

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

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3 **Q. In Newfoundland Power’s 1995 rate application, M.J. Erbland’s Direct Testimony**
4 **(page 15, lines 11 to 13) states that Newfoundland Power’s customers have come to**
5 **expect an increasingly sophisticated array of options.**

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7 **a. Is NP still of the view that its customers expect an increased array of options?**
8 **b. What steps have been taken by NP to increase the array of options to its**
9 **customers?**

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11 **A.** In the testimony referenced, Mr. Erbland, then Newfoundland Power’s Vice-President,
12 Corporate & Employee Services, discussed the impact of technological change on
13 customer expectations and technological improvement opportunities in the Company’s
14 operations.

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16 (a) Since Mr. Erbland’s testimony was given in 1995, Newfoundland Power has
17 introduced increasingly sophisticated service options for customers. It is the
18 Company’s belief that customer expectations will continue to evolve and
19 Newfoundland Power will adjust its service offerings accordingly.

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21 (b) Examples of steps taken by Newfoundland Power since 1995 to increase service
22 options for customers include:
23 • In 1996, Newfoundland Power introduced a rudimentary internet website. In
24 the intervening years, the website has been enhanced and customer usage of
25 the website continues to grow. In 2006, the website was visited
26 approximately 355,000 times by customers.
27 • In 1998, the Company introduced an Outage Notification System. This
28 system enabled the Company to meet customers’ expectations to supply them
29 with information quickly and efficiently during unplanned power outages. In
30 2006, approximately 73,000 customer calls were handled by the Outage
31 Notification System.