

Customer Satisfaction Survey
June 1998

Customer Satisfaction June 1998

Summary of Research Results

Customer Satisfaction Research

- Telephone survey
- 798 residential customers
- 400 commercial customers
- Interviewed between June 19 and June 25, 1998
- Sampling error:
 - +/- 3.5% (residential)
 - +/- 4.9% (commercial)
- 95% confidence interval

Highlights

- Average satisfaction ratings:

	<u>Residential</u>	<u>Commercial</u>
June '98	8.1	7.9
March '98	8.3	8.2
December '97	7.8	7.7

- The 2nd quarter Customer Satisfaction Index is 7.9 as compared to 8.5 in March 1998.
- Positive comments about our service (responding to outages, good customer service) continue to be the main reason customers are satisfied with the Company.
- The price of electricity is the main reason customers are not satisfied with the Company's overall service.

Highlights (contd.)

- Satisfaction with telephone, cashier, office, field and overall service has decreased in June as compared to results obtained in March 1998.
- Two in ten 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.
- Overall, customers' suggestions for improving the service provided by Newfoundland Power's staff related primarily to efficiency/speed, friendliness, and getting answers quickly.
- About half of the customers who called us in the past few months waited in the telephone queue for a representative to be available.
- About 73% of customers indicated they would use an IVR system as an alternative to waiting in the telephone queue.

Highlights (contd.)

- 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.
- Approximately 20% of customers believe we can still improve the reliability of the power supply.
- About 8% of customers indicated they would be very likely to join a 10 month EPP plan.

2nd Quarter 1998

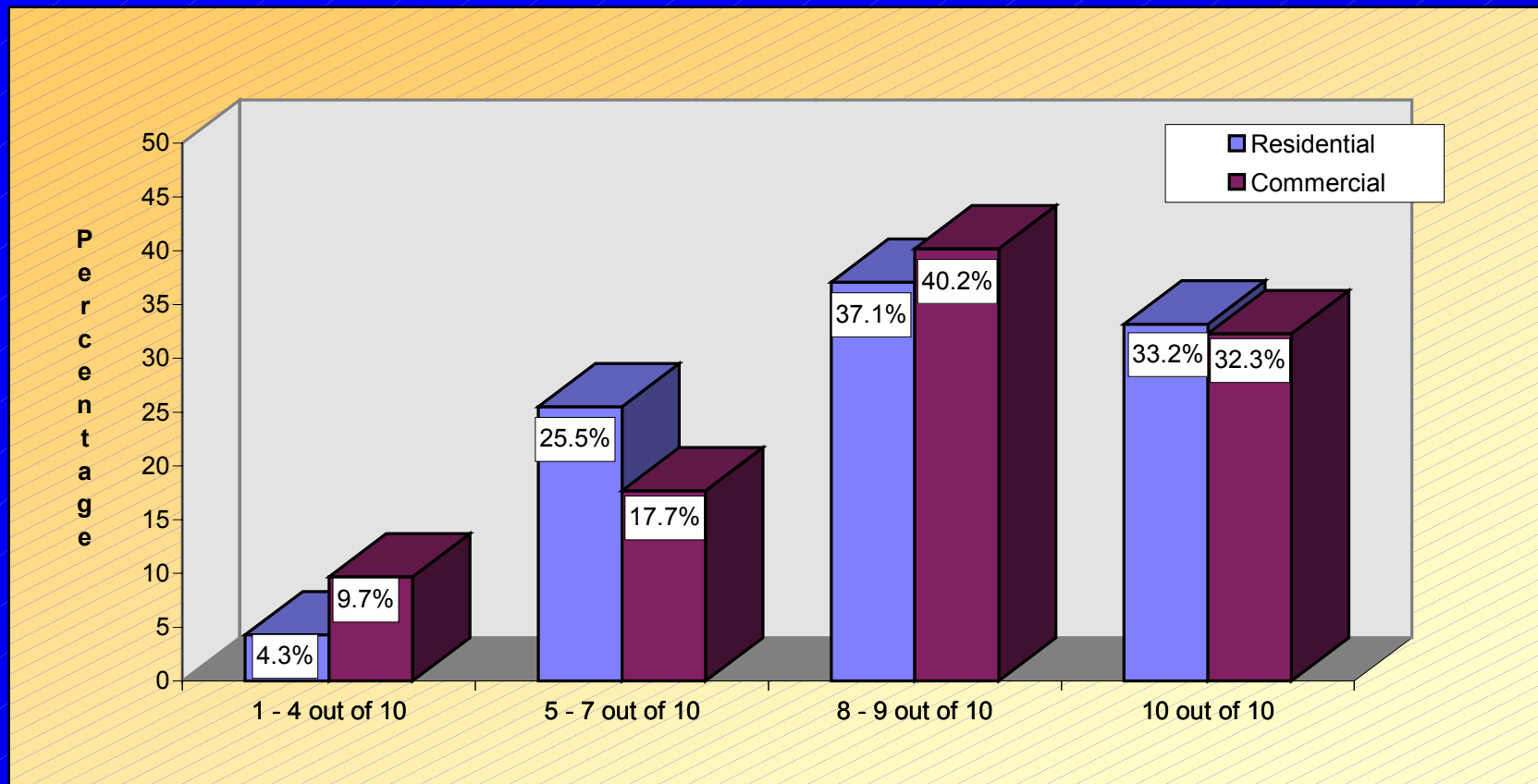
Customer Satisfaction Index

	Index Proportion	Residential Satisfaction Level	Commercial Satisfaction Level	Index Subtotal
Call Centre Service	40%	8.0	7.9	3.2
Field Service	20%	7.0	6.0	1.4
Cashier Service	20%	8.8	8.0	1.7
General Satisfaction	20%	8.1	7.9	1.6
Customer Satisfaction Index:				7.9

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 June 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'.

Satisfaction with the Service



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

Satisfaction with the Service

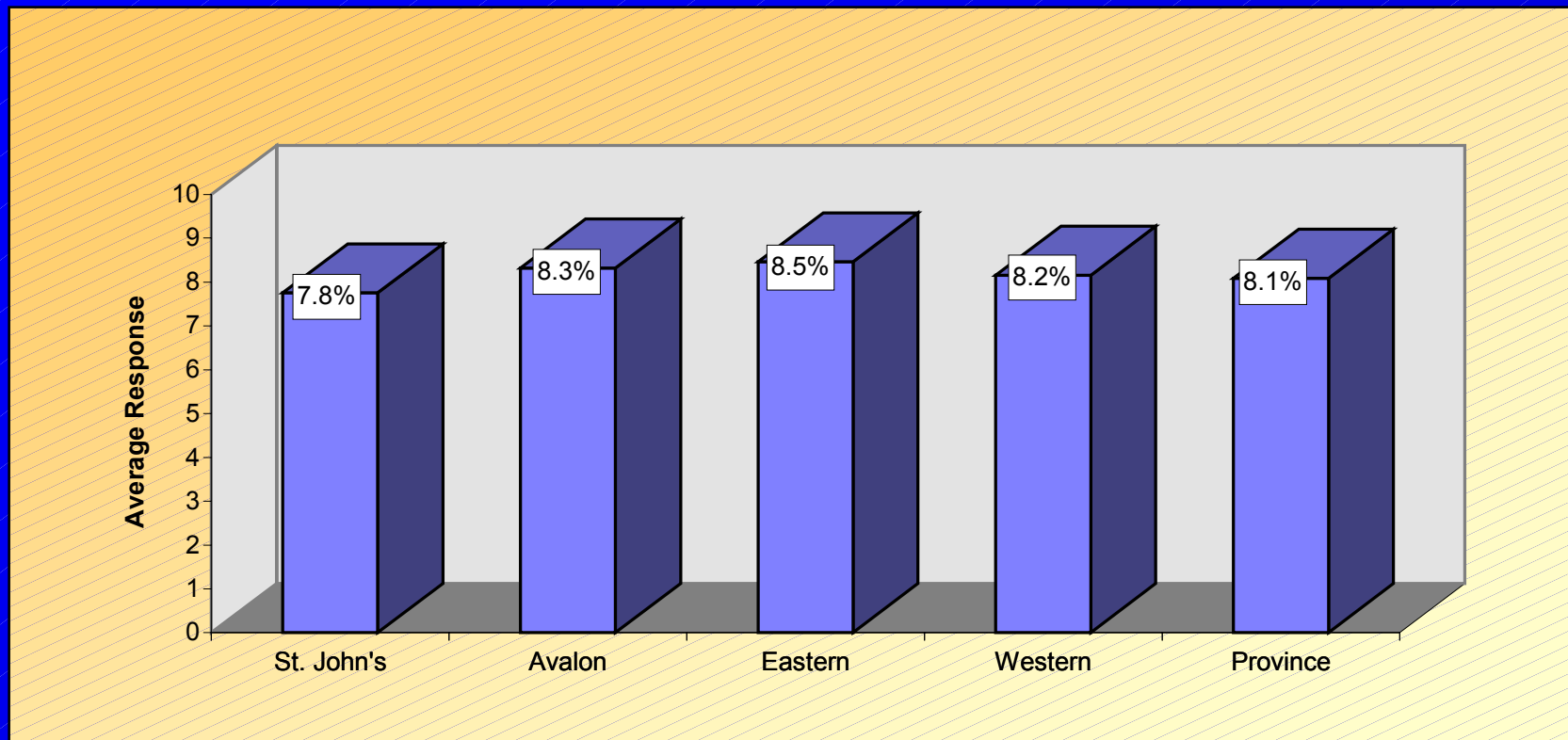
(Residential Customers)

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.
- Those with less than high school education.

