

**Customer Satisfaction Survey**  
**March 1998**

# Customer Satisfaction

## March 1998

### Summary of Research Results

# Customer Satisfaction Research

- The survey was conducted by telephone.
- 1108 residential customers and 112 commercial customers were interviewed between March 14 and March 21, 1998.
- The sampling error is +/- 2.9% for the residential survey and +/- 9.2% for the commercial survey. The confidence interval is 95%.

# Highlights

- All things considered, residential customers gave Newfoundland Power an average satisfaction rating of 8.3 out of 10 and commercial customers gave the Company a comparable rating of 8.2. This is an increase from December 1997 when the ratings were 7.8 and 7.7 respectively.
- Customers cited a positive aspect of our service ( i.e. responds quickly to outages, always there when you need them, provides good customer service) as the main reason for being satisfied with the Company's overall service.
- Customers cited the price of electricity as the main reason for being dissatisfied with the Company's overall service.

## Highlights (contd.)

- Overall satisfaction ratings for service were not significantly impacted by the level of contact with Newfoundland Power's staff, that is, whether a customer had contact with the Company's staff did not have a significant impact on the overall rating he or she gave Newfoundland Power for its service.
- One-fifth of residential customers and about one in ten commercial customers who had contact with Newfoundland Power's staff within the past year perceived a need for improvement in one or more of the customer service areas. Less customers perceived the need for improvement in our service areas than those customers surveyed in December.
- Overall, customers' suggestions for improving the service provided by Newfoundland Power's staff related primarily to efficiency/speed, knowledge and friendliness.

# Highlights (contd.)

- Customers who used the Company's cashier services most frequently do so because they find it to be the most convenient location.
- About one in ten customers, and in some cases up to 36% of customers, perceive that Newfoundland Power needs to improve: the reliability of the power supply, the speed at which power is restored when problems occur, its contribution to the community, its concern for public safety and the environment, and the accuracy of meter readings. The percentage of customers who perceive a need for improvement in these areas is less than that recorded in the December survey.
- In terms of priority, the reliability of the power supply and the price of electricity continue to be the most important attributes of service for both residential and commercial customers.

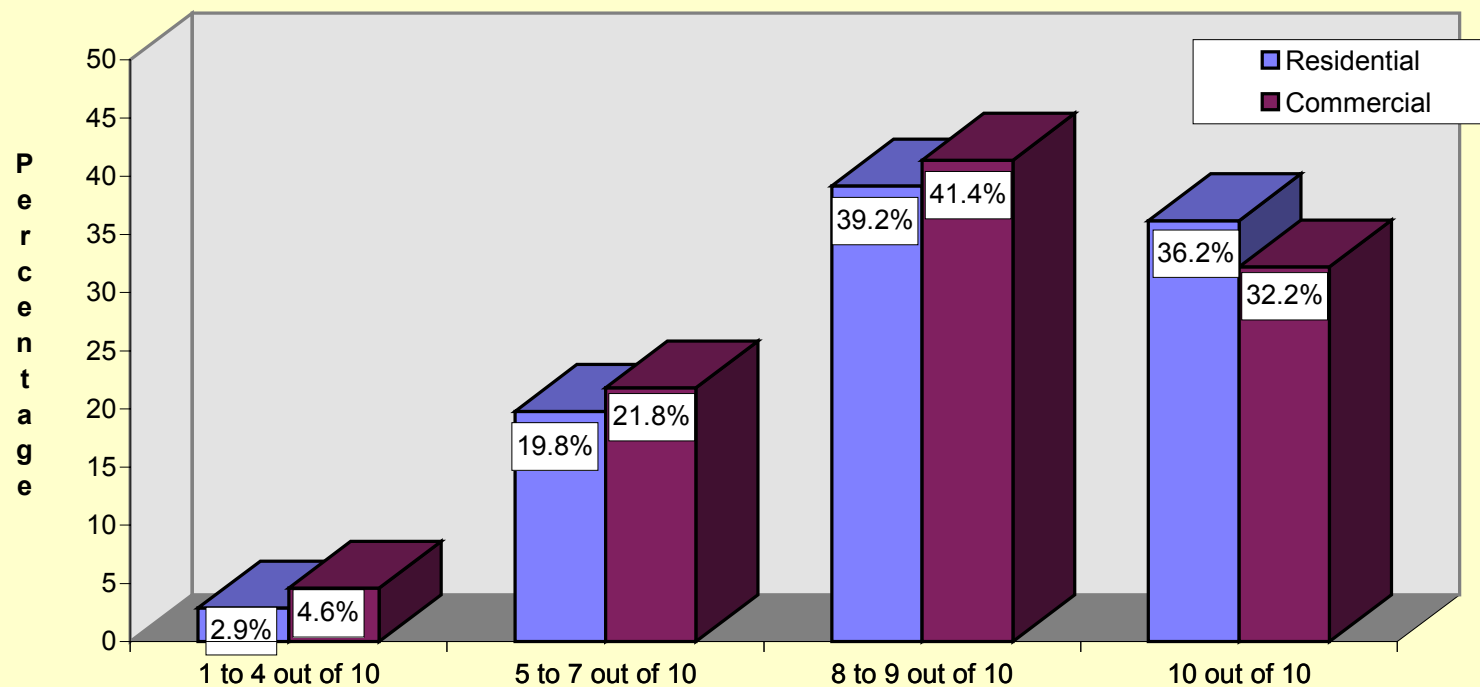
# March 1998 Customer Satisfaction Index

	Index Proportion	Residential Satisfaction Level	Commercial Satisfaction Level	Index Subtotal
Call Centre Service	40%	8.9	8.3	3.5
Field Service	20%	7.1	8.5	1.4
Cashier Service	20%	9.4	9.3	1.9
General Satisfaction Level	20%	8.3	8.2	1.7
Customer Satisfaction Index:				8.5

## Notes:

1. Residential customers account for 90% of total customers
2. The index has been calculated using results taken from the Customer Satisfaction research collected and analyzed in March 1998.
3. Satisfaction levels for the Call Centre, Field, and Cashier Services are for customers who availed of these services within the last year.
4. The satisfaction levels are based on a scale of 1 to 10 where 1 is 'Not at all satisfied' and 10 is 'Extremely Satisfied'.

