



# **Customer Satisfaction Survey Report**

## Q1 (July–August–September/ 2025)

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#### 1. INTRODUCTION

To continuously monitor customer experience and service performance, Rwanda Energy Group (REG) conducts a quarterly Customer Satisfaction Survey across all its service areas. The 2025/2026 fiscal year Quarter 1 survey, conducted from July to September 2025, assessed customer perceptions across all 33 REG branches located in the four provinces and the City of Kigali. The quarterly approach enables REG to track progress over time, identify emerging challenges, and respond promptly with targeted interventions.

A total of 18,127 respondents participated in this quarter's survey. The assessment focused on key areas including customer awareness of REG, knowledge of services and requirements, accessibility and timeliness of service delivery, understanding of customer rights and obligations, and overall satisfaction levels. The findings offer a clear and comprehensive view of how customers perceive REG's operations and service performance.

The results indicate exceptionally high awareness of REG and its services. Over **98%** of respondents reported knowing REG, demonstrating strong brand visibility nationwide. Similarly, **97%** confirmed they are aware of the services offered, reflecting effective communication and outreach efforts.

Customers also show strong understanding of the requirements to acquire REG services, with **96.23%** indicating they are well informed. This suggests that REG has effectively communicated essential service procedures, helping reduce confusion and service delays.

Service delivery is generally rated positively, with **92.99%** of customers stating that they easily access REG services and receive them in a timely manner. Although **4.24%** reported challenges, the overall response reflects improved operational efficiency and responsiveness across branches.

Understanding of customer rights and obligations is also high, with **88.30%** indicating familiarity. However, the remaining 11% who are unaware or

unsure highlights the need for ongoing sensitization to ensure customers fully understand their entitlements and responsibilities.

Satisfaction levels remain strong, as **90.67%** of respondents expressed no dissatisfaction with the services offered. The **9.22%** who reported concerns provide valuable insights for targeted improvements, particularly in branches or service areas where recurring issues may exist.

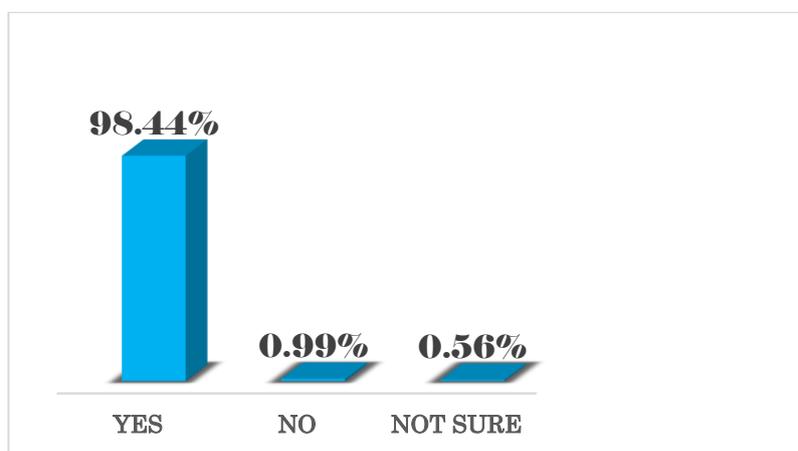
Awareness of telephone contacts, including the toll-free hotline, Call Centre, and branch numbers is also impressive, with **91.05%** confirming they know which contacts to use in case of a complaint or issue. This demonstrates the effectiveness of REG's communication platforms and visibility of customer support channels.

## 2. Gender Representation

To ensure inclusiveness, the survey captured gender participation across all branches. Most respondents were **male (71%)**, while **female respondents accounted for 29%**. Lower female participation is attributed to household dynamics where men commonly handle electricity-related issues, as well as differences in accessibility and availability during data collection. Nevertheless, feedback from both groups provides valuable insights into customer perceptions and service experiences.

