

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 who are satisfied or completely satisfied following**
5 **customer-initiated contact with the company (report, request, inquiry,**
6 **customer requested work and complaint resolution). What does NP believe to**
7 **be a reasonable standard of performance for this measure?**

8
9 (b) **Percentage of customers satisfied or completely satisfied with the Company.**
10 **What does NP believe to be a reasonable standard of performance for this**
11 **measure?**

12
13 A. ***General***

14 Newfoundland Power has conducted customer satisfaction surveys on a quarterly
15 basis (the “Surveys”) since 1997. The Surveys are the source of quarterly and
16 annual customer satisfaction indices.

17
18 Over 800 domestic and 400 general service customers located in the Company's
19 service territory are interviewed by an independent local firm via telephone. A
20 random sample of domestic customers is chosen from all active bill accounts in
21 CSS which have a valid phone number.¹ General service customers are chosen
22 randomly from a database of non-domestic customers.

23
24 The Survey does not collect data in the manner suggested in the question.
25 Instead, the Survey asks customers to provide a rating between 1 and 10, with 1
26 being “not at all satisfied” and 10 being “fully satisfied,” for the following service
27 types: telephone service,² field service³, cash services⁴ and the service provided
28 by the Company in general.⁵ Customers are also asked whether their issue or
29 request was resolved on the first call.

30
31 (a) Attachment A contains the quarterly average domestic and general service
32 customer ratings by service type for 2004 to 2008.
33

¹ The sample of customers is chosen to be consistent with the population and age breakdown of customers across the service territory ensuring that the responses are representative of the customer population as a whole. There is no effort made to select customers for the sample who have recently had any form of interaction with Newfoundland Power.

² Customers who respond that they have called within the last 6 months are asked to rate the telephone service they received.

³ Customers who respond that they have had a field visit from an employee other than a meter reader in the last 6 months are asked to rate the field service they received.

⁴ Prior to December 2005, customers were asked to rate the cash services provided by Newfoundland Power. From 2005 onward, customers are asked to rate the cash services provided by Dominion stores. Cash services were outsourced to Dominion stores in 2005.

⁵ Customers are also asked certain information gathering questions which are not inputs into the quarterly or annual customer satisfaction indices.

Table 1 shows the average customer ratings by service type for domestic customers for 2004 to 2008.

Table 1
Average Customer Ratings by Service Type
Domestic Customers
2004 to 2008

	Telephone	Field	Cash	First Call Resolution⁶	General
2004	86	89	94	86	86
2005	88	90	92	89	86
2006	89	91	86	90	87
2007	88	92	89	83	87
2008	88	93	88 ⁷	90	87

Table 2 shows the average customer ratings by service type for general service customers for 2004 to 2008.

Table 2
Average Customer Ratings by Service Type
General Service Customers
2002 to 2008

	Telephone	Field	Cash	First Call Resolution	General
2004	86	92	94	82	89
2005	87	91	90	85	90
2006	88	92	85	84	89
2007	86	91	84	83	90
2008	86	94	88 ⁷	86	89

Newfoundland Power believes its current performance for this measure to be reasonable.

⁶ The percentage of customers who respond that they have called within the last six months who say their issue or request was resolved on the first call.

⁷ Reporting on cash services satisfaction ended in March 2008

(b) Customer survey responses are averaged, weighted and then totalled to calculate the Company's *quarterly* customer satisfaction index.⁸ Domestic customer responses are weighted at 90 percent while general service customer responses are weighted at 10 percent.⁹ Finally, ratings for telephone service are weighted at 40 percent while the remainder are weighted at 20 percent each.¹⁰

The Company's *annual* customer satisfaction index is derived by averaging the Company's quarterly customer satisfaction indices.¹¹

Table 3 shows the quarterly and annual customer satisfaction indices for 2004 to 2008.

Table 3
Customer Satisfaction
2004 to 2008

	1 st Quarter	2 nd Quarter	3 rd Quarter	4 th Quarter	Annual
2004	88	87	90	89	89
2005	89	90	88	88	89
2006	89	87	88	92	89
2007	88	88	87	87	88
2008	87	91	89	89	89

Newfoundland Power believes its current performance for this measure to be reasonable.

