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## **Online Customer Experience Study Will Allow New Braunfels Utilities to Gain Direct Feedback from its Customers**

(New Braunfels, TX – September 21, 2018) – New Braunfels Utilities (NBU) is constantly seeking ways to improve services for its customers. Part of this process includes an online survey to capture and gauge overall satisfaction and perceptions of the customer experience of NBU, its services, communication materials, programs, and resources.

New Braunfels Utilities has engaged Great Blue Research to conduct its customer experience study. An online survey has been activated to gather customer opinions and comments. Customers are invited to take the survey by visiting [nbutexas.com/customerexperience](http://nbutexas.com/customerexperience). The information will be used to enable New Braunfels Utilities to more clearly understand, and ultimately set a roadmap for continuous customer satisfaction improvement.

Customer responses are completely confidential. New Braunfels Utilities has contracted GreatBlue Research, a third-party data collection and customer experience agency, to analyze customer's feedback. The 1974 U.S. Privacy Act requires that GreatBlue maintain the anonymity of respondents to surveys the firm conducts. No information, by law, will be released that might in any way, reveal the identity of a respondent.

Melissa C. Krause, Executive Director, Communications and External Affairs, noted, "Understanding our customers' journey as they navigate through our service processes is important to NBU. We want to make the customer experience as user-friendly as possible. The insight we receive from this study will be used to make improvements to our overall organizational performance. We encourage our customers to participate in the survey."

If you have any questions about the survey, please feel free to contact GreatBlue Research at [research@greatblueresearch.com](mailto:research@greatblueresearch.com) or by phone at 860.740.4000.

We want to thank customers in advance for participating and helping New Braunfels Utilities continue to improve the customer experience.

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**About New Braunfels Utilities:**

Dedicated to excellence in service, New Braunfels Utilities is one of 2,000 community-owned, not-for-profit public power electric utilities in the nation. The mission of New Braunfels Utilities is to enhance the quality of our community by providing innovative, essential services. Governed by a Board of Trustees comprised of local residents appointed by the New Braunfels City Council, New Braunfels Utilities is committed to being a recognized and trusted community partner, providing electric, water, and waste water services. Utility revenues are continually invested back into the systems of the customers, which benefits the community. New Braunfels Utilities makes an annual transfer to the City of New Braunfels, which in turn helps to pay for services such as fire, police, and parks. Follow NBU on Facebook at [newbraunfelsutilities](https://www.facebook.com/newbraunfelsutilities), on Twitter at [nbutility](https://twitter.com/nbutility), and to learn more visit [nbutexas.com](http://nbutexas.com).