# Residential and Commercial Customers Level of Satisfaction with the Service Provided by Newfoundland Power.



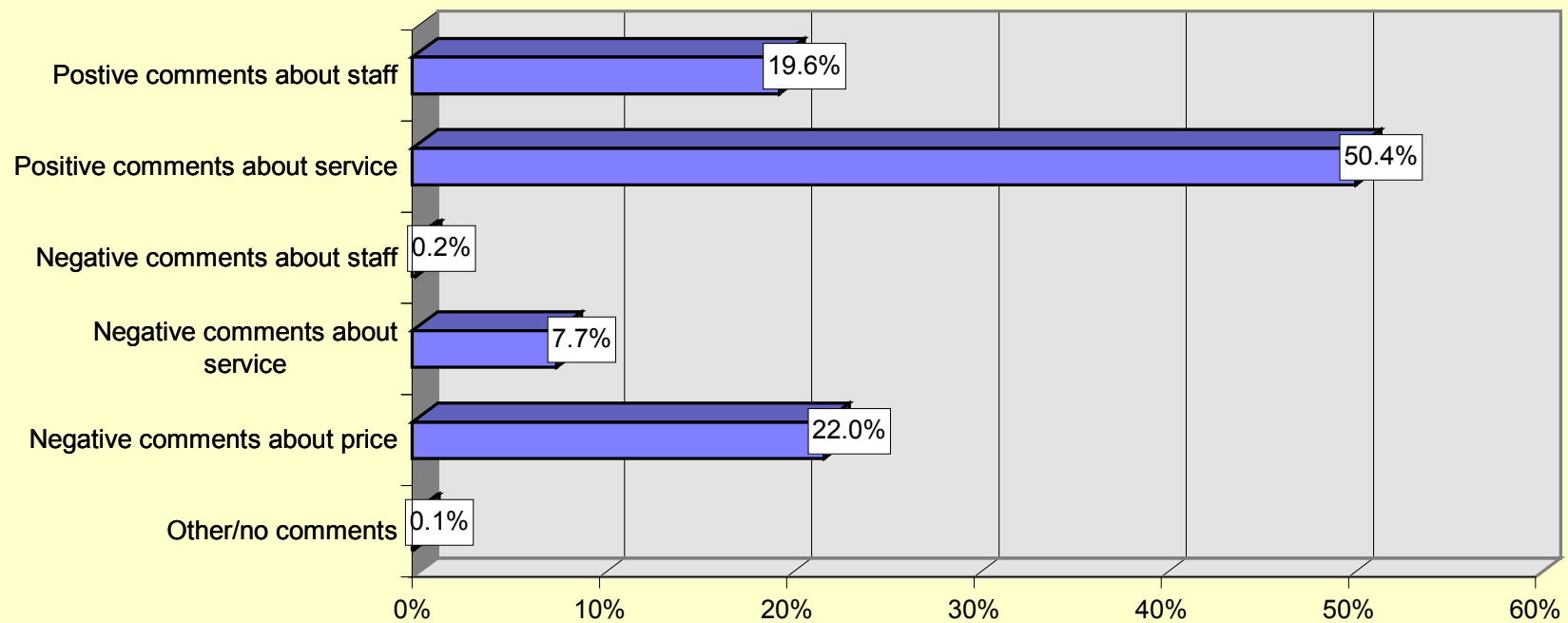
1 is "Not at all satisfied" and 10 is "Extremely Satisfied"



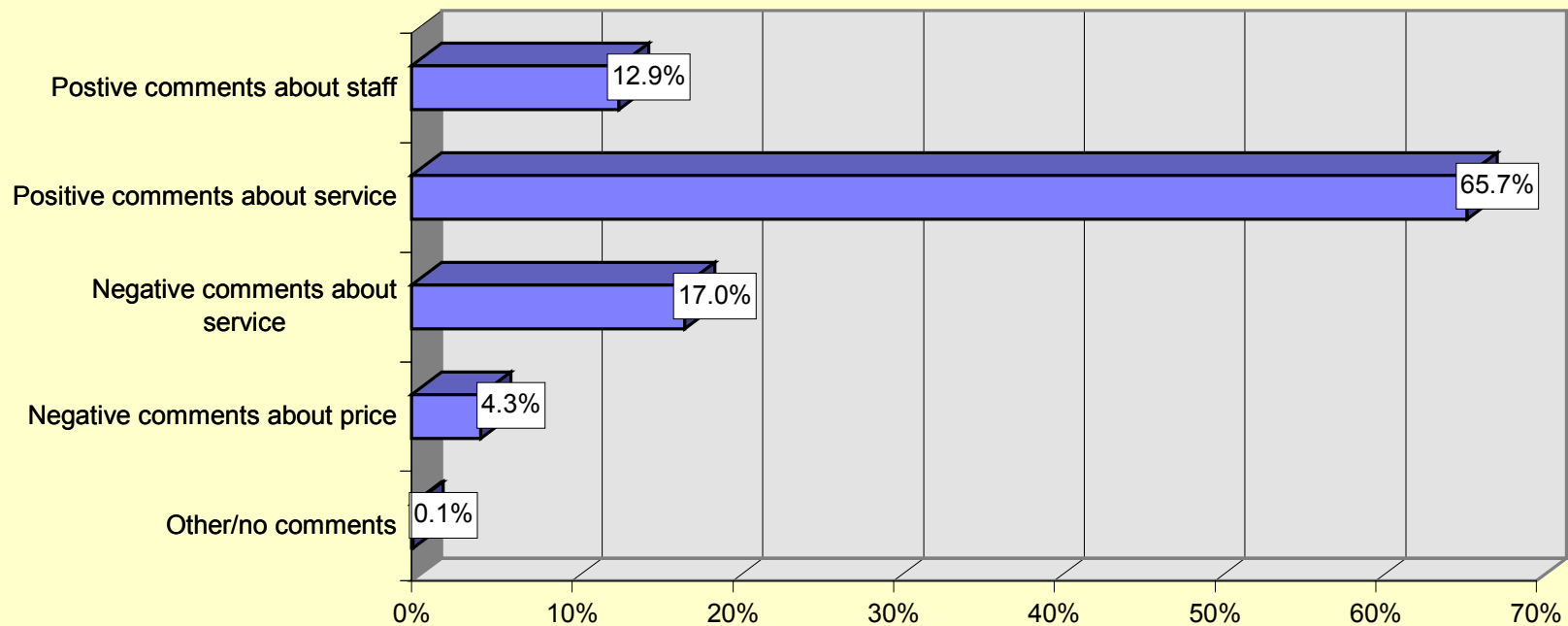
# Residential and Commercial Customers Level of Satisfaction with the Service Provided by Newfoundland Power.

