



2023 Illinois Shines Approved Vendor and Designee Program Satisfaction Survey

Summary and Results

For Public Release

December 2023



Summary of Findings

The Illinois Shines Program deployed its first annual Program Satisfaction Survey to Approved Vendors and Designees to gauge their satisfaction with participating in the Program. With a response rate of 17%, the overall Illinois Shine Program customer satisfaction score was 60%. A large percentage of respondents (43%) have participated in the Illinois Shines Program for more than three years, and the majority (69%) indicated they submit only Distributed Generation projects to the Program. There was a relatively even split between Approved Vendor and Designee respondents, with 44% participating as a Designee, 40% participating as an Approved Vendor, and 16% participating as both an Approved Vendor and Designee.

Purpose

The Illinois Shines Approved Vendor and Designee Program Satisfaction Survey is intended to obtain an understanding of the level of satisfaction experienced by Illinois Shines Program (“Program”) Approved Vendors and Designees. The initial survey was issued on September 18, 2023 by the Program Administrator and will act as a baseline. Each subsequent year the Program Administrator will review the survey, update it as needed, re-issue, and compare response data with the baseline established in 2023.

The specific goals of this survey are to:

- Assess Program satisfaction year over year.
- Identify Program improvement areas and solicit feedback for potential changes.

Audience

All active Illinois Shines Approved Vendors and Designees that are in good standing, i.e., those that are not under a formal disciplinary action and have submitted a project within the last year, will be asked to complete the survey. In 2023, the survey was distributed to 1,250 unique email addresses across 609 Approved Vendors and 899 Designees. Of that audience, there was a response rate of 17% (216 responses), with a relatively even split between Approved Vendors and Designees (more detail about the response split is provided below).

Logistics

The Program Administrator is responsible for developing, deploying, analyzing, and reporting out on the survey. The 2023 survey was issued using Microsoft Forms, allowing us to customize the survey questions.

Timing

The initial survey was issued on September 18, 2023 (Program Quarter 2). The timing of the survey allowed Approved Vendors and Designees an opportunity to operate under and develop an opinion of Program updates and/or requirements that have taken effect as the start of the Program Year (June 1).

Survey Timeline:

- September 15: Add survey invitation to Program announcements
- September 18: Initial email
- September 25: Email reminder
- October 4: Email reminder
- October 5: Final email reminder
- October 6: Deadline for survey completion

The role of CSAT (Customer Satisfaction Score)

We used the CSAT (customer satisfaction score) Metric to demonstrate Approved Vendor and Designee satisfaction. CSAT is a metric that indicates how satisfied customers are with a company's products or services. It's measured through customer feedback and expressed as a percentage (100% would be fantastic – 0% would be terrible).

All satisfaction-oriented questions in the survey prompted respondents to use the following 1 to 5 scale:

1. Very unsatisfied
2. Unsatisfied
3. Neutral
4. Satisfied
5. Very satisfied

We were able to calculate the CSAT score using the responses of 4 (satisfied) and 5 (very satisfied), and the following formula:

(Number of satisfied customers (4 and 5) / Number of survey responses) x 100 = % of satisfied customers

Using the two highest values on feedback surveys is the most accurate predictor of satisfaction. By utilizing the CSAT score, we can more accurately benchmark Approved Vendor and Designee Program Satisfaction year over year.

Additional Notes on the Methodology Used in this Report.

- When calculating CSAT scores, responses of "N/A" were omitted.
- The Average of all CSAT scores, presented on [page 9](#), factors all CSAT scores including the overall Program satisfaction CSAT score.
- Roles have been normalized in the respondent pie chart. This response to the survey question was a free text field, so the responses ranged. Best judgment was used to normalize these responses.

