

- 1 **Q. Please provide for the record copies of the quarterly customer satisfaction surveys**
2 **for 2008 and the 1st and 2nd Quarters of 2009.**
3
4 **A. The quarterly satisfaction survey results for the 2nd Quarter 2009 is not yet available. The**
5 **quarterly customer satisfaction survey results for 2008 and the 1st quarter of 2009 are**
6 **included as Attachments A and B respectively.¹**

¹ Detailed survey reporting in the format submitted in response to Request for Information CA-NP-62 in the 2008 General Rate Application is no longer available. The detailed reporting was discontinued in the 1st Quarter of 2008 as part of a reorganization of the Customer Service Department.

**Quarterly Customer Satisfaction
Survey Results for 2008**

Newfoundland Power Customer Satisfaction Survey Results March 2008

March 2008's Customer Satisfaction Survey consisted of 1208 participants; 800 residential customers and 408 commercial customers.

Customer Satisfaction Index

Annual (Averaged)			
2004	2005	2006	2007
8.9	8.9	8.9	8.8

Quarterly		
March 2007	December 2007	March 2008
8.8	8.7	8.7

Despite a rate increase January 1, 2008 and the typical challenges of the heating season our customer satisfaction stayed the same as last quarter.

Overall Satisfaction

	Annual (Average)	
	2006	2007
	8.70	8.67
<u>Residential</u>	8.93	8.96
<u>Commercial</u>		

Quarterly		
March 2007	December 2007	March 2008
8.68	8.75	8.73
8.99	8.98	9.01

Of the 1208 customers surveyed 94% gave a satisfaction rating of 7 or better compared to 95% last quarter. Customers who gave a lower rating expressed concerns with the price of electricity and billing and meter reading accuracy.

98% of customers agree that NP power supply is reliable, 95% agree electricity bills are easy to read, 94% agree that NP encourages the efficient use of electricity and shows concern for public safety. Customers continue to rank reliability, price and safety as the three most important factors.

Telephone Satisfaction

	Annual (Average)	
	2006	2007
	8.90	8.79
<u>Residential</u>	8.81	8.62
<u>Commercial</u>		

Quarterly		
March 2007	December 2007	March 2008
8.81	8.80	8.60
8.79	8.44	8.59

Of the 398 customers who called in the last six months, 91% gave a satisfaction rating of 7 or better. This was the same result as last quarter. Customers that gave a lower rating expressed dissatisfaction with the automated telephone system, accuracy of outage information and not getting information needed to resolve their concern and poor customer service.

First Call Resolution Satisfaction

	Annual (Average)	
	2006	2007
	8.97	8.32
<u>Residential</u>	8.39	8.32
<u>Commercial</u>		

Quarterly		
March 2007	December 2007	March 2008
8.64	7.98	8.45
8.77	8.62	8.47

Among the 169 customers who spoke to a Customer Account Representative, 84.6% had their call resolved on the first call and 15.5% indicated they had to call more than once. This compares to 80.4% and 19.6% respectively for last quarter. The general satisfaction and telephone satisfaction ratings for first call resolution are significantly higher for these customers.

Those who called more than once said they didn't get information needed or the field work was not completed in the expected time.

Field Visit Satisfaction

	Annual (Average)		Quarterly		
	2006	2007	March 2007	December 2007	March 2008
Residential	9.06	9.19	9.00	9.43	9.03
Commercial	9.17	9.11	9.04	8.75	9.43

82 customers said they had a field representative visit in the past six months. Of those providing a rating, 96% gave a rating of 7 or better compared to 92% last quarter. Visits resulting in a lower rating involved estimated reading, damage claim and line work not completed in the time expected.

