

1 Q. Please provide budget/actuals details supporting customer research and customer  
2 satisfaction measurement efforts, including all primary research efforts conducted  
3 to-date and planned for the current and upcoming budget years. Include 2013,  
4 2014YTD for budget/actuals and budgeted for 2015.

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7 A. In 2013, an opinion and reputation report was completed for Hydro at a cost of  
8 \$27,415. Following the 2014 supply issues, a post event survey was completed at a  
9 cost of \$11,840. Please refer to Hydro's response to PUB-NLH-194 Attachments 1  
10 and 2 for copies of these reports. Also referenced in PUB-NLH-189 and PUB-NLH-  
11 194, additional customer research is presently being carried out jointly by Hydro  
12 and Newfoundland Power in relation to the Liberty Consulting Group  
13 recommendation number 38. The total estimated cost of the joint research is  
14 \$53,275, which will be shared on a 50/50 basis between both utilities. During the  
15 fall of 2014, Hydro plans to have residential and commercial customer satisfaction  
16 surveys completed and has budgeted \$22,000 and \$14,000 respectively for this  
17 work. With respect to 2015, please see Hydro's response to PUB-NLH-189.