



Avista Utilities

Performance Based Ratemaking Metrics

Customer Experience

Metric 1: Customer satisfaction, by class, with telephone service provided by customer service representatives

Details: this metric is reported on a quarterly basis and is only available for residential customers only.

Customer Satisfaction with Telephone Service Provided by Customer Service Representatives				
Year	Q1	Q2	Q3	Q4
2023	97%	98%	96%	95%
2024	97%	96%	98%	97%

Metric 2: Customer satisfaction, by class, with Avista’s field service representatives

Details: this metric is reported on a quarterly basis and is only available for residential customers only.

Customer Satisfaction with Field Service Representatives				
Year	Q1	Q2	Q3	Q4
2023	97%	96%	97%	99%
2024	96%	96%	97%	97%

Metric 3: Customer Complaints, by class, made to the Commission

Details: this metric is reported on a quarterly basis.

2023 Customer Complaints Made to the Commission					
Customer Class	Q1	Q2	Q3	Q4	Total
Residential	10	3	3	4	20
Commercial	0	0	0	0	0
Industrial	0	0	0	0	0
Total	10	3	3	4	20

2024 Customer Complaints Made to the Commission					
Customer Class	Q1	Q2	Q3	Q4	Total
Residential	3	3	4	1	11
Commercial	0	0	0	0	0
Industrial	0	0	0	0	0
Total	3	3	4	1	11

Metric 4: Percentage of customers call answered live by a customer service representative within 60 seconds

Details: this metric is reported on a quarterly basis.

Grade of Service - % of Calls Answered Within 60 Seconds				
Year	Q1	Q2	Q3	Q4
2023	84.1%	81.2%	81.2%	85.9%
2024	87.1%	87.5%	88.6%	86.4%

Metric 5: Number of outreach contacts

Details: this metric is reported on an annual basis.

Year	# of Outreach Contacts
2022	5,890
2023	1,568*
2024	9,367

*Due to staffing vacancies and limitations the Company decided to suspend some outreach activities in 2023.

Metric 6: Number of Marketing Impressions

Details: this metric is reported on an annual basis.

Year	# of Marketing Impressions
2022	42,395,723
2023	139,213,712*
2024	158,283,897

*Avista had a significant increase in marketing impressions in 2023 due to the introduction of its My Energy Discount program and various energy efficiency campaigns. The Company anticipates future marketing impressions to be more in line with the previous year.