Customer Satisfaction Results June 2008

[Customer Satisfaction Index](#)

Annual (Averaged)			
2004	2005	2006	2007
8.9	8.9	8.9	8.8

Quarterly (Mean)		
June 2007	March 2008	June 2008
8.8	8.7	9.1

Second quarter's rating of 91% is up from 87% last quarter. This is the first time our rating hit 91% since December 2006. Improved ratings in the areas of first call resolution, field visits and telephone service, has positively impacted customer satisfaction rating. Our continued focus for improvements in these areas is evident, considering this quarter is at the end of a long heating season.

[Overall Satisfaction](#)

	Annual (Average)	
	2006	2007
<u>Residential</u>	8.70	8.67
<u>Commercial</u>	8.93	8.96

Quarterly (Mean)		
June 2007	March 2008	June 2008
8.60	8.73	8.72
8.99	9.01	8.85

Of the 1211 survey participants, 94% gave a general satisfaction of 7 or better, the same as last quarter. Customers who gave a lower rating expressed concerns with the price of electricity and customer service issues.

[Telephone Satisfaction](#)

	Annual (Average)	
	2006	2007
<u>Residential</u>	8.90	8.79
<u>Commercial</u>	8.81	8.62

Quarterly (Mean)		
June 2007	March 2008	June 2008
8.84	8.60	8.88
8.74	8.59	8.30

Of the 300 survey participants, 90% gave a telephone satisfaction of 7 or better, slightly less than the 91% of last quarter. Customers who gave a low rating expressed concerns with not getting information needed to resolve their concern and poor customer service.

[First Call Resolution Satisfaction](#)

	Annual (Average)	
	2006	2007
<u>Residential</u>	8.97	8.32
<u>Commercial</u>	8.39	8.32

Quarterly		
June 2007	March 2008	June 2008
8.66	8.45	9.55
7.91	8.47	8.52

Among the customers who spoke to a Customer Account Representative, 94.5% had their call resolved on the first call and 5.5% indicated they had to call more than once. This compares to 84.6% and 15.4% respectively for last quarter. This is a significant improvement in this area.

Call types requiring more than one call centered around field work not being completed in the expected time and difficulty getting information they required.

Field Visit Satisfaction

	Annual (Average)		Quarterly (Mean)		
	2006	2007	June 2007	March 2008	June 2008
<u>Residential</u>	9.06	9.19	8.94	9.03	9.57
<u>Commercial</u>	9.17	9.11	9.47	9.43	9.39

71 customers said they had a field representative visit in the past six months. Overall 98.5% gave a rating of 7 or better compared to 96% last quarter.

Customer Satisfaction Results September 2008

Customer Satisfaction Index

Annual (Averaged)				
2004	2005	2006	2007	
8.9	8.9	8.9	8.8	

Quarterly (Mean)		
Sept. 2007	June 08	Sept. 2008
8.7	9.1	8.9

The third quarter rating of 89% is down from 91% last quarter. With the exception of General Satisfaction, which stayed the same as last quarter, the lower rating is a result of a slight decline in each of the other residential ratings with the most notable in Field Services showing a 5% decline. Commercial customers improved ratings in both General Satisfaction (1.5%) and Telephone Satisfaction (4.5%). Our target for this year is 88.5%.

Overall Satisfaction

	Annual (Average)		
	2006	2007	
<u>Residential</u>	8.70	8.67	
<u>Commercial</u>	8.93	8.96	

Quarterly (Mean)		
Sept. 2007	June. 2008	Sept. 2008
8.65	8.72	8.70
8.87	8.85	9.00

Of the 1207 survey participants, 94% gave a general satisfaction rating of 7 or better, the same result as last quarter. Customers who gave a lower General Satisfaction rating identified price of electricity as their issue.

Telephone Satisfaction

	Annual (Average)		
	2006	2007	
<u>Residential</u>	8.90	8.79	
<u>Commercial</u>	8.81	8.62	

Quarterly (Mean)		
Sept. 2007	June 2008	Sept. 2008
8.71	8.88	8.84
8.51	8.30	8.75

Of the 382 customers who called in the last six months, 92% gave a telephone satisfaction rating of 7 or better, an increase from 91% last quarter. Customers who gave a lower rating fell into the categories of not satisfied with information given, too long to get a response, incorrect or no outage information and poor customer service.