- The question regarding reasons for dissatisfaction was a free response. These responses were normalized and translated into the Reasons for Dissatisfaction Feedback table. To normalize the responses, the survey administrator read each response and gleaned up to three reasons for dissatisfaction.
- Geographic region of operation responses were normalized. The question allowed respondents to select up to three regions, which resulted in many combinations of unique responses (eg. North, South). To translate the responses into a visualization, any responses that listed more than one region were normalized to “multiple areas.”
- Sector Participation responses were normalized. The question regarding sector participation allowed respondents to select up to six sectors, which resulted in too many unique combinations of responses. In order to translate the responses into a visualization, responses were normalized to Distributed Generation (DG), Community Solar (CS), or Distributed Generation and Community Solar. Equity Eligible Contractors (EEC) can be DG or CS, but EEC was normalized to CS for this purpose due to the overwhelming proportion of EEC applications being CS. Public Schools can either be DG or CS, but for this purpose, it was normalized to DG due to the overwhelming proportion of Public School applications being DG. For example, if a respondent indicated that they participated in sectors Large DG, Public Schools, and Community Driven Community Solar, that response was normalized to Distributed Generation and Community Solar.

Next Steps

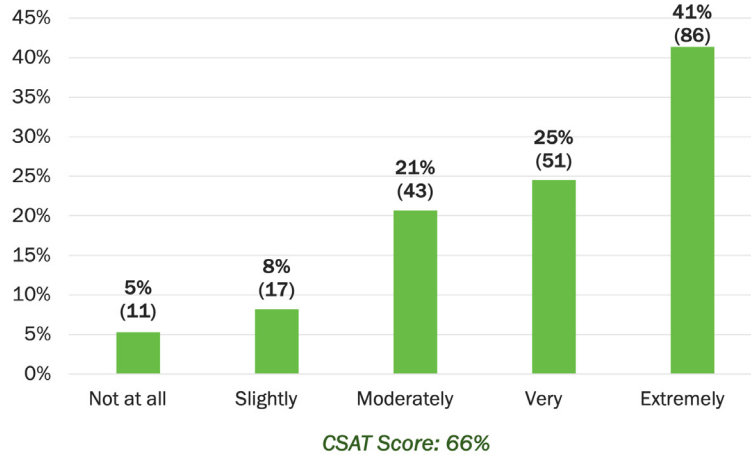
- The AV and Designee feedback summarized in this report has been disseminated to appropriate Program teams. Team Leads will be assigned to review the feedback and provide any next steps for addressing areas of dissatisfaction. The Leadership team will continue to follow up with relevant Program teams on the action items to ensure progress in implementing solutions and mitigating Program dissatisfaction.
- To prepare for this survey moving forward, each subsequent year, we will review the survey, update it as needed, re-issue, and compare response data with this baseline established in 2023.

[Survey results on next page...](#)

Section One: Approved Vendor and Designee Program Satisfaction Results

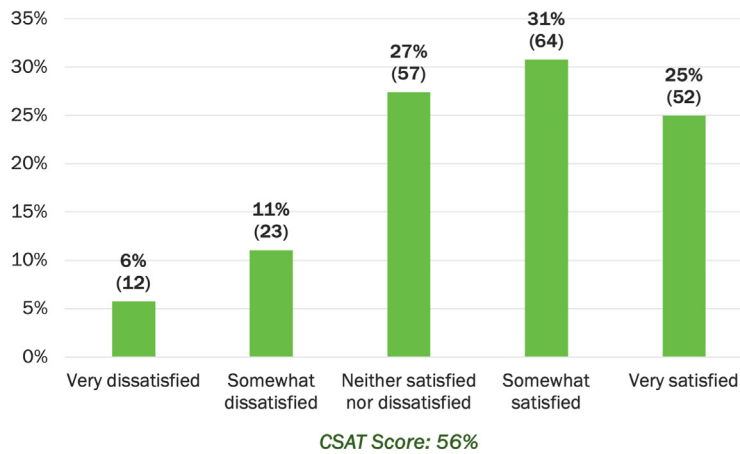
(Based on the responses of 216 program participants)

How much does participating as an Illinois Shines program Approved Vendor or Designee positively impact your business?

