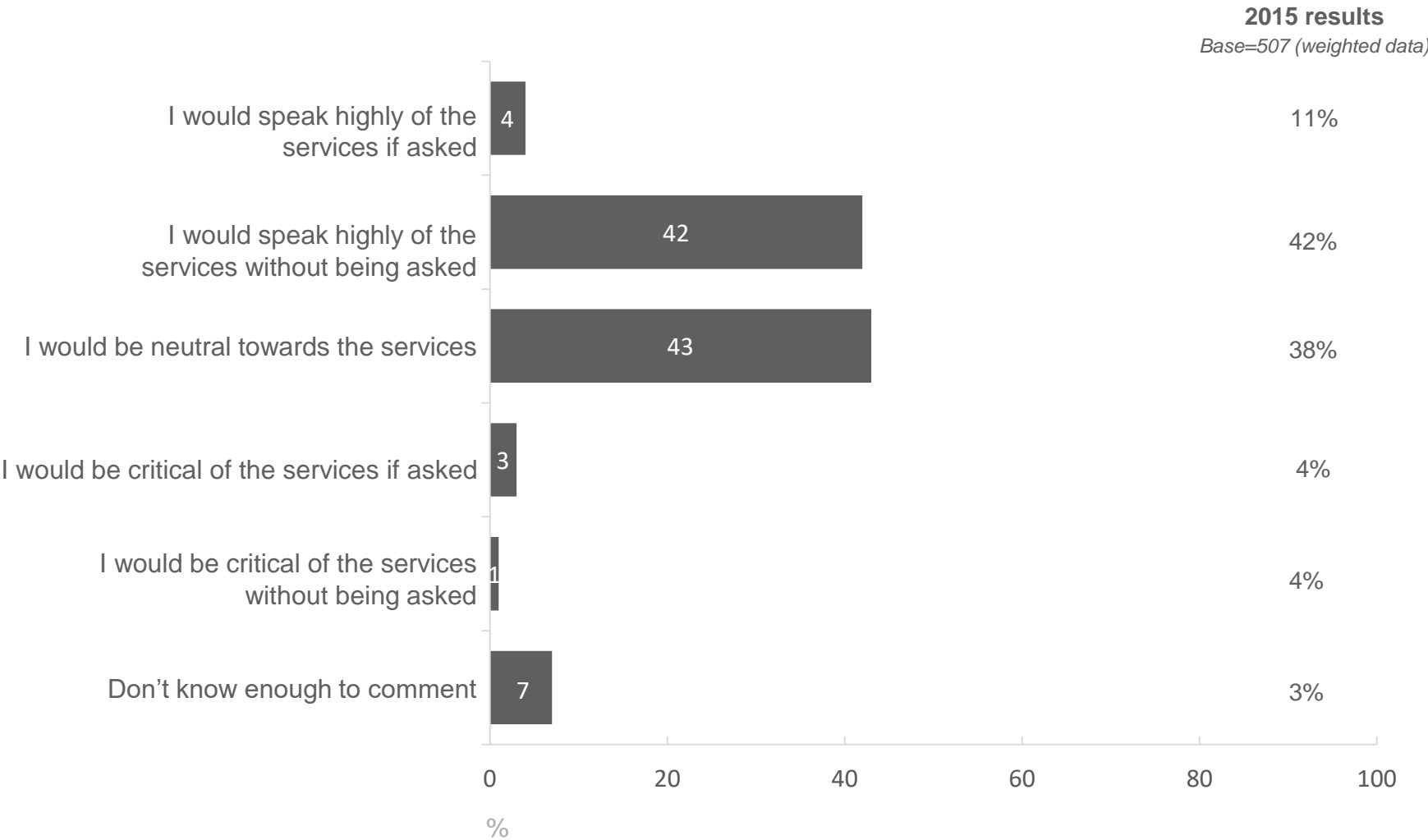
Base 213: All respondents. Weighted data



¹ Multiple response question, therefore percentages add to >100%

B3 Which single phrase best describes the way you would speak to colleagues about the electricity services provided by NIE Networks?

Base 213: All respondents. Weighted data

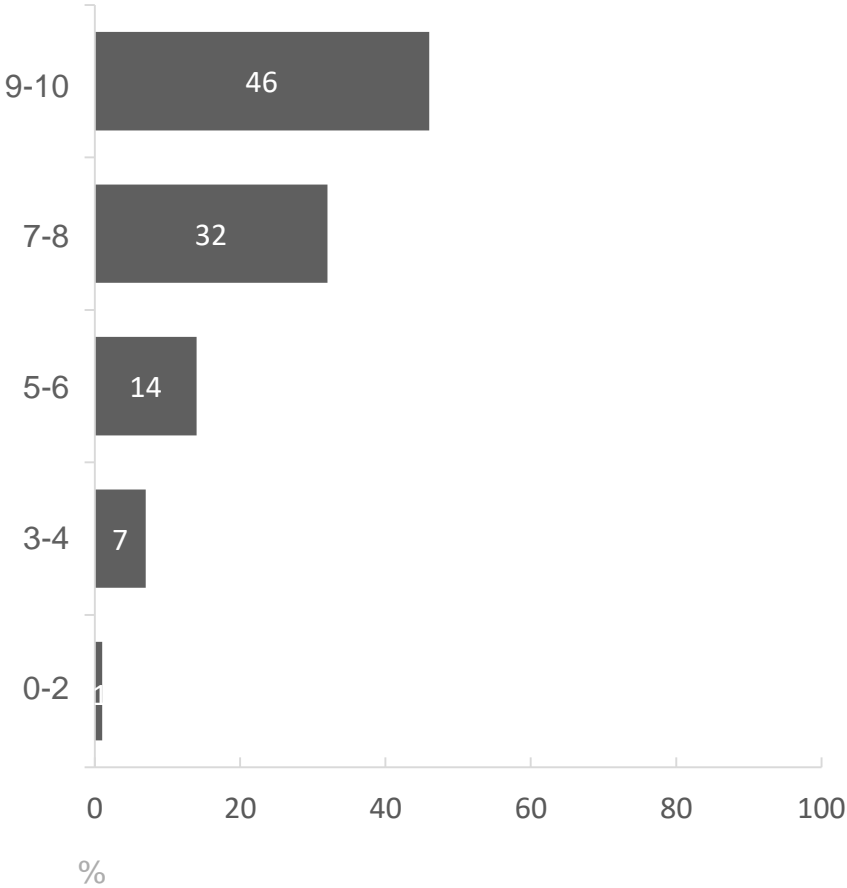


¹ Due to rounding percentages add to 99%-101%

Likelihood to recommend and NPS

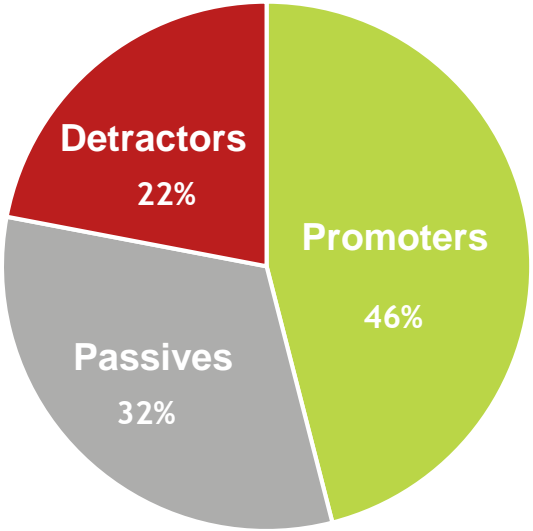
Base 213: All respondents. Weighted data

B5 How likely are you to recommend NIE Networks to a friend / colleague?



Net promoter score

NPS = promoters (scoring 9 or 10) – detractors (scoring 1 to 6)



NPS score = **24**

¹ Answered on a scale where 0 very unlikely and 10 is very likely to recommend

² Due to rounding percentages add to 99%-101%



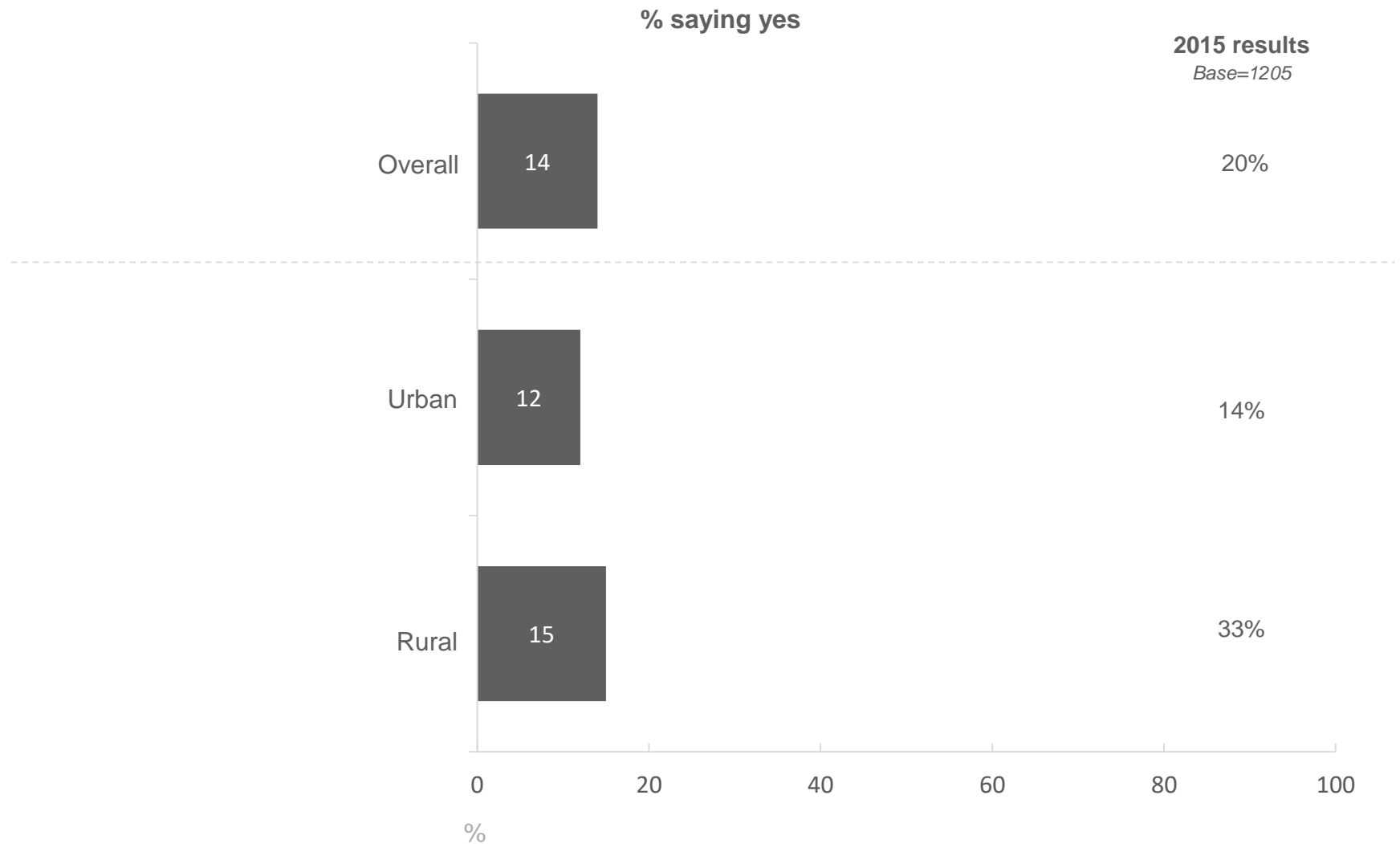
Recent experience with NIE Networks



Domestic

C1 Have you had a planned power cut in the last 12 months?

