



2018

CUSTOMER SATISFACTION SURVEY

*Conducted from November 1 to 8, 2018
and answered by 7,157 of the Electric Circuit's 31,909 members.*

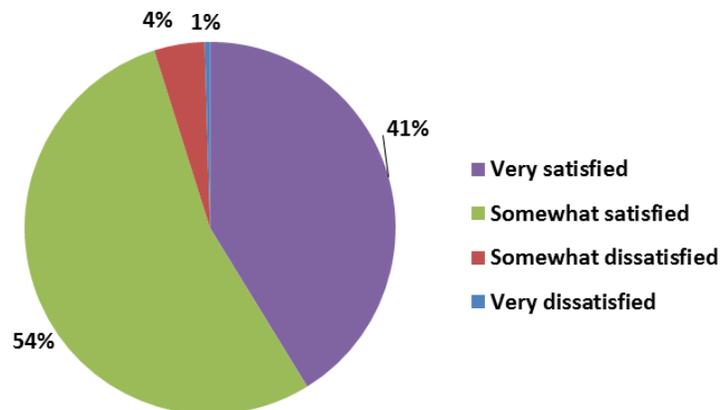


HIGHLIGHTS

- The majority of respondents said they were satisfied or very satisfied with the Electric Circuit.
- Half of the respondents wait at the fast-charge stations.
- The comments mainly reflected an interest in having more fast-charge stations in general, as well more at each site.
- The participation rate was almost the same as the last year (22% compared with 23% in 2017).

OVERALL SATISFACTION

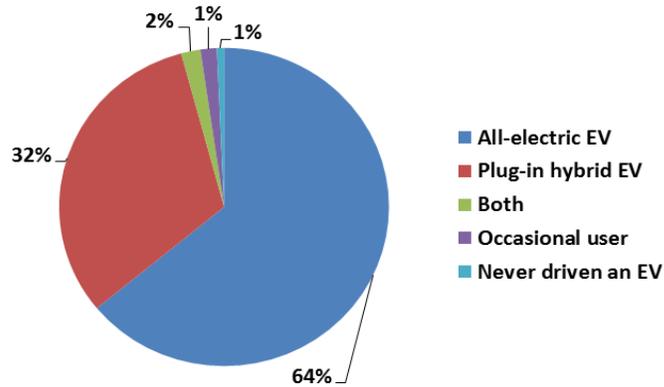
Overall satisfaction with the Electric Circuit in 2018 remained unchanged from 2017 and 2016, i.e., 95%.



QUESTIONS

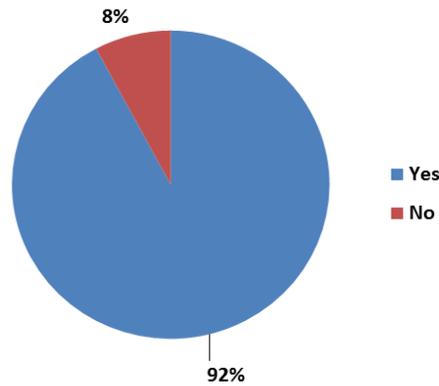
Do you own an all-electric vehicle, a plug-in hybrid vehicle or are you an occasional user?

Numbers stayed pretty much the same as 2017. Nearly two-thirds of respondents (64% in 2018 and 66% in 2017) said they owned an all-electric vehicle (EV). The remaining third (32% in 2018 and 30% in 2017) said they owned a plug-in hybrid vehicle (PHEV). As of October 31st, in Quebec, 45% of electric vehicles are fully electric and 55% are plug-in hybrids.



Is it your household's main vehicle, i.e., the car that is used most frequently?

For 92% of respondents, their EV is the most frequently used car in the household. The results were the same in 2017.