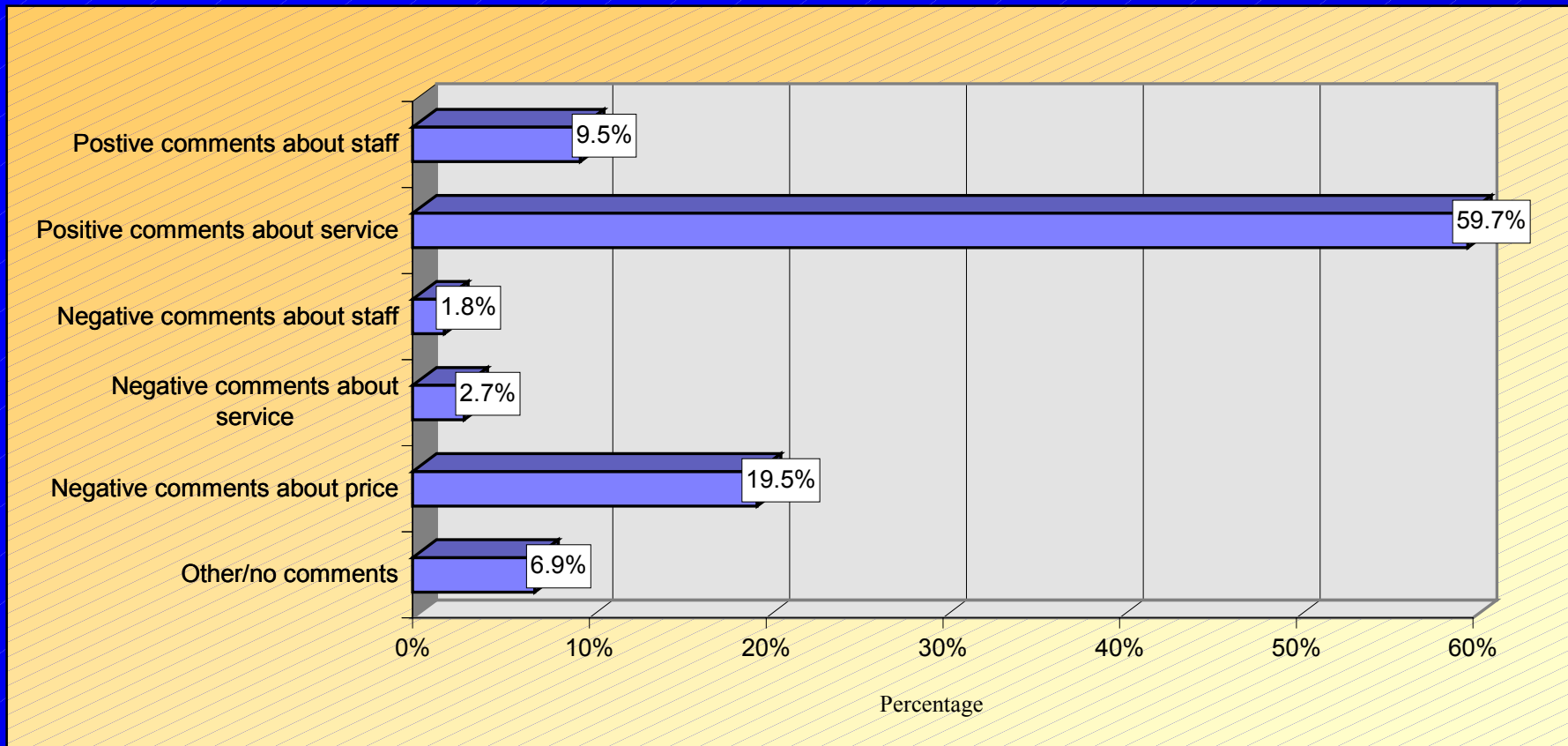
Satisfaction With Service

Average Response by Region



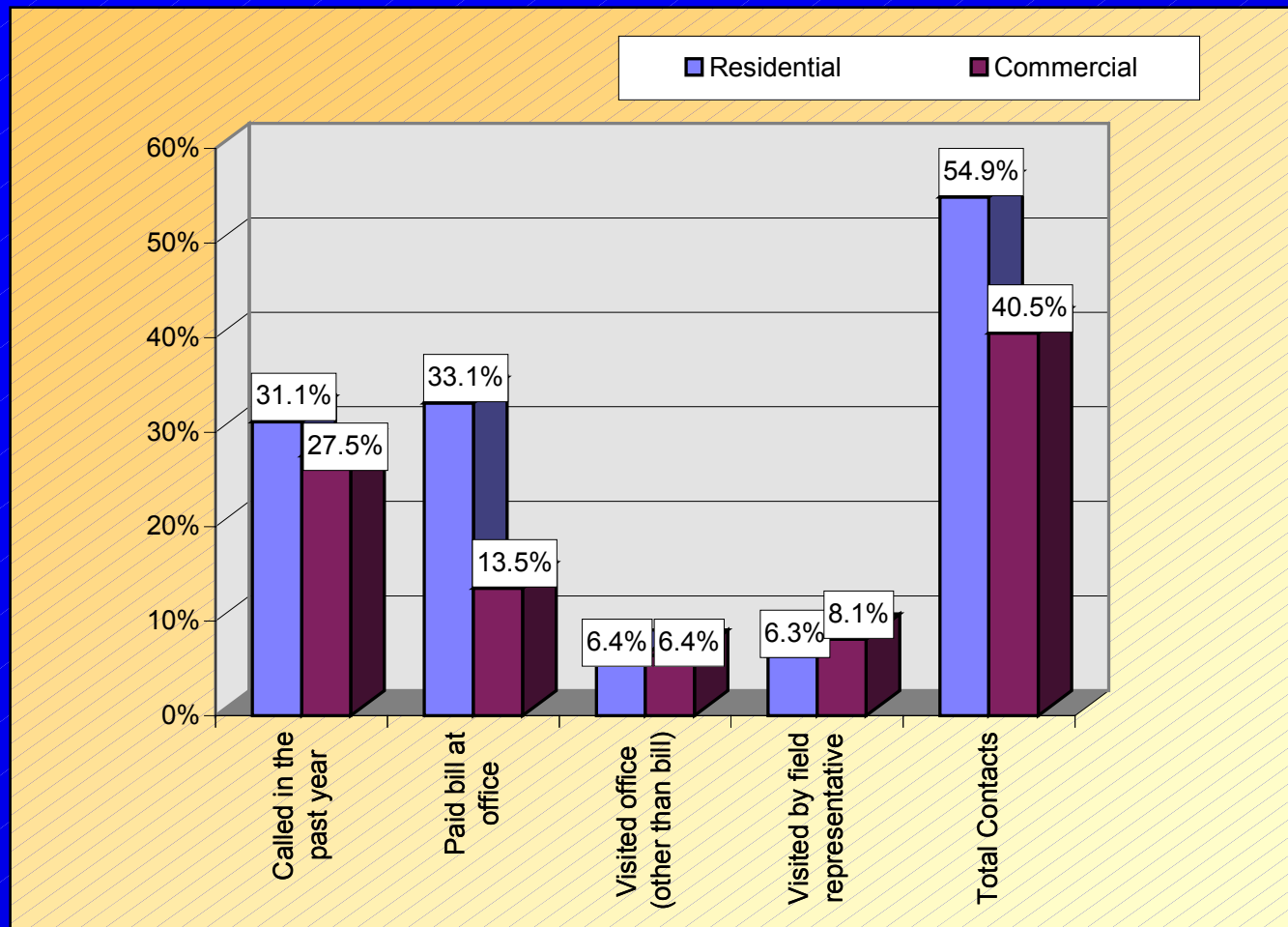
Residential customers

Reasons for Rating of Service



Contact with Newfoundland Power

Residential & Commercial Customers

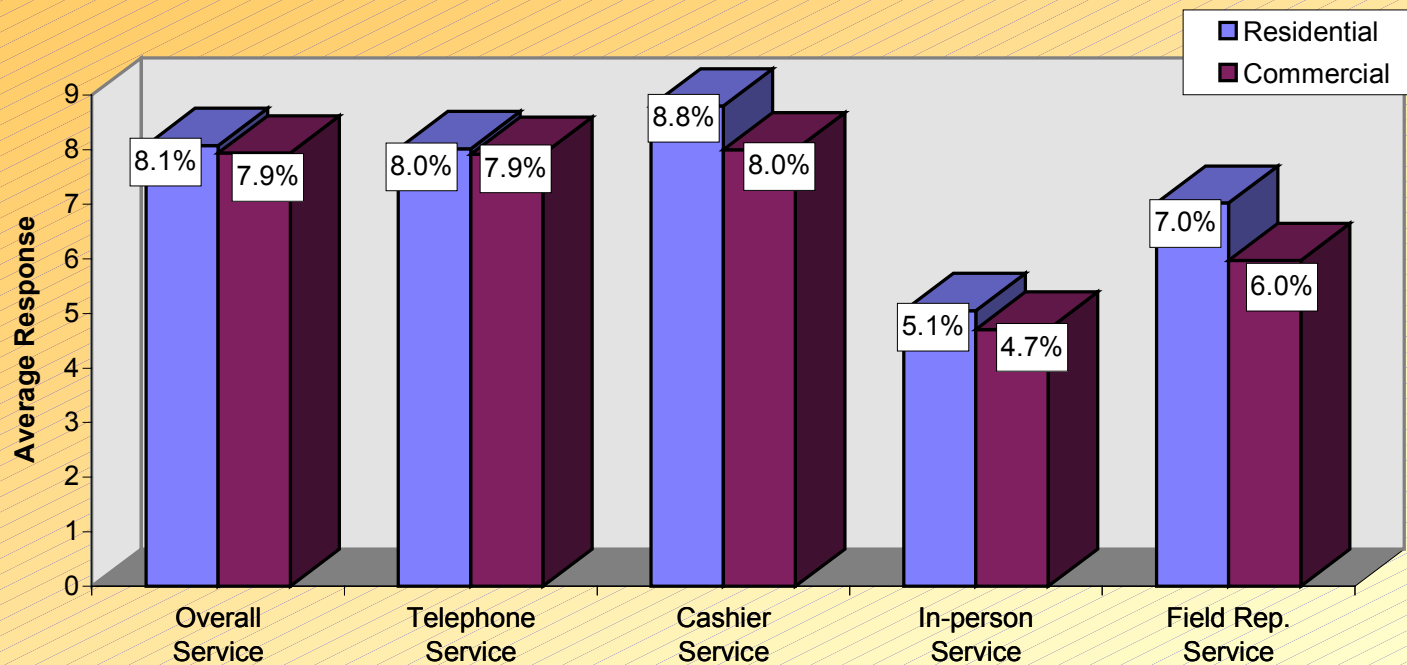


Overall Rating of Service

- Contact with the NP staff did not have a significant impact on the overall rating of service.

