Regulated Service Provider
Totota Electric Cooperative (TEC)

First Quarter Customer Service Performance Report

January to March -2025

Contents

Acronyms

LERC	Means Liberia Electricity Regulatory Commission
ELL	Means Electricity Law of Liberia -2015
CSQSR	Means Customer Service and Quality of Supply Regulations - 2021
TRD	Means Technical Regulations Directorate
TEC	Means Totota Electric Cooperative
KPI	Means Key Performance Indicator
BOC	Means Board of Commissioners

1. Background

The 2015 Electricity Law of Liberia (ELL) establishes a regulatory framework for the electricity sector aimed at promoting safe, reliable, and sustainable electricity services. ELL per section 3.3 (A)(5) mandates the Liberia Electricity Regulatory Commission to oversee the sector, ensuring that service providers adhere to technical and performance standards. Key objectives include enhancing access to electricity, fostering competition, and protecting consumer and service providers' rights. Pursuant to this mandate, In August 2021, the LERC approved the Customer Service and Quality of Supply Regulations (CSQSR 2021), which set forth performance benchmarks for electricity service providers.

These regulations aim to ensure that customers receive safe, adequate, and reliable electricity services. The CSQSR outlines specific standards for service delivery, including timely notification of outages, accuracy in billing, and responsiveness to customer complaints. Compliance with the ELL and CSQSR is crucial for maintaining high service quality and ensuring customer satisfaction. Adhering to established standards helps.

Following the BOC's approval of the CSQSR 2021, the Technical Regulations Directorate engaged the electricity distribution service providers to provide understanding of the Regulations, implement the provisions of the Regulations, and monitor compliance with the minimum and guaranteed service levels.

2. Objective

The objectives of this report are:

- To assess Totota Electric Cooperative (TEC) compliance level with the 2015 ELL and the CSQSR 2021.
- To highlight issues that have the propensity to adversely impact TEC system reliability, supply adequacy, safety, and quality of service.
- Provide recommendations for improvement where required and recommend measures to sustain the gains where performance is satisfactory.

3. Reporting Period

This report covers the performance of the TEC for the third quarter of the fiscal year 2025, specifically from January 1, 2025, to March 31, 2025. The assessment focuses on the customer service performance indicators as stipulated in the Customer Service and Quality of Supply Regulations. The quarterly analysis provides insights into compliance levels, service delivery, and operational efficiency during this period.

4. Methodology

The assessment of customer service performance for the TEC was conducted in alignment with the standards set forth in the Customer Service and Quality of Supply Regulations (CSQSR 2021). The following steps were undertaken to ensure a comprehensive evaluation:

Definition of Key Performance Indicators: A total of 33 customer service indicators were identified from Schedule 2 of the CSQSR 2021, which outlines the Minimum Service Levels for electricity distribution. These indicators serve as benchmarks for assessing performance.

Data Collection: Monthly performance data was collected from TEC's reports submitted to LERC. This data encompassed indicators related to customer service and operational effectiveness.

Data Analysis: The monthly scores for seven KPIs were averaged over the three months of the reporting period (January, February, and March 2025) to derive quarterly performance results. This quantitative analysis provided a clear overview of TEC's adherence to the established service standards.

Performance Reporting: The selected KPIs were summarized into a more concise set of seven indicators (**see Table 1**), facilitating easier interpretation of the results. These indicators reflect crucial aspects of customer service, including notification of planned outages, complaint resolution, and billing accuracy.

Compliance Assessment: The performance data was then evaluated against the compliance rating system established by the LERC, categorizing results into five compliance statuses ranging from "Compliant (HIGH)" to "Significantly Non-compliant." This systematic approach allowed for a clear understanding of TEC's performance relative to regulatory expectations.

This methodology ensures a robust and transparent evaluation of TEC's customer service performance, providing actionable insights for improvement.

5. Customer Service Key Performance Indicator

Table 1.0

No.	Customer Service -KPI
1	Notification to customers in advance of Planned outages
2	Customers timely access to service provider's customer service platform
3	Billing Computation and Accuracy
4	Complaints resolution and responsiveness
5	Revenue protection initiative
6	Access to vending platform
7	New customers connection rate

6. Score Card

Compliance rating is based on the card below:

Table 2.0

No.	Compliance Status	Grading (%)	Rating	Description of compliance
1	Compliant (HIGH)	95-100	1	Compliant with no further action required to maintain compliance
2	Compliant (MEDIUM)	85-94	2	Compliant apart from minor or Immaterial action required to maintain compliance
3	Compliant (LOW)	75-84	3	Compliant with major or materials recommendations to improve the strength of internal controls to maintain compliance
4	Non-compliant	60-74	4	Does not meet minimum requirements.