First Call Resolution Satisfaction

	Annual (Average)		
	2006	2007	
<u>Residential</u>	8.97	8.32	
<u>Commercial</u>	8.39	8.32	

Quarterly		
Sept. 2007	June 2008	Sept. 2008
7.98	9.55	9.22
7.96	8.52	8.13

Among the 228 customers responding, 88.6% had their call resolved on the first call and 11.4% indicated they had to call more than once. This compares 94.5% and 5.5% respectively for last quarter.

Field Visit Satisfaction

	Annual (Average)			Quarterly (Mean)		
	2006	2007		Sept. 2007	June 2008	Sept. 2008
<u>Residential</u>	9.06	9.19		9.39	9.57	9.09
<u>Commercial</u>	9.17	9.11		9.16	9.39	9.32

87 customers said they had a field representative visit in the past six months. Overall 95.3% gave a rating of 7 or better compared to 98.5% last quarter.

Customer Satisfaction Results December 2008

[Customer Satisfaction Index](#)

Annual (Averaged)				
2004	2005	2006	2007	2008
8.9	8.9	8.9	8.8	8.9

Quarterly (Mean)		
Dec. 2007	Sept. 2008	Dec. 2008
8.7	8.9	8.9

The fourth quarter rating is the same as last quarter. We exceeded our 88.5% target for 2008 by .5%.

[Overall Satisfaction](#)

	Annual (Average)		
	2006	2007	2008
<u>Residential</u>	8.70	8.67	8.71
<u>Commercial</u>	8.93	8.96	8.94

Quarterly (Mean)		
Dec. 2007	Sept. 2008	Dec. 2008
8.75	8.70	8.68
8.98	9.00	8.89

Of the 1209 survey participants, 94% gave a General Satisfaction rating of 7 or better, compared to 94% last quarter. 78 customers gave a rating less than 7; approximately 35% identified price of electricity, 17% reliability/power outages, 15 % customer service issues and 9% billing/meter reading accuracy.

[Telephone Satisfaction](#)

	Annual (Average)		
	2006	2007	2008
<u>Residential</u>	8.90	8.79	8.79
<u>Commercial</u>	8.81	8.62	8.57

Quarterly (Mean)		
Dec. 2007	Sept. 2008	Dec. 2008
8.80	8.84	8.83
8.44	8.75	8.65

Of the 273 customers who called in the last six months, 92% gave a telephone satisfaction rating of 7 or better, a similar result as last quarter's 92%. Customers who gave a lower rating fell into the categories of not satisfied with information given and no follow-up/returned calls.

[First Call Resolution Satisfaction](#)

	Annual (Average)		
	2006	2007	2008
<u>Residential</u>	8.97	8.32	9.03
<u>Commercial</u>	8.39	8.32	8.58

Quarterly		
Dec. 2007	Sept. 2008	Dec. 2008
7.98	9.22	8.91
8.62	8.13	9.19

Among the customers who spoke to a Customer Account Representative, 90.1% had their call resolved on the first call and 9.9% indicated they had to call more than once. This compares 88.6% and 11.4% respectively for last quarter.

Participants who had to call more than once indicated they did not get a straight answer or information required and that field work was not completed in the expected time.