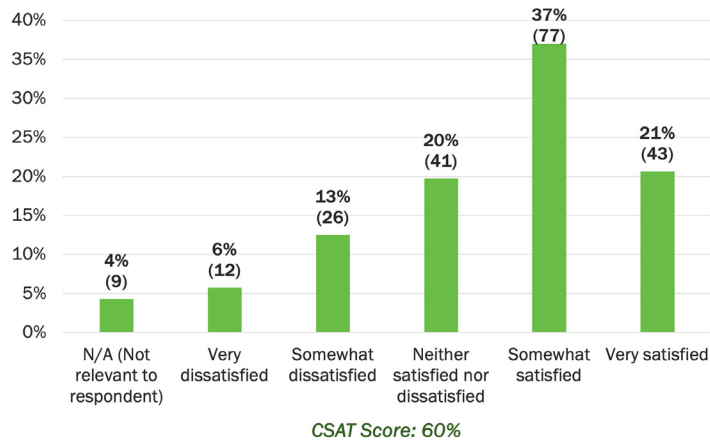


Thinking about your participation in Illinois Shines, how satisfied are you with the following?

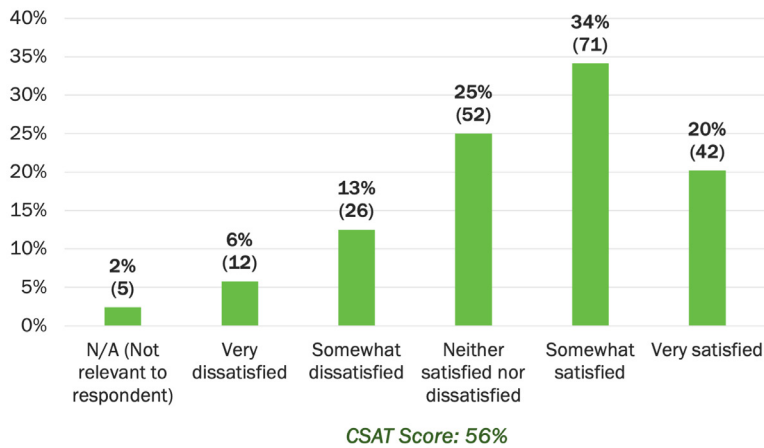
Satisfaction Level: AV/Designee Requirements



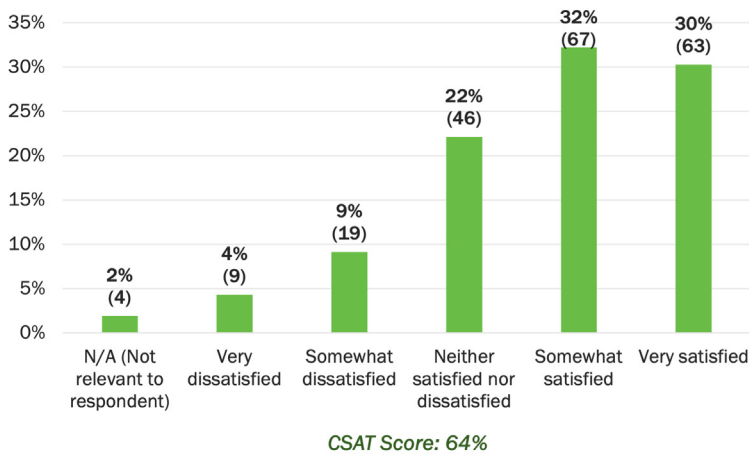
Satisfaction Level: Project Application Process