## 3. Breakdown into Charts and Graphics

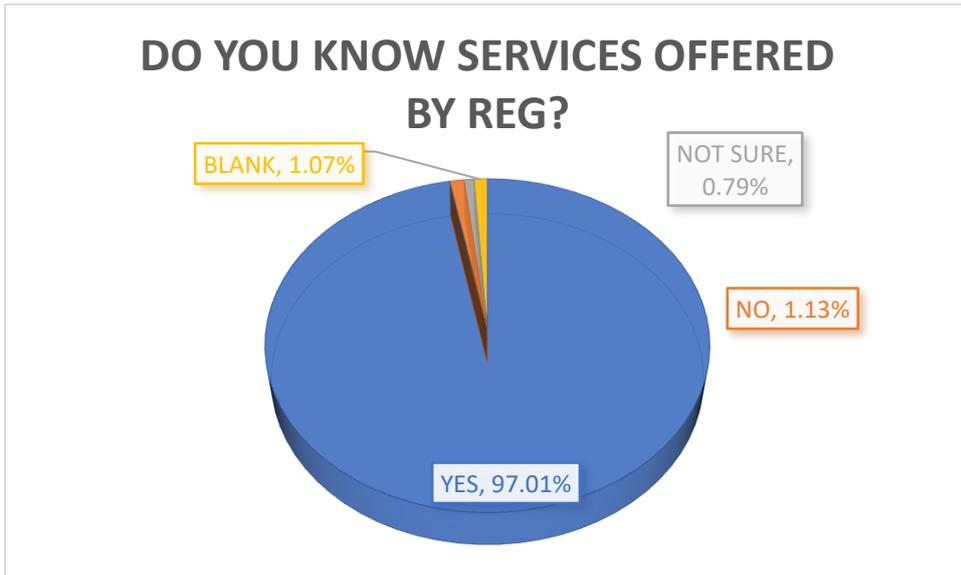
### 1. KNOWLEDGE ABOUT REG



Out of the **18,127** participants, **98.44%** reported that they know REG, demonstrating that the institution is widely recognized across the country. Only **0.99%** indicated they do not know REG, while **0.56%** were not sure. This overwhelmingly positive awareness level

shows that REG has strong visibility and presence nationwide.

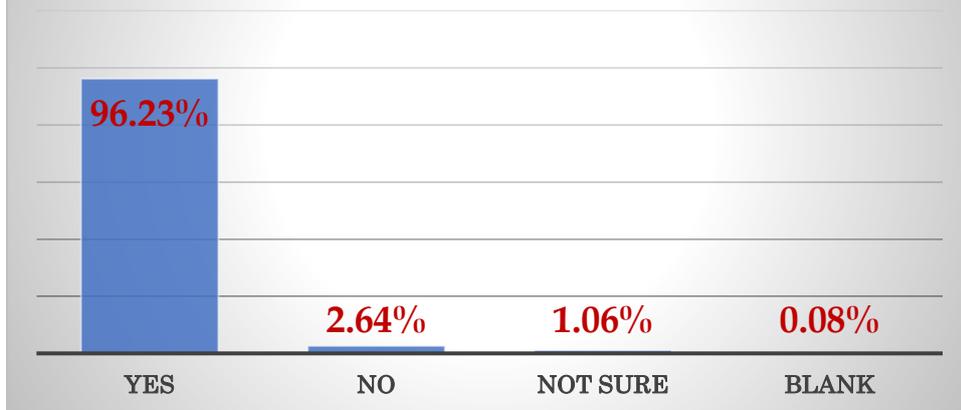
## 2. SERVICES OFFERED BY REG



The results show that most respondents are well informed about the services provided by REG. A significant **97.01%** indicated that they know the services offered, demonstrating strong customer awareness. Only **1.13%** reported not knowing the services, while **0.79%** were not sure. This high awareness level suggests effective communication by REG regarding its service delivery.