Field Visit Satisfaction

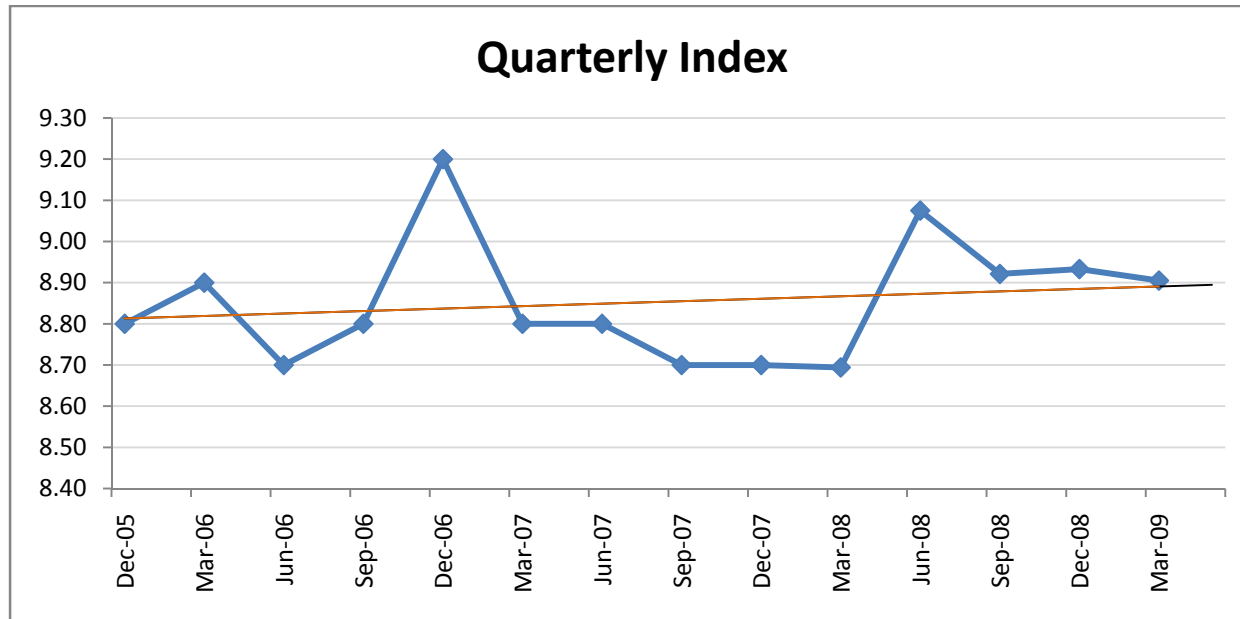
	Annual (Average)			Quarterly (Mean)		
	2006	2007	2008	Dec. 2007	Sept. 2008	Dec. 2008
<u>Residential</u>	9.06	9.19	9.27	9.43	9.09	9.40
<u>Commercial</u>	9.17	9.11	9.38	8.75	9.32	9.36

92 customers said they had a field representative visit in the past six months. 97.8% gave a rating of 7 or better compared to 95.3% last quarter.

