



Reading Municipal Light Department
RELIABLE POWER

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Press Release

RMLD Customer Survey: Very Positive Ratings Throughout

Reading, MA – In late 2020, the Reading Municipal Light Department (RMLD) partnered with GreatBlue Research to conduct a customer satisfaction survey. GreatBlue Research is a full-service market research company based in Connecticut with extensive experience conducting customer surveys for municipally-owned electric utilities in Massachusetts. The RMLD received very positive ratings throughout and will work to apply the feedback and insight collected to continuously improve its programs and processes.

The survey sought input in the areas of service reliability, rates, customer service, energy efficiency programs, power supply, policies for reducing greenhouse gas emissions, and more. Overall customer satisfaction results were positive with 96% of residential and 93.6% of commercial customer respondents indicating that they are a satisfied customer, a loyal customer, or an advocate of the RMLD.

Over 1,600 residential and 110 commercial customers responded to the survey, which was conducted by phone and online. The survey was completed in January, and results were presented to RMLD's Citizens' Advisory Board and Board of Commissioners at their public meetings held on February 24, 2021.

As customer satisfaction was just one of the many areas of investigation covered in the survey, those interested in seeing the comprehensive results are encouraged to view the complete report at <https://www.rml.com/about-rml/files/customer-satisfaction-survey-results-2021>.

The RMLD greatly appreciates the opportunity to receive feedback from its customers and would like to thank everyone who took the time to complete the survey.

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About Reading Municipal Light Department: Established in 1894, Reading Municipal Light Department (RMLD) is a municipal electric utility serving over 70,000 residents in the towns of Reading, North Reading, Wilmington, and Lynnfield Center. RMLD has over 29,000 meter connections within its service territory.