

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

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 6 **A. Internal Organization**

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 8 See the response to Request for Information PUB-NP-160 for internal responsibilities for  
 9 customer research and customer satisfaction efforts.

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 11 **Vendors**

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 13 Table 1 provides a list of customer research vendors used by Newfoundland Power and  
 14 the services provided since 2013.<sup>1</sup>

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**Table 1**  
**Customer Research Vendors and Services Provided**

<b>Vendor</b>	<b>Service Provided<sup>2</sup></b>
MQO Research	Quarterly customer satisfaction survey; customer communications research and customer service research; corporate reputation research
CBCL Limited	Commercial Facility Equipment Inventory
Focal Research Consultants	takeCHARGE 2013 Tracking Study
Corporate Research Associates Inc.	takeCHARGE commercial customer research
KEMA Consulting Canada, Ltd.	takeCHARGE Process and Market Evaluation Final Report

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<sup>1</sup> Research activities include data collection and analysis through online tools, focus groups, telephone surveys and field visits.

<sup>2</sup> See the response to Request for Information PUB-NP-158 for information on the purpose of the research services provided.