Base 510: All respondents. Weighted data

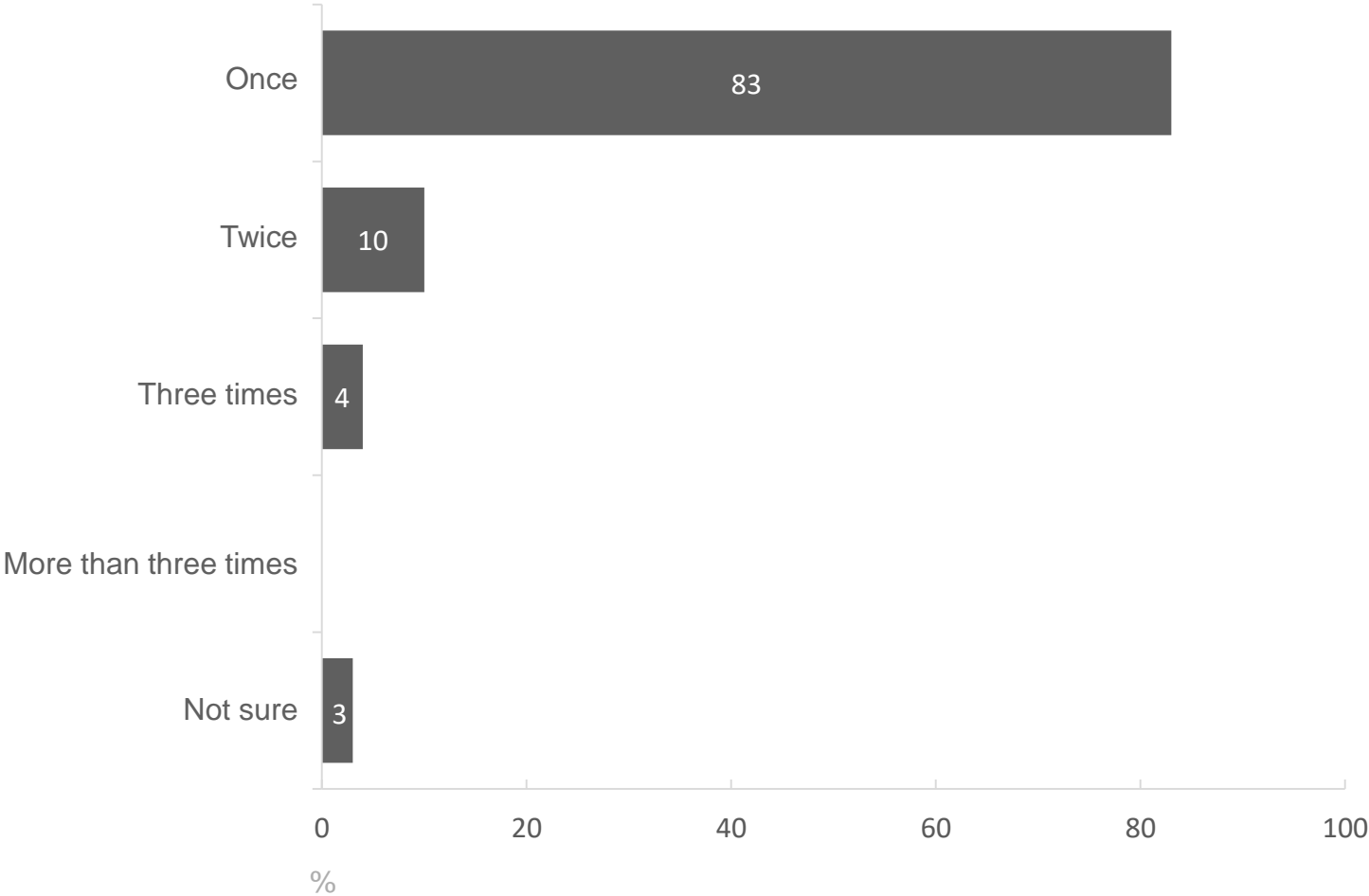


¹ 2011 census

¹ Due to rounding percentages add to 99%-101%

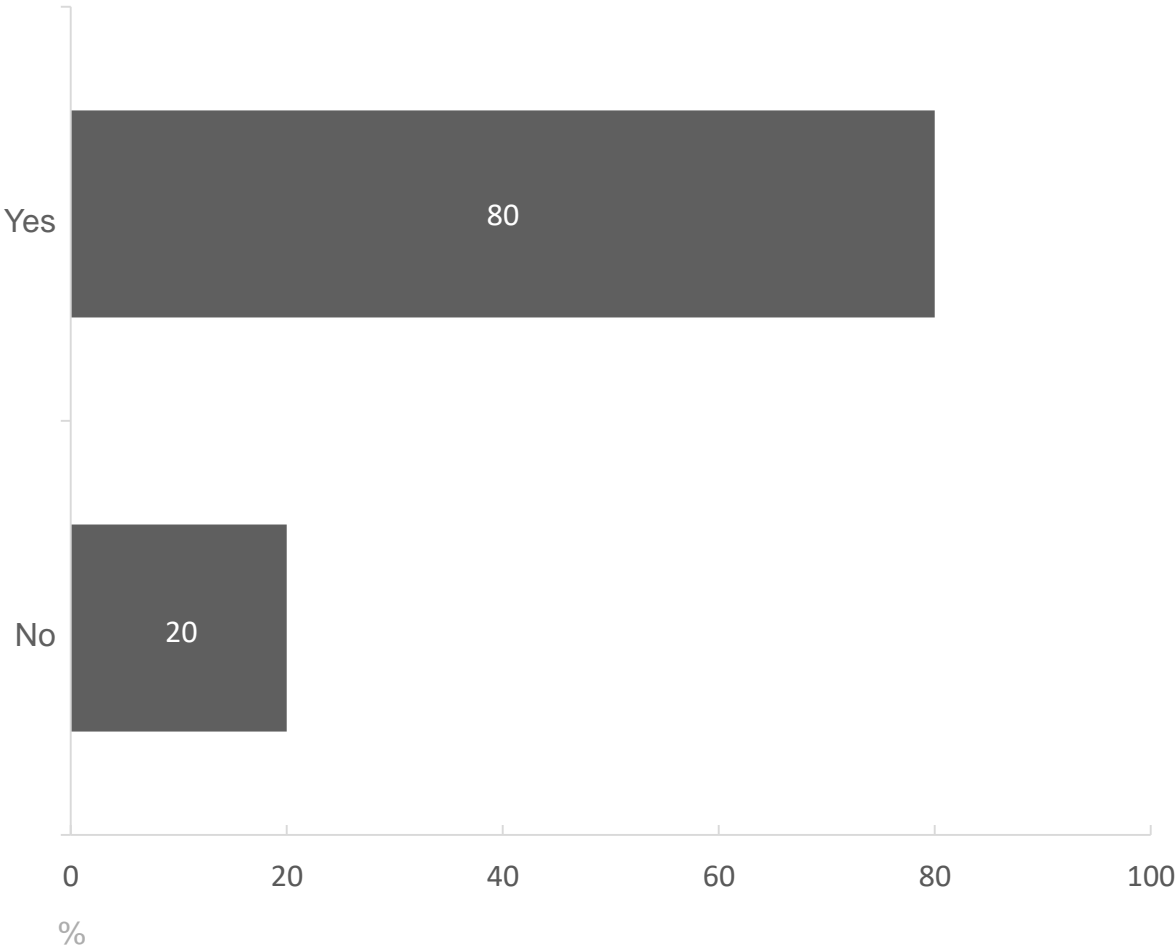
C2 Thinking about the last 12 months, how many times have you experienced a planned power cut?

Base 71: Respondents that have experienced a planned power cut



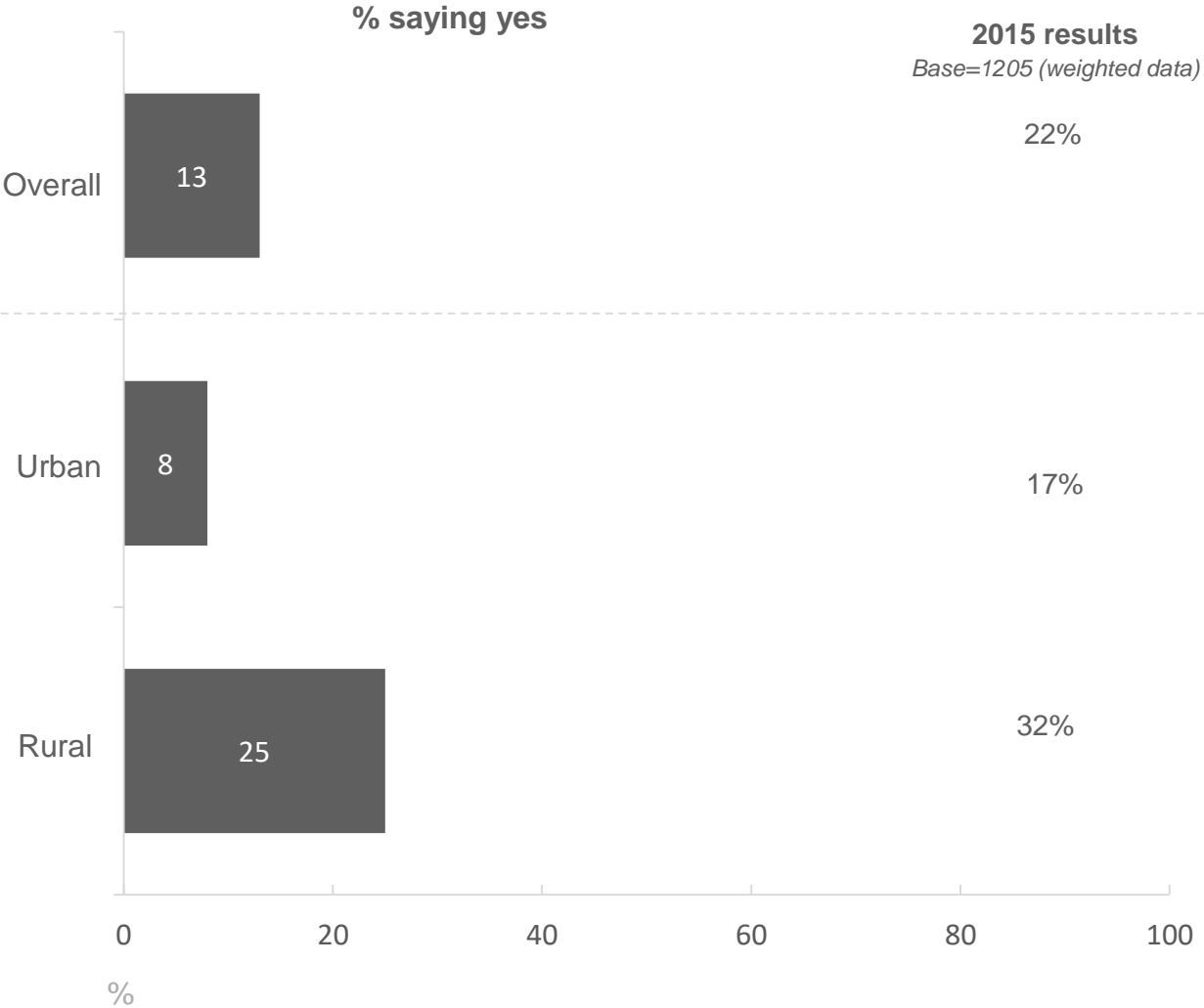
C3 Currently NIE Networks put a card through your door to inform householders about planned power cuts. Is this an acceptable approach?

Base 510: All respondents



C5 Have you had an unplanned power cut in the last 12 months?

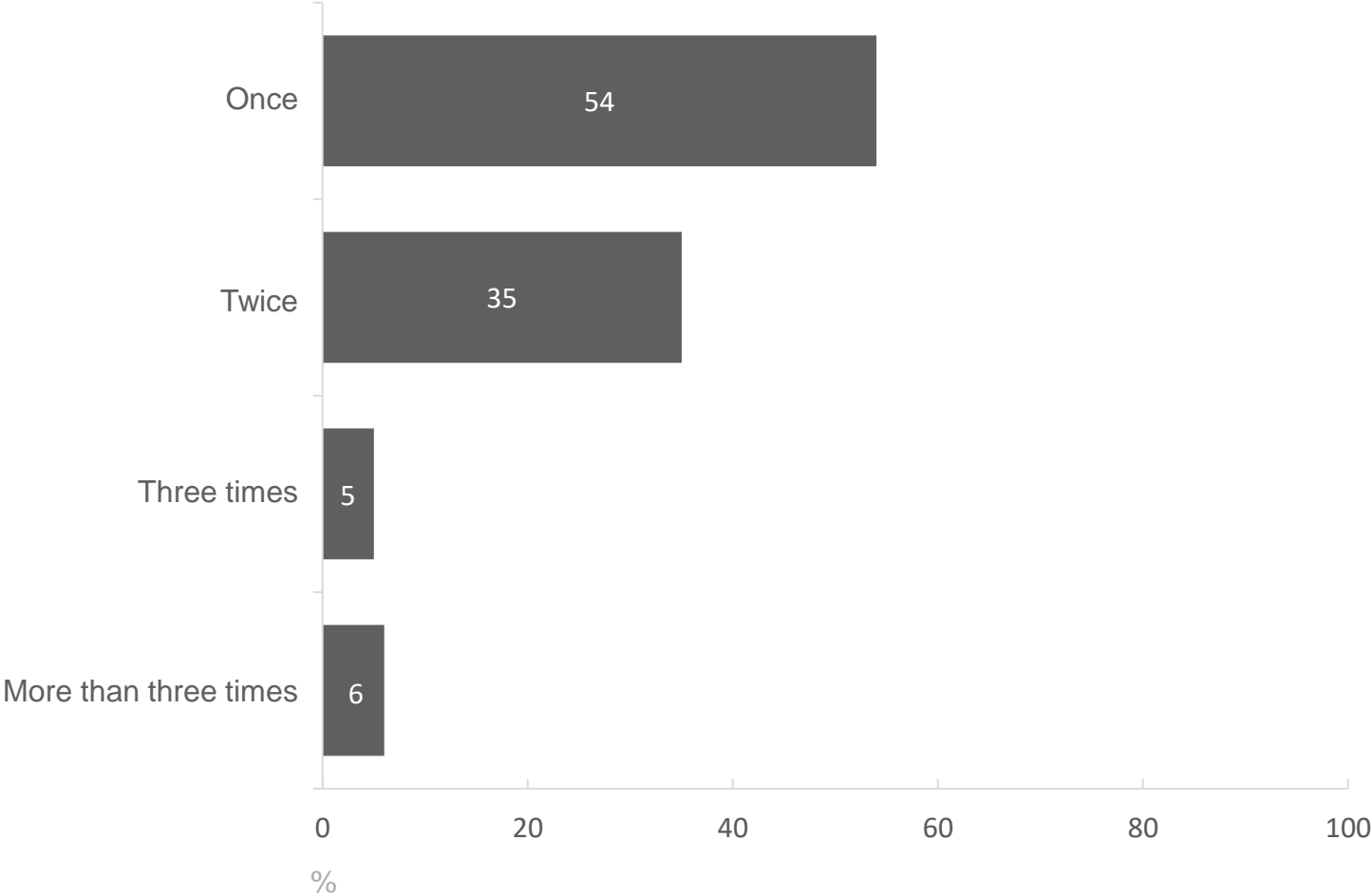
Base 510: All respondents.