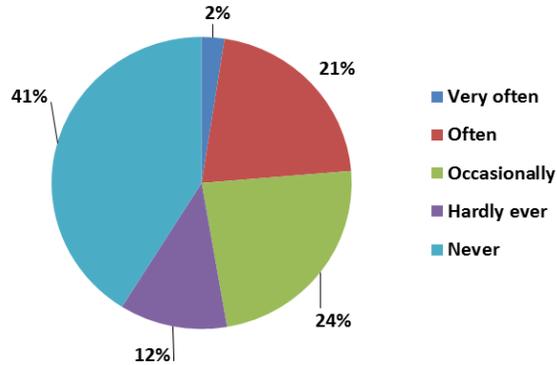


ELECTRIC CIRCUIT CHARGING STATIONS

What type of Electric Circuit charging station do you use most often?

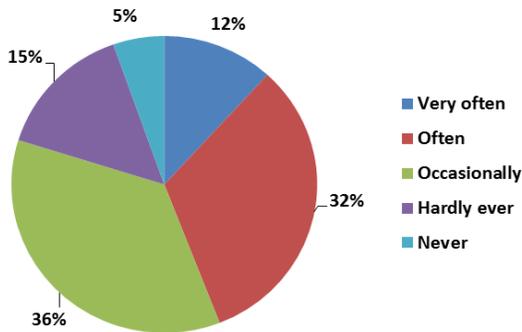
a) Fast-charge stations (400 volts)

Only 23% of respondents said they use fast-charge stations (DCFC) often or very often, and 41% said they have never used a fast-charge station.



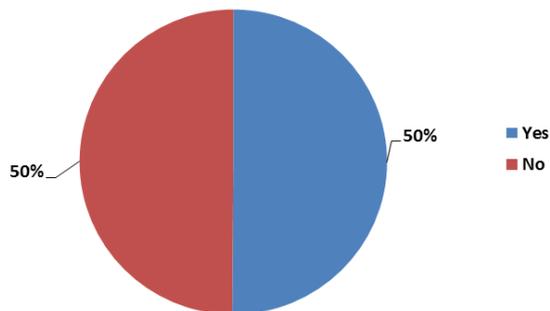
b) Standard charging stations (240 volts)

Standard charging stations are used much more frequently than fast-charge stations. In fact, 44% of respondents said they use standard charging stations often or very often, and only 5% said they have never used one.

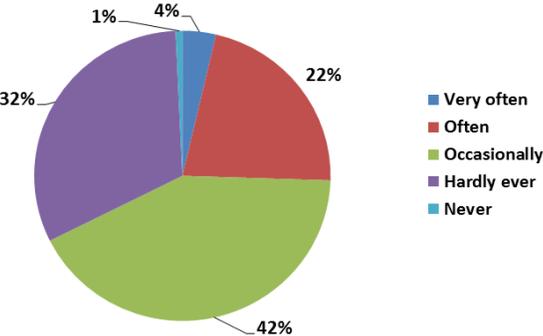


Have you ever had to wait to charge your vehicle battery at a fast-charge station?

This year half of the respondents waited at a fast-charge station.

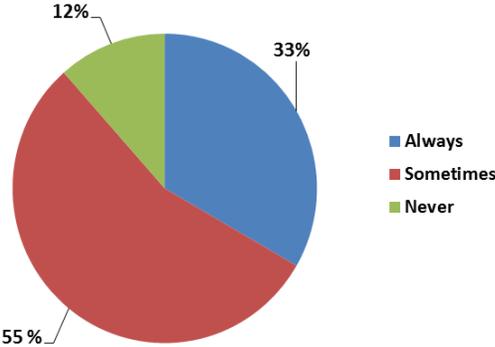


The majority of the respondents waited to charge their EV (67%), of which half (42%) did occasionally, so one charge out of five.