- Residential customers who gave the Company a rating of '10' included a higher-than-average proportion of those in households earning less than \$20,000, those aged 65 or more, homemakers, retired individuals, and those with less than high school education.

# Reasons Given for their Rating of Service Provided by Newfoundland Power Residential Customers

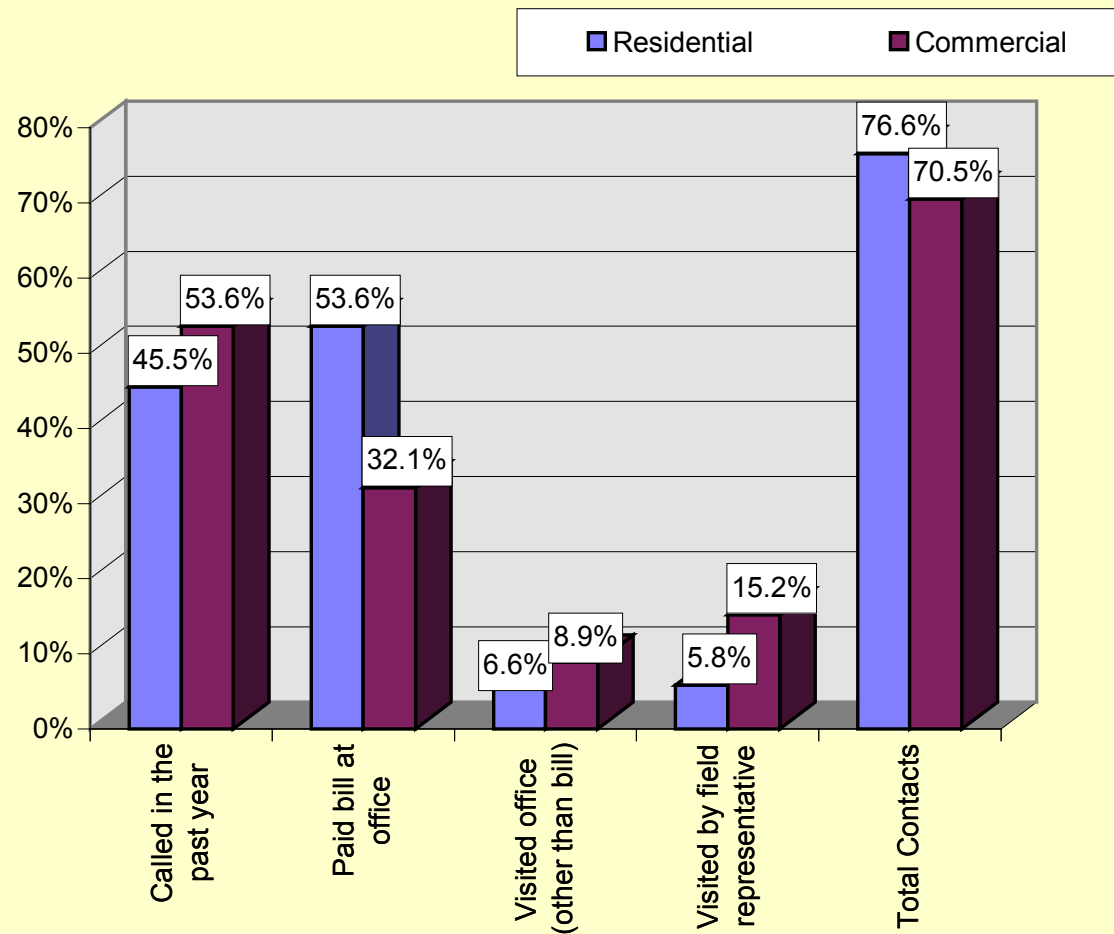


# Reasons Given for their Rating of Service Provided by Newfoundland Power Commercial Customers



# Contact with Newfoundland Power

## Residential & Commercial Customers



Contacts by phone and by cashier service are higher than in total customer base due to segmentation of the sample.  
Overall statistics were weighted to counteract these proportions.

# Contact by Phone

- Residential customers who called Newfoundland Power's office within the past year included a higher-than-average proportion of those aged 18 to 34, sales/clerical workers, students and unemployed persons.