¹ Due to rounding percentages add to 99%-101%

C6 Thinking about the last 12 months, how many times have you experienced an unplanned power cut?

Base 65: Respondents that have experienced an unplanned power cut

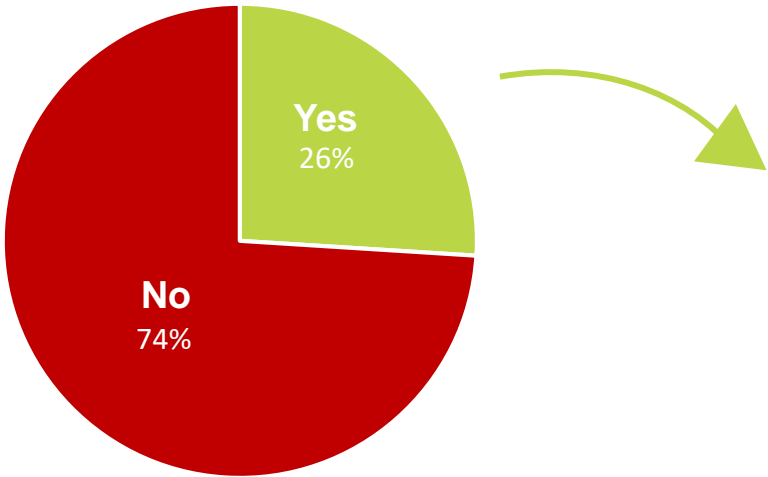


C8, C9 Reporting of unplanned power cuts

NB: Low bases
Individual bases listed below.

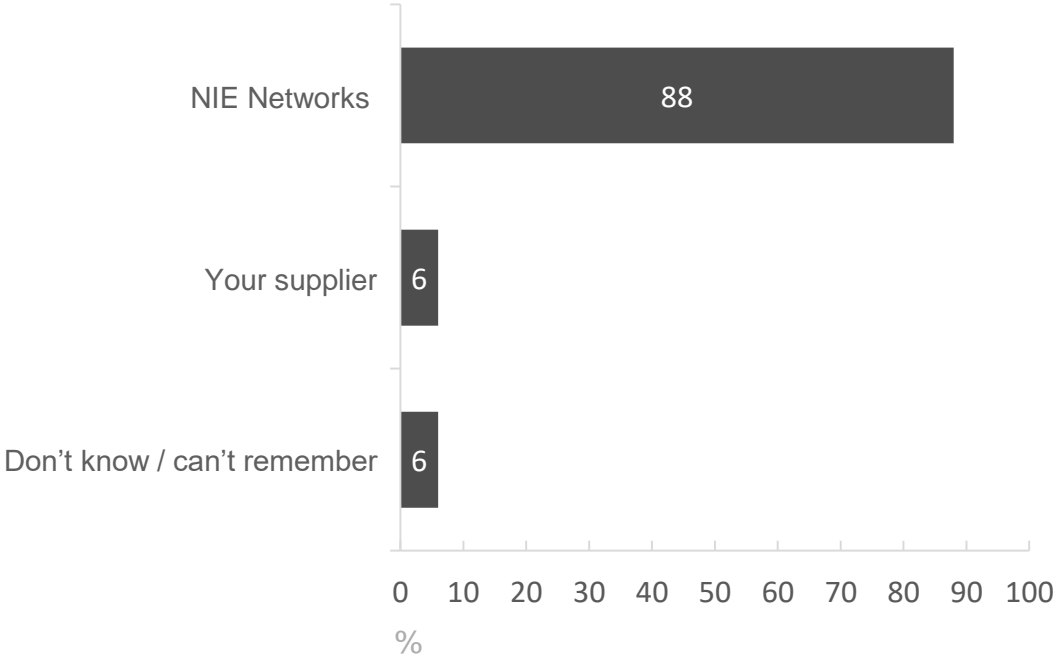
C8 Did you report any of these unplanned power cuts?

Base 65: Respondents that have experienced an unplanned power cut



C9 Who did you report the power cut to?

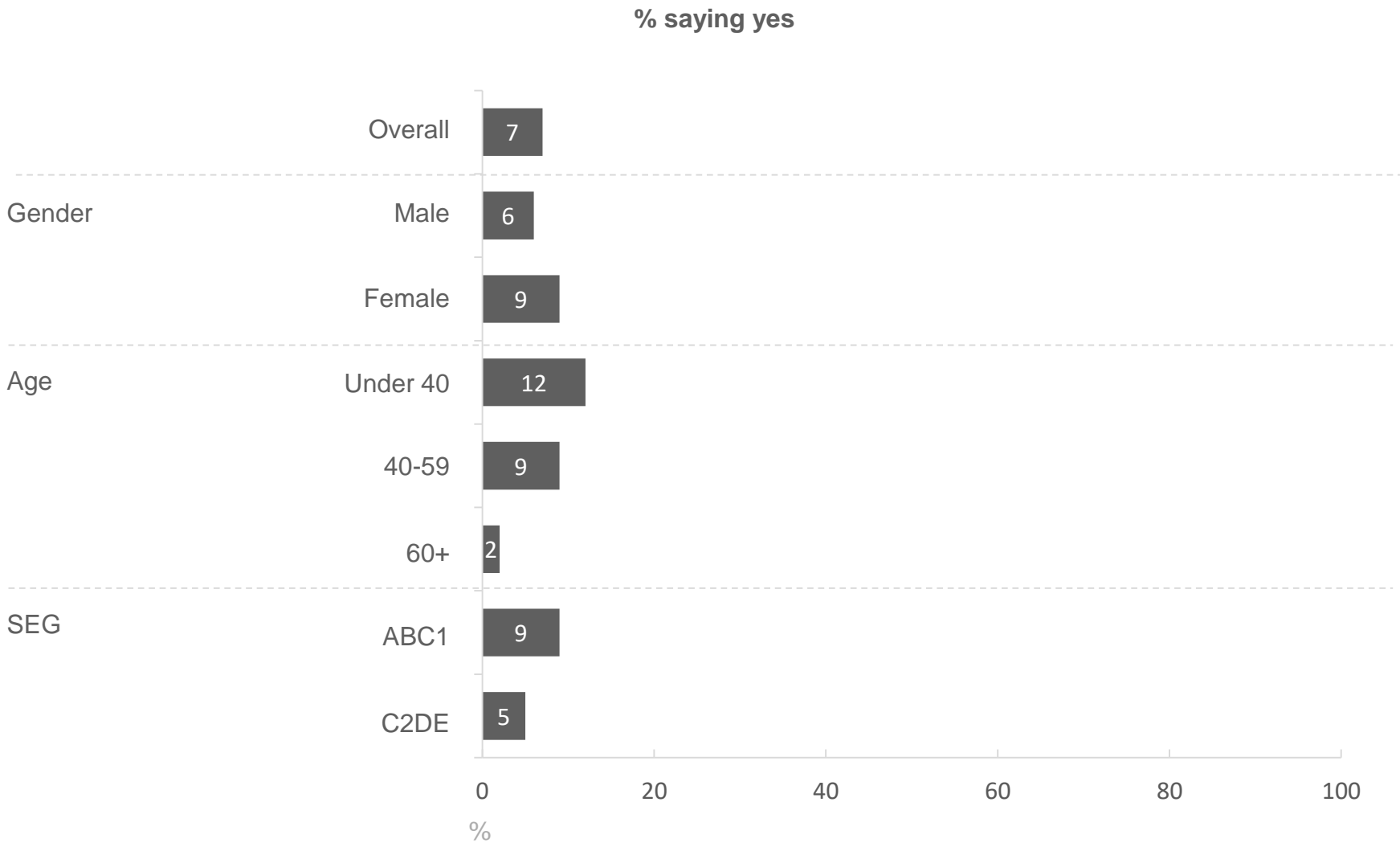
Base 17: Respondents that reported an unplanned power cut



¹ Due to rounding percentages add to 99%-101%

C12 In the last 12 months have you used the Powercheck on NIE Network's website?

Base 510: All respondents

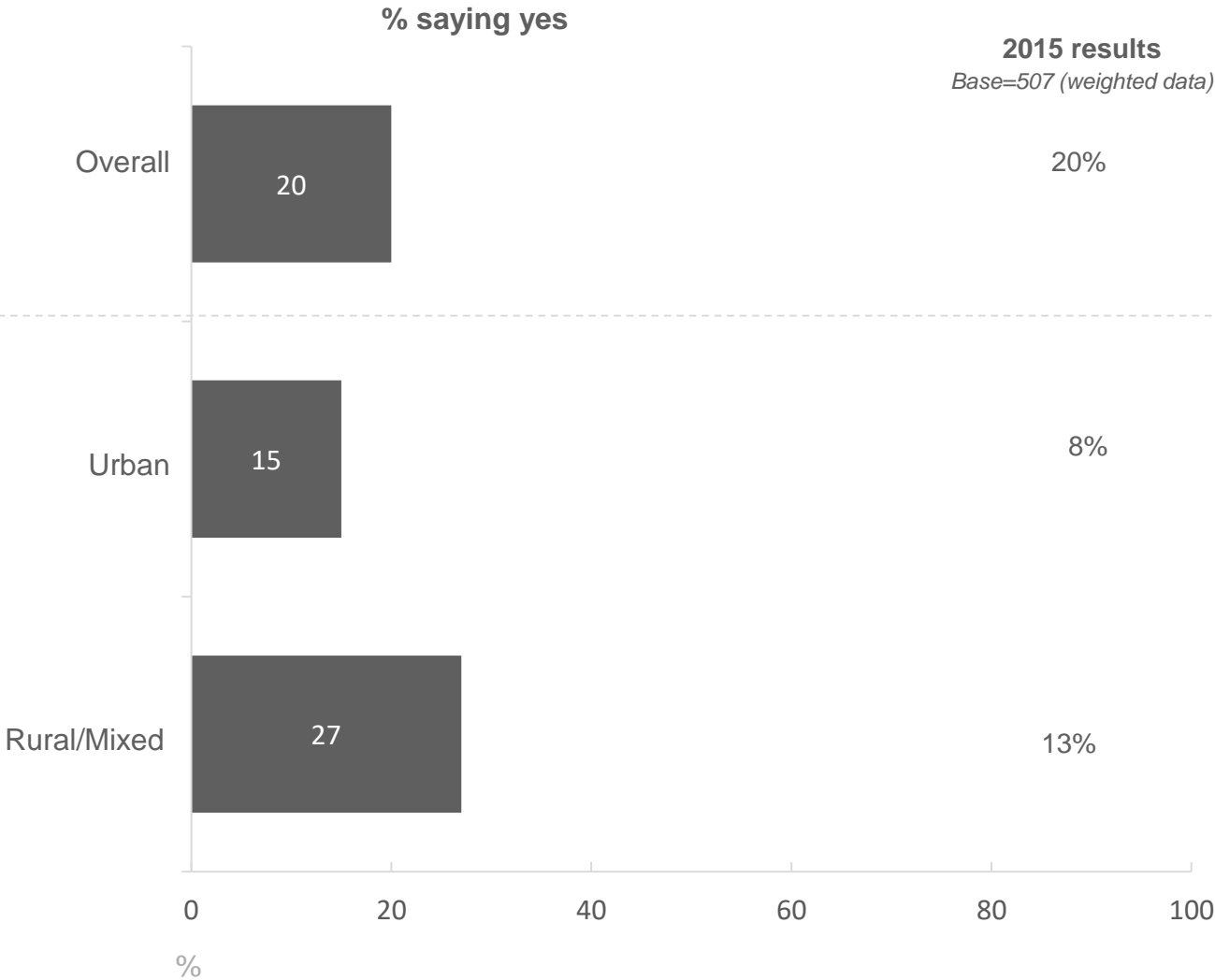


¹ 2011 census



C1 Have you had a planned power cut in the last 12 months?