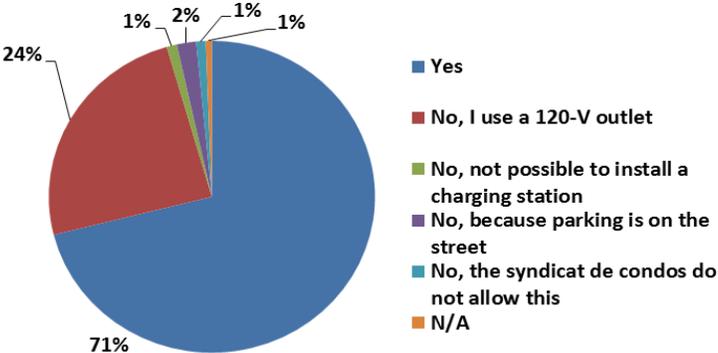
When charging your vehicle at a 400-V fast-charge station, do you spend money at businesses near the station?

Among the 59% of respondents who used a fast-charge station (see question a) up below), the majority (88%) said they spent money during the charge. In 2017, that percentage was 91%. The percentage of respondents who “always” spend money was 33%, up from 35% in 2017.



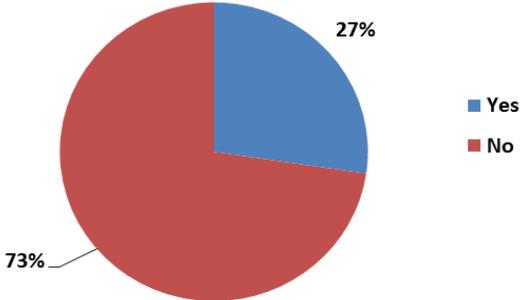
Do you have a 240-V charging station at home?

Most respondents have a charging station at home (71%). In 2017, 76% of respondents had a charging station at home.

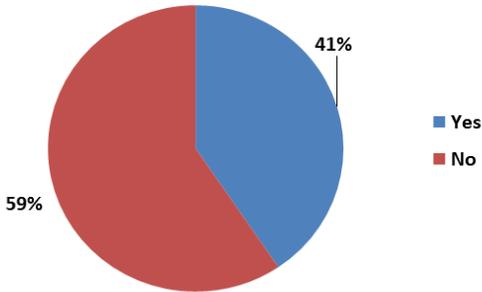


Do you have a 240-V charging station at work?

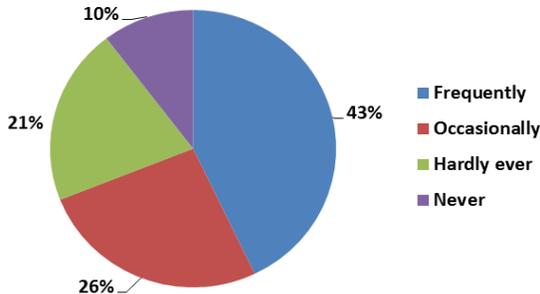
Numbers are identical to those in 2017. Most respondents do not have a charging station at work (73%) and 59% of them do not consider they need one. The respondents who have one at work (27%) said they use it frequently (43%). In 2017, 53% said they use it frequently.



Do you really need it?



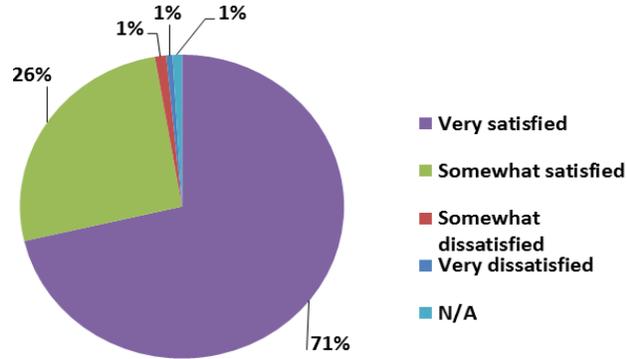
Do you use it...?