# Contact with Cashiers

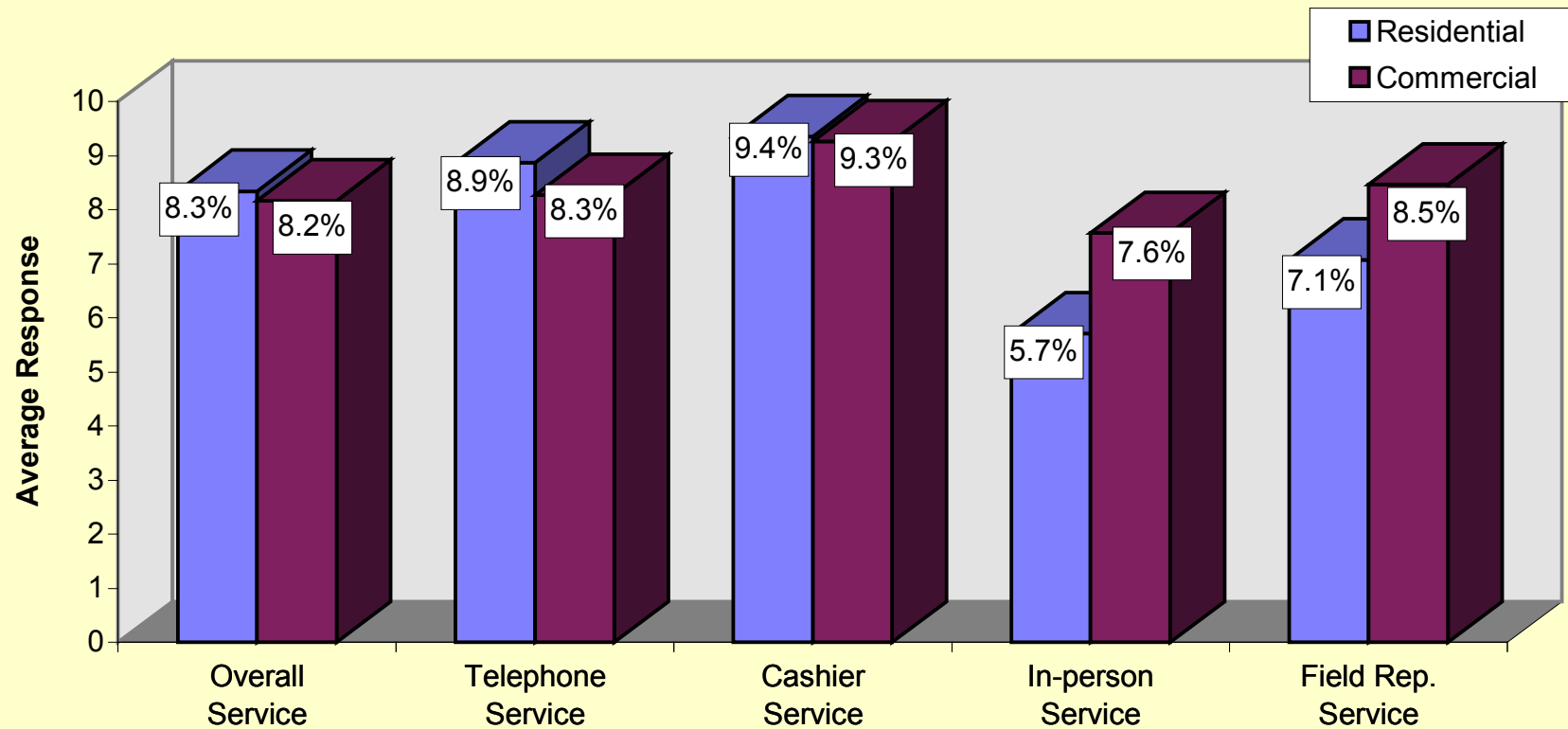
- Residential customers who had contact with Newfoundland Power's cashiers within the past year included a higher-than-average proportion of those aged 25 to 49, blue-collar workers, sales workers, homemakers, and those with technical school or high school education.

## Overall Rating of Service Provided by Newfoundland Power by Contact with Staff Within the Past Year.

- Whether a customer had contact with the Company's staff did not have a significant impact on the overall rating he or she gave Newfoundland Power for its overall service.