Base 213: All respondents. Weighted data

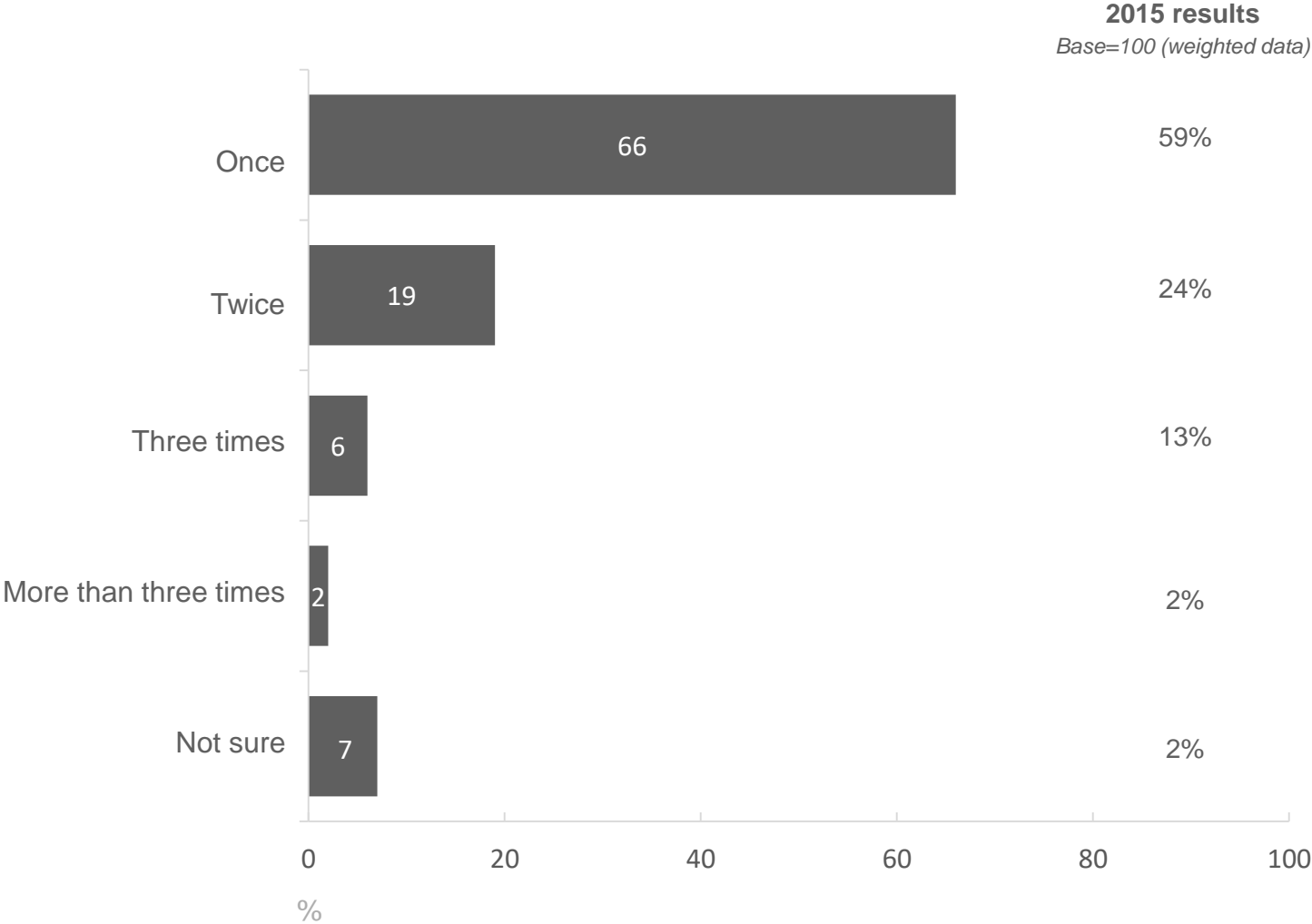


¹ 2011 census
² Due to rounding percentages add to 99%-101%

C2 Thinking about the last 12 months, how many times have you experienced a planned power cut?

NB: Low base

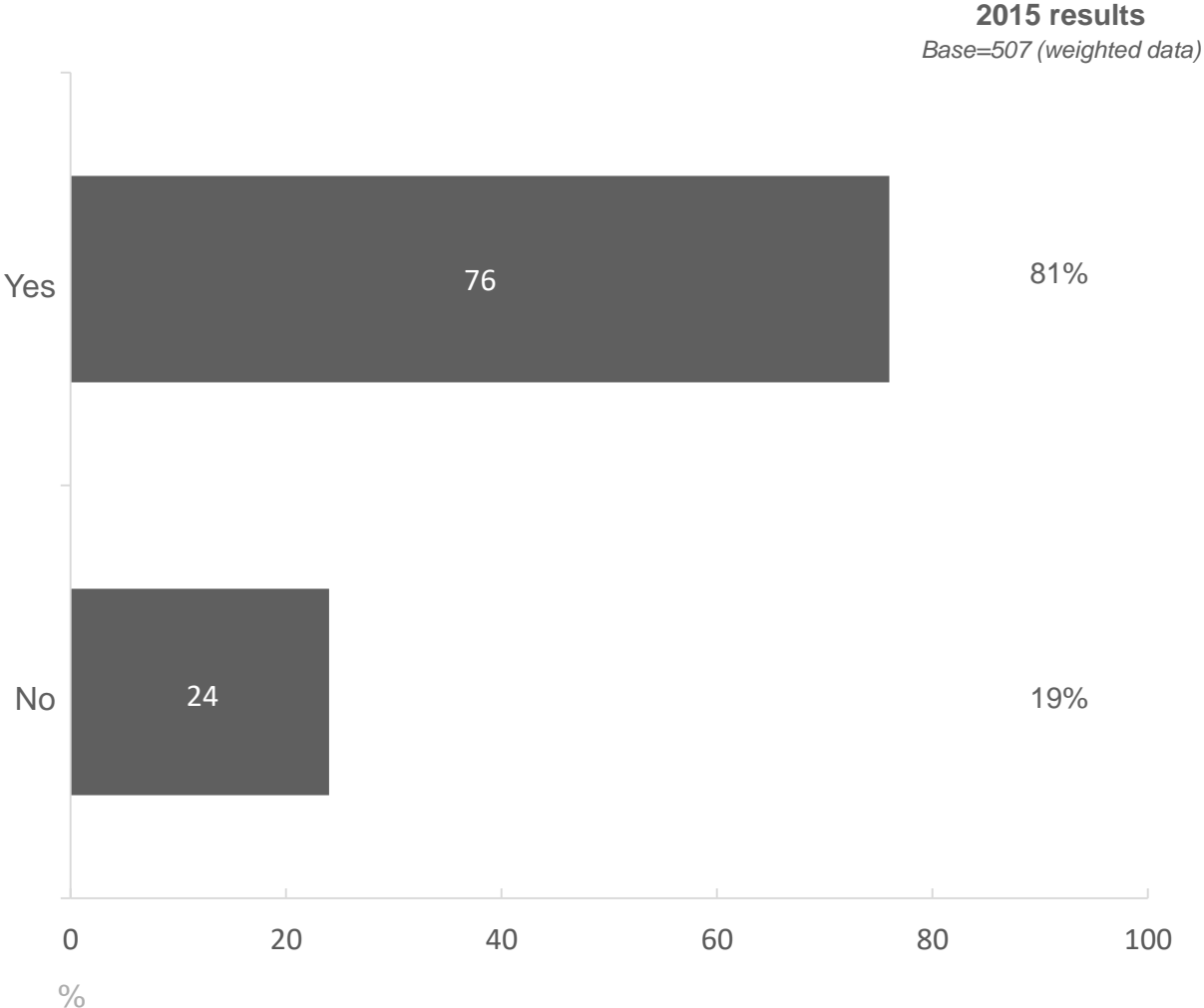
Base 49/42 : Businesses that have experienced a planned power cut. Weighted data



¹ Due to rounding percentages add to 99%-101%

C3 Currently NIE Networks put a card through your door to inform organisations about planned power cuts. Is this an acceptable approach?

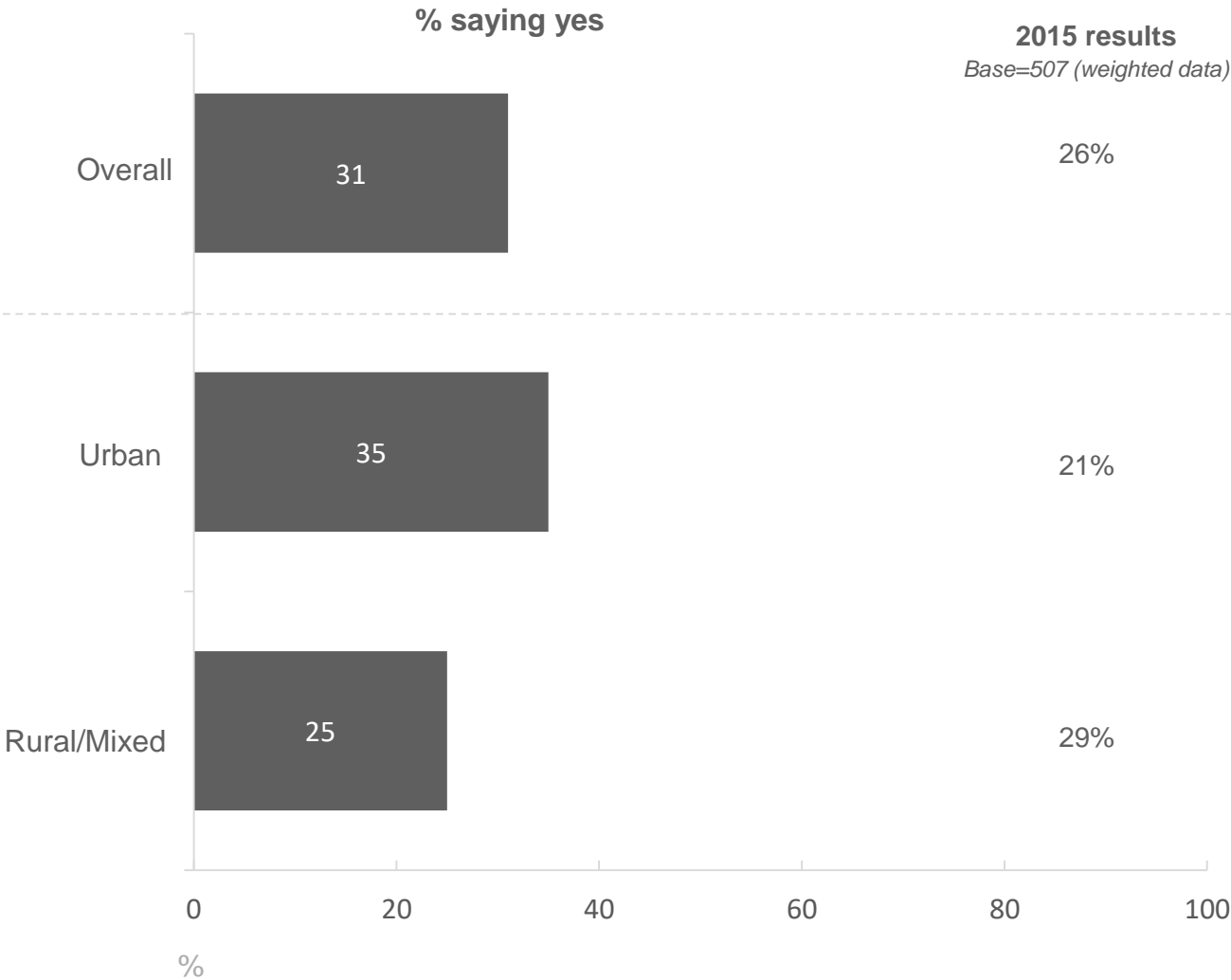
Base 213: All respondents. Weighted data



¹ Due to rounding percentages add to 99%-101%

C5 Have you had an unplanned power cut in the last 12 months?