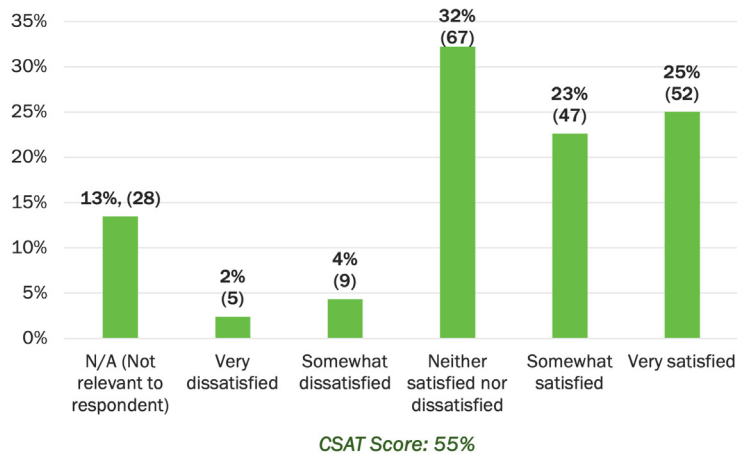
Satisfaction Level: Portal Functionality



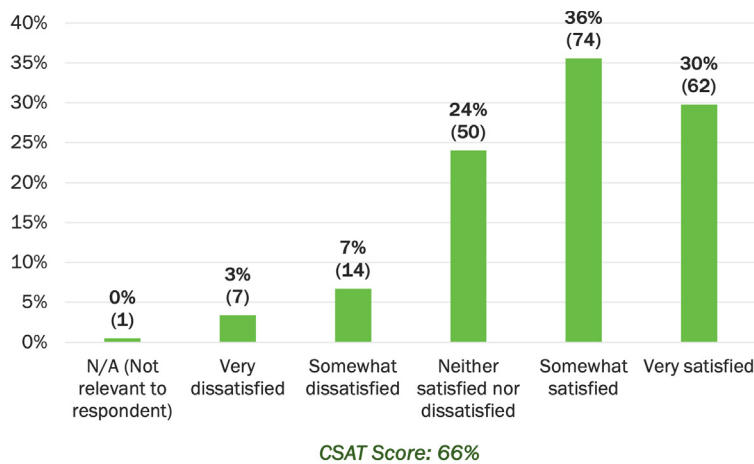
Satisfaction Level: Program Communications



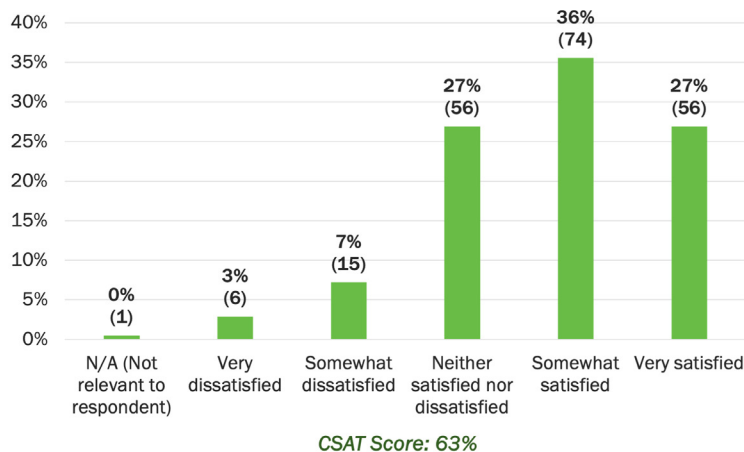
Satisfaction Level: Sector Strategist Support



