

**Customer Satisfaction Survey**  
**September 1998**

# Customer Satisfaction September 1998

## Summary of Research Results

# Customer Satisfaction Research

- Telephone survey
- 782 residential customers
- 397 commercial customers
- Interviewed between September 25 and October 2, 1998
- Sampling error:
  - +/- 3.5% (residential)
  - +/- 4.9% (commercial)
- 95% confidence interval

# Highlights

- Average satisfaction ratings:

|           | <u>Residential</u> | <u>Commercial</u> |
|-----------|--------------------|-------------------|
| Sept. '98 | 8.3                | 8.4               |
| June '98  | 8.1                | 7.9               |
| March '98 | 8.3                | 8.2               |
| Dec. '97  | 7.8                | 7.7               |

- The 3<sup>rd</sup> quarter Customer Satisfaction Index is 8.5 as compared to 7.9 in June 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 give the Company a low satisfaction rating.

# Highlights (contd.)

- Satisfaction ratings for telephone, cashier, office, field and overall service have increased as compared to results obtained in June 1998.
- Satisfaction with service received at our offices continues to be our lowest rated service.
- About two in ten residential customers who had contact with Newfoundland Power's staff within the past year perceive a need for improvement in one or more of the customer service areas.
- About one in ten commercial customers who had contact with Newfoundland Power's staff within the past year perceive 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 having more staff available, friendliness, and getting answers quickly.

# Highlights (contd.)

- More than nine in ten customers agree that: our power supply is reliable, we restore power quickly, and our bills are easy to understand.
- More than 20% of our commercial customers believe we need to improve our meter reading accuracy.
- In terms of priority, the reliability of the power supply continues to be the most important attribute of service for both residential and commercial customers.
- The price of electricity continues to be the second most important attribute of service but the gap between the importance of reliability and the importance of price is greater than it has been in the past.
- 53% of customers are aware that Newfoundland Power is the corporate sponsor of the Canadian Cancer Society.