Base 213: All respondents. Weighted data

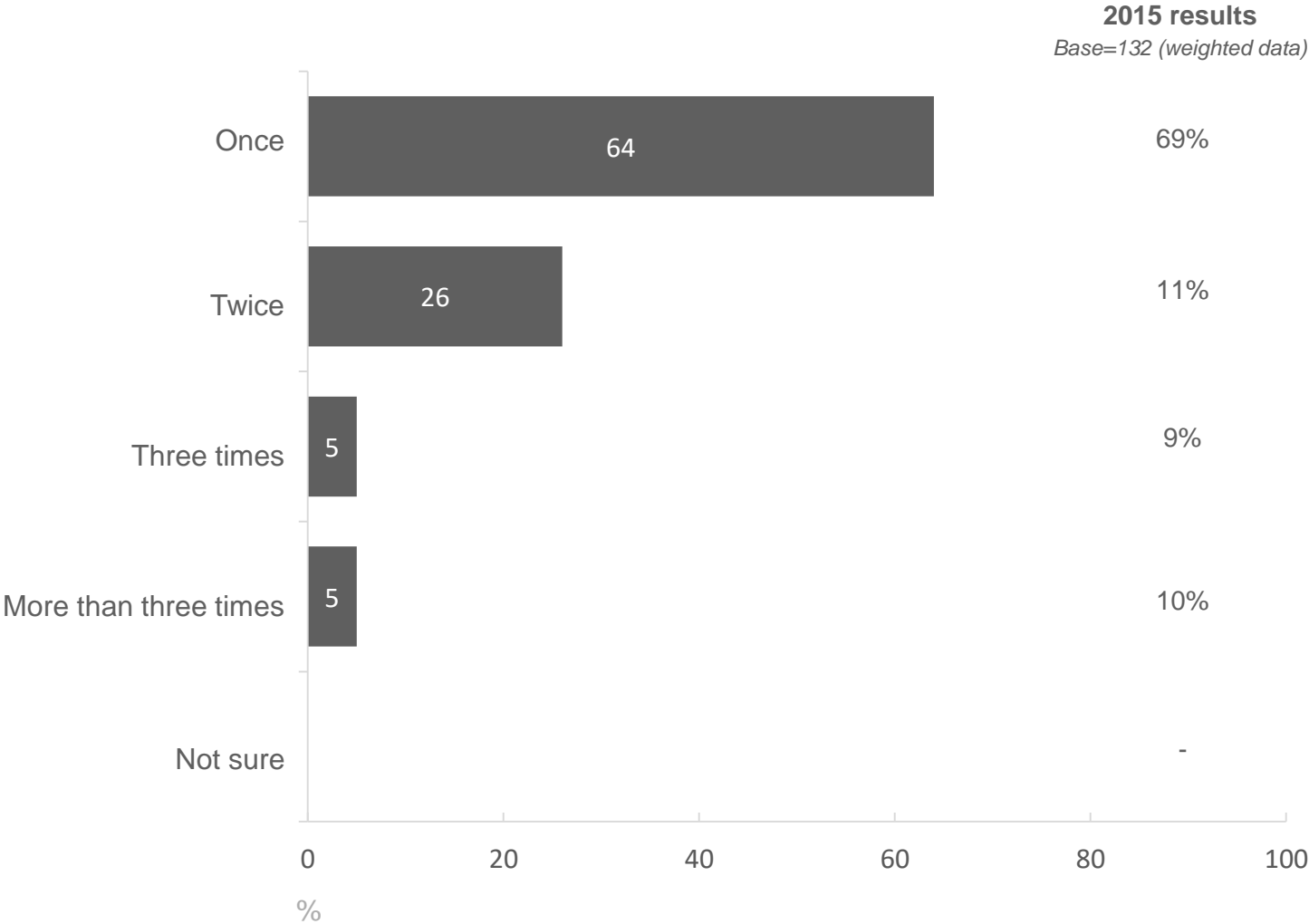


¹ Due to rounding percentages add to 99%-101%

C6 Thinking about the last 12 months, how many times has your organisation experienced an unplanned power cut?

NB: Low base

Base 64/66: Businesses that have experienced an unplanned power cut. Weighted data



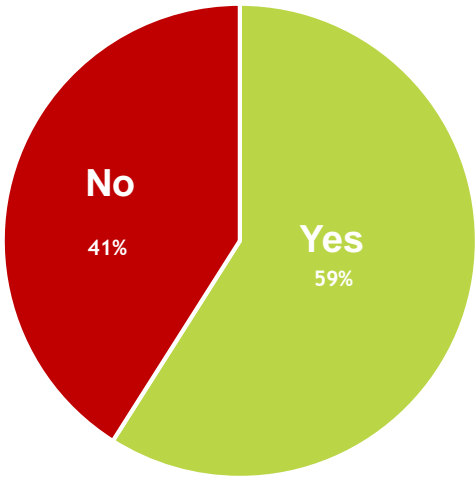
¹ Due to rounding percentages add to 99%-101%

Reporting of unplanned power cuts

NB: Low bases
Individual bases listed below. Weighted data

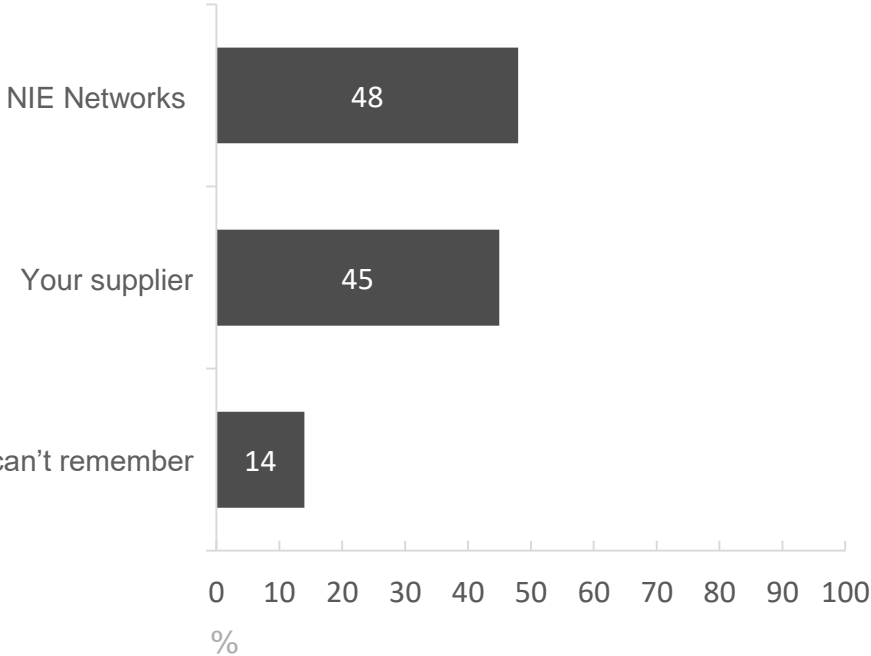
C8 Did you report any of these unplanned power cuts?

Base 64/66: Businesses that have experienced an unplanned power cut



C9 Who did you report the power cut to?

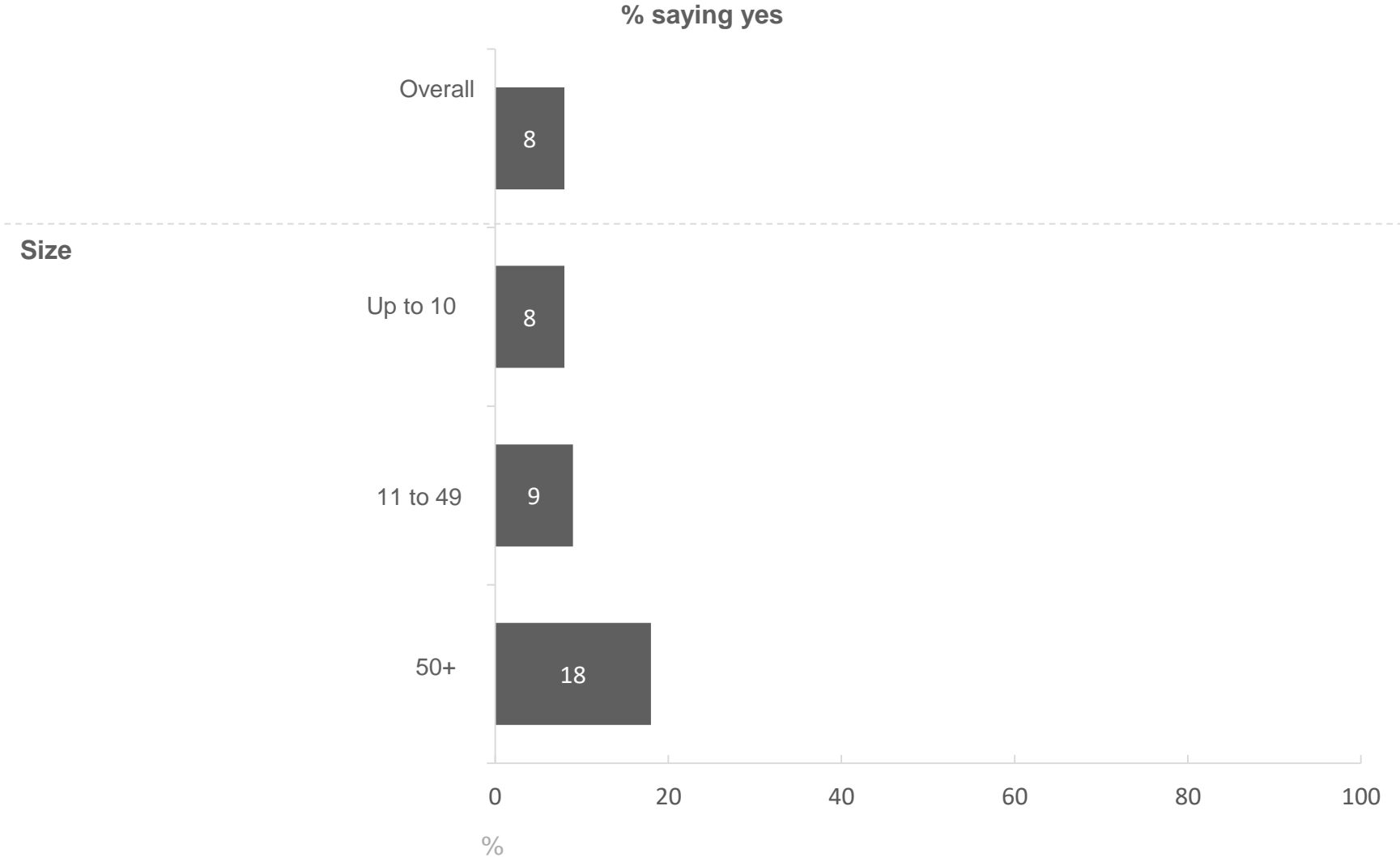
Base 39/39: Businesses that reported an unplanned power cut



¹ Due to rounding percentages add to 99%-101%

C12 In the last 12 months have you used the Power check on NIE Network's website?

Base 213: All respondents. Weighted data



¹ Due to rounding percentages add to 99%-101%



Contact & communication channels



Domestic

D1 What is your most preferred method of interaction for the following circumstances?

Base 510: All respondents.

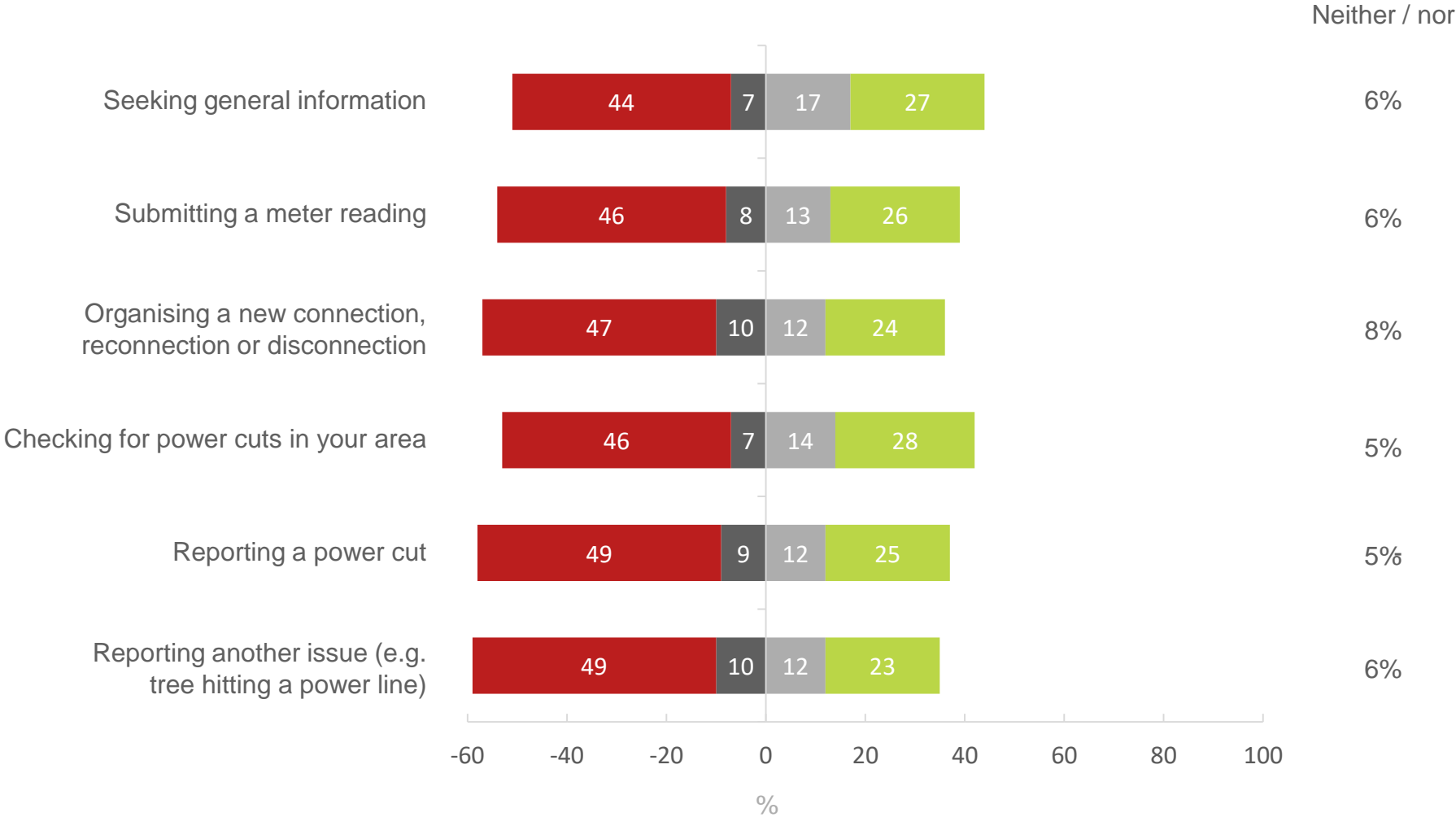
	Phone - personal	Phone - automated message	Email	NIE Networks Website	Text message	Facebook	Twitter	Letter	Power check	Live chat	Other
Seeking general information	47%	1%	7%	29%	4%	2%	-	7%	-	1%	3%
Submitting a meter reading	33%	1%	11%	20%	5%	-	-	4%	-	-	25%
Organising a new connection, reconnection or disconnection	65%	-	7%	16%	1%	-	-	4%	-	1%	6%
Checking for power cuts in your area	44%	3%	4%	32%	2%	4%	-	2%	1%	-	8%
Reporting a power cut	67%	2%	5%	18%	1%	1%	-	1%	-	-	5%
Reporting another issue (e.g. tree hitting a power line)	75%	1%	5%	11%	1%	-	-	1%	-	-	5%