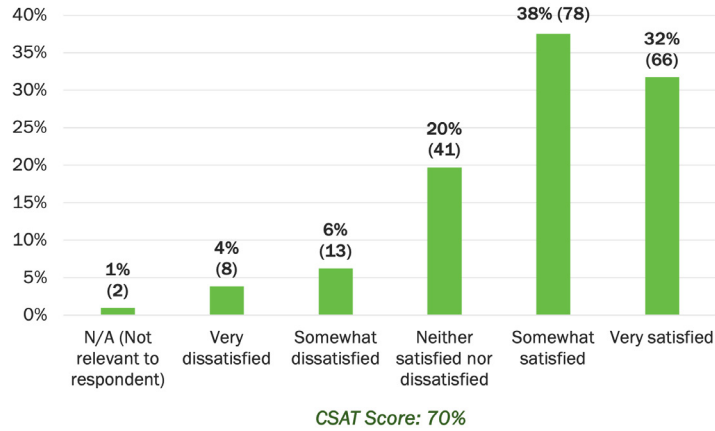
Satisfaction Level: Program Resources



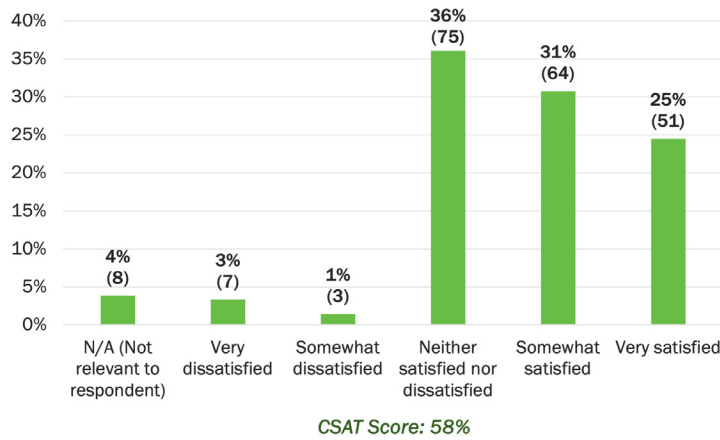
Satisfaction Level: Program Website



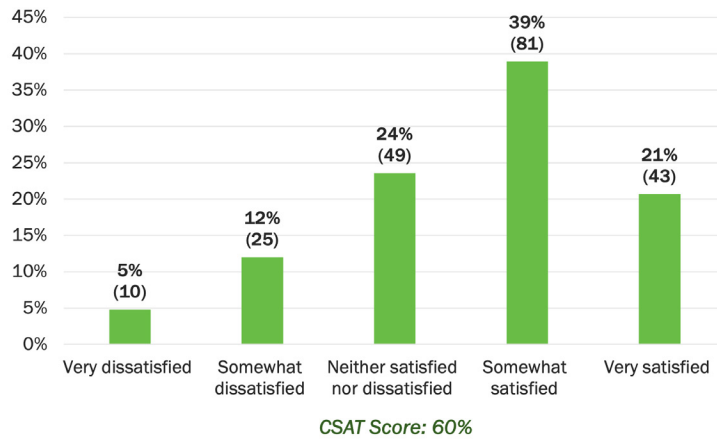
Satisfaction Level: Program Announcements