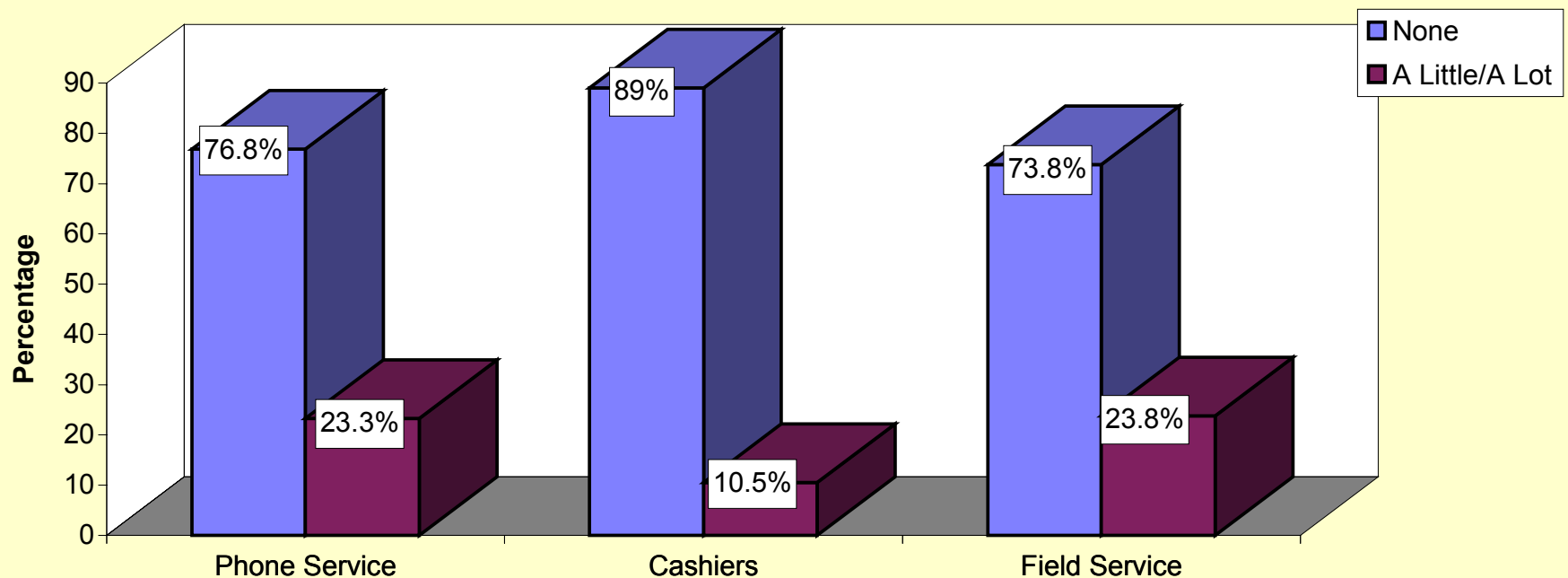
# Satisfaction Levels by Contact Type

## Residential and Commercial

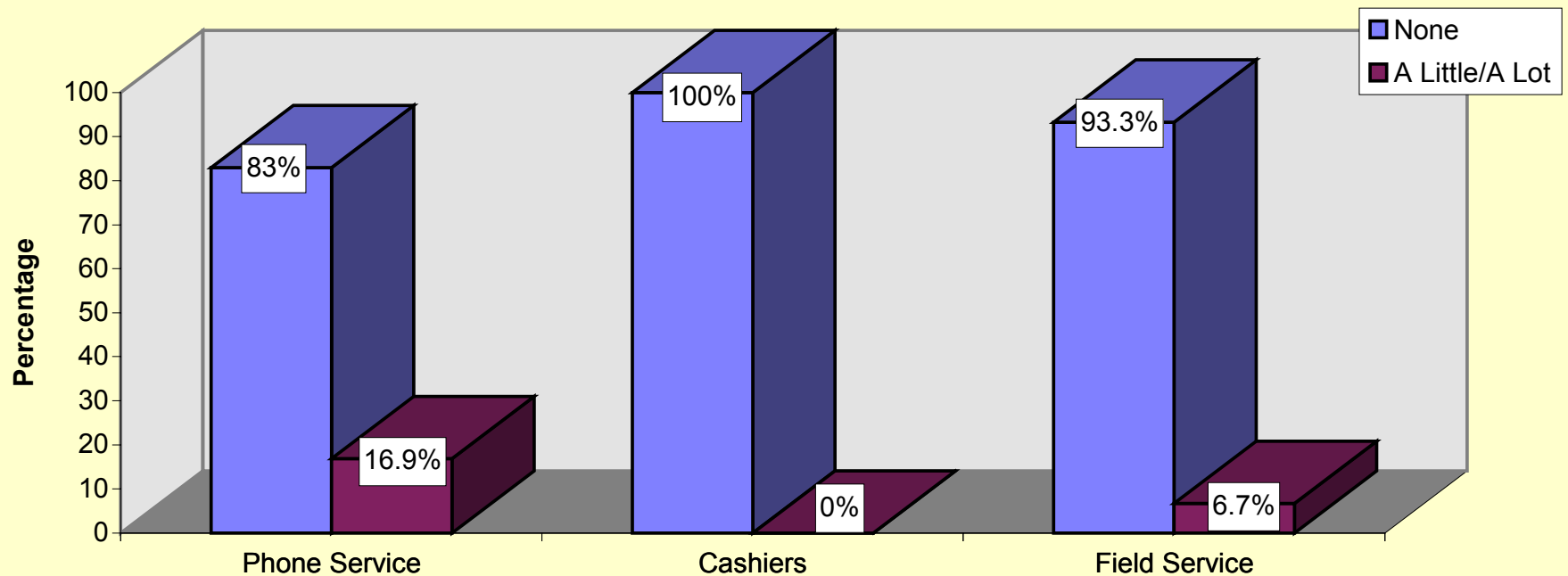




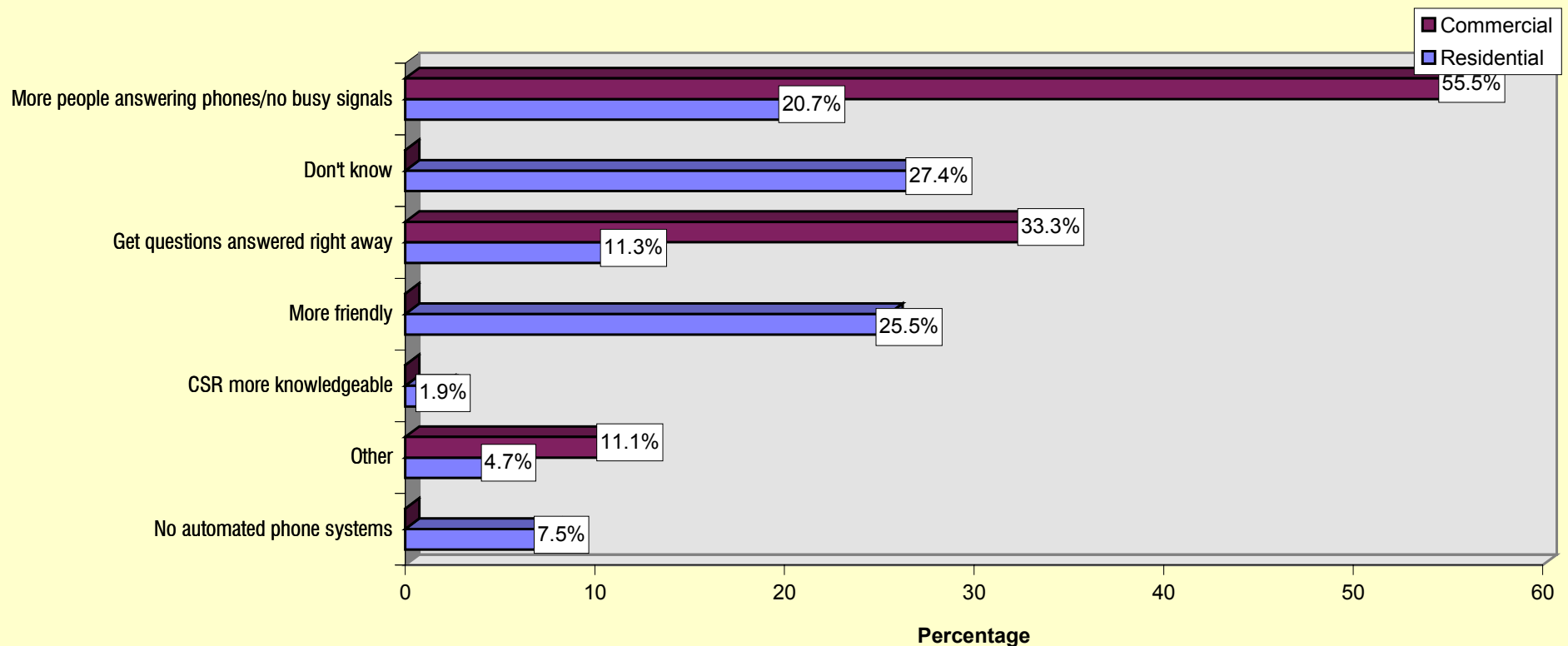
# Amount of Improvement Needed in Service Provided by Newfoundland Power Residential Customers