¹ Due to rounding percentages add to 99%-101%

D2 How likely, or not, would you be to interact with NIE Networks using online methods for the following circumstances?

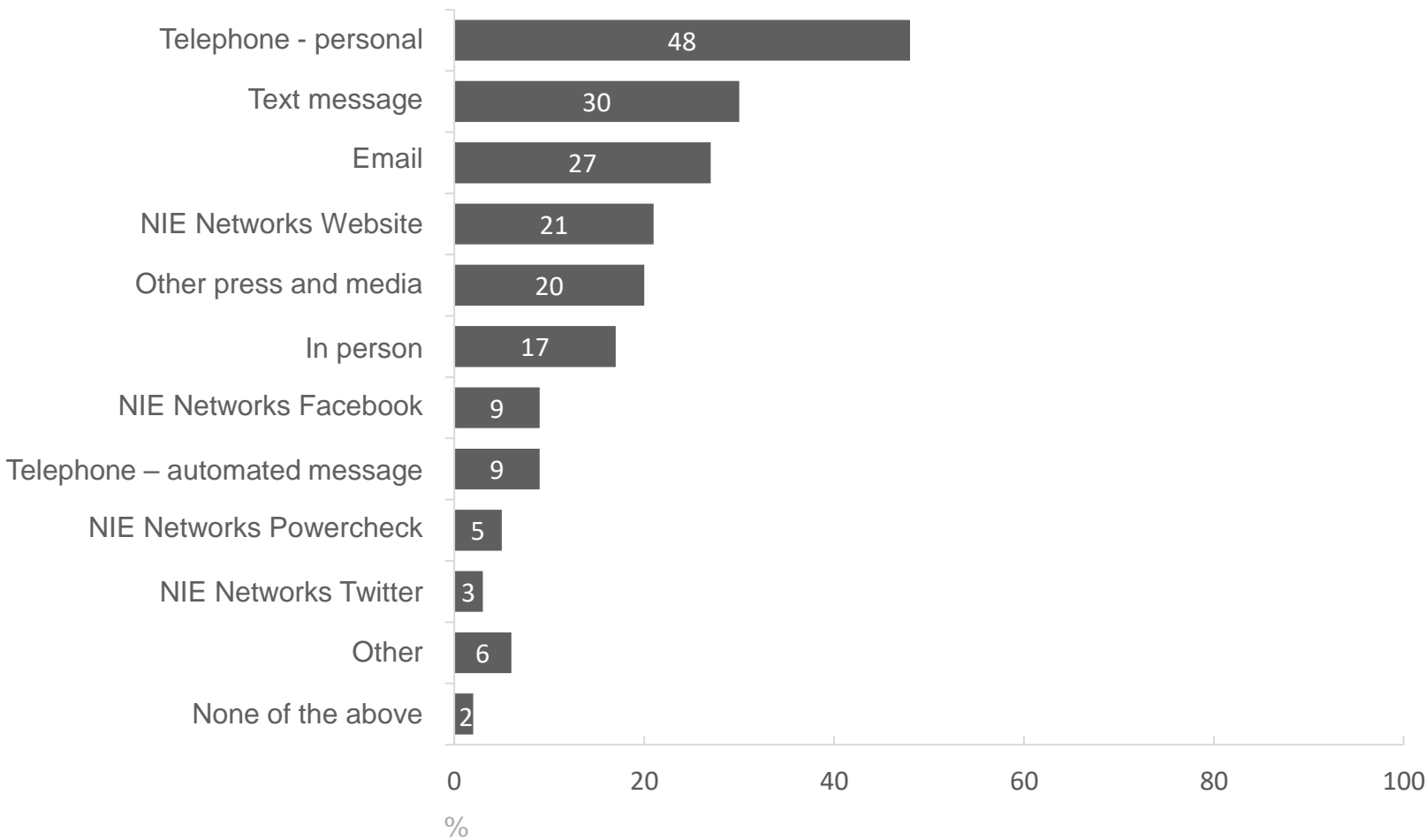
Base 510: All respondents

Very unlikely Fairly unlikely Fairly likely Very likely



D3 Following initial contact with NIE Networks to report an issue, which of the following methods of communication are acceptable for NIE Networks to keep you up to date?

Base 510: All respondents





D1 What is your most preferred method of interaction for the following circumstances?

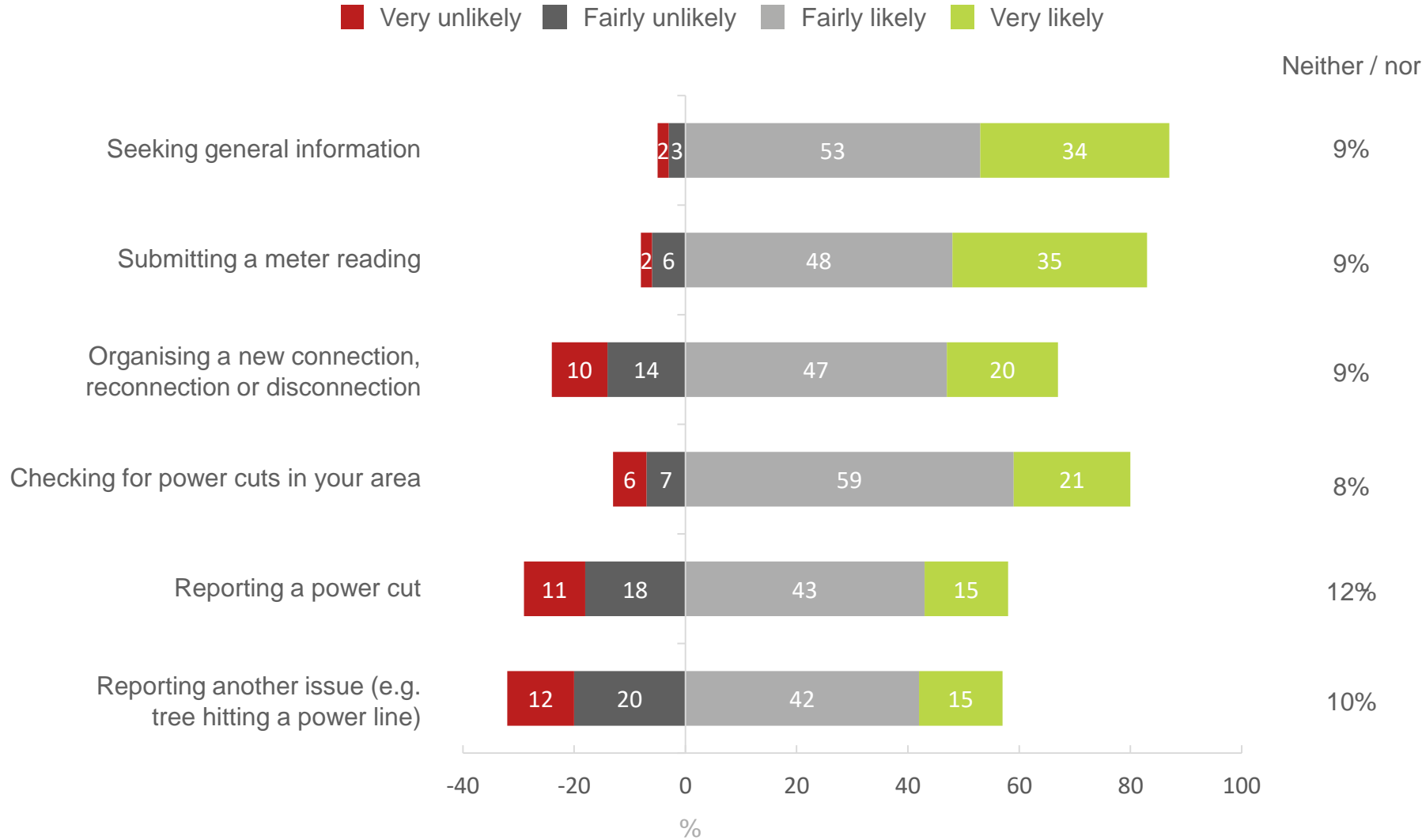
Base 213: All respondents. Weighted data

	Phone - personal	Phone - automated message	Email	NIE Networks Website	Text message	Facebook	Twitter	Letter	Power check	Live chat	Other	Total
Seeking general information	32%	2%	8%	55%	1%	-	-	-	-	1%	-	100%
Submitting a meter reading	36%	4%	19%	32%	1%	-	-	1%	1%	-	5%	100%
Organising a new connection, reconnection or disconnection	63%	3%	10%	19%	1%	-	-	-	-	2%	1%	100%
Checking for power cuts in your area	41%	2%	3%	48%	1%	-	-	3%	1%	-	-	100%
Reporting a power cut	76%	1%	6%	15%	1%	-	-	-	-	1%	-	100%
Reporting another issue (e.g. tree hitting a power line)	72%	-	9%	18%	1%	-	-	-	-	-	-	100%

¹ Due to rounding percentages add to 99%-101%

D2 How likely, or not, would you be to interact with NIE Networks using online methods for the following circumstances?

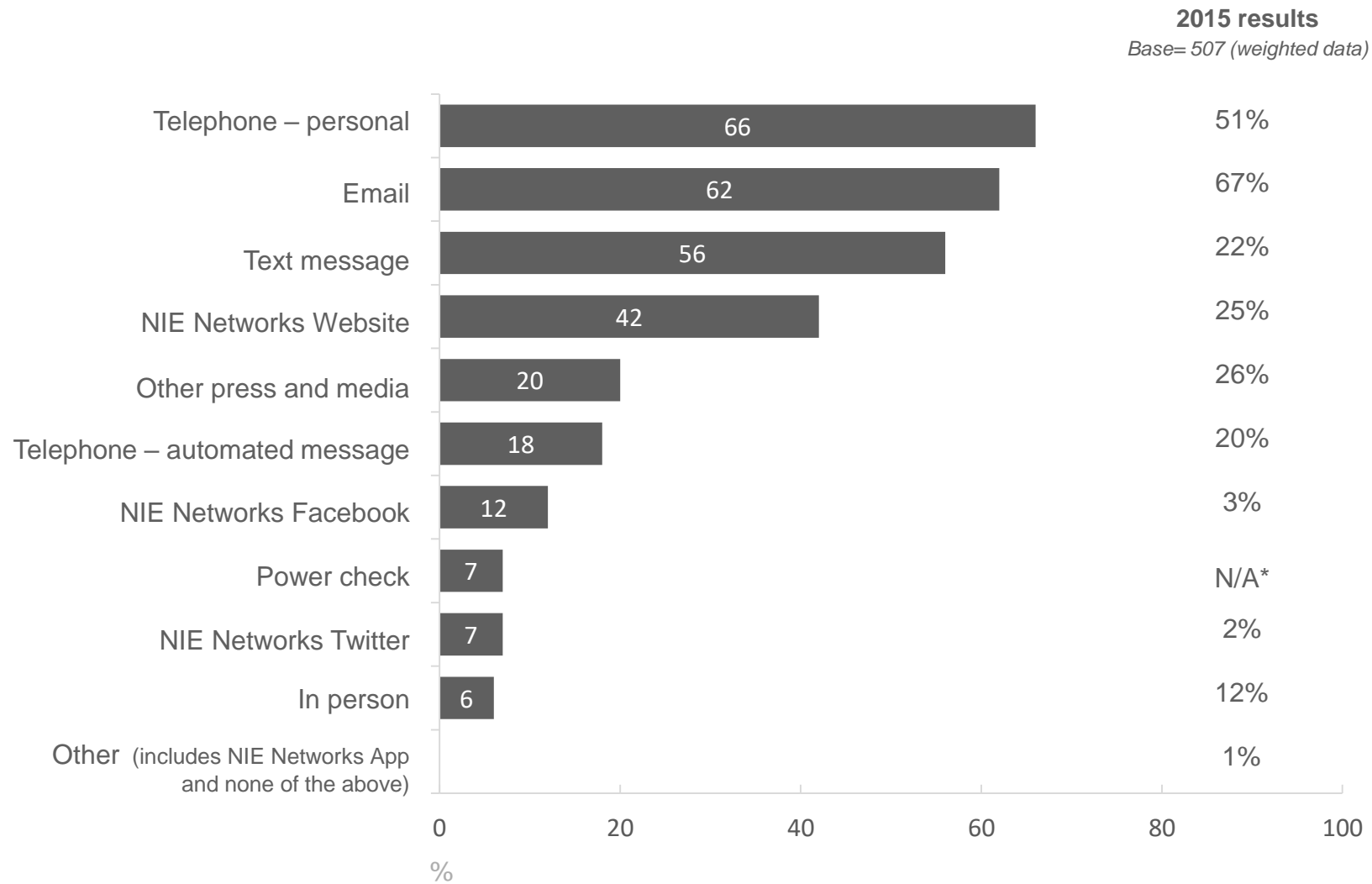
Base 213: All respondents. Weighted data