**1st Quarter Customer Satisfaction
Survey Results for 2009**

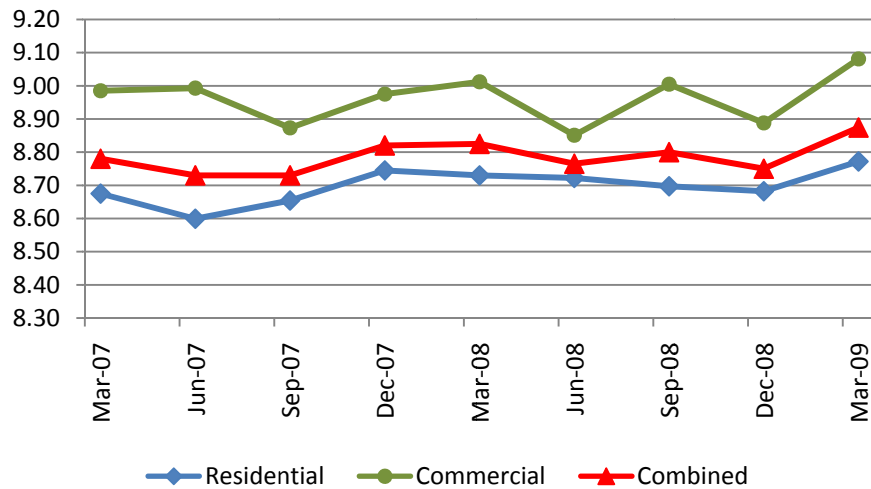
Customer Satisfaction Report

March 2009



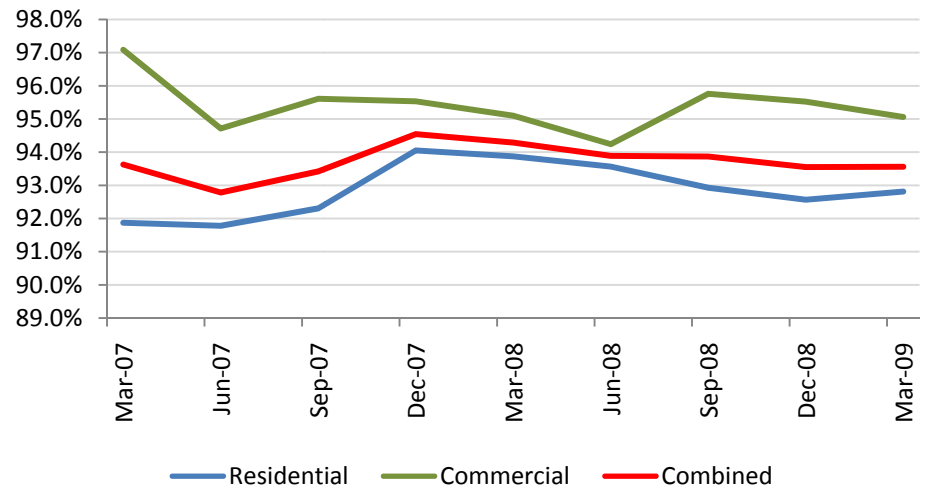
The historical quarterly trend is shown in the above graph. The customer satisfaction index for the first quarter was 89.1% and 89.3% last quarter. This compares with 86.9% in March 2008 and 88% March 2007. Quarterly results have fluctuated between 87% and 92% over the last three years. Our target for 2009 is 89%.

General Satisfaction - Mean



Mean averages the ratings provided by all customer's surveyed.

General Satisfaction 7-10 Rating



Percentage of customer's surveyed that gave a 7-10 rating.

General Satisfaction – 1227 Customers surveyed.

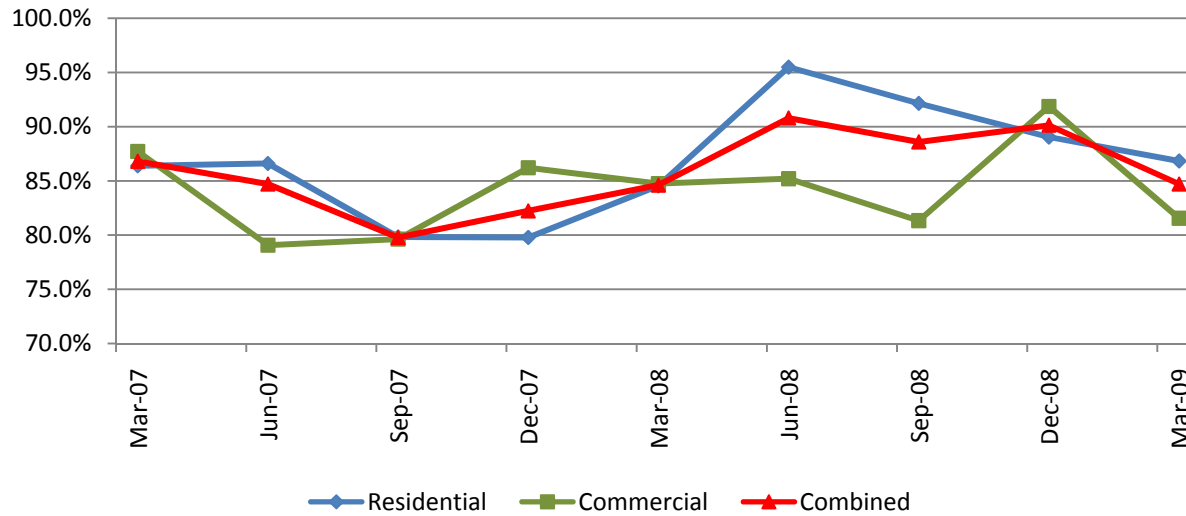
	This Quarter	Last Quarter	Same Quarter Last Year
Residential	8.77	8.68	8.73
Commercial	9.08	8.89	9.01
Total	8.87	8.75	8.83
7-10 Rating			
Residential	92.8%	92.6%	93.9%
Commercial	95.1%	95.5%	95.1%
Total	93.6%	93.5%	94.3%

