



# AMERICAN CUSTOMER SATISFACTION INDEX

## *ACSI® Energy Utilities Study 2023-2024*

March 19, 2024

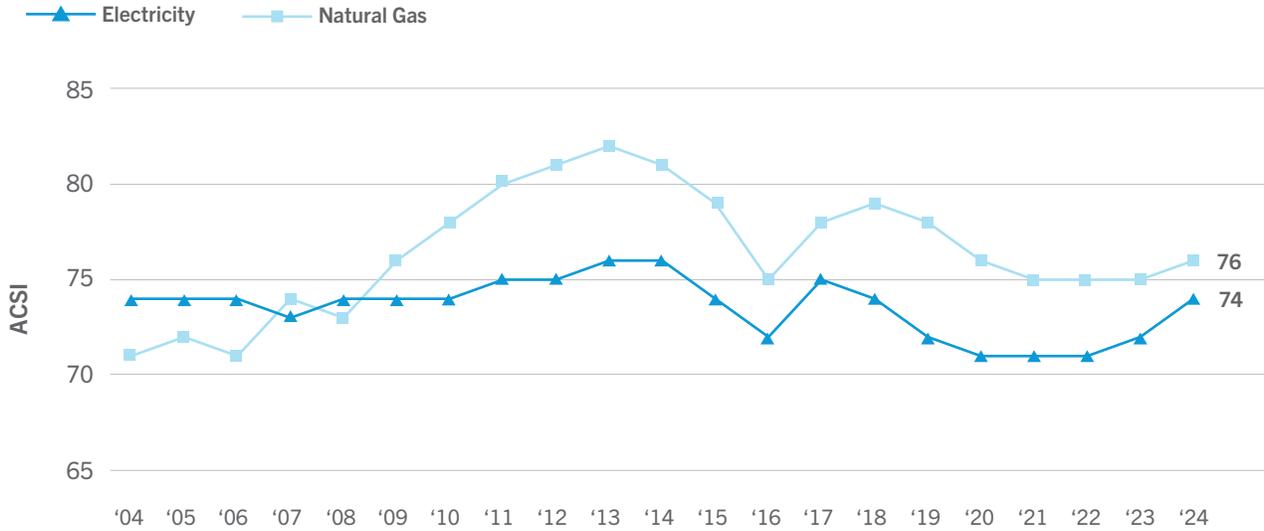
Customer satisfaction is a driving force that impacts the financial outlook of individual firms and the health of the U.S. economy at large. New results from the American Customer Satisfaction Index (ACSI®) provide customer satisfaction benchmarks for the energy utilities industry, including cooperative, investor-owned, and municipal utilities. The ACSI also captures consumer opinions about critical elements of the customer experience, tailored specifically to the industry.

The ***ACSI Energy Utilities Study 2023-2024*** is based on interviews with 28,887 residential customers, chosen at random and contacted via email from January to December 2023. Customers are asked to evaluate their recent experiences with the largest energy utilities in terms of market share, plus an aggregate category consisting of “all other”—and thus smaller—companies. ACSI scores are reported on a scale of 0 to 100.

### Key Takeaways

- While efforts to rebuild and strengthen energy utility infrastructure are underway with extraordinary support from the federal government, these projects will take time.
- After four years of flat performance, residential customer satisfaction improves 4% to an ACSI score of 75 as gains across the customer experience outweigh concerns about rising utility rates.
- Natural-gas provider Atmos Energy takes its leadership position a notch higher this year, rising 4% to top the list at 80—a satisfaction level not seen for the utility since 2018.
- PG&E moves out of last place with a 14% gain that nevertheless keeps the utility below the industry average for satisfaction; however, the company improves its service reliability and power restoration far more than does the overall industry this year.
- As energy utilities continue to face outside challenges like inflation, extreme weather, and increased demand, it will be all the more important to maintain strong relationships with customers that foster trust and engender patience through positive problem resolution and complaint handling.
- Study results show that complaint handling is essential to overall satisfaction as utilities that rise to the occasion in this area are reaping rewards through ACSI gains while those who do not are falling behind.

