

ENERGY & UTILITIES | NATIONAL, ONE MARKET

# Weighting and coding a quarterly energy customer tracker

Quarterly weighting, open-end coding and banner tables for a household energy supplier's customer satisfaction tracker.



## AT A GLANCE

### CLIENT

Household energy supplier

### INDUSTRY

Energy & Utilities

### MARKET

National, one market

### METHOD

Data processing, weighting, coding and tabulation

### SAMPLE

Around 2,000 customers per quarter

### TIMELINE

Quarterly, ongoing

## THE CHALLENGE

An energy supplier's research agency ran a quarterly satisfaction tracker, but each wave arrived with a slightly different customer mix and hundreds of open-ended complaints about bills, meters and service. Results moved from wave to wave for reasons that had nothing to do with customer experience.

## OUR APPROACH

We set up one documented weighting and coding process and ran it the same way every quarter.

- 1 Agreed weighting targets by region, tariff type and customer tenure from the supplier's customer base
- 2 Applied capped rim weights and reported weighting efficiency for every wave
- 3 Built a code frame for complaints and praise, then coded every open-ended answer
- 4 Delivered banner tables and a short wave-on-wave note within five working days

## THE RESULTS

- ✓ Wave-on-wave changes now reflect customers, not sample mix
- ✓ Complaint themes tracked consistently across quarters
- ✓ One repeatable process the agency can rely on every wave

## SERVICES USED

Data processing and tabulation

Survey weighting

Open-end coding

Extended team services

## ABOUT RESEARCH AND METRIC

Research and Metric is a market research fieldwork partner for research agencies and insight teams, with offices in the USA, India and Singapore. We recruit the right people, collect data by the method each study needs and deliver clean, documented outputs your analysts can use straight away.

### Recruitment

- Respondent recruitment
- Qualitative recruitment
- Quantitative recruitment
- Hard-to-reach audiences

### Fieldwork

- Online data collection
- Survey programming
- CATI telephone interviewing
- Face-to-face CAPI
- Product placement and IHUT
- Global fieldwork coordination

### Data and support

- Data processing and tabulation
- Open-end coding
- Survey weighting
- Extended team services

## WHY AGENCIES CHOOSE US



Verified respondents, never self-reported



One accountable team from screener to final tables



ESOMAR-aligned processes and GDPR-compliant data handling

## Planning a similar study?

Send us your brief and get feasibility, timelines and costs within 24 hours.

### EMAIL

[contact@researchandmetric.com](mailto:contact@researchandmetric.com)

### PHONE

+1 240-980-1551

### SEND A BRIEF

[researchandmetric.com](https://researchandmetric.com)

30 N Gould St Ste R, Sheridan, WY 82801, US

*Illustrative scenario based on typical engagements. Client details are anonymised and figures are indicative.*