5	Significantly non- compliant	0-59	5	Significant weakness and/or serious action required.

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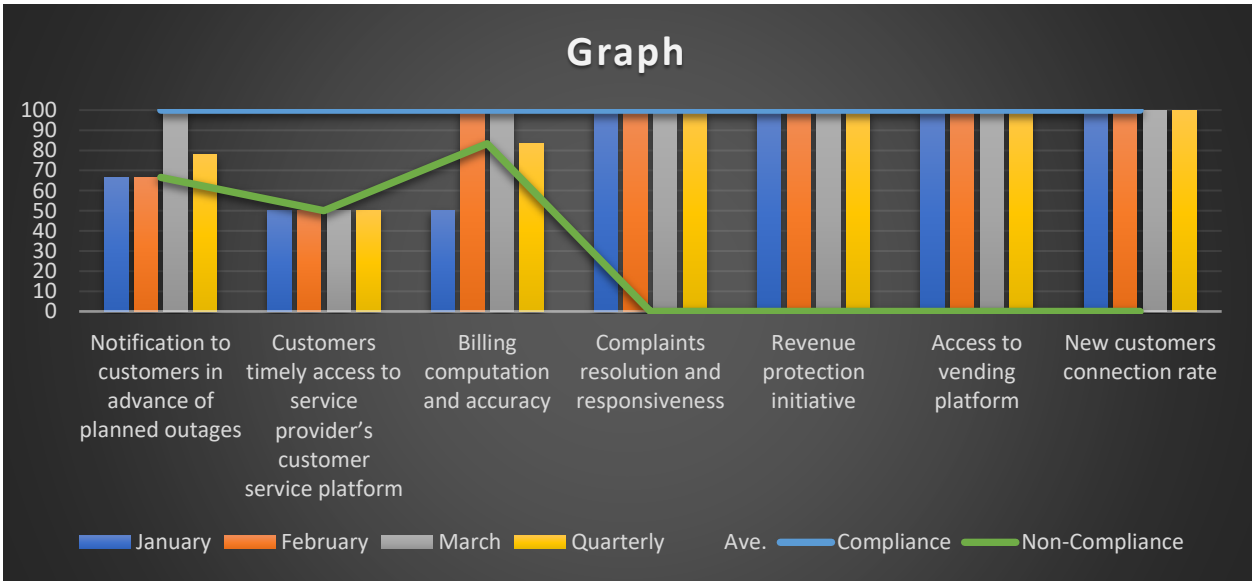
7. Key Findings

Table 3.0

No.	Customer Service KPI	SCORE CARD				
		January 2025 (%)	February 2025 (%)	March 2025 (%)	Quarterly Ave. (%)	Compliance status
1	Notification to customers in advance of planned outages	66.66	66.66	100	77.77	3
2	Customers timely access to service provider's customer service platform	50	50	50	50	5
3	Billing computation and accuracy	50	100	100	83.33	3
4	Complaints resolution and responsiveness	100	100	100	100	1
5	Revenue protection initiative	100	100	100	100	1
6	Access to vending platform	100	100	100	100	1
7	New customers connection rate	100	100	100	100	1
COMPLIANCE IS (MEDIUM) COMPLIANT APART FROM MINOR OR IMMATERIAL ACTION REQUIRED TO MAINTAIN COMPLIANCE						2

8. Scorecard Graph



The graph illustrates the overall customer service performance of Totota Electric Cooperative (TEC) for Q1 2025 across key performance indicators. It shows monthly compliance levels for January, February, and March, as well as the quarterly average, and highlights areas of non-compliance.

In January, February, and March of 2025, the compliance rate was recorded as MEDIUM, with rates of 80.95%, 88.09%, and 92.85%, respectively. These figures reflect a strong adherence to regulatory standards across most key performance indicators.

The green trend line illustrates the non-compliance status and highlights fluctuations in TEC's ability to meet minimum service levels for all indicators. The noticeable increases in the green line during January, February, and March indicate lapses in areas such as the timeliness of outage notifications, customer access to the service provider's customer service platform, and billing computations and accuracy.

These variations emphasize the importance of continuous monitoring and timely intervention to reduce non-compliance occurrences and promote consistent performance. Areas that record high non-compliance rates may require targeted actions, such as improving the timeliness of communication protocols for planned outages and faster response and complaint resolution mechanisms.