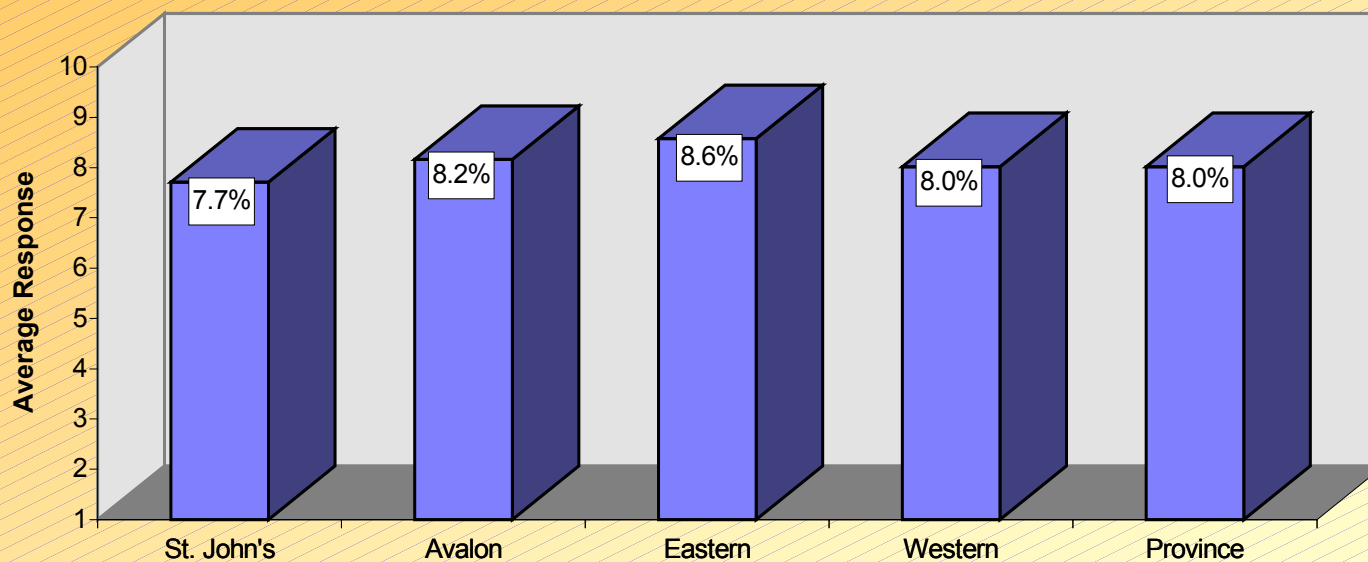
Satisfaction Levels by Contact Type

Residential and Commercial



Satisfaction with Phone Service

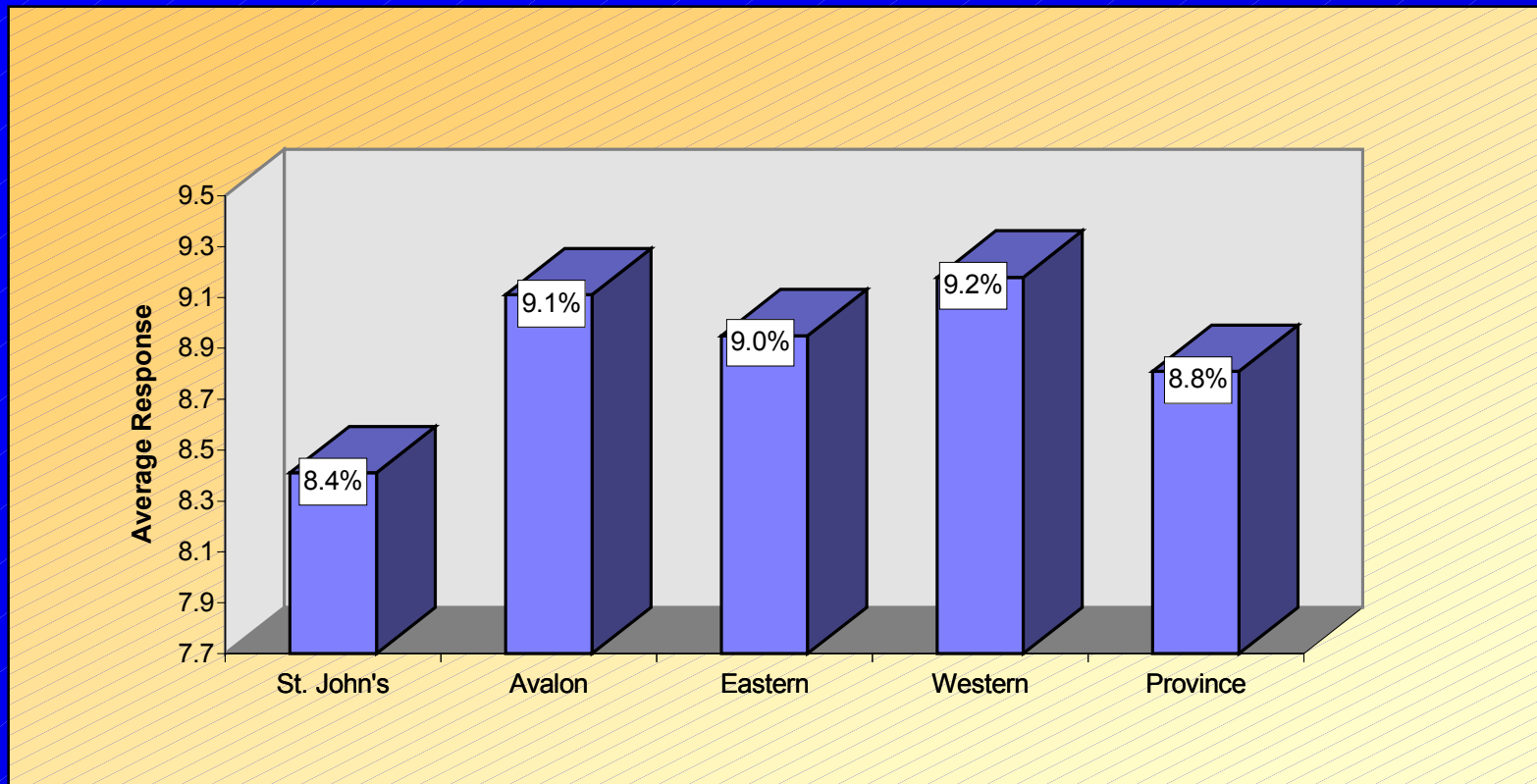
Average response by region



Residential customers

Satisfaction with Cashier Service