¹ Due to rounding percentages add to 99%-101%

D3 Following initial contact with NIE Networks to report an issue, which of the following methods of communication are acceptable for NIE Networks to keep you up to date?

Base 213: All respondents. Weighted data



¹ Multiple response question, therefore percentages add to >100%

*Not asked in 2015

A white icon representing a network or graph, consisting of four circular nodes of varying sizes connected by thin white lines. One node is at the top, one at the bottom left, one at the bottom right, and one at the top right.

Future networks

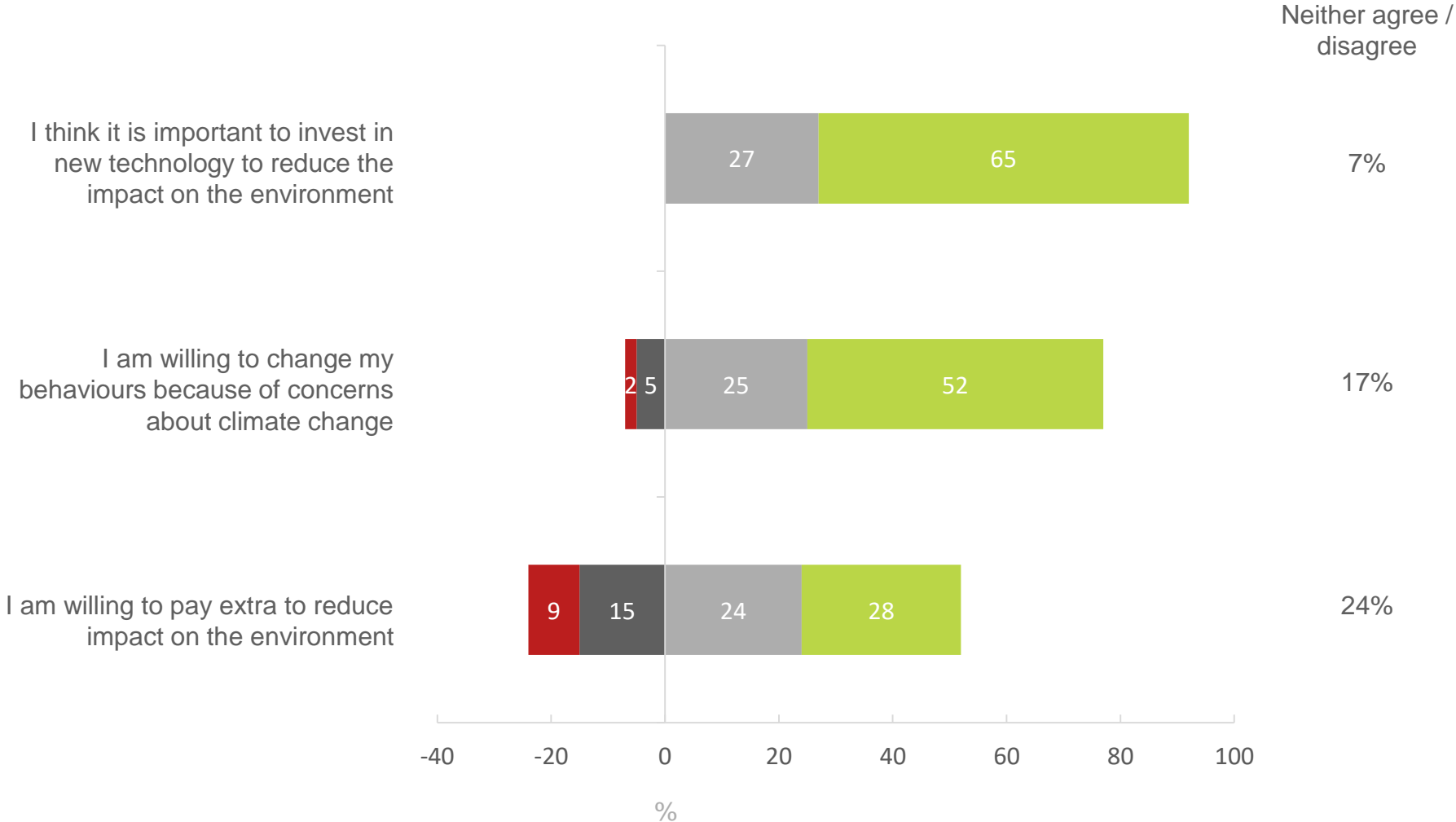


Domestic

E1 To what extent do you agree or disagree with the following statements?

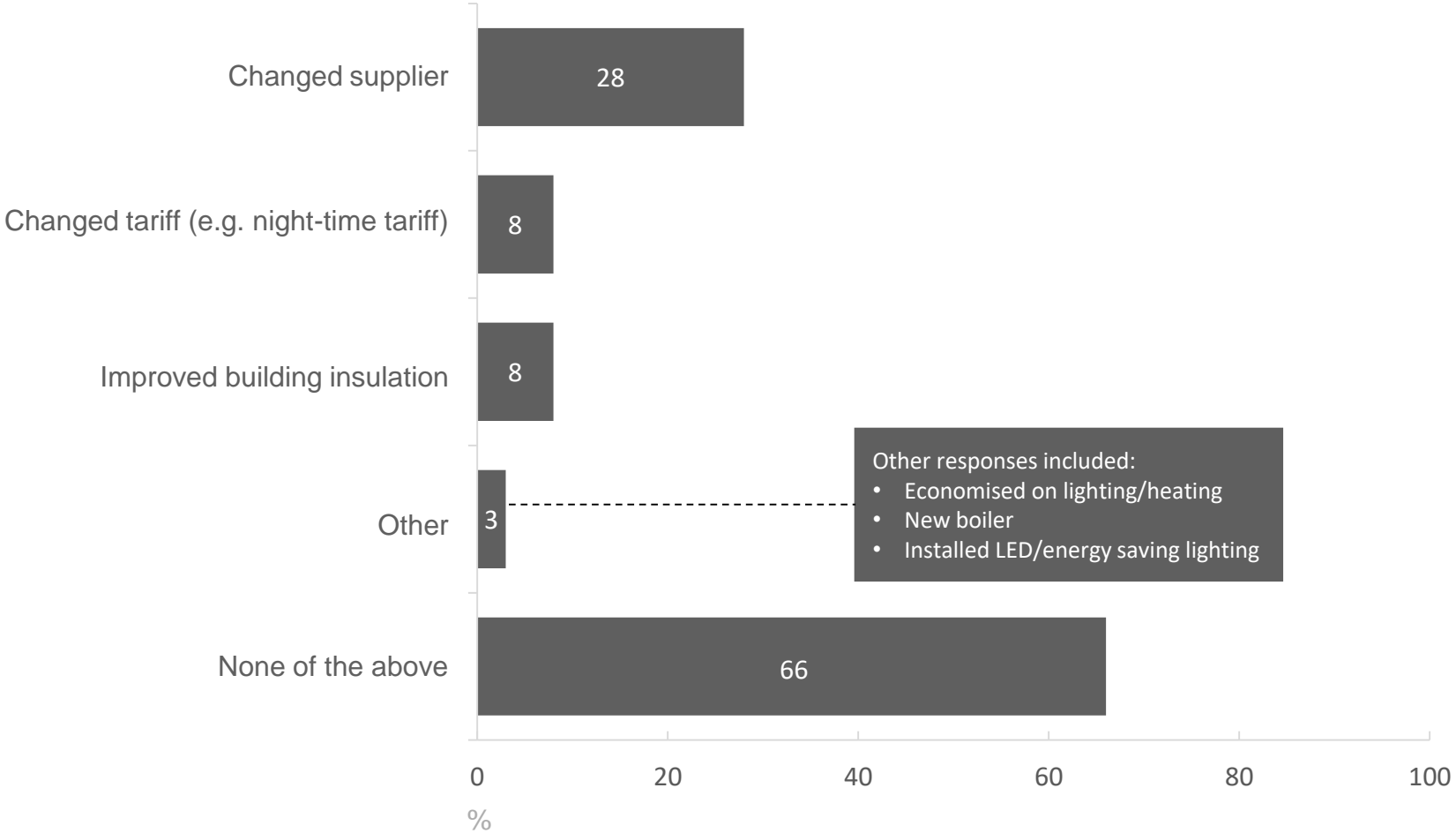
Base 510: All respondents

Strongly disagree Disagree Agree Strongly agree



E2 In the last three years have you or your household done any of the following to reduce your electricity use or bill?

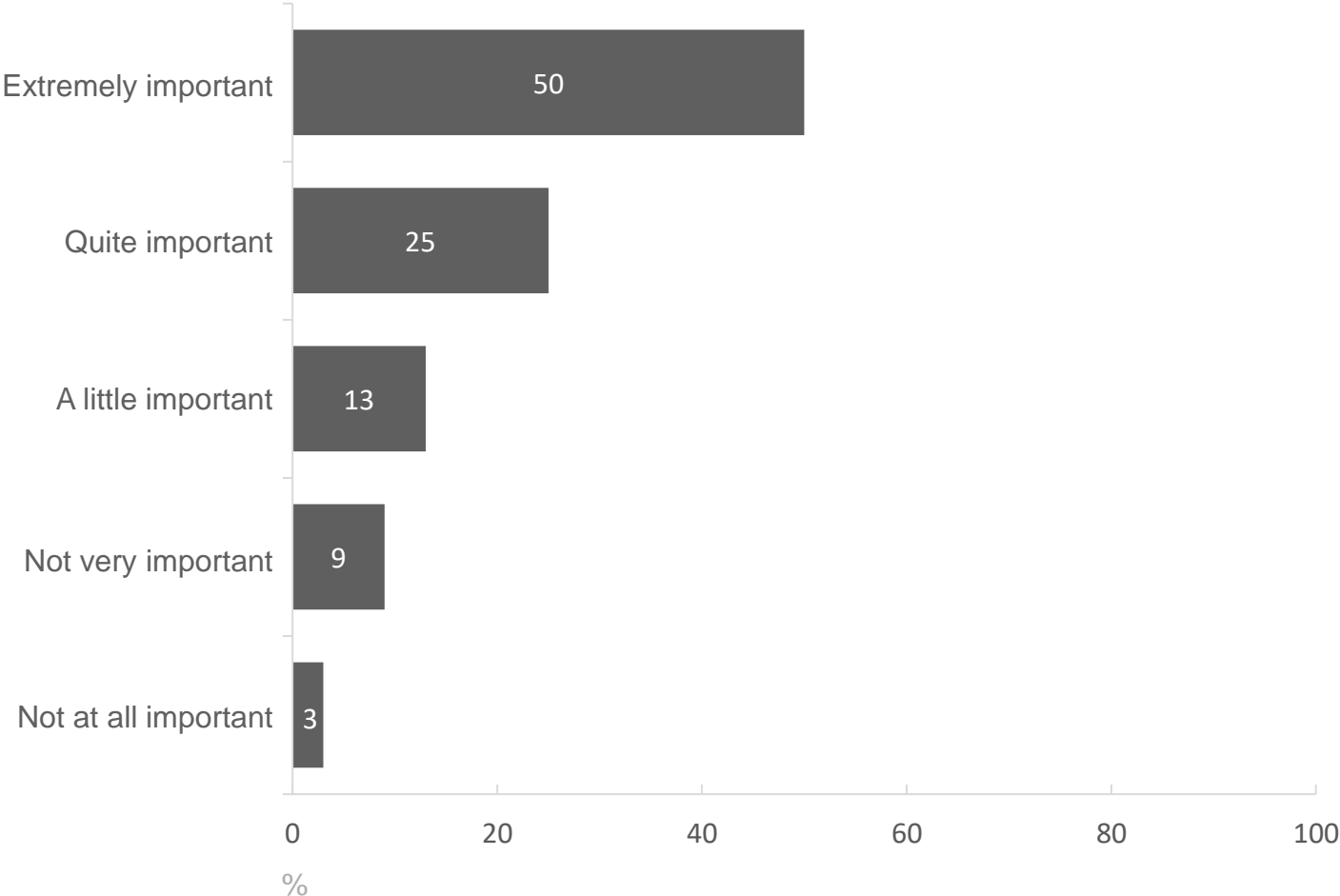
Base 510: All respondents



¹ Multiple response question, therefore percentages add to >100%

E4 How important, if at all, is the issue of climate change to you personally?