SATISFACTION WITH THE ELECTRIC CIRCUIT

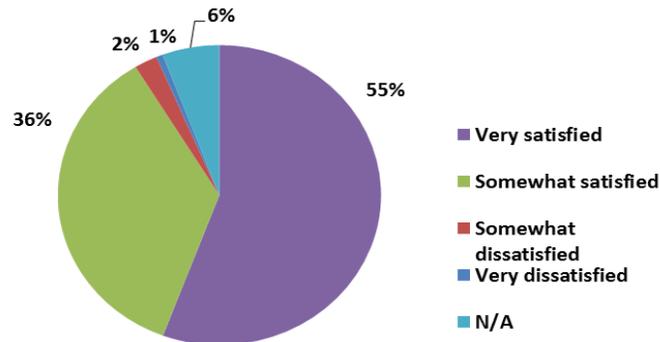
Ease of subscription

Over 97% of respondents said they were satisfied or very satisfied with the ease of subscription to the Electric Circuit. It was the same thing in 2017, with 97% also.



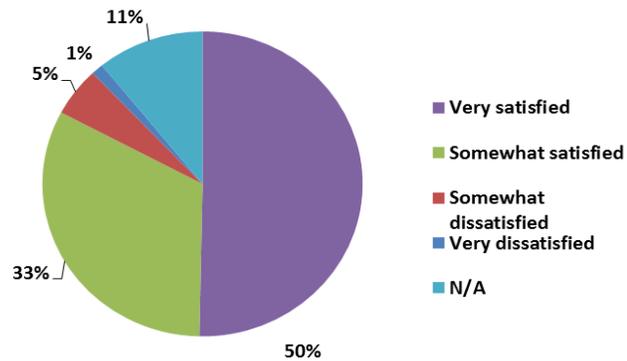
Web site user-friendliness

Nearly all respondents (91%) said they were satisfied or very satisfied with the Web site's user-friendliness.



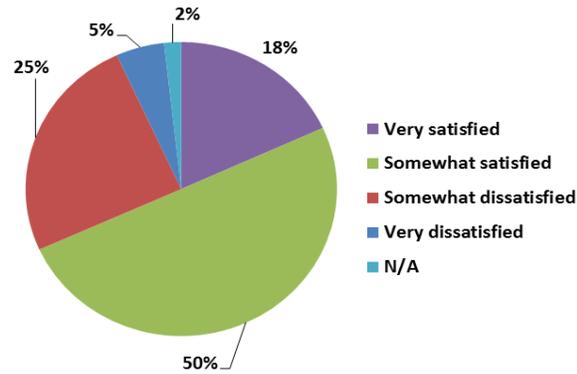
User-friendliness of the mobile app

Most of the respondents (83%) said they were satisfied or very satisfied with the user-friendliness of the mobile app.



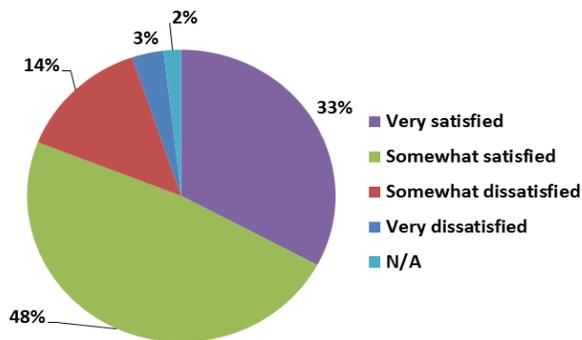
Geographic distribution of charging stations

User satisfaction with regard to geographical distribution is similar to last year (68% are satisfied in 2018 and 70% were in 2017). The rates of dissatisfaction were 30% and 28%, respectively. According to the comments received, and as was the case last year and in 2016, the respondents want more fast-charge stations on the same site in all regions and in major urban centres, primarily to avoid having to wait. Without question, the interest in fast charging is growing.



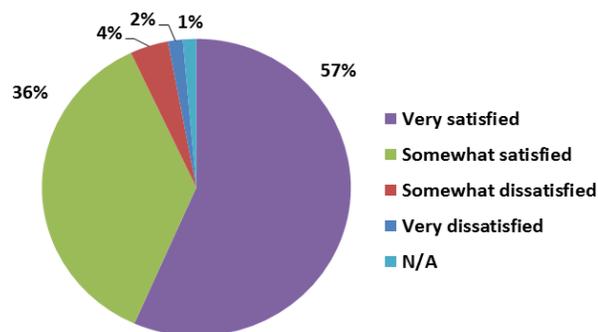
Ease in locating and accessing stations

Respondents said they were satisfied or very satisfied (81%) with the ease of locating and accessing charging stations.



