

## 1 **P8 – Proposed Home Performance with ENERGY STAR® Customer Feedback Guidance**

### 2 3 Background

4  
5 Receiving direct feedback from homeowners (contractor customers) is an important part of a  
6 Home Performance with ENERGY STAR® (HPwES) quality assurance program. Direct  
7 customer feedback can reduce risks and costs by helping to:

- 8  
9 - determine customer satisfaction,  
10 - check for program compliance,  
11 - identify high performing and low performing contractors, and  
12 - focus marketing efforts.

### 13 14 Proposed Guidance

15  
16 The National HPwES Program recommends the use of customer surveys as the principle  
17 means for collecting customer feedback. The local program sponsor can use these guiding  
18 principles when developing a customer survey or other customer feedback mechanism:

- 19  
20 - Survey should be short and easy to do (5-10 questions maximum)  
21 - Survey should be done routinely on every job or on an established sampling interval  
22 - Survey should be sent or performed directly by the Program Sponsor or independent  
23 representative  
24 - Survey should be sent directly back to the Program Sponsor or independent  
25 representative  
26 - Survey should include, at a minimum, questions on the following topics:  
27 > Customer satisfaction with the quality of the work done  
28 > Was a Home Performance Assessment (HPA) performed at the beginning of  
29 the job?  
30 > Customer satisfaction with the contractor who did the HPA and those who did  
31 the work  
32 > How the customer found out about the HPwES Program  
33 - Survey should include direct contact information for additional feedback (phone number  
34 and/or e-mail)  
35 - Survey results should be saved, compiled, and analyzed on a routine periodic basis.  
36

37 For the best survey success (highest return rate), customers should be actively asked to provide  
38 feedback. This can be done by several methods:

- 39  
40 - Calling customers to do the survey over the phone  
41 - Directly mailing or e-mailing customers the survey  
42 - Doing the survey during on-site inspections  
43

### 44 Possible Additional questions:

- 45 > Did the contractor describe the program as a service that would assess your  
46 whole house for energy and comfort problems?  
47 > Did you receive a HPA report on your house at the beginning of the job?  
48 > Did the contractor test your home after the work was completed?  
49 > How would you recommend the program or service be improved?  
50 > Would you recommend this contractor to a friend?  
51

1 Corrective Action:

2  
3 If either positive or negative feedback is received from a customer, that information should be  
4 saved, compiled, and recorded.

5  
6 If positive feedback is received about a contractor, contractors should be periodically informed  
7 that the program is receiving good information about them or their company.

8  
9 If negative feedback is received about a contractor, the contractor should be contacted to  
10 discuss the feedback. If feedback indicated problems of a technical nature, guidance from the  
11 Proposed Guidelines for Home Performance with ENERGY STAR® Contractor Feedback and  
12 Corrective Action (P7) should be used to help determine whether an in-field inspection may be  
13 needed.

14  
15 Comments Requested

16  
17 The National HPwES Program is seeking comments on the proposed Customer Survey  
18 Guidance. Specifically:

- 19 - Is this guidance clear and reasonable?  
20 - If they are not clear and reasonable, how should they be modified to make them so?  
21 - Is there additional guidance that should be considered? If so, what is it?

22  
23  
24  
25