AMERICAN CUSTOMER SATISFACTION INDEX:  
**ELECTRICITY AND NATURAL GAS**  
 2004-2024 Industry Trends



0-100 Scale

Source: ACSI Energy Utilities Study 2023-2024.

© 2024 American Customer Satisfaction Index LLC. All rights reserved.  
 Charts extracted from this study for media use must include a statement identifying the study of origin and the publisher as the American Customer Satisfaction Index LLC. No advertising or other promotional use can be made of the data and information in this study without the express prior written consent of ACSI.

AMERICAN CUSTOMER SATISFACTION INDEX:  
**ENERGY UTILITIES**

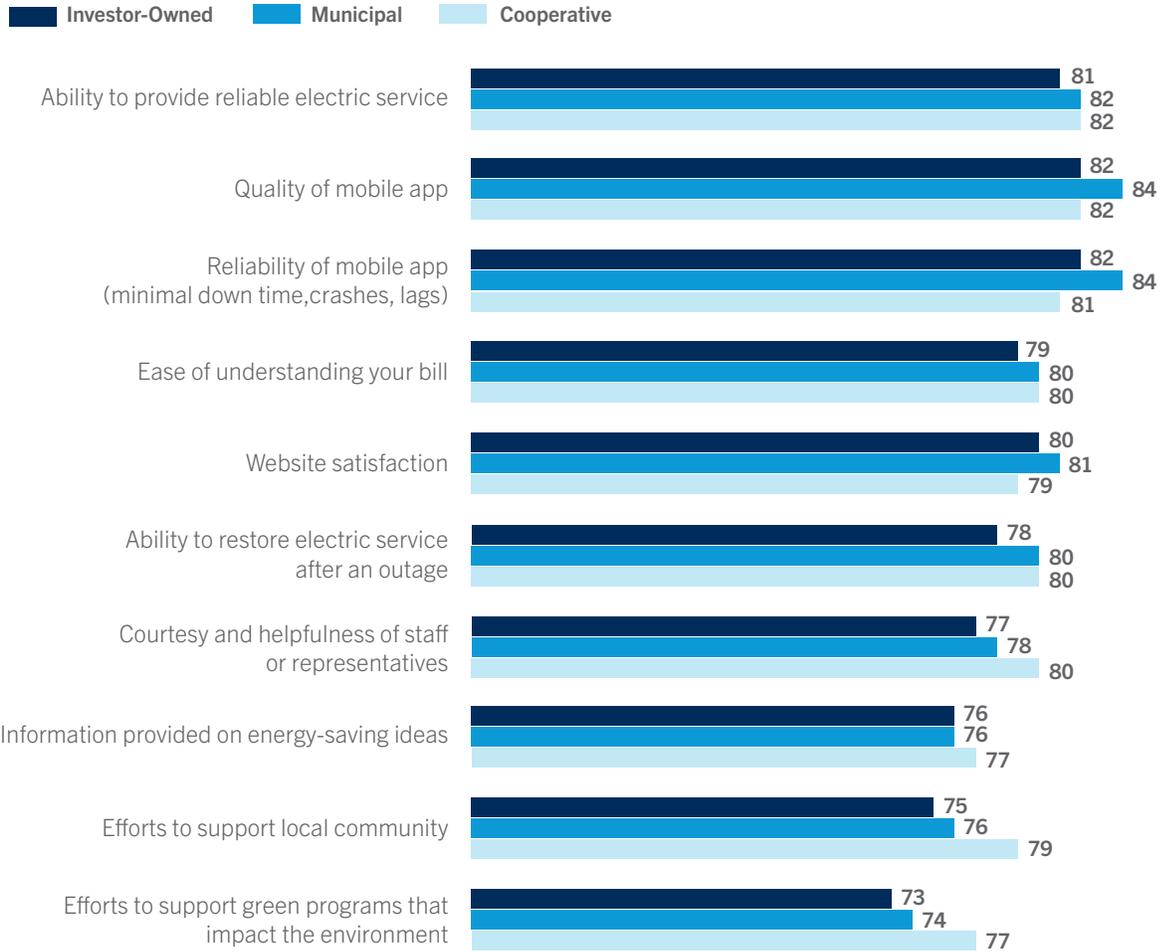
CATEGORY	2023	2024	% CHANGE
<b>Energy Utilities</b>	<b>72</b>	<b>75</b>	<b>4%</b>
Cooperative	74	78	5%
Municipal	71	75	6%
Investor-Owned	72	74	3%