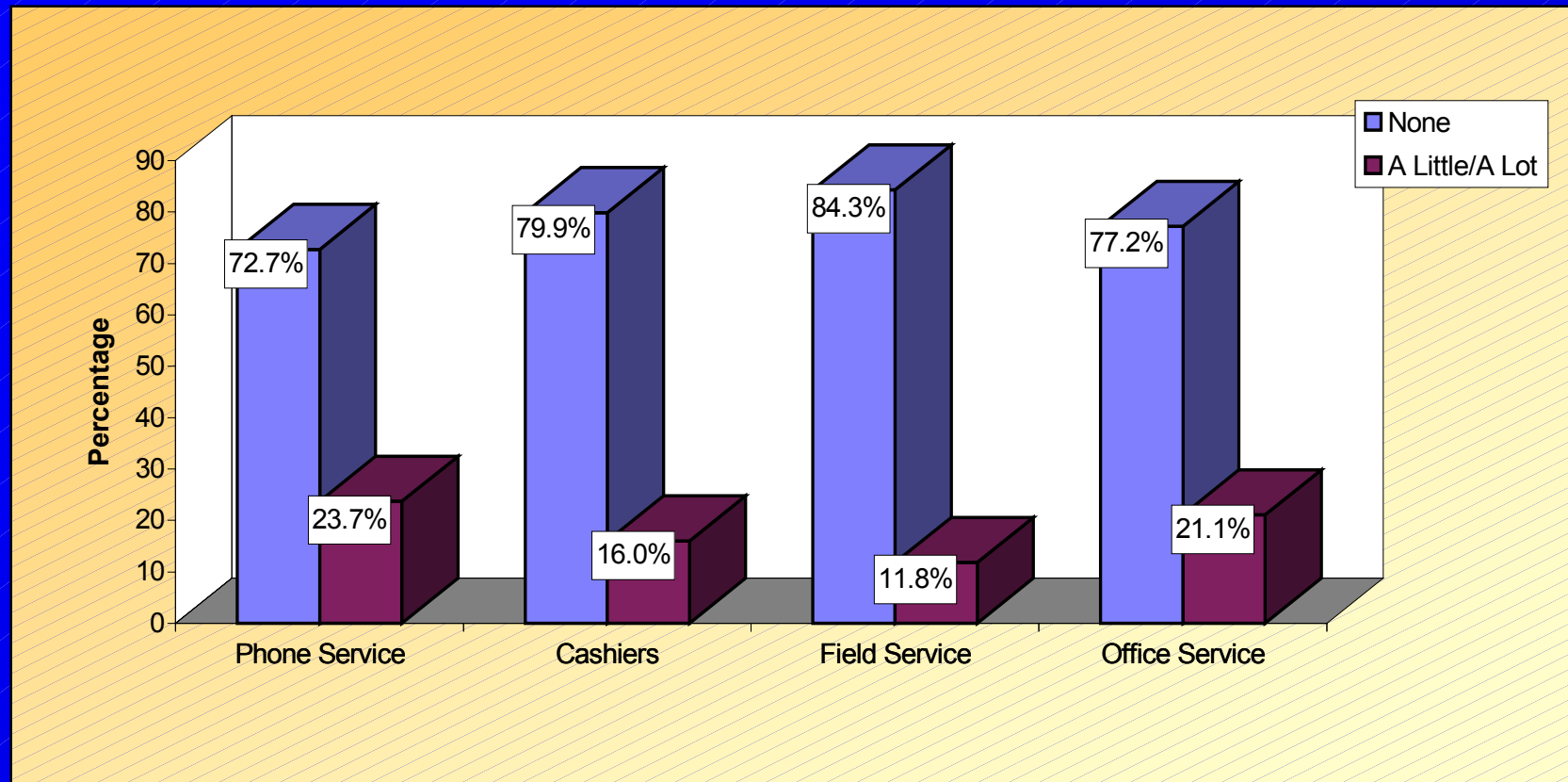
Average response by region



Residential customers

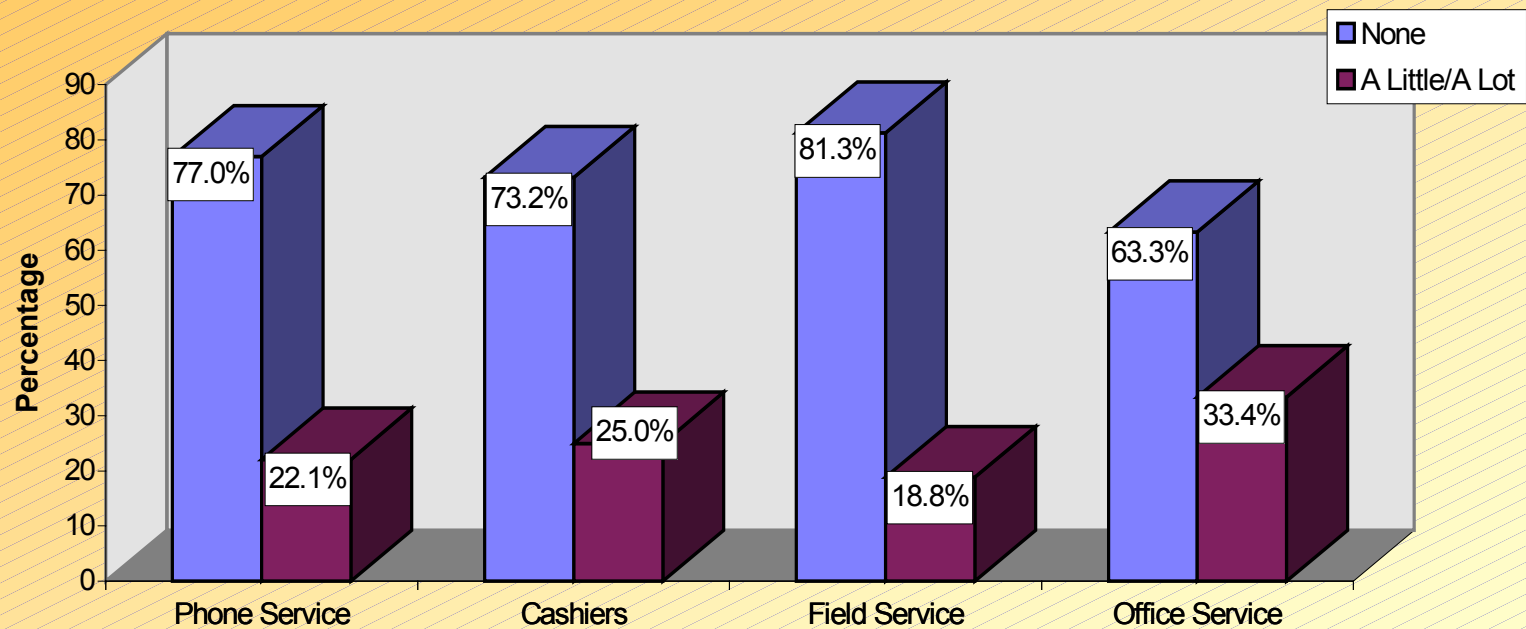
Amount of Improvement Needed in Service

Residential Customers



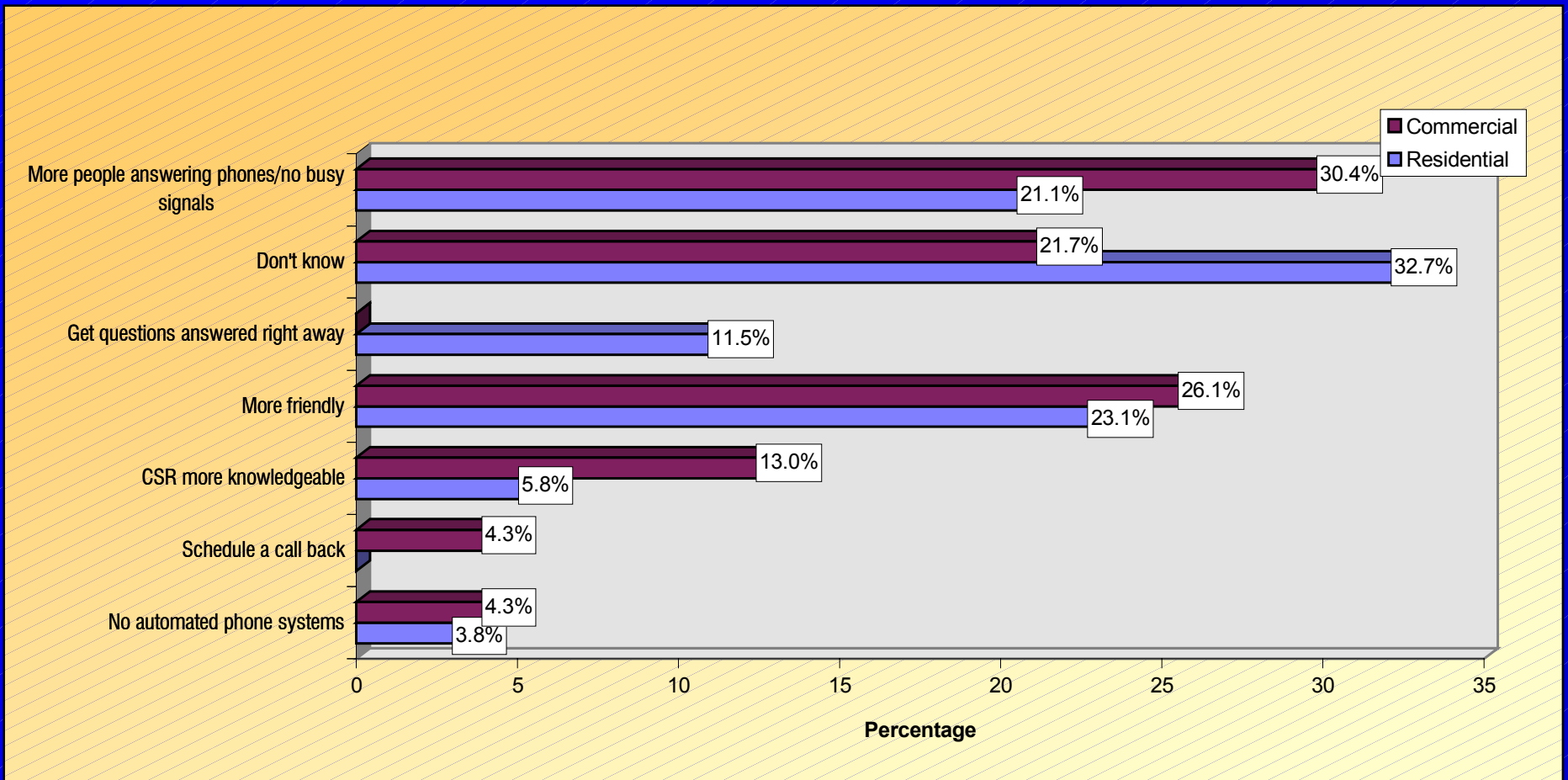
