

SMUD BOARD POLICY



Category: Strategic Direction
Policy No.: SD-5
Title: Customer Relations

Maintaining a high level of customer relations is a core value of SMUD. Additionally, the Board sets a customer satisfaction target of 95 percent with no individual component measured falling below 85 percent. In addition, the Board establishes an overall customer experience “value for what you pay” target of 70 percent by the end of 2025 and 80 percent by the end of 2030, with neither the average commercial customer score falling below 69 percent nor the average residential customer score falling below 65 percent in any year.

As part of this policy:

- a) SMUD customers shall be treated in a respectful, dignified and civil manner.
- b) SMUD shall communicate a procedure for customers who believe they have not received fair treatment from SMUD to be heard.

Monitoring Method: CEO Report

Frequency: Annual

Versioning:

August 21, 2003	Resolution No. 03-08-11	Date of Adoption.
October 16, 2003	Resolution No. 03-10-14	Date of Revision.
May 6, 2004	Resolution No. 04-05-08	Date of Revision.
February 3, 2005	Resolution No. 05-02-05	Date of Revision.
April 17, 2008	Resolution No. 08-04-12	Date of Revision. (Rescinded)
June 5, 2008	Resolution No. 08-06-04	Date of Revision.
August 7, 2008	Resolution No. 08-08-03	Date of Revision.
October 16, 2008	Resolution No. 08-10-09	Date of Revision.
April 21, 2016	Resolution No. 16-04-08	Date of Revision.
April 6, 2017	Resolution No. 17-04-02	Date of Revision.
August 20, 2020	Resolution No. 20-08-04	Date of Revision.
September 21, 2023	Resolution No. 23-09-02	Date of Revision. [Current Policy]