

- 1 **Q. Please provide the following for each of the past five years and explain how each is**
 2 **measured, and if any exclusions apply:**
 3
- 4 (a) **Percentage of customers not reaching a company representative within 40**
 5 **seconds during normal business hours, calculated as follows. What does NP**
 6 **believe to be a reasonable standard of performance for this measure?**
 7 **- Number of calls not reaching a company rep within 40 seconds**
 8 **- Number of attempts to reach a company rep**
 9
- 10 (b) **Percentage of calls abandoned during normal business hours, excluding**
 11 **outage-related calls, calculated as follows. What does NP believe to be a**
 12 **reasonable standard of performance for this measure?**
 13 **- Number of calls abandoned**
 14 **- Number of attempts to reach a company rep**
 15
- 16 (c) **Percentage of attempted outage related calls not answered live on a 24-hour,**
 17 **7-day per week basis, calculated as follows. What does NP believe to be a**
 18 **reasonable standard of performance for this measure?**
 19 **- Number of outage calls not answered**
 20 **- Number of outage calls attempted**
 21
- 22 (d) **Percentage of calls blocked (receive a busy signal or call back message),**
 23 **calculated as follows. What does NP believe to be a reasonable standard of**
 24 **performance for this measure?**
 25 **- Number of calls receive a busy signal/message**
 26 **- Number of calls trying to reach NP**
 27
- 28 A. (a) Table 1 provides the percentage of calls answered by Newfoundland Power
 29 within 40 seconds, including calls answered by both Customer Account
 30 Representatives and the Interactive Voice Response System, as a percentage of
 31 the total number of calls offered for the period 2004 to 2008.¹
 32
 33

Table 1
Percentage of Calls Answered
Within 40 Seconds
2002 to 2008

2004	80%
2005	80%
2006	80%
2007	80%
2008	80%

¹ The Interactive Voice response System answers calls both during and outside normal business hours.

1 Newfoundland Power targets 80% of calls offered to be answered within 40
2 seconds. It is believed this target is a reasonable standard of performance.

- 3
4 (b) Table 2 shows the percentage of abandoned calls, excluding outage-related calls,
5 as a percentage of all calls offered during normal business hours for the period
6 2004 to 2008.

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Table 2
Calls Abandoned as Percent of Calls Offered
(Not Including Outage-Related Calls)
2004 to 2008

2004	1.9%
2005	2.2%
2006	2.4%
2007	2.6%
2008	2.6%

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10
11 Newfoundland Power has not established a target for calls abandoned as a
12 percentage of calls offered. It is not believed that a target for this metric is
13 necessary at this time. Newfoundland Power has not considered what a reasonable
14 standard of performance would be for this metric. Current performance is not an
15 area of focus or concern.

- 16
17 (c) The majority of outage related calls are answered by the Company’s automated
18 Outage Notification System (“ONS”) which provides customers with an
19 automated message containing the reason for the outage and the estimated
20 restoration time. This information is provided 24 hours a day, 7 days a week.

21
22 Since 2005, customers calling the Customer Contact Centre to report an outage
23 hear the same automated message as customers calling the ONS. During normal
24 business hours, after hearing the automated message, the customer is presented
25 with the option to speak to a Customer Account Representative.

1 Table 3 shows the percentage of calls abandoned after the customer has requested
2 to speak to a Customer Account Representative as a percentage of all calls offered
3 during normal business hours for the period 2004 to 2006. The number of
4 abandoned calls has not been tracked since 2006.
5
6

Table 3
Outage Related Calls Abandoned
2004 to 2008

2004	7.1%
2005	3.6%
2006	5.5%
2007	n/a
2008	n/a

7
8
9 Newfoundland Power has not established a target for outage related calls
10 abandoned. It is not believed that a target for this metric is necessary at this time.
11 Newfoundland Power has not considered what a reasonable standard of
12 performance would be for this metric. Current performance is not an area of
13 focus or concern.
14

- 15 (d) Table 4 shows the percentage of customer calls blocked² (i.e. received a busy
16 signal) when attempting to call the Customer Contact Centre as a percentage of all
17 calls offered for the period 2004 to 2008.
18
19

Table 4
Calls Blocked
2004 to 2008

2004 ³	-
2005	0.83%
2006	0.46%
2007	1.71%
2008	0.49%

20
21
22 The small percentage of calls blocked included in Table 4 are related to the
23 avalanche of calls received immediately following a power interruption.
24 Newfoundland Power has not established a target for blocked calls. It is not
25 believed that a target for this metric is necessary at this time. Newfoundland
26 Power has not considered what a reasonable standard of performance would be
27 for this metric. Current performance is not an area of focus or concern.

² This data is provided to the Company by Aliant.

³ Complete data for 2004 is unavailable due to an Aliant labour disruption