Amount of Improvement Needed in Service

Commercial Customers



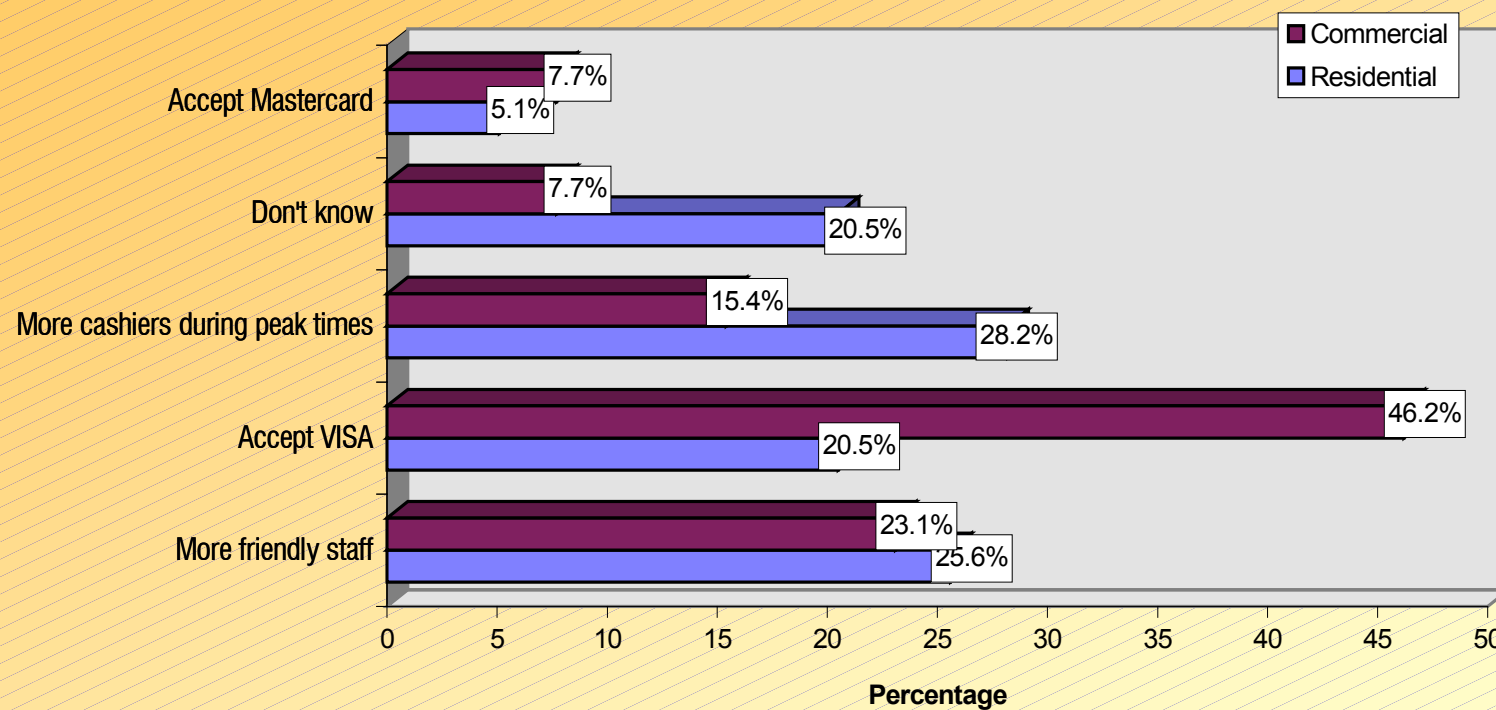
Suggestions for Improving Phone Service

Residential and Commercial customers



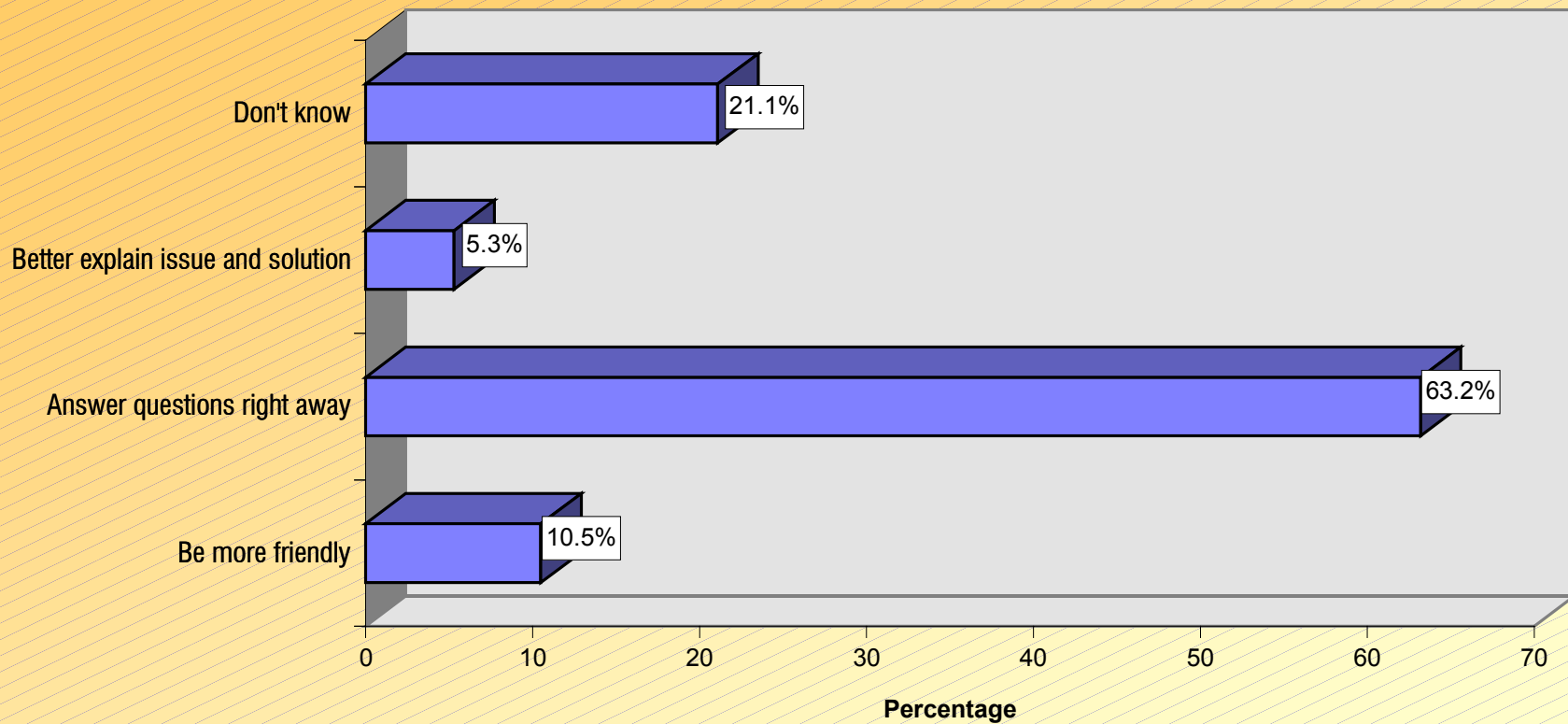
Suggestions for Improving Cashier Service