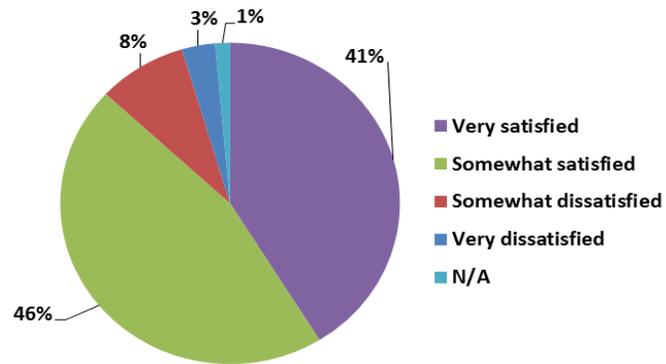
Charging experience

The vast majority of respondents (93%) are satisfied or very satisfied with their charging station experience. In 2017, it was 97%.



Rates

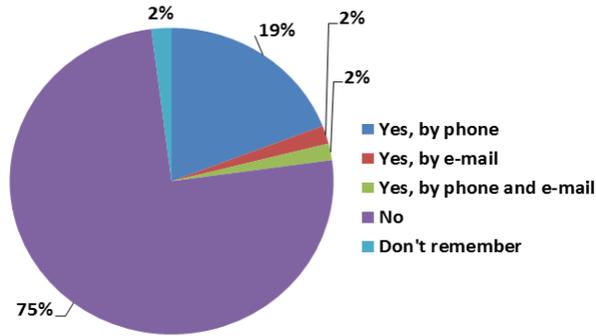
Satisfaction regarding charging rates stayed stable compared with 2017, moving from 89% to 87% in 2018.



SATISFACTION ON BEHALF OF THE CUSTOMER SERVICE PROVIDED BY CAA-QUÉBEC

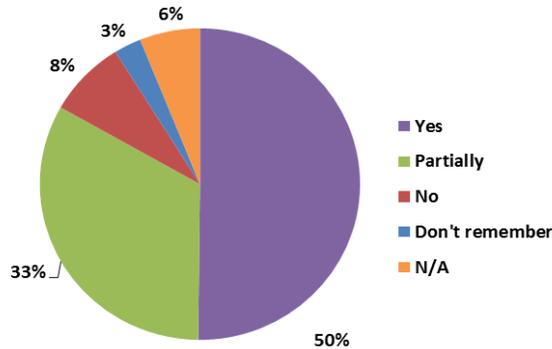
Have you ever used the Electric Circuit customer service?

Two-thirds of respondents never required CAA-Québec customer service (75%). For those who needed the service, most reached out by phone (19%). Very few people contacted customer service by e-mail, i.e., 2%.



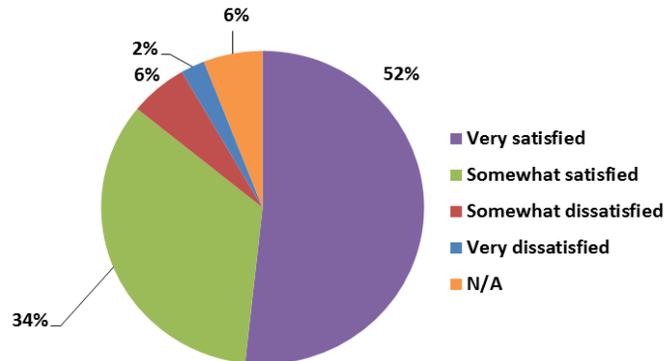
Were your questions answered clearly and accurately?

The majority of respondents who used customer service was very satisfied or somewhat satisfied (83%).