# Amount of Improvement Needed in Service Provided by Newfoundland Power Commercial Customers

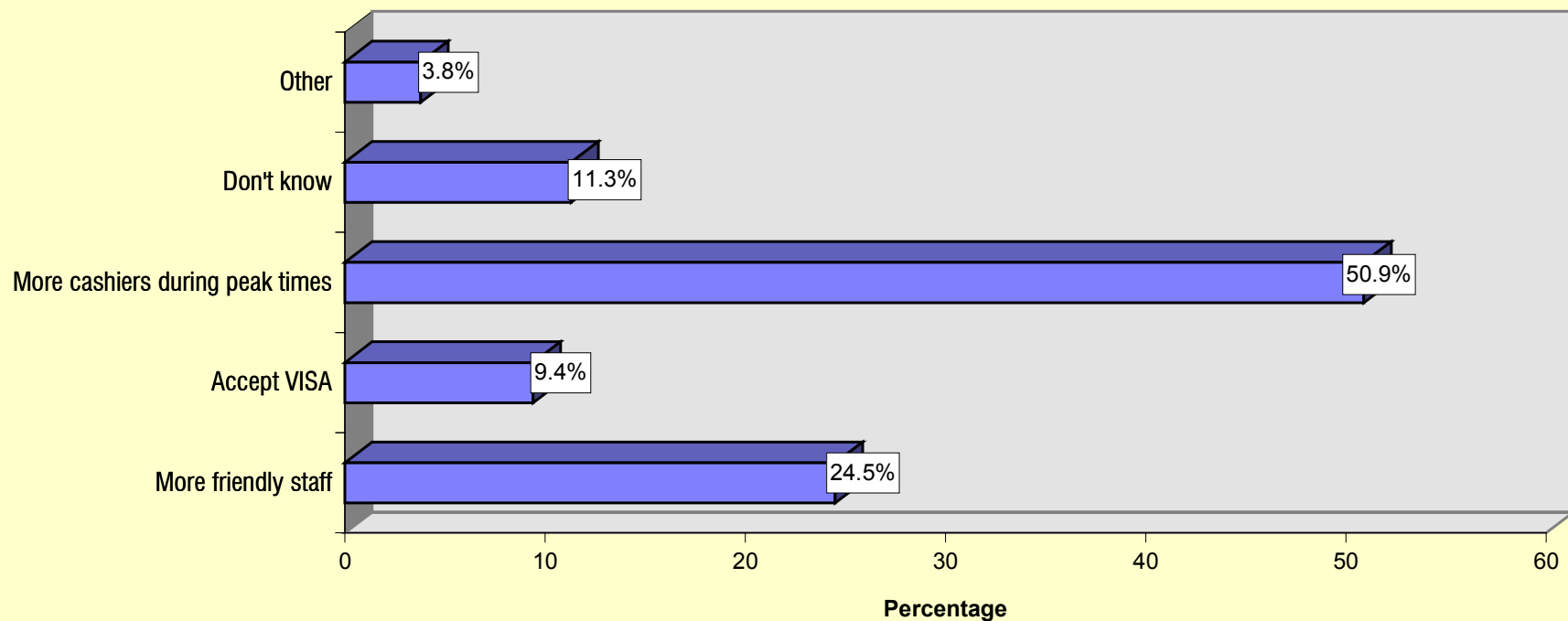


# Suggestions for Improving the Service Provided by Staff over the Phone Residential and Commercial customers



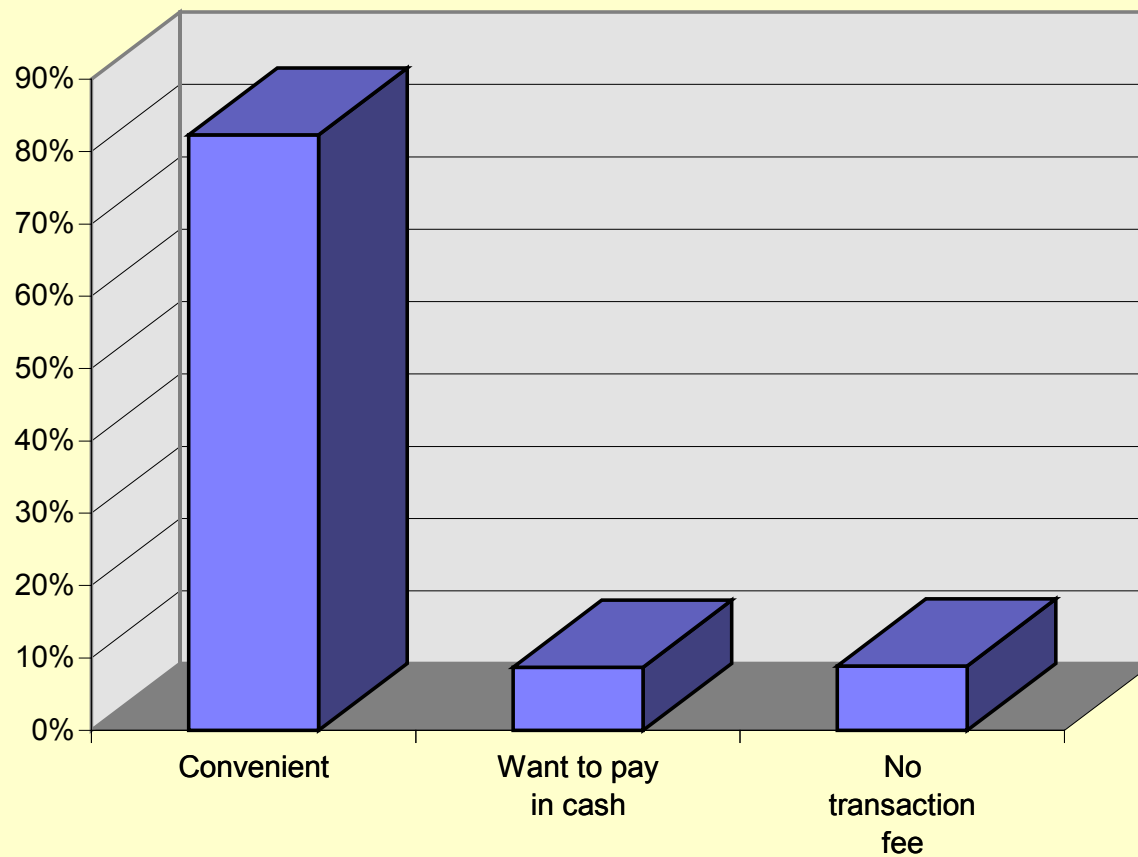
Asked to those respondents who perceived a need for a little or a lot of improvement.