Residential and Commercial customers



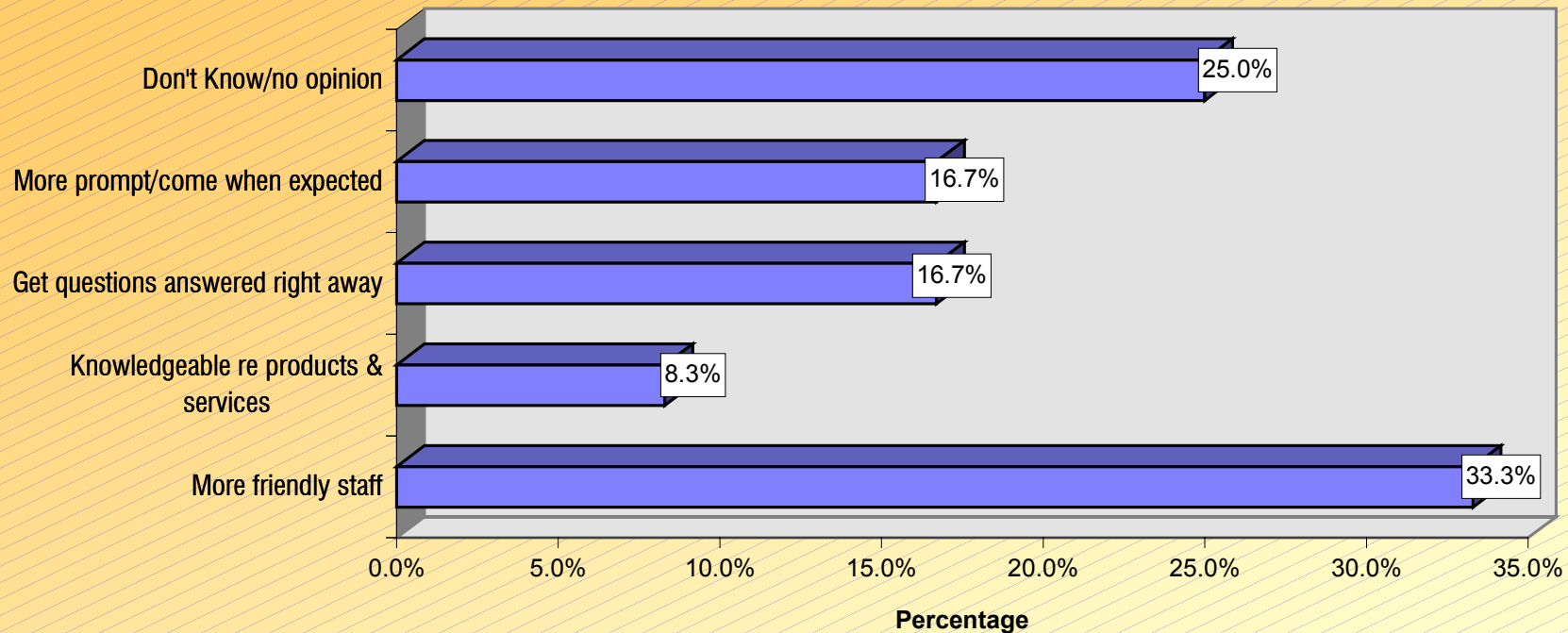
Suggestions for Improving Office Service

Residential and Commercial customers



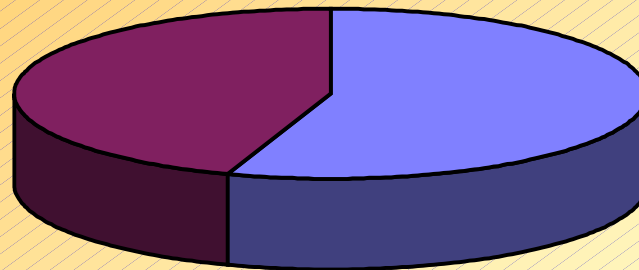
Suggestions for Improving Field Service

Residential and Commercial customers



Call Centre Response

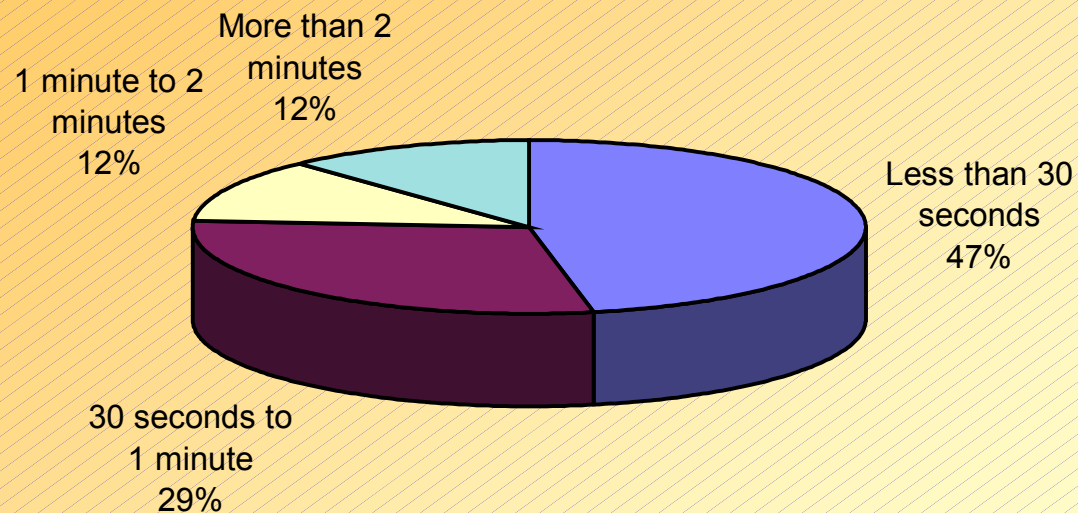
Waited in the
queue
45%



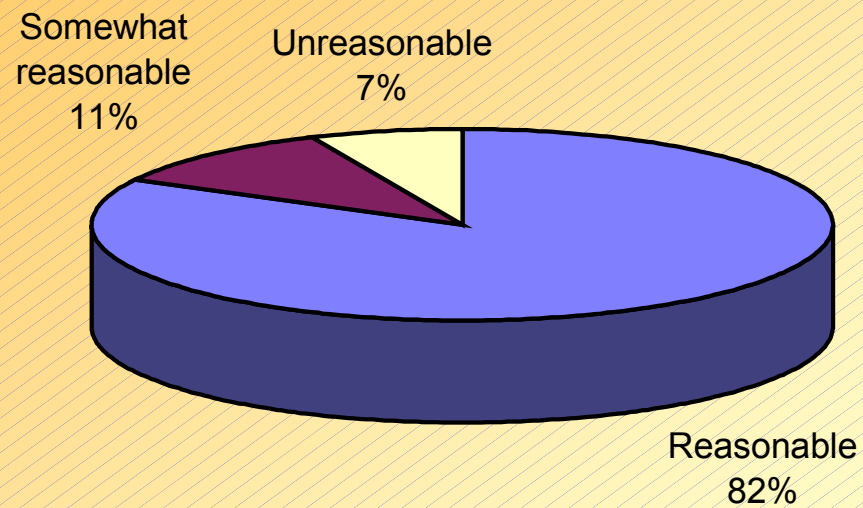
Answered right
away
55%

Call Centre Response Time

(Length of time in queue)



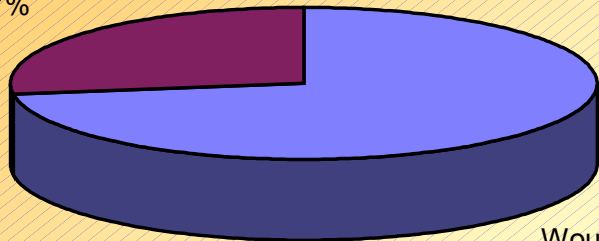
Opinion of Time in Queue



Alternatives to the Queue

Interactive Voice Response

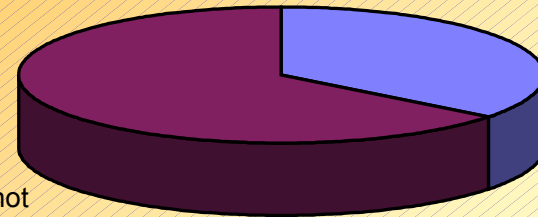
Would not
use
27%



Would use
73%

Telephone Message System

Would use
36%



Would not
use
64%

Specific Customer Service Improvements

Residential customers

	Level of Agreement	Amount of Improvement Needed		
		None	A Little/A Lot	Don't Know
Bills are easy to understand.	96%	83%	14%	3%
Power supply is reliable.	94%	73%	22%	5%
Newfoundland Power restores power quickly when a problem occurs.	94%	75%	21%	4%
Newfoundland Power shows concern for public safety.	92%	75%	14%	11%
Newfoundland Power operates in an environmentally friendly manner.	82%	69%	12%	19%
Meters are read accurately.	68%	55%	21%	25%
Newfoundland Power contributes back to the community.	68%	49%	24%	27%

Specific Customer Service Improvements

Residential customers

- About 9 in 10 of residential customers agree that:
 - our bills are easy to understand.
 - our power supply is reliable.
 - we restore power quickly.
 - we show concern for public safety.
- At least 14% of the population still think we can improve in these areas.
- At least 20% of customers are not aware of the Company's contributions to the community or whether or not we read meters accurately.

