

Customer Survey for Utilities & Energy Suppliers

12 questions · 6 min. to complete

NOTES FOR PARTICIPANTS

You get electricity, gas, water or heat from us. We would like to know how satisfied you are and which offers you would like. The survey takes about six minutes and is anonymous.

1 Which services do you get from us? **REQUIRED**

Multiple answers possible.

- ☐ Electricity
- ☐ Gas
- ☐ Water
- ☐ District heating
- ☐ Internet and phone
- ☐ EV charging

2 How long have you been a customer? **REQUIRED**

- ☐ Less than 1 year
- ☐ 1 to 5 years
- ☐ 6 to 10 years
- ☐ More than 10 years

3 How satisfied are you with the following?

Please tick one box per row.

	Very dissatisfied	Dissatisfied	Neutral	Satisfied	Very satisfied
Value for money	☐	☐	☐	☐	☐
How understandable the bill is	☐	☐	☐	☐	☐
Reachability of customer service	☐	☐	☐	☐	☐
Friendliness and competence of staff	☐	☐	☐	☐	☐
Handling of requests and complaints	☐	☐	☐	☐	☐
Online customer portal and app	☐	☐	☐	☐	☐
Security of supply	☐	☐	☐	☐	☐
Information on tariffs and changes	☐	☐	☐	☐	☐
Engagement in the region	☐	☐	☐	☐	☐

4 Have you contacted our customer service in the last twelve months?

- ☐ No
- ☐ Yes, by phone
- ☐ Yes, by email or contact form
- ☐ Yes, at the customer centre
- ☐ Yes, via the customer portal

5 If yes: how satisfied were you with how your last request was handled?

☐ ☐ ☐ ☐ ☐

1 2 3 4 5

Very dissatisfied

Very satisfied

6 Do you intend to switch to another supplier in the next twelve months? **REQUIRED**

- ☐ No
- ☐ Maybe, I compare from time to time
- ☐ Yes, I am planning to
- ☐ I have already cancelled

7 What would most likely make you switch?

Multiple answers possible.

- ☐ A lower price
- ☐ Better customer service
- ☐ A green or climate tariff
- ☐ A bundle offer (electricity, gas, internet)
- ☐ A better app or portal
- ☐ Nothing, I am staying

8 Which offers would you be interested in over the next two years?

Multiple answers possible.

- | | |
|---|---|
| ☐ Solar panels or balcony solar | ☐ Smart meter and dynamic tariff |
| ☐ Heat pump | ☐ Green electricity or biogas tariff |
| ☐ Home charging point or EV tariff | ☐ None of these |
| ☐ Energy advice | |

9 How likely are you to recommend us to friends or neighbours? REQUIRED

☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

0 1 2 3 4 5 6 7 8 9 10

0 – not at all likely

10 – extremely likely

10 How do you perceive us as a company in the region?

- ☐ Very positively
- ☐ Rather positively
- ☐ Neutral
- ☐ Rather negatively
- ☐ Very negatively

11 What should we improve first?

In your own words, please.

12 Which age group are you in?

- ☐ Under 30
- ☐ 30 to 44
- ☐ 45 to 59
- ☐ 60 and older

Prefer to analyse it digitally?

On paper, every sheet has to be typed up afterwards. The same template runs in DataLion as an online survey, and the analysis builds itself as responses come in — filters by department included, PowerPoint export too.

<https://datalion.com/en/templates/utility-customer-survey/>

A free template from DataLion. The same questionnaire is available as a ready-made online survey with automatic analysis:
<https://datalion.com/en/templates/utility-customer-survey/>