⁸ Prior to December 2005, the Company's customer satisfaction index averaged the results for telephone service, field service, cash services and overall Company service. From December 2005 onward, the Company's customer satisfaction index has averaged the results for telephone service, field service, first call resolution and overall Company service. Cash services were dropped from the quarterly index in 2005 because cash services were outsourced to Dominion stores in that year. First call resolution was added to the quarterly index in December 2005 to reflect the Company's increased emphasis on resolving customer's requests on their first call.

⁹ This reflects that 90 percent of the Company's customers are domestic while the remaining 10 percent are general service.

¹⁰ This reflects that the majority of service provided by the Company is provided over the telephone.

¹¹ For example, a 90 percent customer satisfaction rating would reflect an overall weighted average satisfaction of 9 from survey respondents.

**Quarterly Average Domestic and
General Service Customer Ratings
by Service Type for 2004 to 2008**

Requests for Information

**Newfoundland Power Inc.
Quarterly Average Customer Ratings**

Quarter Ending	Service in General		Telephone Service		Cash Service		First Call Resolution		Field Service	
	Domestic	General Service	Domestic	General Service	Domestic	General Service	Domestic	General Service	Domestic	General Service
Mar-04	87.4%	89.0%	85.6%	88.7%	91.4%	95.8%	86.1%	81.1%	86.8%	88.8%
Jun-04	85.6%	87.3%	83.2%	81.8%	94.6%	91.7%	85.5%	78.1%	87.3%	92.3%
Sep-04	86.1%	89.2%	87.7%	88.3%	96.1%	94.8%	83.9%	89.7%	93.0%	92.3%
Dec-04	86.6%	89.2%	87.4%	84.2%	94.8%	94.2%	89.4%	77.4%	89.7%	94.7%
Mar-05	86.1%	90.7%	87.2%	84.9%	94.0%	92.2%	87.0%	81.0%	91.4%	90.2%
Jun-05	86.1%	88.8%	88.4%	88.2%	93.2%	93.5%	91.8%	87.0%	94.9%	91.6%
Sep-05	85.6%	88.4%	86.7%	89.8%	96.2%	95.4%	88.3%	87.8%	82.3%	93.3%
Dec-05	87.8%	90.7%	88.8%	85.9%	85.9%	79.8%	87.5%	83.7%	90.3%	89.8%
Mar-06	87.6%	89.1%	88.5%	90.5%	87.5%	80.0%	87.6%	91.5%	90.5%	92.4%
Jun-06	86.4%	89.4%	87.0%	86.6%	85.8%	83.3%	87.4%	82.8%	88.8%	92.9%
Sep-06	86.5%	89.3%	88.6%	85.4%	83.9%	89.1%	88.7%	78.1%	89.0%	89.7%
Dec-06	87.4%	89.3%	91.8%	89.8%	86.4%	87.0%	95.1%	83.1%	94.3%	91.8%
Mar-07	86.8%	89.9%	88.1%	87.9%	92.9%	82.1%	86.4%	87.7%	90.0%	90.4%
Jun-07	86.0%	89.9%	88.4%	87.4%	90.6%	89.0%	86.6%	79.1%	89.4%	94.7%
Sep-07	86.5%	88.7%	87.1%	85.1%	90.9%	79.4%	79.8%	79.6%	93.9%	91.6%
Dec-07	87.5%	89.8%	88.0%	84.4%	91.5%	83.8%	79.8%	86.2%	94.3%	87.5%
Mar-08	87.3%	90.1%	86.0%	85.9%	88.2%	87.7%	84.5%	84.7%	90.3%	94.3%
Jun-08	87.2%	88.5%	88.8%	83.0%	NA	NA	95.5%	85.2%	95.7%	93.9%
Sep-08	87.0%	90.0%	88.4%	87.5%	NA	NA	92.2%	81.3%	90.9%	93.2%
Dec-08	86.8%	88.9%	88.3%	86.5%	NA	NA	89.1%	91.9%	94.0%	93.6%
Mar-09	87.7%	90.8%	87.9%	89.0%	NA	NA	86.8%	81.6%	95.0%	93.3%
Jun-09	86.7%	90.4%	89.7%	87.9%	NA	NA	91.6%	95.3%	92.7%	92.7%