

Study: Smart Grid Aware Customers More Satisfied with Utilities (But There Aren't Many of Them)

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Fewer than one in six residential customers say they are aware of actions taken by their electric utility to implement Smart Grid and smart meter technologies, according to a [study by J.D. Power and Associates](#). But there is some good news. The 2010 study found awareness had increased from 12% in August of 2009 to 16% this spring. And, when customers *are* aware of Smart Grid technologies and what their utility is doing with them, satisfaction with the utility company increases notably. The study found that awareness varies widely around the country, with greatest familiarity in California, Idaho, Georgia and Oregon – and lowest in Arkansas and Montana.

Quick Take: Here's yet another study telling us that consumer education is going to be key to customer adoption. If you weren't able to attend our recent [Secrets of Customer Adoption Webinar](#), this study is a good reason to take a look at the video and PowerPoint we've posted; you'll get some actionable tips from the trenches.