

1 Q. Please describe the internal organization responsible for customer research and
2 customer satisfaction measurement, detailing roles and responsibilities. In the
3 response also provide details on any vendors that provide service relating to
4 customer research and customer satisfaction measurement and the services
5 provided.

6

7

8 A. Hydro's Customer Service Department is responsible for customer research and
9 customer satisfaction measurement. The Customer Service Manager, Customer
10 Communications and Billing Administrator, and Hydro's Senior Communication
11 Advisor work together with an external consultant to have customer satisfaction
12 surveys completed. These positions review the survey questions in draft with the
13 consultant to determine if any changes are required and to agree on the final
14 questionnaire. Hydro has availed of MQO Research, a group M5 company, to
15 design, deliver, and report the results of the customer surveys. The results are
16 reviewed by the above noted Hydro positions along with the Vice President,
17 Corporate Relations and Customer Service to determine what customers see as
18 important to them and how satisfied customers are with the various service
19 dimensions. The review of satisfaction and gaps is then used to identify areas of
20 improvement going forward.