0-100 Scale

Source: ACSI Energy Utilities Study 2023-2024.

© 2024 American Customer Satisfaction Index LLC. All rights reserved.  
 Charts extracted from this study for media use must include a statement identifying the study of origin and the publisher as the American Customer Satisfaction Index LLC. No advertising or other promotional use can be made of the data and information in this study without the express prior written consent of ACSI.

**AMERICAN CUSTOMER SATISFACTION INDEX:  
 ENERGY UTILITIES  
 2024 Customer Experience Benchmarks by Category**



0-100 Scale

Source: ACSI Energy Utilities Study 2023-2024.

© 2024 American Customer Satisfaction Index LLC. All rights reserved.  
 Charts extracted from this study for media use must include a statement identifying the study of origin and the publisher as the American Customer Satisfaction Index LLC. No advertising or other promotional use can be made of the data and information in this study without the express prior written consent of ACSI.

### AMERICAN CUSTOMER SATISFACTION INDEX: ENERGY UTILITIES

COMPANY	2023	2024	% CHANGE
<b>Energy Utilities</b>	<b>72</b>	<b>75</b>	<b>4%</b>
Atmos Energy	77	80	4%
Berkshire Hathaway Energy	74	77	4%
Dominion Energy	73	77	5%
Duke Energy	73	77	5%
NextEra Energy	75	77	3%
Southern Company	75	77	3%
Consolidated Edison	72	76	6%
All Others	73	75	3%
Ameren	72	75	4%
CenterPoint Energy	76	75	-1%
Exelon	74	75	1%
National Grid	69	75	9%
Sempra	72	75	4%
Xcel Energy	73	75	3%
PPL	72	74	3%
Public Service Enterprise Group	73	74	1%
WEC Energy Group	72	74	3%
CPS Energy	68	73	7%
Los Angeles Department of Water and Power	71	73	3%
NiSource	75	73	-3%
American Electric Power	72	72	0%
CMS Energy	72	72	0%
FirstEnergy	70	72	3%
PG&E	63	72	14%
DTE Energy	72	71	-1%
Edison International	68	71	4%
Eversource	65	68	5%
Entergy	69	67	-3%

