

Customer Satisfaction Measurement 2025



Customer Satisfaction Measure in 2025



Summary: In 2025, GPSC conducted customer satisfaction measure (during 25 August – 24 September 2025).

Customer satisfaction score and target:

The results indicated that 99% GPSC customers were satisfied with GPSC services. GPSC set target of >90% in 2025.

Methodology and Coverage by operations: The survey is conduct via online approach. The respondents covered 100% of operations which are total customer surveyed (both respondents and non- respondents) out of total number of customers.

These included the representative sample of 158 (out of 285 customers) regarding GPSC operation on power, stream, and industrial water

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2. Objectives:

The objectives of customer satisfaction measure were the followings:

1. Assess customer satisfaction against competitors
2. Gain feedback from customers for service improvement
3. Identify factors that determine customers' buying-decisions
4. Develop future utilities plan and other business expansion, based on customer inputs.

3. Measurement:

GPSC measured customer satisfaction in 7 aspects: (1) service quality (2) sale service; (3) after sale service; (4) usage measure; (5) maintenance; (6) issue-resolution period; and (7) pricing.

GPSC adopted the 5-pointed scale (5 = highly satisfaction, 4 = satisfaction, 3 medium satisfaction, 2 = low satisfaction, and 1 unsatisfaction)

4. Respondents: GPSC Customers

5. Period: 25 August – 24 September 2025

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6. Customer Satisfaction Score: The results indicated that 99% GPSC customers were overall satisfied with GPSC services. The aspect of quality and continuity received the greatest customer satisfaction score.

7. Respondents Coverage: The respondents covered 100% of operations which are total customer surveyed (both respondents and non- respondents) out of total number of customers. These included the representative sample of 158 (out of 285 customers) regarding GPSC operation on power, stream, and industrial water.

8. Future Improvement:

- Stronger communication via the EnergyLens application and CRM platforms.
- Develop specialty in service quality as GPSC strength.
- Proactively, consistently update event schedules, e.g., maintenance schedule with customers.
- Shared Decarbonization Roadmap and GHG-reduction collaboration.
- Knowledge sharing on new technology solutions for sustainability.



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THANK YOU