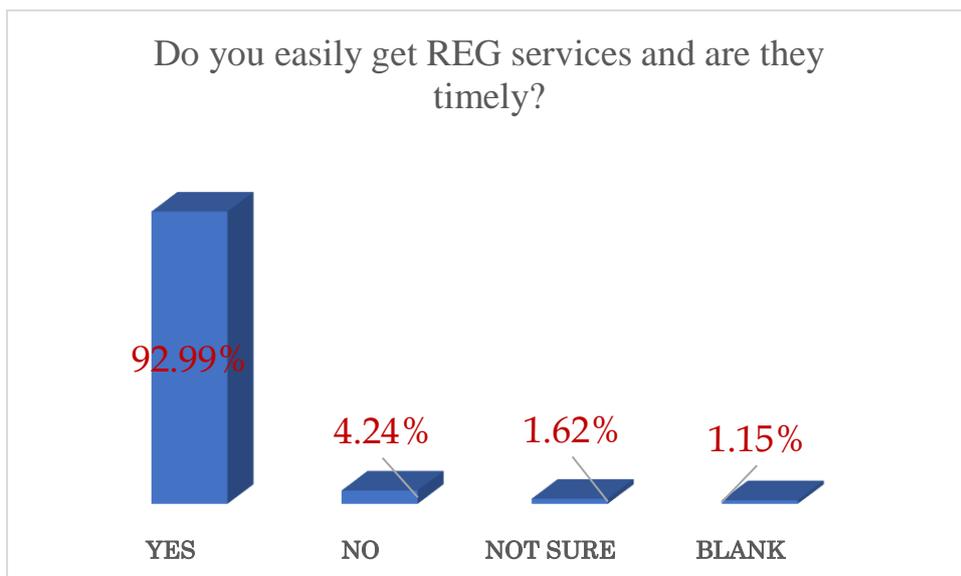
## 3. KNOWLEDGE ABOUT THE REQUIREMENTS TO ACQUIRE SERVICES FROM REG

## Do you know the requirements to acquire services from REG?



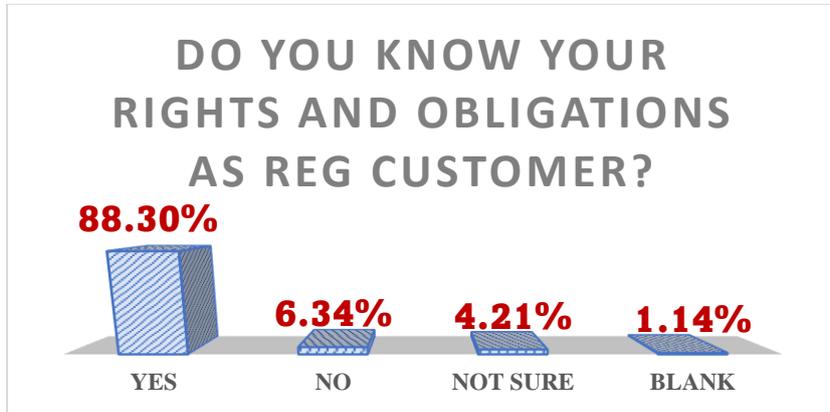
The results show that most respondents are aware of the requirements to acquire services from REG. A significant **96.23%** indicated that they know the requirements to acquire services from REG. Only **2.64%** reported that they did not know the services, while **0.79%** were not sure. This high awareness level suggests effective communication by REG regarding its service delivery.

## 4. EASINESS AND TIMELINESS TO GET SERVICES FROM REG



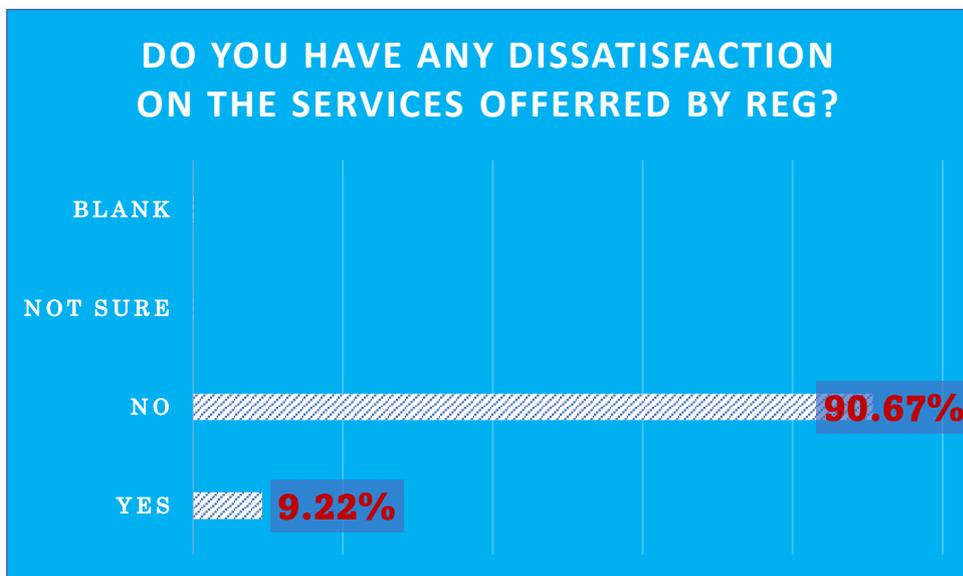
The findings revealed that most respondents agree to easily get REG services timely. Only **4.24%** reported that they do not easily get REG services at the right time.