# Suggestions for Improving the Service Provided by Cashiers



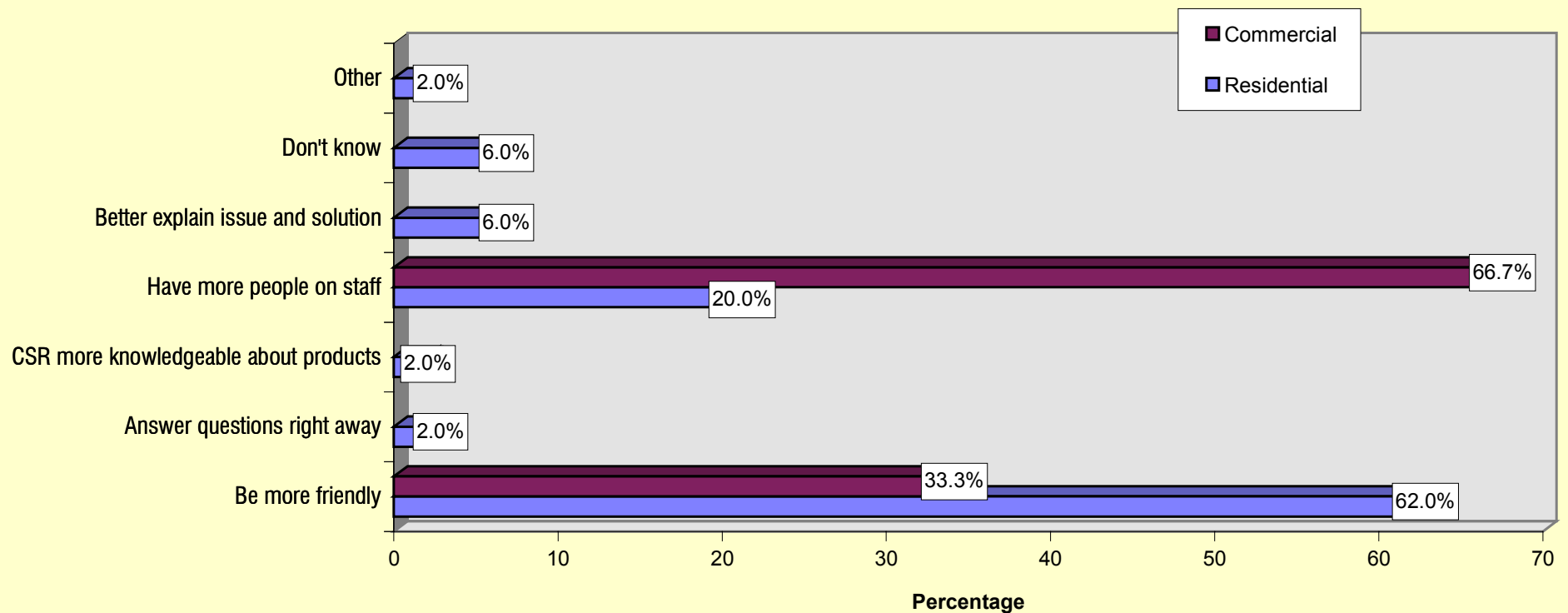
Asked to those respondents who perceived a need for a little or a lot of improvement.

# Main Reason for Paying in Cash



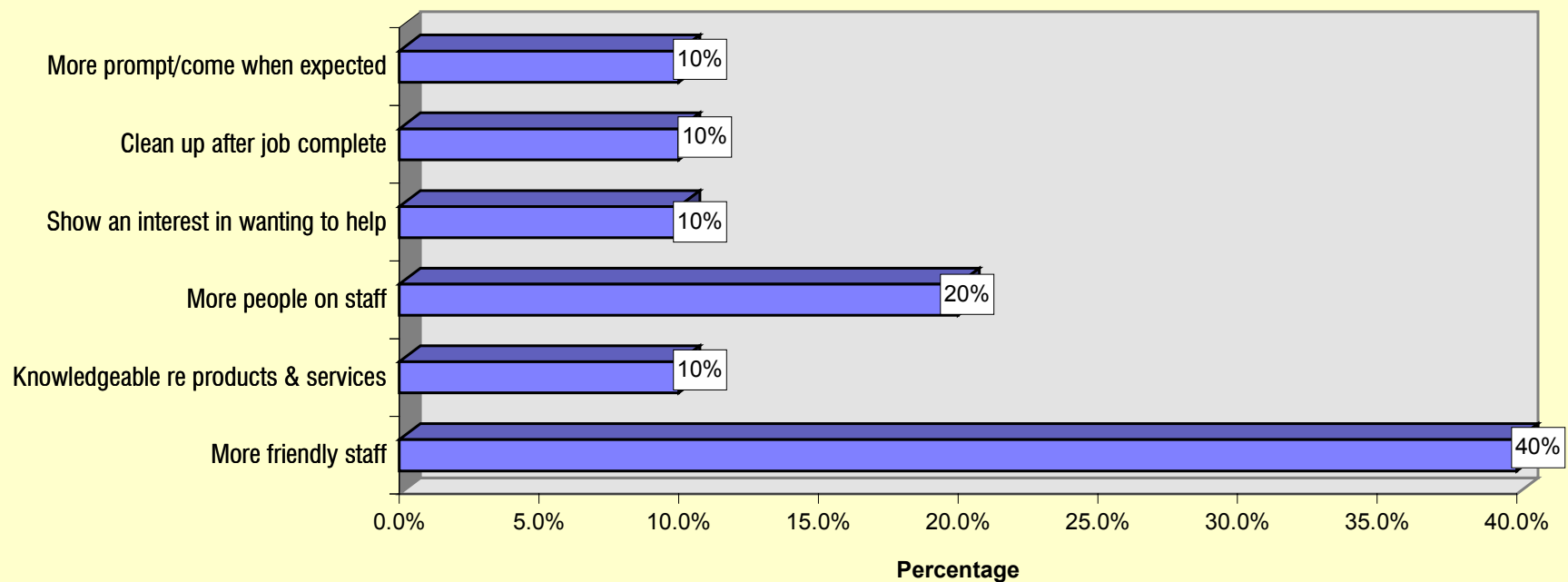
Asked of those respondents who paid at the office more than six times in past year.

# Suggestions for Improving the Service Provided by Staff in the Office Residential and Commercial customers



Asked to those respondents who perceived a need for a little or a lot of improvement.

# Suggestions for Improving the Service Provided by Field Staff



Asked to those respondents who perceived a need for a little or a lot of improvement.

