

1 **Q. Please provide the following data relating to customer satisfaction for each of the past**
2 **five years and explain how each is measured, and if any exclusions are applied:**

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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).**

7 **(b) Percentage of customers satisfied or completely satisfied with the Company.**
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9 **A. General**

10 Newfoundland Power has conducted customer satisfaction surveys on a quarterly basis
11 (the "Surveys") since 1997. The Surveys are the source of quarterly and annual customer
12 satisfaction indices.

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

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

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27 (a) Attachment A contains the quarterly average domestic and general service customer
28 ratings by service type for 2002 to 2006.

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.

1 Table 1 shows the average customer ratings by service type for domestic customers for
2 2002 to 2006.

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Table 1
Average Customer Ratings by Service Type
Domestic Customers
2002 to 2006

	Telephone	Field	Cash	First Call Resolution⁶	General
2002	90%	93%	94%	82%	87%
2003	89%	91%	93%	84%	87%
2004	86%	89%	94%	86%	86%
2005	88%	90%	92%	89%	86%
2006	89%	91%	86%	90%	87%

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7 Table 2 shows the average customer ratings by service type for general service customers
8 for 2002 to 2006.

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Table 2
Average Customer Ratings by Service Type
General Service Customers
2002 to 2006

	Telephone	Field	Cash	First Call Resolution	General
2002	89%	93%	94%	78%	89%
2003	86%	92%	93%	79%	88%
2004	86%	92%	94%	82%	89%
2005	87%	91%	90%	85%	90%
2006	88%	92%	85%	84%	89%

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13 (b) Customer survey responses are averaged, weighted and then totalled to calculate the
14 Company's *quarterly* customer satisfaction index.⁷ Domestic customer responses are
15 weighted at 90 percent while general service customer responses are weighted at 10

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 Prior to December 2005, the Company's customer satisfaction index averaged the results for telephone service, field service, cash services and overall Company service. For 2005 onward, the Company's customer satisfaction index averages 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.

1 percent.⁸ Finally, ratings for telephone service are weighted at 40 percent while the
2 remainder are weighted at 20 percent each.⁹

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4 The Company's *annual* customer satisfaction index is derived by averaging the
5 Company's quarterly customer satisfaction indices.¹⁰

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7 Table 3 shows the quarterly and annual customer satisfaction indices for 2002 to 2006.
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Table 3
Customer Satisfaction
2002 to 2006

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Annual
2002	90%	90%	91%	93%	91%
2003	90%	91%	88%	89%	90%
2004	88%	87%	90%	89%	89%
2005	89%	90%	88%	88%	89%
2006	89%	87%	88%	92%	89%

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12 Customer satisfaction is reviewed in the Company's prefiled evidence at page 22 *et. seq.*

⁸ This reflects that 90 percent of the Company's customers are domestic while the remaining 10 percent are general service.

⁹ This reflects that the majority of service provided by the Company is provided over the telephone.

¹⁰ For example, a 90 percent customer satisfaction rating would reflect an overall weighted average satisfaction of 9 from survey respondents.

**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-02	87.0%	88.4%	88.7%	83.8%	92.1%	92.0%	82.4%	68.8%	93.1%	88.8%
Jun-02	87.0%	89.4%	90.5%	88.9%	96.9%	92.4%	86.5%	73.3%	87.0%	93.6%
Sep-02	86.5%	87.1%	89.8%	89.3%	93.7%	96.4%	76.4%	84.9%	93.1%	95.7%
Dec-02	87.6%	89.5%	90.6%	91.8%	93.7%	94.1%	81.9%	84.9%	100.0%	95.5%
Mar-03	88.2%	87.5%	88.7%	87.4%	93.4%	94.0%	86.7%	82.8%	89.6%	93.3%
Jun-03	86.6%	87.4%	90.4%	87.4%	93.3%	93.5%	82.1%	66.7%	96.7%	93.7%
Sep-03	86.9%	87.3%	88.0%	83.0%	92.1%	90.6%	77.9%	81.2%	84.6%	86.4%
Dec-03	87.6%	87.9%	87.3%	87.4%	92.8%	93.5%	90.3%	86.3%	92.1%	92.6%
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%