Specific Customer Service Improvements

Commercial customers

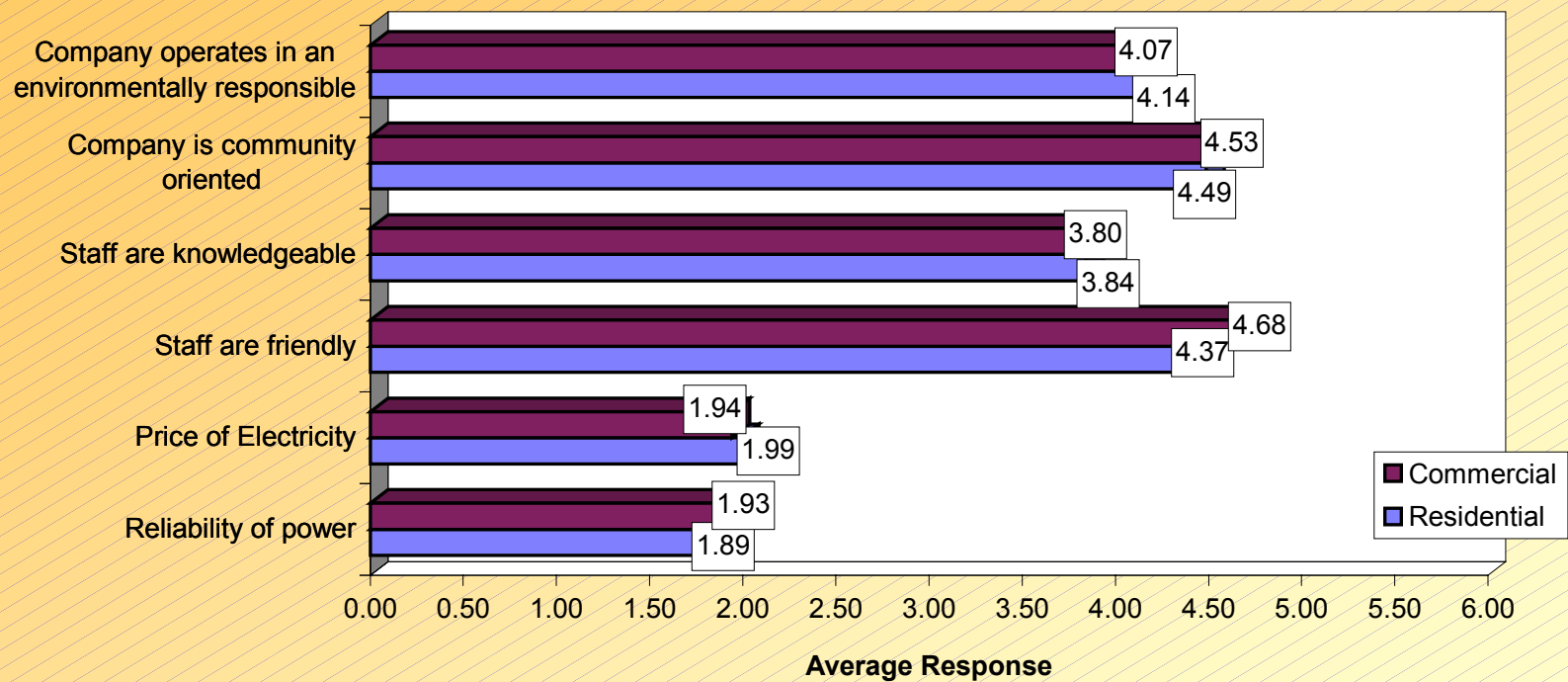
	Level of Agreement	Amount of Improvement Needed		
		None	A Little/A Lot	Don't Know
Bills are easy to understand.	93%	81%	13%	6%
Power supply is reliable.	95%	78%	21%	1%
Newfoundland Power restores power quickly when a problem occurs.	95%	85%	11%	5%
Newfoundland Power shows concern for public safety.	91%	84%	6%	9%
Newfoundland Power operates in an environmentally friendly manner.	80%	72%	8%	20%
Meters are read accurately.	58%	49%	13%	38%
Newfoundland Power contributes back to the community.	64%	52%	19%	29%

Specific Customer Service Improvements

Commercial customers

- Nine in ten commercial customers agree that:
 - our bills are easy to understand.
 - our power supply is reliable.
 - we restore power quickly.
 - we show concern for public safety.
- 20% of commercial customers think we can improve our power supply reliability.
- 38% of commercial customers are not sure whether or not we can improve our meter reading accuracy.

Importance of Selected Attributes



Attributes were rated from 1 to 5 with 1 being most important and five being least important.
Average response presented.

Attributes Ranked First or Second

Residential Customers

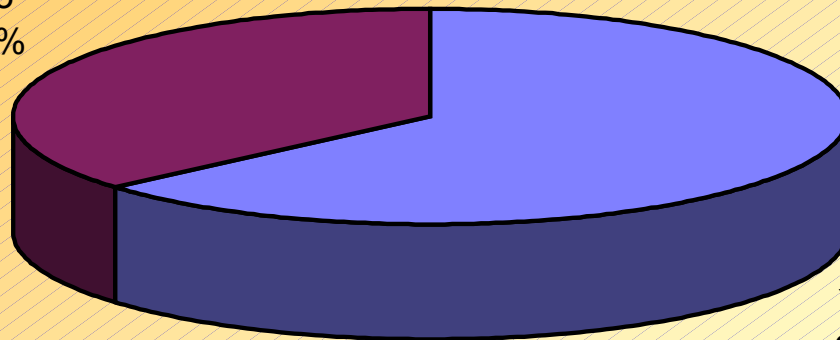
- 83% - Reliability of power
- 78% - Price of electricity
- 18% - Operates in an environmentally responsible manner
- 13% - Staff are knowledgeable
- 9% - Staff are friendly
- 8% - Company is community-oriented

Attributes Ranked First or Second Commercial customers

- 83% - Price of electricity
- 80% - Reliability of power
- 17% - Operates in an environmentally responsible manner
- 12% - Staff are knowledgeable
- 6% - Company is community-oriented
- 5% - Staff are friendly

