

1 **Volume 1, Section 2 – Customer Operations**

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3 **Q. (page 32, line 4) What is the basis for the target to answer 80% of customer calls**  
4 **within 40 seconds? How does this compare to targets elsewhere in Canada?**

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6 A. Prior to implementation of the Aspect telephone contact management system, the  
7 Company's service level target was to answer 80% of calls within 60 seconds. The target  
8 was changed to 80% of calls within 40 seconds on March 1, 1999, reflecting the  
9 improvements achieved with implementation of the Aspect system.

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11 The Company established its current target as a reasonable balance between good service  
12 levels and prudent cost management. Achieving the service level target permits many of  
13 the personnel in Newfoundland Power's Contact Centre to also perform off-phone duties  
14 involving customers and their accounts.

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16 Newfoundland Power continuously monitors its Contact Centre service level, and adheres  
17 to its target level by reallocating staff as required. Customer satisfaction with  
18 Newfoundland Power Contact Centre operations typically ranges from 85% to 90%,  
19 indicating that the level of service is meeting customer expectations.

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21 The Ontario Energy Board has established a target for distribution utilities of 65% of  
22 calls to be answered in 30 seconds (not including automated systems). The Alberta  
23 Energy and Utilities Board has established a target of 70% of calls reaching a  
24 representative within 30 seconds. The Company is not aware of any other mandated  
25 Canadian standards for telephone service level.