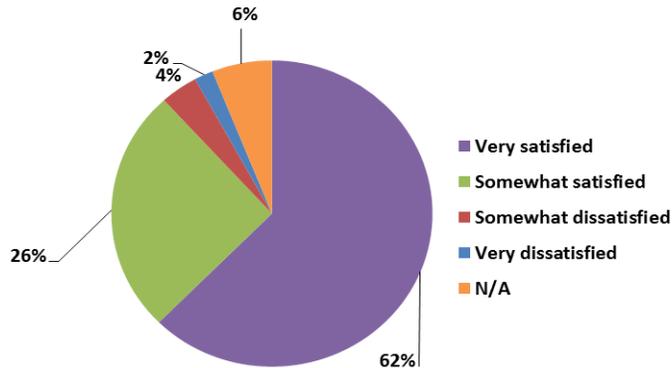
How satisfied are you with how long it took to answer your questions?

Similar to the satisfaction level with questions being answered, the level of satisfaction with the delay of getting an answer is very high (86%).



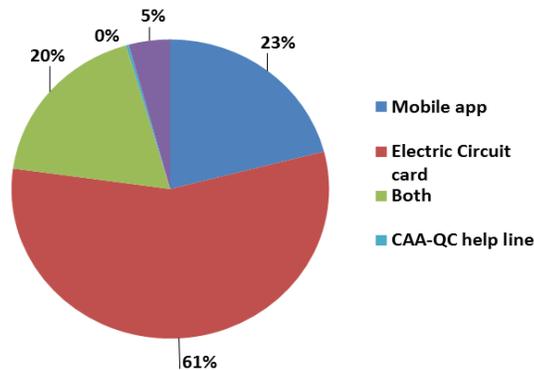
How satisfied are you with the efficiency and courtesy of customer service?

Almost all respondents were somewhat satisfied or very satisfied with the efficiency and courtesy offered by CAA-Québec (88%).



When you start charging your car battery, do you use the mobile app, your Electric Circuit card or CAA-Québec's customer service?

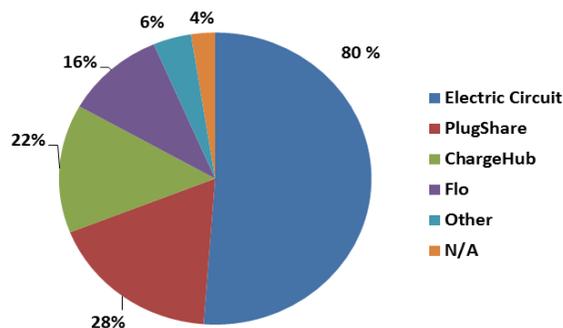
More than half of respondents (61%) use the Electric Circuit card to start their charge, compared with 23% who use the mobile app. The use of the mobile app did not increase much over 2017 (21%). Less than a quarter of respondents said they use both methods.*



*Many answers were possible

When you are looking for a charging station, which Web site or mobile app do you use?

Most respondents use the Electric Circuit Web site to look for a charging station (80%).*



*Many answers were possible

COMMENTS

Fast-charge station deployment

The vast majority of the comments focused on increasing the number of fast-charge stations, particularly the installation of several fast-charge stations at the same site and the very busy sites, such as national parks or movie theaters. In 2019, over 100 fast-charge stations will be deployed.

Urban planning at fast-charge stations sites

A few comments mentioned the urban planning of fast-charge stations sites, with respondents requesting more services such as picnic tables, garbage bins, toilets and vending machines. When the Electric Circuit plans the deployment of fast-charge stations, it prioritizes sites offering a range of services. At some sites there are no services available, but the location is strategic.

Geolocation of the charging stations by Waze and Google

A few comments raised the fact that it could be very useful to have the Electric Circuit charging stations on Google and the mobile app Waze. We are currently evaluating this possibility.



The Electric Circuit wishes to thank all survey respondents. Their valuable input will help ensure the continued improvement of our service offering.