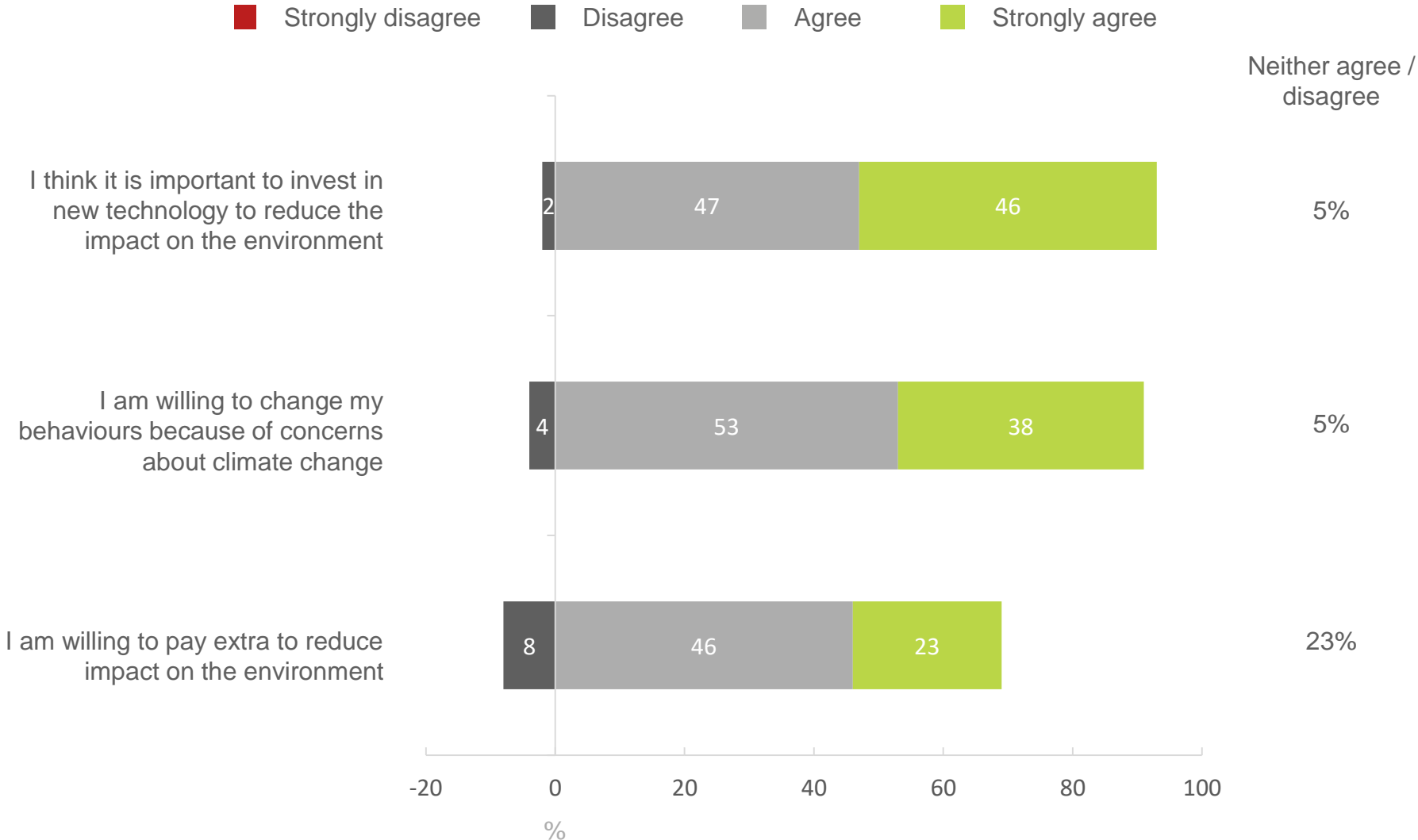
Base 510: All respondents





E1 To what extent do you agree or disagree with the following statements?

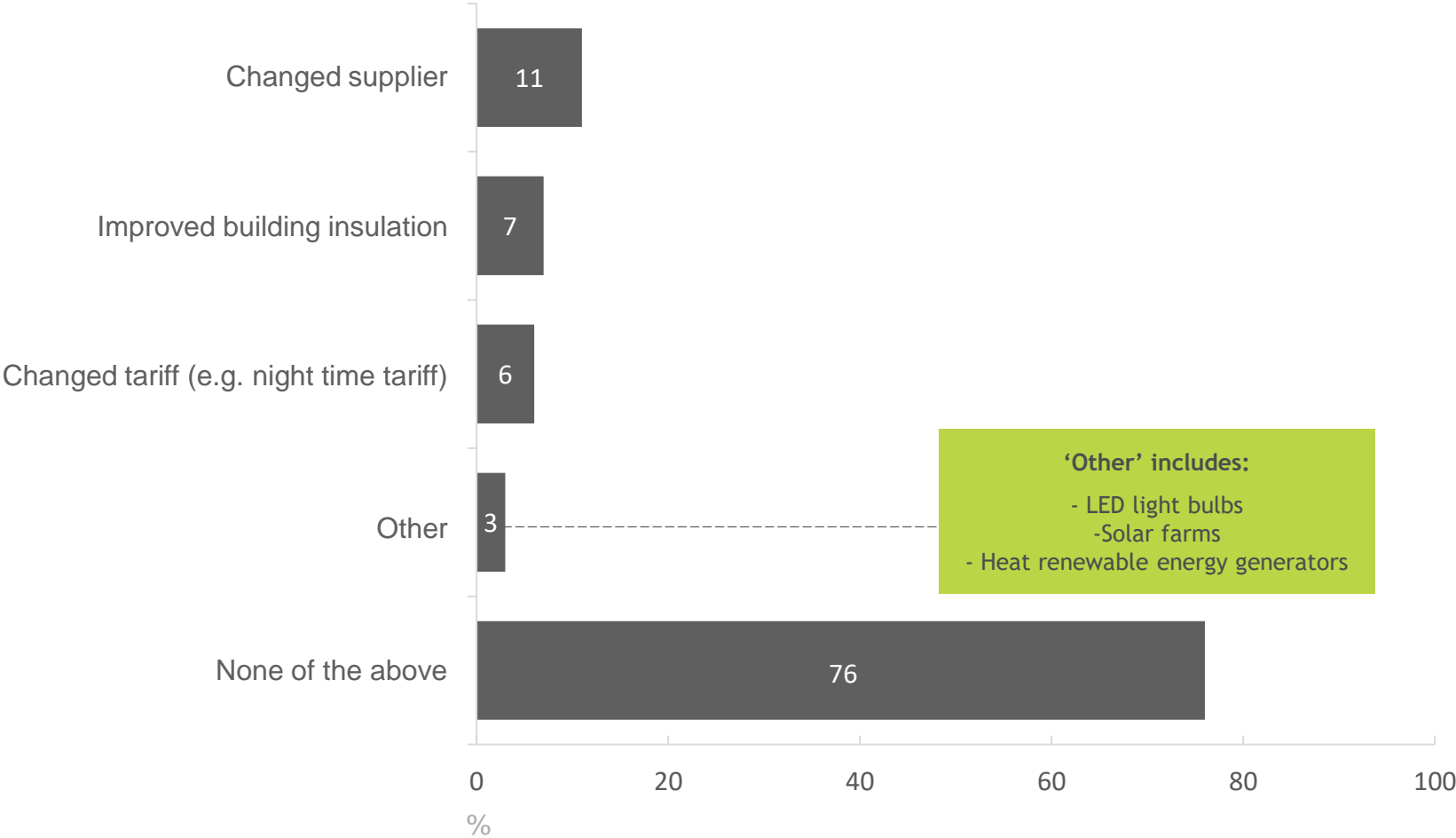
Base 213: All respondents. Weighted data



¹ Due to rounding percentages add to 99%-101%

E2 In the last three years has your organisation done any of the following to reduce your electricity use or bill?

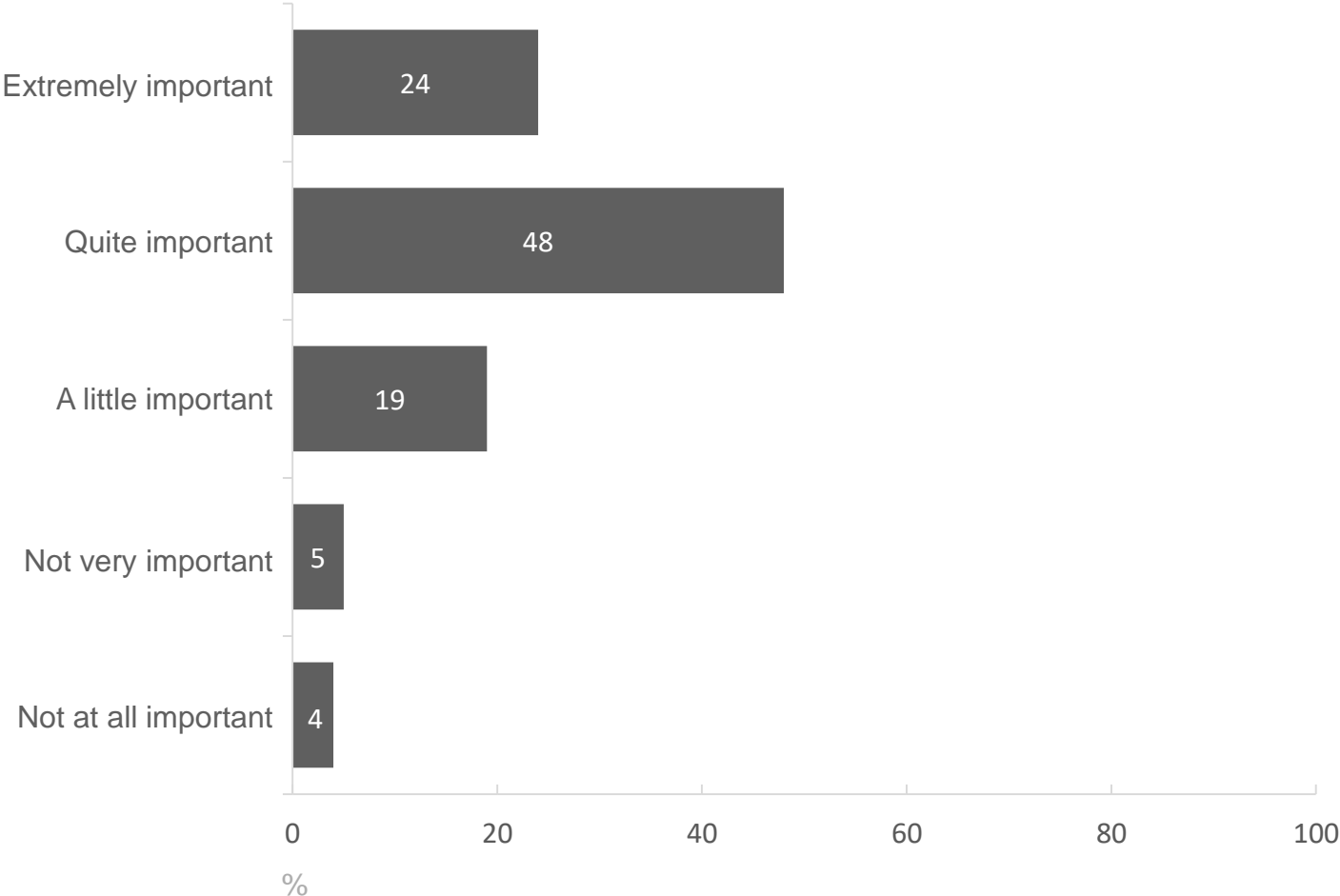
Base 213: All respondents. Weighted data



¹ Multiple response question, therefore percentages add to >100%

E4 How important, if at all, is the issue of climate change to your organisation?

Base 213: All respondents. Weighted data



¹ Due to rounding percentages add to 99%-101%



Summary of findings



Domestic



Business