The overall satisfaction this quarter, for both residential and commercial customers, is the highest it has been for the last three years.

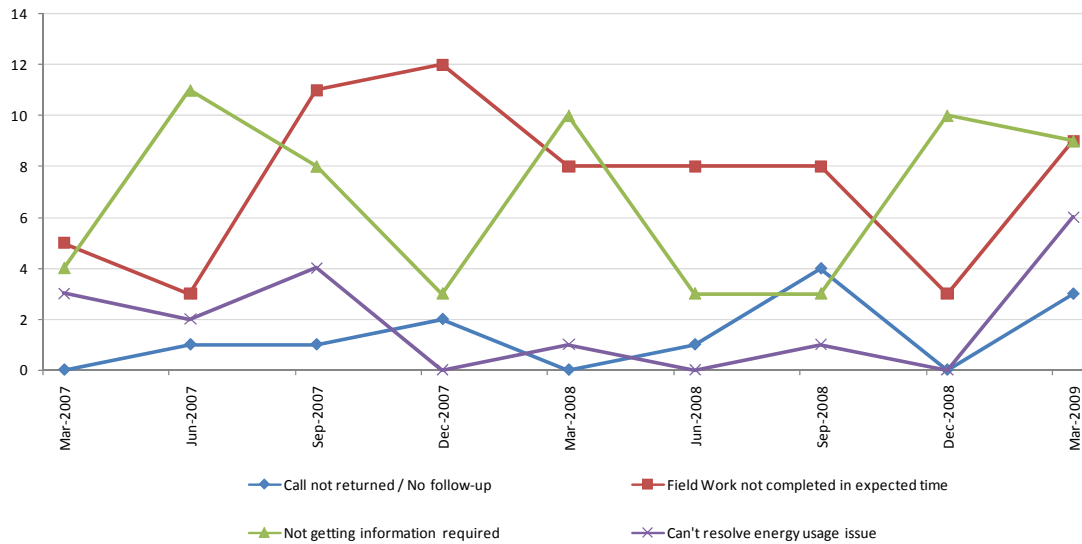
Of the 79 customers who gave a rating less than or equal to six (59 residential and 20 commercial) 36 or 46% indicated rates or pricing concerns as a reason for the lower rating.