# Perceived Improvement Needed with Regards to Specific Customer Service Aspects

## Residential customers

	Level of Agreement	Amount of Improvement Needed		
		None	A Little/A Lot	Don't Know
Bills are easy to understand.	97%	83%	13%	5%
Power supply is reliable.	96%	80%	16%	4%
Newfoundland Power restores power quickly when a problem occurs.	97%	81%	13%	6%
Newfoundland Power shows concern for public safety.	95%	82%	10%	8%
Newfoundland Power operates in an environmentally friendly manner.	90%	79%	11%	10%
Meters are read accurately.	76%	66%	18%	15%
Newfoundland Power contributes back to the community.	81%	74%	14%	12%



# Perceived Improvement Needed with Regards to Specific Customer Service Aspects

## Residential customers

- More than 9 in 10 of residential customers agreed with the statements regarding bill formats, reliability of power supply, the speed of power restoration, public safety initiatives, and environmentally friendly operations.
- About 15% still perceive that there is room for improvement in these areas.

# Perceived Improvement Needed with Regards to Specific Customer Service Aspects

## Commercial customers

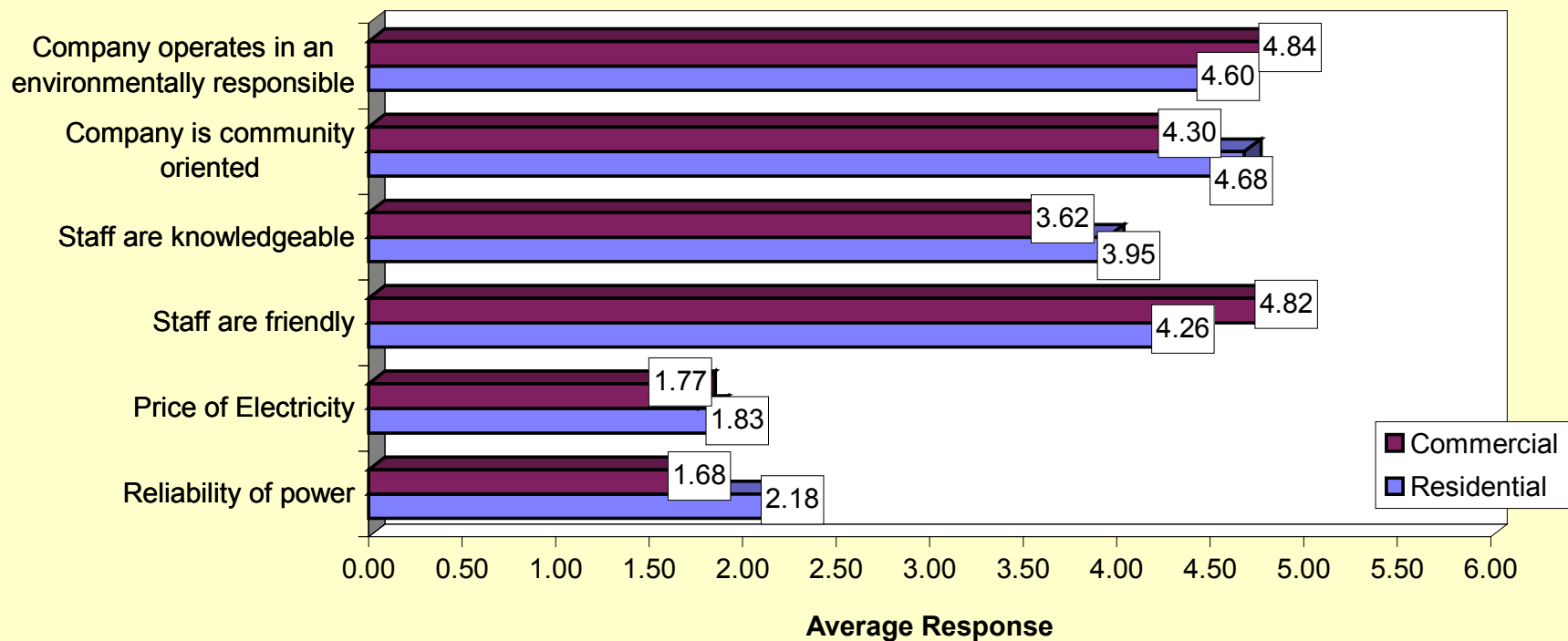
	Level of Agreement	Amount of Improvement Needed		
		None	A Little/A Lot	Don't Know
Bills are easy to understand.	97%	76%	21%	4%
Power supply is reliable.	97%	63%	36%	2%
Newfoundland Power restores power quickly when a problem occurs.	95%	71%	26%	3%
Newfoundland Power shows concern for public safety.	95%	72%	22%	6%
Newfoundland Power operates in an environmentally friendly manner.	82%	63%	21%	15%
Meters are read accurately.	79%	56%	28%	16%
Newfoundland Power contributes back to the community.	84%	62%	29%	10%

# Perceived Improvement Needed with Regards to Specific Customer Service Aspects

## Commercial customers

- Nine in ten commercial customers agreed with the statements regarding bill formats, reliability of power supply, the speed of power restoration, and public safety initiatives.
- At least 21%, and in the case of power reliability, 35%, of commercial customers perceive that there is room for improvement in these areas.

# Importance of Selected Attributes



Attributes were rated from 1 to 6 with 1 being most important and 6 being least important.  
Average response presented.

# Importance of Selected Attributes

## Residential customers

- The percentage of residential customers who ranked each of these attributes as being most important or second most important shows that ‘reliability of power’ and ‘price of electricity’ are key brand choice attributes:
  - 84% ranked ‘price of electricity’ as first or second.
  - 79% ranked “reliability of power” as first or second.
  - 9% ranked “Company operates in an environmentally responsible manner” as first or second.
  - 8% ranked ‘staff are friendly’ as first or second.
  - 8% ranked ‘staff are knowledgeable’ as first or second.
  - 3% ranked ‘the Company is community-oriented’ as first or second.

# Importance of Selected Attributes

## Commercial customers

- Looking at the percentage of commercial customers who ranked each of these attributes as being most important or second most important, shows that ‘reliability of power’ and ‘price of electricity’ are key brand choice attributes:
  - 92% ranked ‘reliability of power’ as first or second.
  - 86% ranked ‘price of electricity’ as first or second.
  - 10% ranked ‘staff are knowledgeable’ as first or second.
  - 5% ranked ‘staff are friendly’ as first or second.
  - 5% ranked “Company operates in an environmentally responsible manner” as first or second.
  - 2% ranked ‘the Company is community-oriented’ as first or second.