Satisfaction Level: Webinars

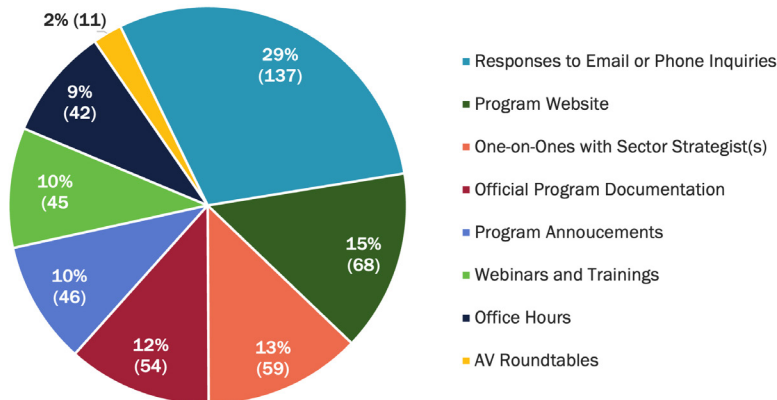


Illinois Shines Program Overall Satisfaction



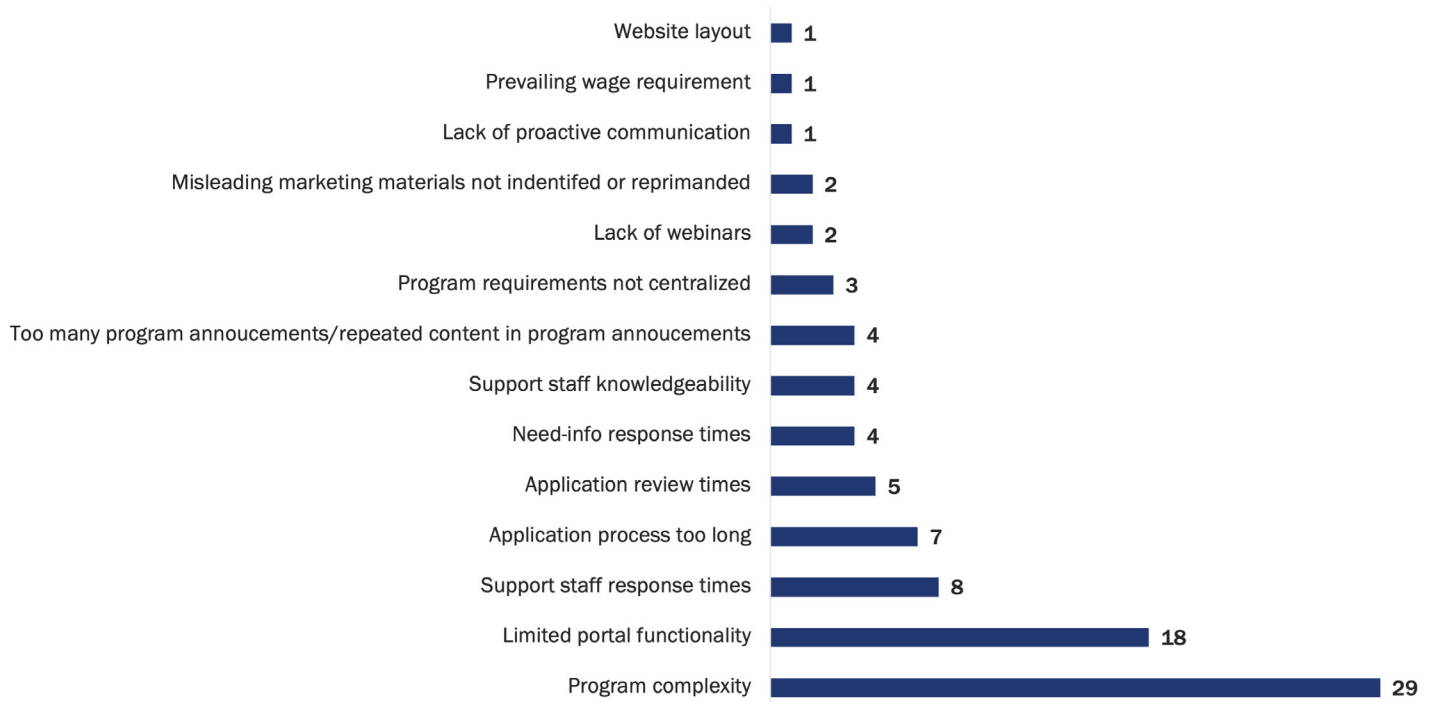
Most Effective Resources for Help

Respondents were asked: “Thinking of your experience with Illinois Shines program, which of the following do you find the most effective for answering your questions and/or providing you support?” Respondents were able to select up to 3 resources.