#### 5. KNOWLEDGE ABOUT THE RIGHTS AND OBLIGATIONS



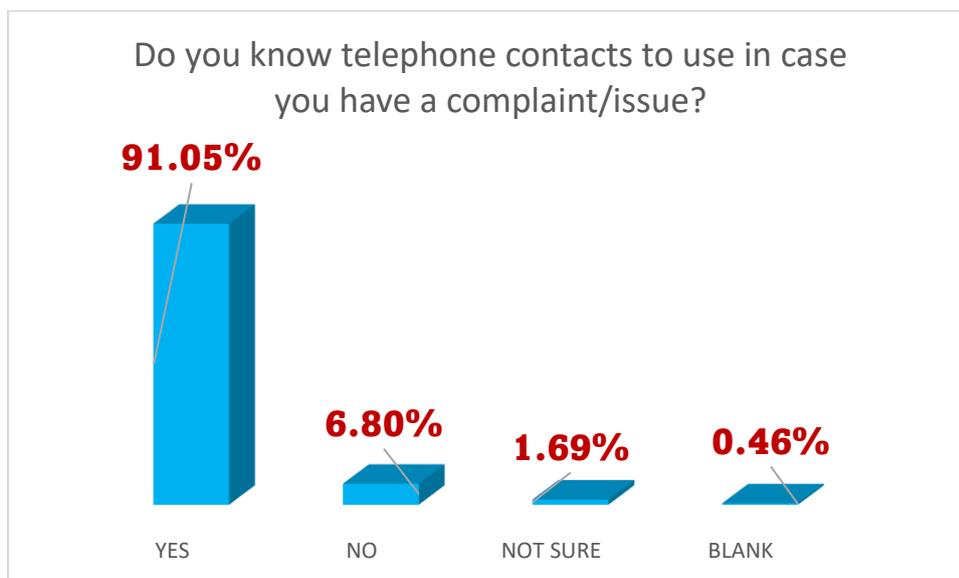
The results show that most respondents are well informed about their rights and obligations. Only **6.34%** reported that they do not know their rights and obligations.

#### 6. SATISFACTION ON THE SERVICES OFFERED BY REG



The results show that most respondents are satisfied on the service offered by REG. Only **9.22%** reported dissatisfaction with the services offered by REG.

## 7. KNOWLEDGE ABOUT TELEPHONE CONTACTS



The results show that most respondents are well informed about telephone contacts used in case of the complaint/issue. Only **6.80%** reported that they do not know.

## 4. RECOMMENDATIONS BASED ON FINDINGS

Based on the survey insights, the following recommendations are proposed to strengthen customer satisfaction and service delivery:

### 1. Strengthen Awareness Campaigns in Rural Areas

Despite high general awareness, customers in remote areas face communication limitations. REG should:

- Increase community outreach campaigns.
- Use local radio stations and community meetings.
- Partner with local leaders to disseminate service information.

### 2. Address Service Delays Reported by a Minority of Customers

The 4.24% who reported difficulty receiving timely service should be investigated through:

- Root-cause analysis of delays.
- Deploying additional technical teams in districts with higher complaint rates.

- Improving response time monitoring at branch level.

### **3. Enhance Education on Customer Rights and Obligations**

While 88% are aware, the remaining 12% should be targeted through:

- Simplified brochures and posters in branches.
- Social media infographics.
- Short radio messages in Kinyarwanda.

### **4. Improve Access for Women and Underserved Groups**

Since participation of women was significantly lower, REG should:

- Engage women through Umugoroba w'Imiryango platforms.
- Ensure surveys and communication platforms accommodate their availability.

### **5. Reduce Communication Congestion on Toll-Free Lines**

With many customers relying on phone lines, REG should:

- Expand call centre staffing during peak hours.
- Introduce additional digital channels (WhatsApp Chatbot, web chat).
- Improve triaging so urgent cases get faster responses.

### **6. Focus on the 9% Expressing Dissatisfaction**

These cases provide insight for improvement. REG should:

- Analyze common themes in dissatisfaction (delays, access, attitude, or technical issues).
- Conduct follow-up calls to dissatisfied respondents.
- Develop a corrective action plane for each branch.

### **7. Continue Strengthening Transparency and Anti-Corruption Measures**

Building on progress, REG should:

- Regularly publicize the anti-corruption hotline.
- Encourage customers to report bribery or misconduct.
- Offer refresher trainings for field technicians and customer service staff.

## **5. Conclusion**

The 2025/2026 Quarter 1 Customer Satisfaction Survey reveals high levels of awareness, satisfaction, and trust in REG's service delivery, reflecting the positive effects of ongoing reforms. With over 18,000 respondents from all 33 branches, the survey provides a reliable assessment of REG's performance during July–September 2025.

While REG has made significant strides in areas like customer awareness and communication, it must focus on enhancing sensitization regarding customer rights, improving service timeliness in certain locations, and better engaging underserved groups, particularly women and those in remote areas.

The recommendations in the report outline actionable steps to address these gaps, and REG's commitment to ongoing quarterly surveys will facilitate continuous monitoring and customer-centered improvements. Overall, the report emphasizes REG's dedication to transparency and quality service delivery that meets the needs of all customers in Rwanda.