	<table><tr><td colspan="4"><u>Telephone Satisfaction</u> – 313 or 25.5% called in last 6 months.</td></tr><tr><td></td><td>This Quarter</td><td>Last Quarter</td><td>Same Quarter Last Year</td></tr><tr><td>Residential</td><td>8.79</td><td>8.83</td><td>8.60</td></tr><tr><td>Commercial</td><td>8.90</td><td>8.65</td><td>8.59</td></tr><tr><td>Total</td><td>8.87</td><td>8.76</td><td>8.59</td></tr><tr><td></td><td></td><td></td><td></td></tr><tr><td>7-10 Rating</td><td></td><td></td><td></td></tr><tr><td>Residential</td><td>89.9%</td><td>92.2%</td><td>90.3%</td></tr><tr><td>Commercial</td><td>93.0%</td><td>92.5%</td><td>93.0%</td></tr><tr><td>Total</td><td>91.1%</td><td>92.3%</td><td>91.2%</td></tr><tr><td></td><td></td><td></td><td></td></tr><tr><td colspan="4">Of the 28 customers that gave a rating less than or equal to six 8, or 28.6%, were not satisfied with information provided and felt the issue was unresolved and 6, or 21.4%, disliked the automated telephone system. Call Type: The average rating for customers who called regarding an Energy Management matter was the highest at 10 while Meter Reading was the lowest at 6.5.</td></tr></table>	<u>Telephone Satisfaction</u> – 313 or 25.5% called in last 6 months.					This Quarter	Last Quarter	Same Quarter Last Year	Residential	8.79	8.83	8.60	Commercial	8.90	8.65	8.59	Total	8.87	8.76	8.59					7-10 Rating				Residential	89.9%	92.2%	90.3%	Commercial	93.0%	92.5%	93.0%	Total	91.1%	92.3%	91.2%					Of the 28 customers that gave a rating less than or equal to six 8, or 28.6%, were not satisfied with information provided and felt the issue was unresolved and 6, or 21.4%, disliked the automated telephone system. Call Type: The average rating for customers who called regarding an Energy Management matter was the highest at 10 while Meter Reading was the lowest at 6.5.			
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Passed First Call Resolution



First Call Resolution -



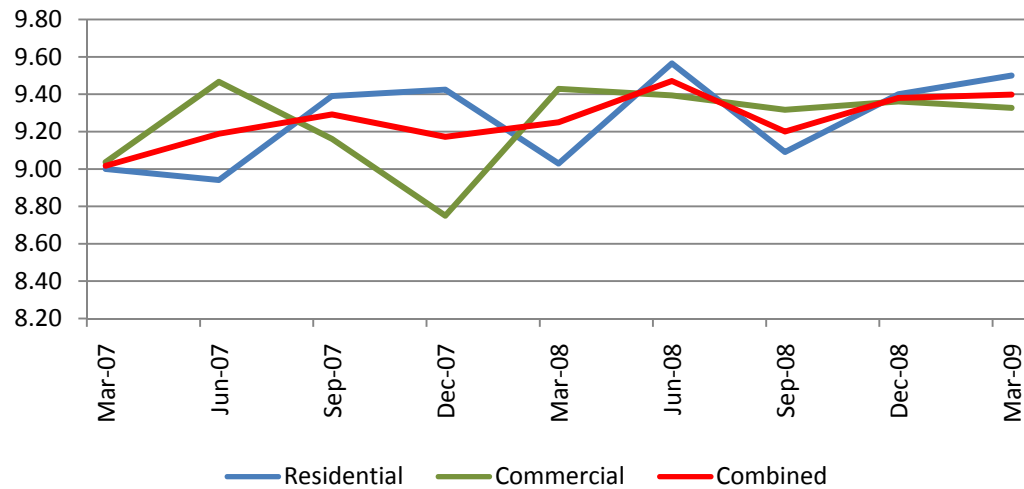
First Call Resolution

	This Quarter	Last Quarter	Same Quarter Last Year
Residential	86.8%	89.1%	84.5%
Commercial	81.6%	91.9%	84.7%
Total	84.7%	90.1 %	84.6%

Of the 255 customers that spoke to a Customer Account Representative, 216 or 84.7% had their issue resolved the first time they called.

The main reasons cited by customers for having to call more than once was related to field work not being completed in expected time or not getting information required.

Field Visit - Mean



Field Visit Satisfaction

	This Quarter	Last Quarter	Same Quarter Last Year
Residential	9.50	9.40	9.03
Commercial	9.33	9.36	9.43
Total	9.40	9.38	9.25
7-10 Rating			
Residential	94.7%	97.8%	94.1%
Commercial	98.2%	97.9%	97.6%
Total	96.8%	97.8%	96.1%

Of the 93 customers that had a Field Visit in the last 6 months, 3 or 3.2% gave a rating <= 6.