

Great Blue Research, Inc.

Utility Industry



COVID-19 Research

This offer is valid until April 30, 2020

Great Blue Research, Inc.



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Project Overview

GreatBlue Research has developed a strategy to support the utility industry with fast paced research to help understand the sentiments of customers and better anticipate their impending needs during these unprecedented times.

During this challenging time, it is imperative to understand the thoughts, opinions, and sentiments of your customers so you can better prepare to meet their needs. As many individuals have concerns regarding the current impact of coronavirus (COVID-19) on their well-being (financial, physical, etc.), it is important to understand specifically how your organization can assist during this period of uncertainty. GreatBlue Research proposes the use of digital research to effectively and efficiently gather insights from your customers, both commercial and residential. These research findings can then be used to target those customers with immediate needs and/or concerns and provide the best possible assistance.

Approach

The primary objective of this research is to quickly understand the needs and concerns of your customers, on a granular level and how your organization can help. GreatBlue has developed a short, 15 question digital survey to gather this information. The questions are action oriented and applicable for all utilities (or can be quickly customized to fit specific needs).

The survey has been developed for easy distribution to all customers and contacts within your digital database. A link will be provided to you for inclusion in email communications, on social media platforms and/or your company website. To maximize the value received and to ensure you are able to collect data from as many customers as possible, we will allow for an unlimited number of completed surveys to be collected over a three-week timeframe. Due to the time sensitive nature of the data, we will provide you with 24/7 access to automatically generated reports available in real-time as your customers provide feedback.

Goals of Research

To accomplish the goals of this research study, the survey will include but is not limited to the following topics:

- What are your main concerns regarding your utility service?
- What can your utility do to ease any burdens your are experiencing as a result of COVID-19?
- What immediate needs are required from your utility in the short-term, and potentially the long-term?
- Above and beyond financial, how can your utility be a resource during this challenging time?
- Are you aware of the programs and services your utility is offering?
- Are you satisfied with the communications from your utility regarding COVID-19 (method / frequency)?
- Interest to speak to a representative immediately to begin process for assistance?
- Demographic profile of respondents

Ultimately, to establish direct contact with those most in need, **the survey will conclude with a question asking respondents if they would like to speak with a representative, and if so, to provide their contact information (name, telephone number, and email address).** As outlined previously, this information will be available to the organization in real-time via an online portal.

The Results

In real-time and upon conclusion of data collection, your organization will be provided access to the data via an automated report and the raw data via Excel/SPSS file. The automated report will include a high-level question by question summation of the responses from your customers in a visual, easy to understand format. The raw data will include each customers' response as well as verbatim responses of their contact information. Ultimately, these insights will help guide immediate decisions to take action, implement changes, and assist customers as needed during this time.

Project Fee

This research service is being offered at total cost of **\$6,000**. Our goal is to offer an all-inclusive, pre-developed product to streamline the process and allow for quick turnaround and interaction between your organization and customers in need.



This all-inclusive price point includes all details as outlined in this document. In summation, this includes:

- Pre-developed survey instrument with your utility's branding (i.e. name and logo)
- Digital link featuring your utility's branding and available for inclusion in email communications, social media, and company website
- Data collection and compilation
- Real-time access to online portal for data and reporting
- Final automated report of all data collected