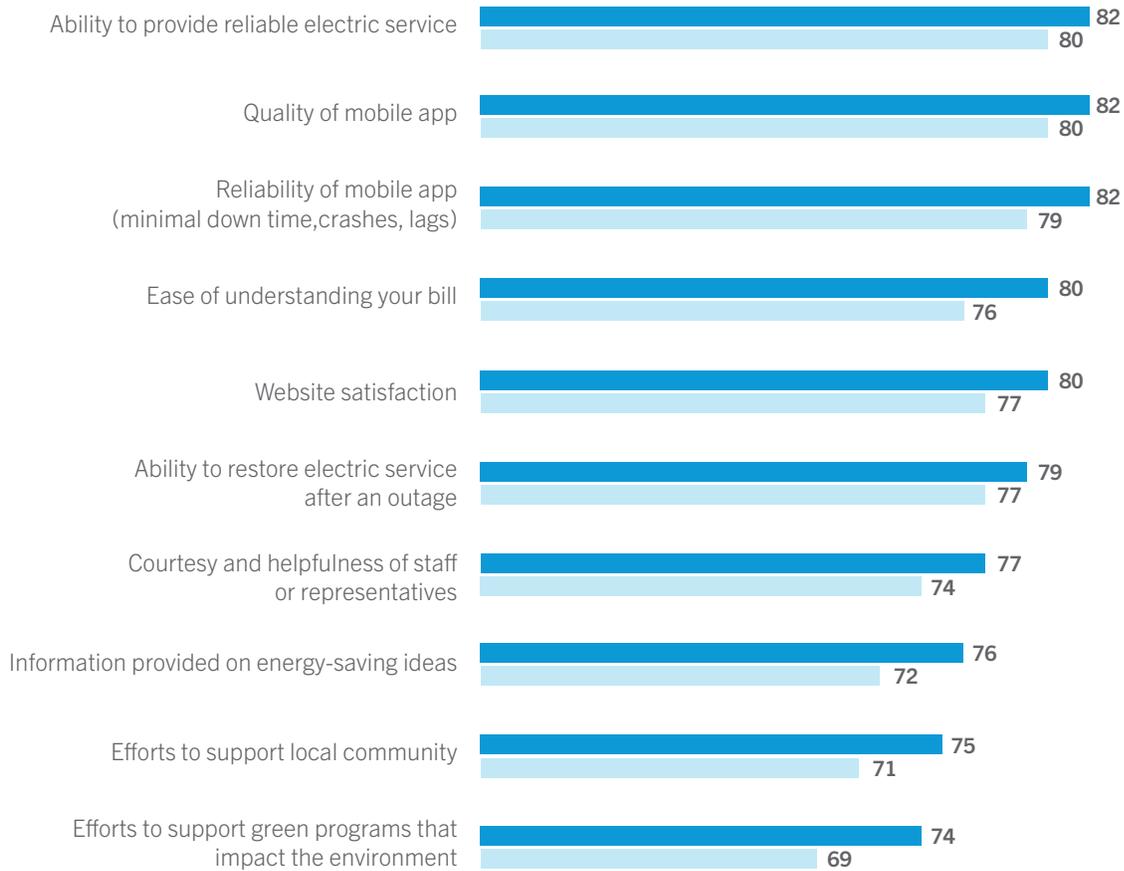
0-100 Scale

Source: ACSI Energy Utilities Study 2023-2024.

© 2024 American Customer Satisfaction Index LLC. All rights reserved.  
Charts extracted from this study for media use must include a statement identifying the study of origin and the publisher as the American Customer Satisfaction Index LLC. No advertising or other promotional use can be made of the data and information in this study without the express prior written consent of ACSI.

