



From: GENERAL MANAGER, COMMERCIAL SERVICES AND SALES (Ag)

To: GENERAL MANAGER, SUPPLY CHAIN

Our ref: KP1/10C.3/1.4/2/ct

Date: 31st October, 2024

RE: SPECIFICATIONS FOR CUSTOMER SATISFACTION AND NET PROMOTER SCORE SURVEY SERVICES

1. BACKGROUND

The objective of the Customer Satisfaction Survey is to establish the organization's Customer Satisfaction Index, identify areas of improvement and offer insights on actions that are recommended for improving the score. In addition, this service will include quarterly Net Promoter Score surveys, which help us focus on delivering better customer experiences and building long-term customer loyalty.

The survey covers all counties and it measure different aspects of our business mainly; Communication, Awareness of Product and Service, Satisfaction with Power Restoration, Banking Halls & Contact Center, New Connections, Payment Channels, Power Reliability, Complaint Handling, Disconnection & Reconnection, Customer Loyalty among other aspects. The survey also involves the research firm making mystery calls to the National Contact Center and Mystery visits to the banking halls in order to gauge the service levels at these touchpoints.

Through the Net promoter Score surveys, Kenya Power can align their strategies to better meet customer needs, ensuring decisions are more data-driven and customer-focused. Detractors can help identify pain points, areas for improvement, or potential risks that need immediate attention.

2. SPECIFICATIONS FOR CUSTOMER SATISFACTION SURVEY SERVICES

1. Requirement: Valid membership to Marketing and Social Research Association (MSRA)
2. Ability to carry out nationwide customer satisfaction survey within a delivery timeline of six (6) weeks. The survey is a tracking survey for various parameters that have been measured in past surveys. The surveys will target our various groups of customers' i.e Newly connected customers, Current Domestic customers, Large Power customers, Small and Medium Commercial Customers and Corporate customers.

3. Scope: This two-year contract will survey a national representative sample to establish the satisfaction levels of Kenya Power customers. The collection tool is available for updating and deployment.
4. The survey will cover the service aspects of the Kenya Power operations as follows:

| OVERALL PERFORMANCE INDICATORS | |
|---|---|
| KPLC Customer Satisfaction Index | Overall Customer Satisfaction Index, Domestic Index, All Commercial Index, Pre-paid Index, Large Power Index. |
| KPLC Customer Loyalty | Domestic, Small Commercial, Industrial |
| Level of KPLC Meeting Customer Expectations | Domestic, Small Commercial, Industrial |
| Net Promoter Score | All customer segments |
| PRODUCT AND SERVICE USAGE | |
| Awareness, Usage and Satisfaction /Source of awareness | All KPLC services and products. |
| Awareness of *977# and myPower App | |
| Awareness of Self Reading | |
| COMMUNICATION CHANNELS | |
| Awareness, Usage and Satisfaction with Communication Channels | TV, Radio, Print, Articles, SMS, Online, Email |
| Preference | Most Preferred Channel of Communication |
| QUALITY OF POWER | |
| Quality Perception | Perception of Power Reliability and Stability |
| Incidence of outages | Frequency of outages |
| Satisfaction with Restoration | Length of time to restore power after outage. – Domestic and Large Power |
| Sources of Outages | Knowledge of sources of outages by customers |
| Communication of planned outages | Awareness of planned outages, Source of information and preferred communication of planned outage. |

| BILLING | |
|--|---|
| Understanding KPLC Billing Concepts | Customer knowledge of bill items |
| Satisfaction with Billing/Top Up | Pre-Paid and Post Paid |
| Satisfaction with Billing Resolution | Post Paid – adherence to customer charter |
| Awareness, Usage and Preference of Payment Channels | KPLC Offices, Easy Pay Partners, Mobile Payment. |
| Satisfaction on Payment Channels | For whatever channel they use, what is the satisfaction level |
| Awareness of late payment penalties and disconnection | Post-paid customers |
| Satisfaction with disconnection and reconnection process | Customer handling during disconnection and reconnection |
| COMPLAINT HANDLING | |
| Incidence and type of complaints to KPLC | Frequency of issues complaint by customers |
| Channel and Channel preference | Which channels are customers using to complain to KPLC |
| Resolution and satisfaction | Are the customers satisfied with how the issues were resolved |
| Satisfaction with Meter Replacement Complaint Resolution | Level of meeting Customer Charter |
| Satisfaction on Relationship Contact | Corporate Accounts and Large Power |
| Brand Image Index | A score on the brand perception on Kenya Power by customers. |
| CORPORATE SOCIAL RESPONSIBILITY | |
| Awareness, Impact and Preference of KPLC CSR activities | Checking for alignment to customer expectations |
| NEW CUSTOMER CONNECTION | |
| Awareness of new connection process | All customers |
| Awareness of Stima Loan | New Connections |
| Time taken and satisfaction with New connection | |
| Satisfaction with Connection Process - EADB | Level of adherence to Customer Charter |
| Satisfaction with Quotation Process E-Ref (Within 14 days) | Level of adherence to customer charter |

| | |
|--|--|
| Satisfaction with E- Reference Construction (Within 14 days) | Level of adherence to customer charter |
| MYSTERY SHOPPER SURVEY | |
| Branch and Easy pay partner evaluation | Environment, Personnel, Resolution, Queue management, time spent |
| Contact Center channel evaluation | Mystery shopping on Calls, email, live chat, SMS |
| Areas of Improvement | All Customers |

3. SPECIFICATIONS FOR QUARTERLY NET PROMOTER SCORE SURVEY SERVICES

1. Scope: This two-year contract will survey a national representative sample of at least 2000 respondents using cost effective survey methodologies (e.g online, phone, email, SMS, etc.) suitable for our customer base.
2. The main aspects of the Net Promoter Score are as follows:
 - Ensure the survey is concise and easy to understand, focusing on the key question: “How likely are you to recommend Kenya Power to a friend, relative or colleague?” followed by an open-ended question for feedback.
 - Ensure the sample is representative of various customer demographics, regions, and service types.
 - Manage all aspects of survey distribution and data collection, monitor survey progress, and provide regular updates on response rates.
 - Identify key drivers of customer loyalty and dissatisfaction through qualitative feedback analysis and provide statistical analysis of NPS scores across different customer segments, region and County.
 - Compare NPS results with industry benchmarks to evaluate Kenya Power’s performance in relation to peers and provide insights into industry best practices for improving NPS scores.
 - Deliver a comprehensive report with actionable insights, highlighting areas of improvement, trends, and recommendations.

Please note these for inclusion in the tender document.



DALTON LAGAT