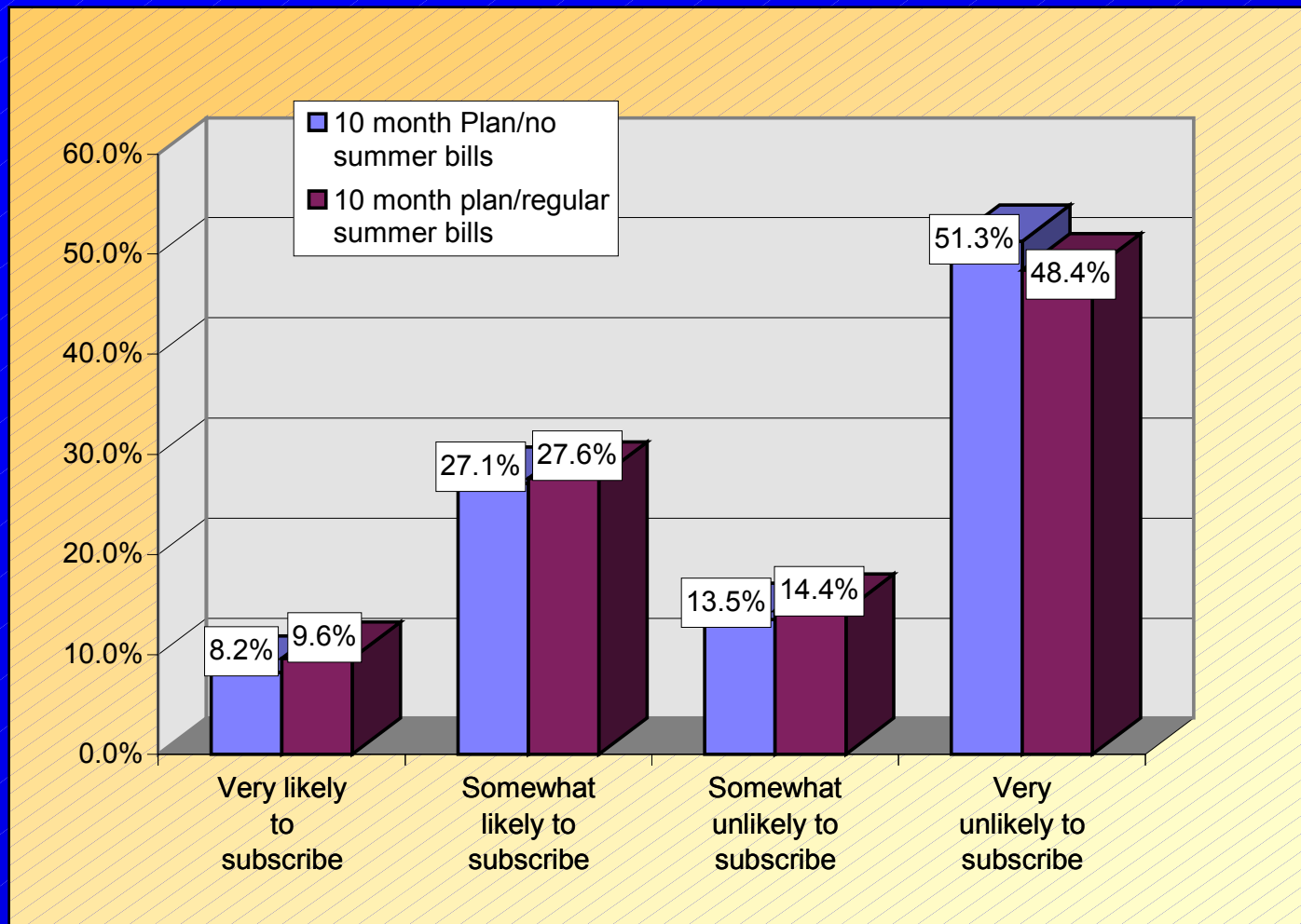
Awareness of EPP

No
36%

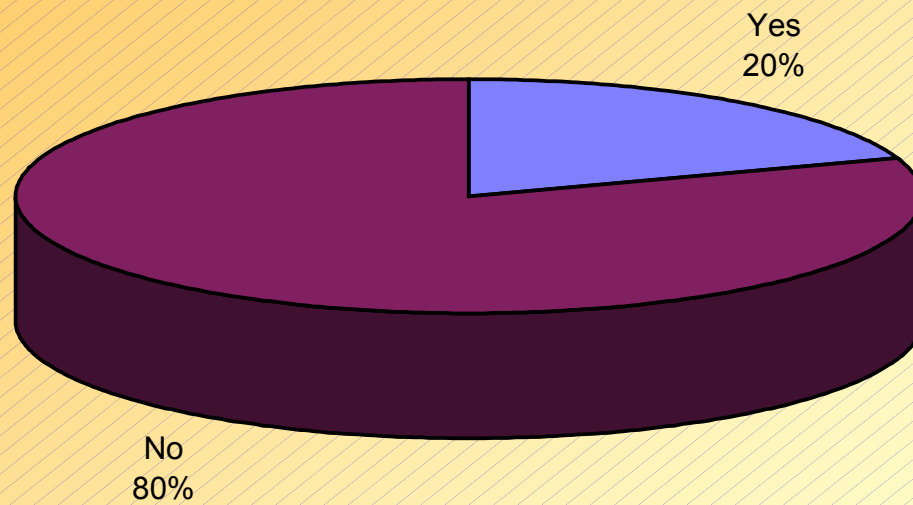


Yes
64%

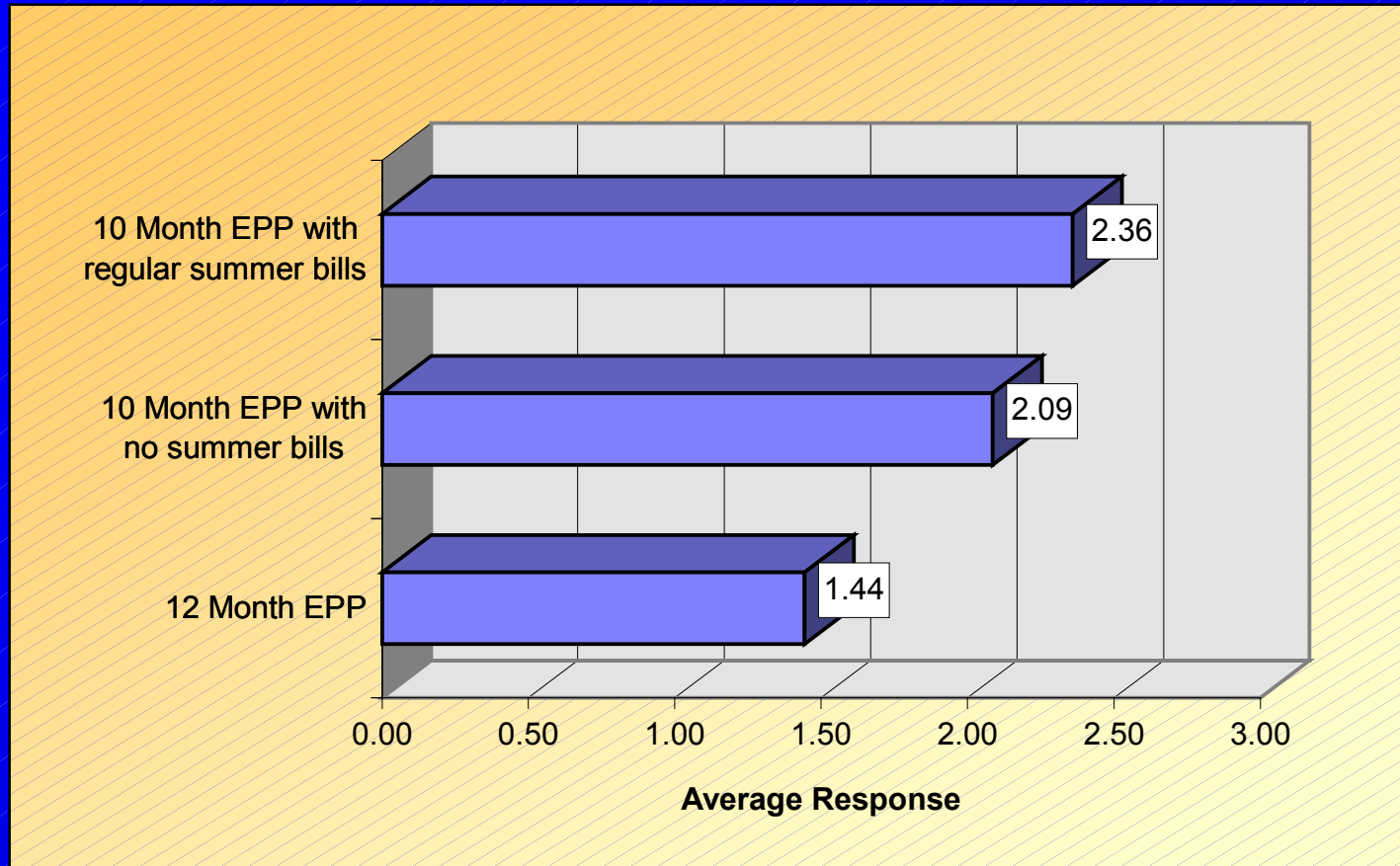
Likelihood of subscribing to EPP Options



Current EPP Subscriber



Ranking of EPP Options



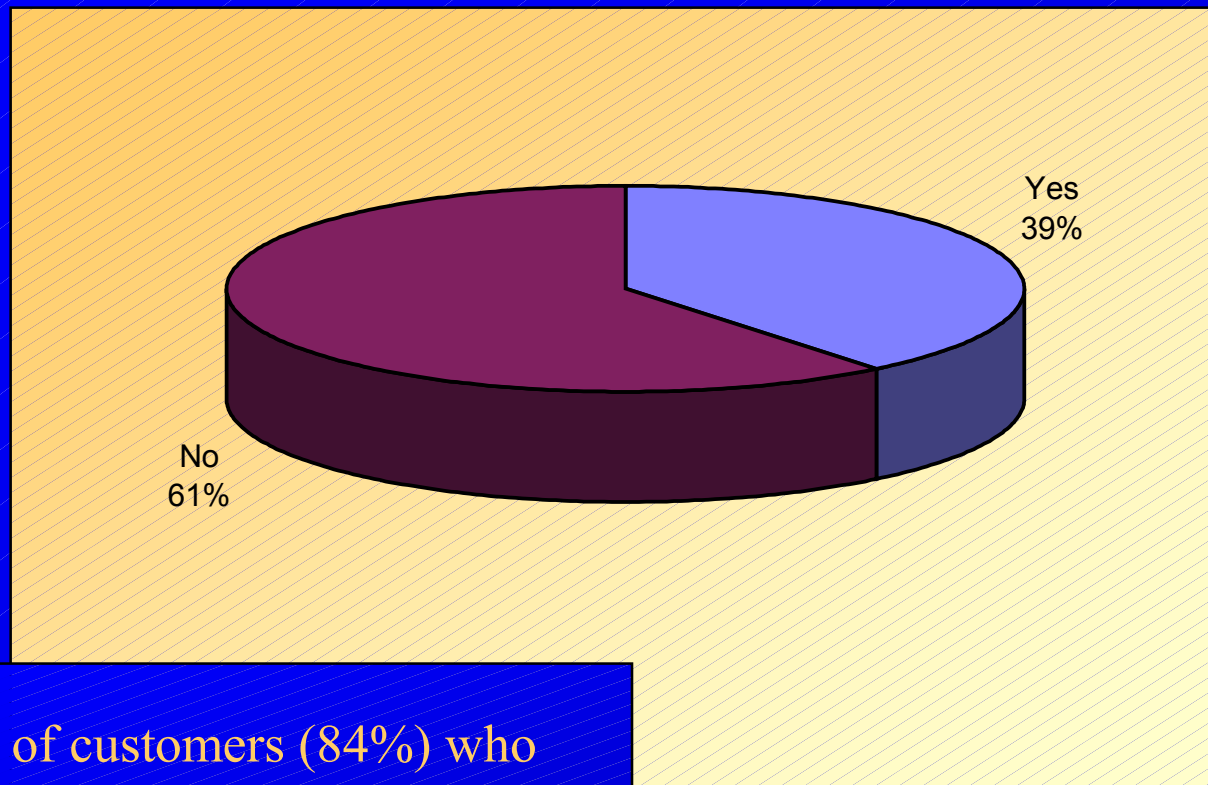
Options ranked by current EPP customers only.

Options were ranked from 1 to 3 with 1 being most preferred and three being least preferred..

Average response presented.

Subscribe to 10 Month Plan

Non-EPP Customers



The majority of customers (84%) who were not interested in joining EPP, indicated they prefer to pay their regular monthly bills.