### AMERICAN CUSTOMER SATISFACTION INDEX: ENERGY UTILITIES Customer Experience Benchmarks Year-Over-Year Industry Trends

2024 2023



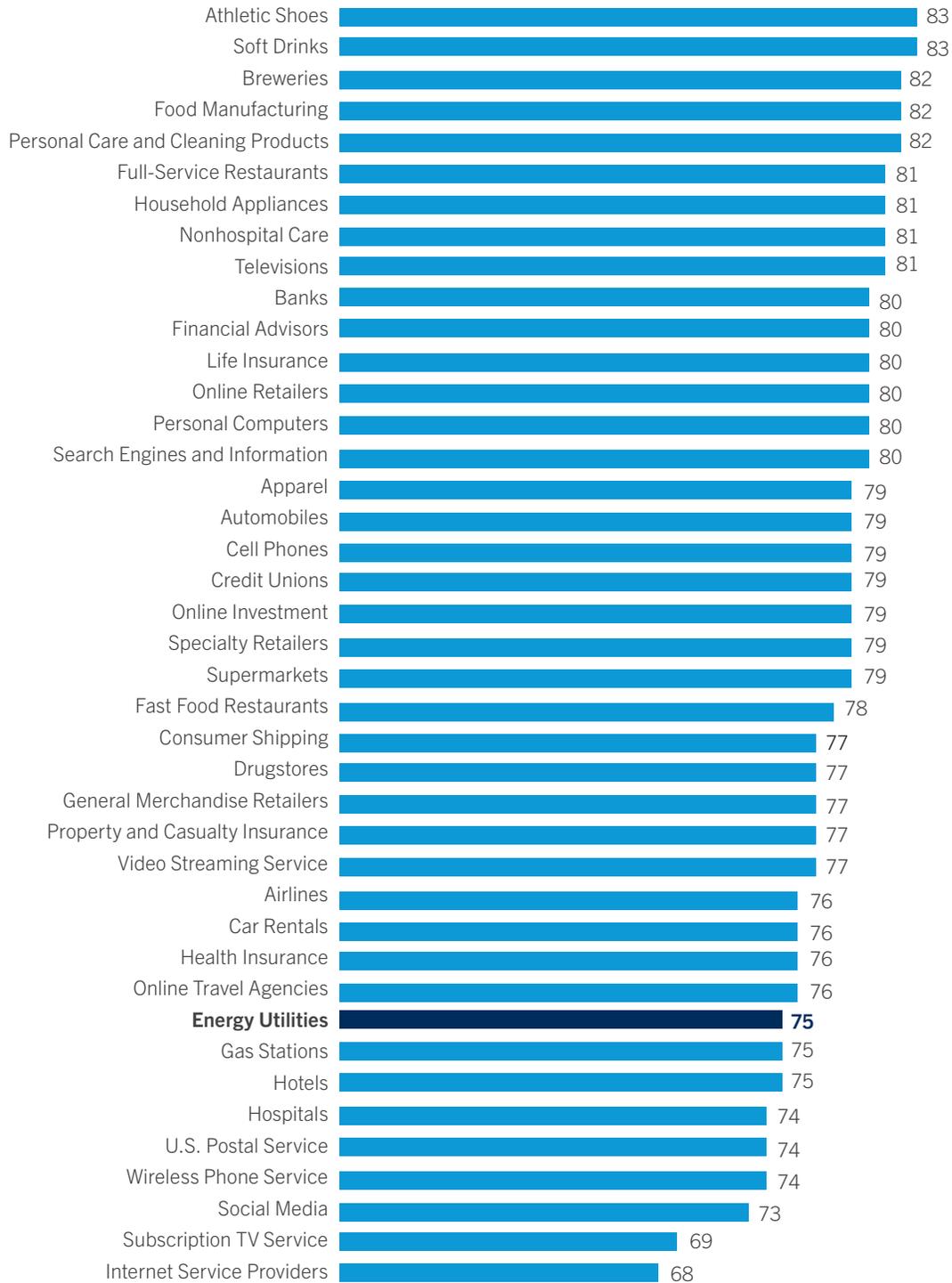
0-100 Scale

Source: ACSI Energy Utilities Study 2023-2024.

© 2024 American Customer Satisfaction Index LLC. All rights reserved.

Charts extracted from this study for media use must include a statement identifying the study of origin and the publisher as the American Customer Satisfaction Index LLC. No advertising or other promotional use can be made of the data and information in this study without the express prior written consent of ACSI.

## AMERICAN CUSTOMER SATISFACTION INDEX (ACSI®): CUSTOMER SATISFACTION BENCHMARKS BY INDUSTRY



0-100 Scale

Source: ACSI Energy Utilities Study 2023-2024.

© 2024 American Customer Satisfaction Index LLC. All rights reserved.

Charts extracted from this study for media use must include a statement identifying the study of origin and the publisher as the American Customer Satisfaction Index LLC. No advertising or other promotional use can be made of the data and information in this study without the express prior written consent of ACSI.



## ACSI Energy Utilities Study 2023-2024

ACSI survey data are used as inputs to the Index's cause-and-effect econometric model, which estimates customer satisfaction as the result of the survey-measured inputs of customer expectations, perceptions of quality, and perceptions of value. The ACSI model, in turn, links customer satisfaction with the survey-measured outcomes of customer complaints and customer loyalty. ACSI clients receive confidential industry-competitive and best-in-class data on all modeled variables and customer experience benchmarks.

***ACSI and its logo are Registered Marks of American Customer Satisfaction Index LLC.***

---

***No advertising or other promotional use can be made of the data and information in this study without the express prior written consent of ACSI LLC.***