As indicated in **Table 3**, the overall customer service and regulatory compliance status of TEC customer service for the first quarter of 2025 is MEDIUM- compliant, apart from minor or immaterial action required to maintain compliance

The key issues identified during the performance monitoring process are summarized below:

Access to Customer Service Platform:

Goal: Improve the accessibility and responsiveness of the customer service platform.

Analysis: TEC faced significant challenges in providing timely access to its customer service platform during Q4 2024. Key performance indicators revealed that only 50% of customer calls were answered within the target timeframe of 30 seconds in October, November, and December, below the Commission's minimum service level requirement of 95%, as outlined in the CSQSR 2021. This trend continued into Q1 2025, with no notable improvement. The consistent shortfall highlights a systemic issue in service responsiveness that requires urgent intervention.

Target: Attain at least 95% customer satisfaction by accessing the service platform by the end of Q2 2025.

Actions:

- Conduct comprehensive staff training focused on improving response times and customer engagement.
- Redesign the user interface of the service platform to enhance usability, guided by user experience best practices.
- Introduce a real-time customer feedback mechanism to identify and address pain points promptly.

Recommendation:
To meet the Commission's service levels and improve customer satisfaction, TEC must prioritize the enhancement of its customer service platform. This can be achieved by investing in targeted staff training, implementing a more intuitive user interface, and actively incorporating customer feedback to drive continuous improvements in service delivery.

Notification to customers in advance of planned outages:

Objective: To improve timeliness and ensure compliance with regulatory standards on minimum service levels, which require that all customers be notified of planned outages at least three business days prior to implementation.

Analysis: Totota Electric Cooperative (TEC) failed to meet the regulatory requirement stipulated in the Customer Service and Quality of Supply Regulations (CSQSR), which mandates advance notification for planned outages. Specifically, TEC carried out routine maintenance outages on January 15–16, 19, 20, and February 1, 2, 6, and 13–14, 2025, without providing the required notifications to affected customers. These repeated lapses in communication not only violate regulatory standards but also undermine customer trust and increase the likelihood of customer dissatisfaction due to unanticipated service disruptions.

Target: Achieve at least 95% compliance in providing timely outage notifications to customers by the end of Q2 2025.

Actions:

- Develop and implement a standardized maintenance schedule with clearly defined communication protocols.
- Establish automated systems to issue outage notifications to customers at least three business days in advance.
- Conduct staff training on regulatory compliance and the importance of proactive communication.
- Monitor and audit notification records regularly to ensure adherence to CSQSR requirements.

Recommendation:

TEC must adopt a structured and transparent notification system to ensure customers are informed of all planned outages well in advance. This will not only align operations with CSQSR standards but also help minimize disruptions, protect customer assets, and foster greater trust and satisfaction. Achieving 95% compliance by Q2 2025 should be prioritized as a key performance indicator.

9. Conclusion

Notable performance improvement of TEC in Q4 2024 over Q1 2025 is summarized below:

Table 4

No.	Customer Service Key Performance Indicators	4th Quarter 2024 %	1st Quarter 2025 %	Percentage Change 2025 %	Comment
1	Notification to customers in advance of planned outages	100	77.77	22.23	Decrease
2	Customers timely access to service provider's customer service platform	50.16	50	0.16	Decrease
3	Billing computation and accuracy	100	83.33	16.67	Decrease
4	Complaints resolution and responsiveness	100	100	0	No change
5	Revenue protection initiative	100	100	0	No change
6	Access to vending platform	100	100	0	No change
7	New customers connection rate	100	100	0	No change
8	Postpaid meter reading and bill delivery	100	100	0	No change

10. Appendix 1

Minimum Service Levels-Distribution

Item no	Service measure	Standard	
1	Notification of customer in advance of a planned interruption	At least 3 business days written notice ahead of the interruption specifying expected date, time and duration of interruption.	95% of the time
2	Telephone services	24 hrs. fault receiving and emergency service Seven days a week	100%
3	Time to respond to telephone calls	85% within 30 seconds	95% of the time
4	Time to respond to written enquiries	95% within 5 business days	95% of the time
5	customer bill contestation complaint	Response within 5 business days Resolution within 5 business days.	100%
6	Time to respond to voltage complaint	LV reply within 12hrs MV reply within 12hrs	1. 90% 2. 95%
7	Timeliness of rectification of faults and restoration of supply following voltage complaints	Within 24 hrs.	90%
8	Timeliness of appointment to visit customer premises	No later than 60 minutes of agreed time	95% of the time

