

Q. Re: Tab 7.1 - 2013 Application Enhancements – Customer Service Internet Enhancements

Newfoundland Power estimates a cost of \$50,000.00 to improve the online payment arrangement. Does this mean that the remaining \$222,000.00 sought is solely for telephone self service?

A. No. The Customer Service Internet Enhancements budget of \$272,000 does not involve improvements to the Company's telephone self service functionality.

In addition to improving the online payment arrangements through the Internet, this item also includes improvements to the website's navigation and search capabilities along with expanding the options available to customers for accessing the Company through the Internet.

In 2011, the Company's website recorded over 540,000 visits including 32,000 visits made from mobile devices. 2011 was the first year where customer website visits exceeded customer telephone calls to Newfoundland Power Customer Contact Centre. Also in 2011, over 46,000 emails were received from customers. Customer Service Internet Enhancements planned for 2013 to support these forms of electronic communications are described below in Table 1.

Table 1
Customer Service Internet Enhancements
(\$000s)

Item	Description	2013 Estimate
Online payment arrangements	Schedule multiple payments	50
Website navigation and search	Website update, search technology upgrade	80
Email improvements	Automatic distribution of incoming emails to intended recipient and automatic reply to simple requests like "Do you accept credit card payments?"	62
Automated request for engineering services	To include underground infrastructure locates, tree trimming and protective cover up for service wires	45
Mobile device integration	Continue to support the expanding smart phone market effectively through the Company website	35
Total		272