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2 **Volume 1, Section 2 – Customer Operations**
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4 **Q. (page 22, lines 7-8) “Since 2002, customers have consistently ranked reliability of**
5 **power as the most important attribute of service followed closely by price of**
6 **electricity.” In order to demonstrate the linkage between customer satisfaction**
7 **(section 2.3.1) and reliability (section 2.3.2) that will assist in determining the**
8 **appropriate balance between improved service and cost control (see page 2, lines**
9 **16-17), please provide any studies or other quantitative information that NP has in**
10 **its possession that measures:**

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- 12 **a. The number of hours of service outages on an annual basis that NP’s**
13 **customers are willing to accept;**
 - 14 **b. The amount NP’s customers are willing to pay in the form of increased rates**
15 **for greater reliability;**
 - 16 **c. The relationship between amounts NP has spent to improve the reliability of**
17 **the distribution system and the power outages in each region of the Province**
18 **served by NP (i.e., for every \$1000 spent on reliability improvement**
19 **programs, how much more reliability have consumers gained);**
 - 20 **d. The comparative impact on reducing power outage durations of re-designed**
21 **maintenance procedures (i.e., fielding additional repair crews) versus making**
22 **infrastructure improvements (i.e., building additional feeders).**

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24 **A. Newfoundland Power has no such studies. Please refer to the response to CA-NP-14.**