9	Response to customer initial request for connection application (Provision of guidelines for application)	Within 24 hrs.	100% of the time
10	Timeliness of provision of new connection estimates to customer	**<u>Description of service</u>** ***Meter installation and supply only*** 1 day (urban) 1 week (rural) ***Service Connection on existing LV network*** week(urban) weeks(rural) ***Connection requiring LV works*** weeks(urban) weeks(rural) ***Connection requiring MV works*** weeks(urban) 6 weeks (rural)	95% of the time
11	Timeliness of connection and activation of new service after payment	**<u>Description of service</u>** ***Meter installation and supply only*** 1 week (urban) 3 weeks (rural) ***Service Connection on existing LV network*** 2 weeks (urban) 4 weeks (rural) ***Connection requiring LV works*** 6 weeks(urban) 8 weeks(rural) ***Connection requiring MV work*** 3 months(urban) 6 months(rural)	95% of the time
12	Maximum period allowed for estimated billing used for customer	Not more than 6 months *(NB: Estimate based on historical consumption)*	100%
13	Disconnection for meter tampering or illegal connection (Power Theft)	Immediately following detection	100%
14	Timeliness of resolving	Within 48 hours	95%
	vending faults reported		

15	Timeliness for repositioning customer service line/meter request.	Within 5 business days to submit assessments/charges within 5 business days to rectify upon payment of charges.	90%
16	Timeliness for the replacement of active operational meters over 20 yrs. old.	Not more than a year	90%
17	Credit Meter reading cycle	Once every month.	100%
		Once in 3 months (guaranteed)	100%
18	Timing of Credit meter	Time from billing to due date: 14 days	95%
	Billing and bill delivery	Billing cycle: once per month	100%
19	Bill payment	Within 14 days after the due date (within which bill should have been delivered)	95%
20	Notice of disconnection due to non- payment	1.· Notice of warning: 14 days after the due date for payment. Notice of disconnection - Disconnection effected after 7 days. Disconnection not to be carried out: after 2hrs before normal closing time of pay-point; and over the weekend day before public holidays	80%
21	Timeline for response to meter accuracy check service request	Within 15 days after receipt of payment of related charges for service	95%
22	Notice of Meter inspection by utility	The Licensee reserves the right to conduct spot checks as deemed expedient where tampering or theft is detected.	100%

23	Customer Meter Installation location	Customer meter must be enclosed and located at a designated area readily accessible for reading and maintenance by the Licensee and readily accessible for reading and security by the customer.	100%
24	Availability of prepayment meter credit vending facility	At least: Within 2-5 Km radius of prepayment meter customer or Sufficient to reduce queuing time to less than 10 minutes Minimum of 8 hrs. daily for six days each week	90%
25	Timeliness of reconnection of disconnected service due to **non-payment**	Within a maximum of: 6hrs (City/Industrial) 12hrs (urban) 18hrs(rural) after settlement of bill (plus any charges)	**(i)70%:** ≤ 60km radius distance **ii) 50%:** > 60km radius distance **from district or regional office**
26	Timeliness of reconnection of disconnected service due to tampering or illegal connection (Power Theft)	Not later than 2 days following regularization of connection and settlement of penalties/charges.	80%
27	Timeliness of response to account query request	Within 5 working days following the request.	90%
28	Timeliness of response to a faulty meter complaint	(i) Within 48 hours maximum where customer has not lost supply to premises.	95%
		(ii) Within 24 hoursmaximum where customer has lost supply to the premises	

29	Timeliness of response to a faulty meter complaint	Within 48 hours maximum where customer has not lost supply to premises. Within 24 hours the maximum where customer has lost supply to the premises	95%
30	Timeliness of replacement of defective meter following establishment of a Faulty meter complaint	Within 48 hours	75% /year
31	Time to respond and resolve	General complaints received: by telephone, internet or in person – should be handled without referral within 3 days. in writing – respond within 3 days and resolve in 5 days	90% /year
32	Time to respond to enquiries	Enquiries for information/advice received: by telephone, internet or in person – should be handled without referral within 1 day. and requiring investigative work – respond within 3 weeks	90% /year
33	Load shedding period	triggered by **Distribution transformer** overload shall not exceed 10 days Triggered by forced outage of generating units shall not affect a customer or category of customers for more than 15days	75% /year