Reasons for Dissatisfaction

If respondents indicated that they were dissatisfied in any category in response to the question, “Thinking about your participation in Illinois Shines, how satisfied are you with the following?” the survey prompted them to respond to the question, “If you answered ‘Very dissatisfied’ or ‘Dissatisfied’ in the question above, how can we improve the program element(s)? Please expand on why you are dissatisfied below.” Since the question regarding reasons for dissatisfaction was a free response, the responses were normalized and translated into the Reasons for Dissatisfaction Feedback table.

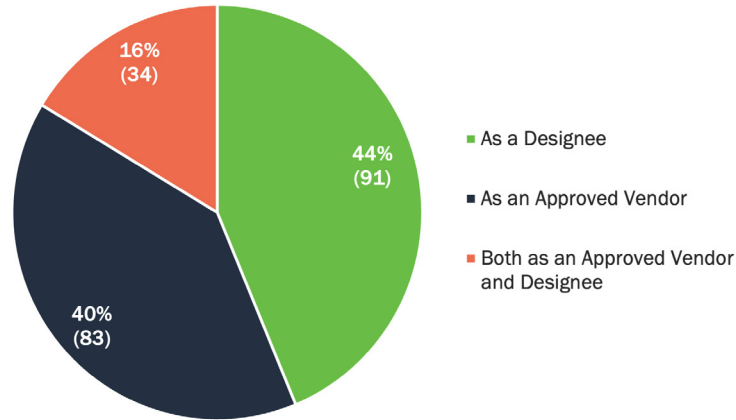


Average of all CSAT scores: 61%

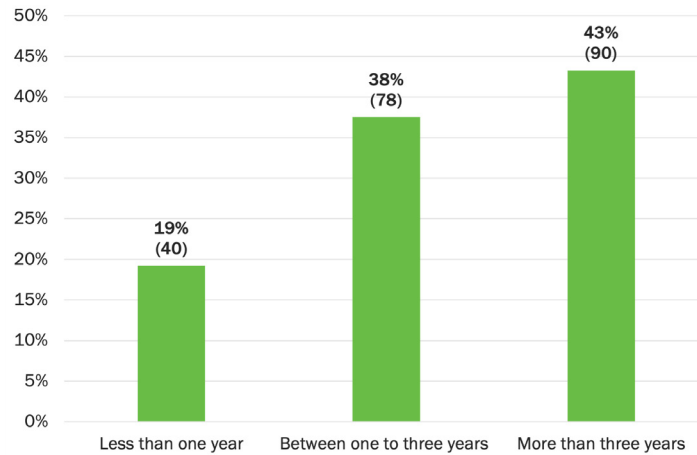
Section Two: Approved Vendor/Designee Respondent Information

(Based on the responses of 216 program participants)

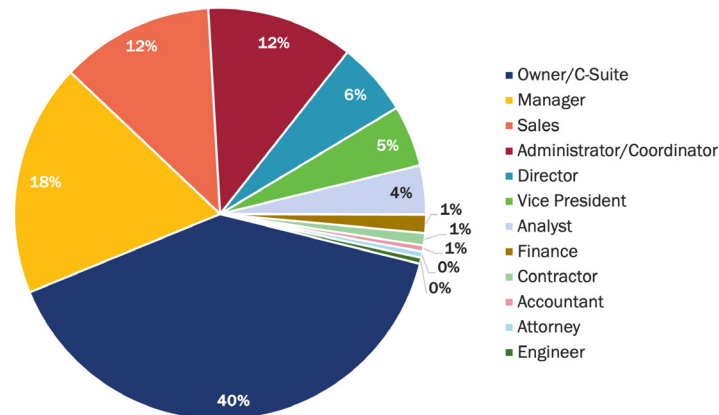
How do you most often participate in Illinois Shines?



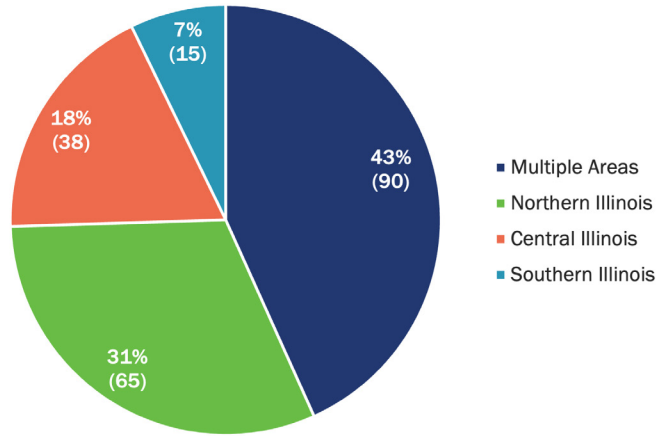
How long have you participated in Illinois Shines?



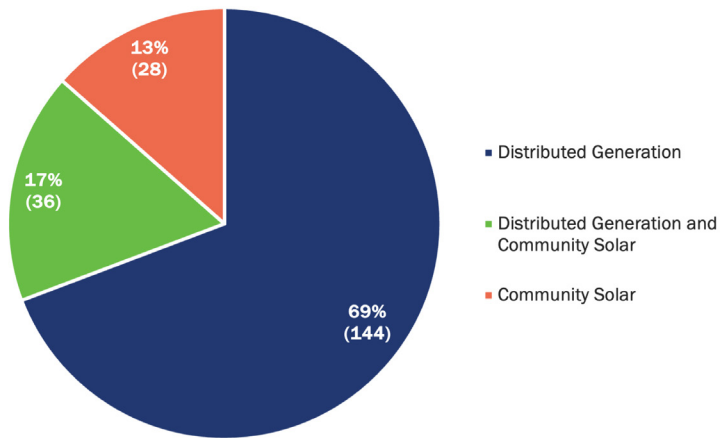
Respondent Role



Geographical Region Participation



Respondent Sector Participation



Section Three: Cross Tabulation of Satisfaction Results

Cross Tabulation compares the results for one or more variables with the results of another. Looking at the results using cross-tabulation allows us to identify relationships between one or more categorical variables. For this survey, the cross-tabulation results examine the relationship between overall Illinois Shines program satisfaction and the following participation factors:

- How long respondents have participated in Illinois Shines (Less than one year, between one to three years, or more than three years)
- How respondents most often participate in Illinois Shines (As a Designee, as an Approved Vendor, both as an Approved Vendor)

The cross-tabulation results can be found below.

Cross-Tabulation comparing program participation type and overall program satisfaction

How do you most often participate in Illinois Shines?	How satisfied are you with your experience in the Illinois Shines program overall?					Row total
	Very satisfied	Somewhat satisfied	Neither satisfied nor dissatisfied	Somewhat dissatisfied	Very dissatisfied	
As a Designee	19	36	23	9	4	91
Designee Row Percentage	20.9%	39.6%	25.3%	9.9%	4.4%	-
As an Approved Vendor	17	33	17	13	3	83
Vendor Row Percentage	20.5%	39.8%	20.5%	15.7%	3.6%	-
Both as an Approved Vendor and Designee	7	12	9	3	3	34
Vendor and Designee Row Percentage	20.6%	35.3%	26.5%	8.8%	8.8%	-

Cross-Tabulation comparing program participation length and overall program satisfaction

How long have you participated in Illinois Shines?	How satisfied are you with your experience in the Illinois Shines program overall?					Row total
	Very satisfied	Somewhat satisfied	Neither satisfied nor dissatisfied	Somewhat dissatisfied	Very dissatisfied	
Less than one year	10	13	12	3	2	40
<1 Year Row Percentage	25.0%	32.5%	30.0%	7.5%	5.0%	-
Between one to three years	20	29	20	6	3	78
1-3 Years Row Percentage	25.6%	37.2%	25.6%	7.7%	3.8%	-
More than three years	13	39	17	16	5	90
3+ Years Row Percentage	14.4%	43.3%	18.9%	17.8%	5.6%	-



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