# 3<sup>rd</sup> Quarter 1998

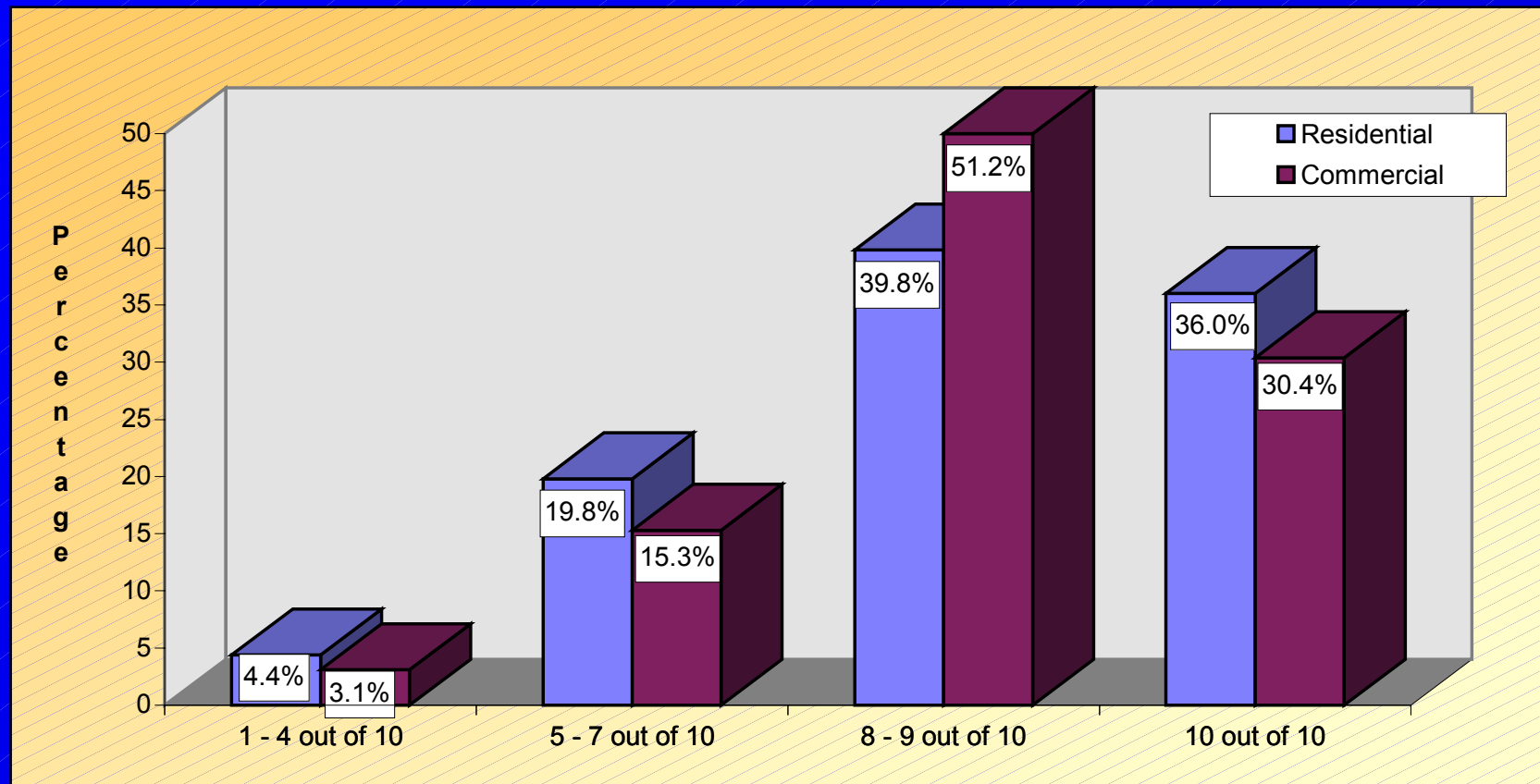
## Customer Satisfaction Index

|                              | Index<br>Proportion | Residential<br>Satisfaction<br>Level | Commercial<br>Satisfaction<br>Level | Index<br>Subtotal |
|------------------------------|---------------------|--------------------------------------|-------------------------------------|-------------------|
| Call Centre Service          | 40%                 | 8.6                                  | 8.6                                 | 3.4               |
| Field Service                | 20%                 | 8.1                                  | 9.1                                 | 1.6               |
| Cashier Service              | 20%                 | 8.9                                  | 8.0                                 | 1.8               |
| General Satisfaction         | 20%                 | 8.3                                  | 8.4                                 | 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 September 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

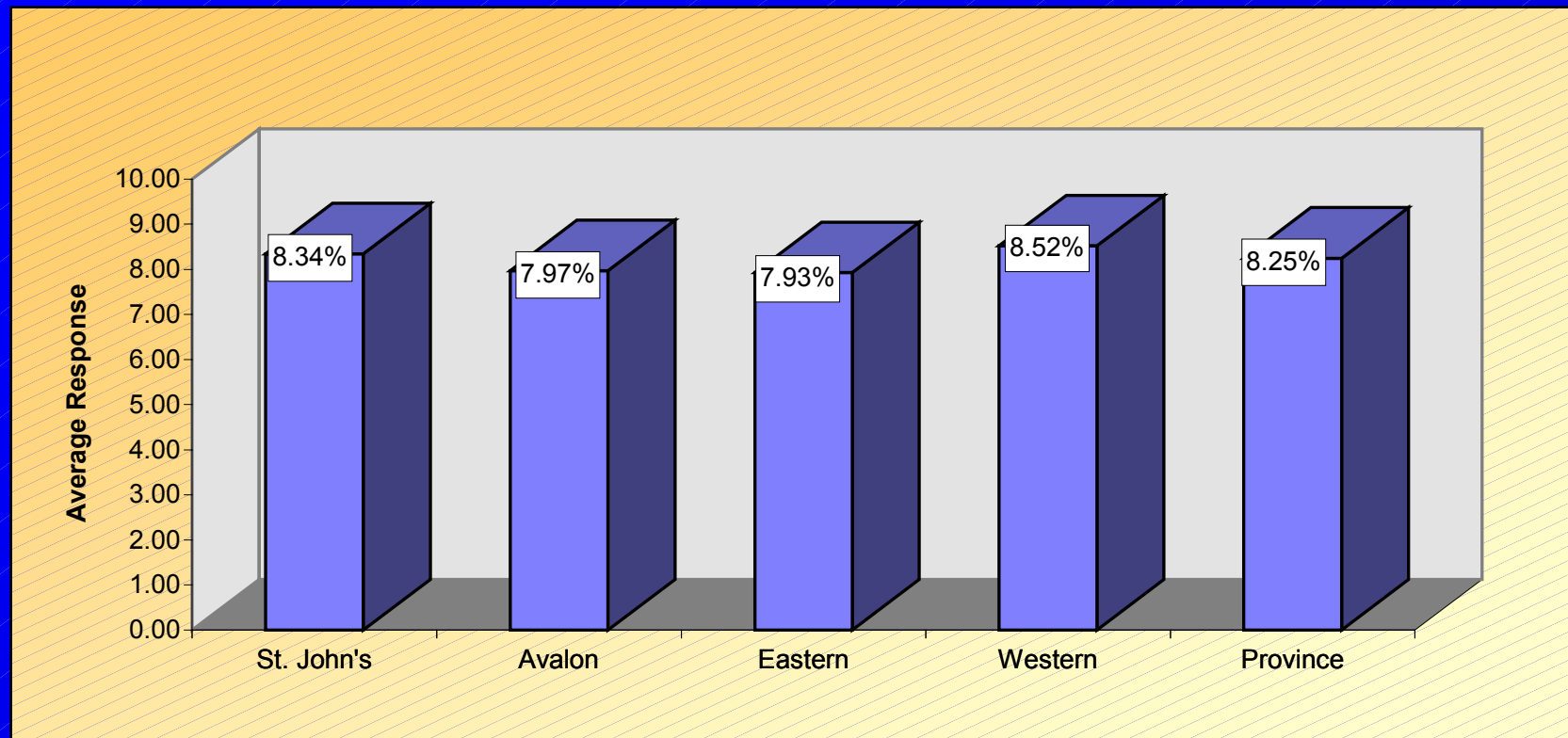


1 is "Not at all satisfied" and 10 is "Extremely satisfied"



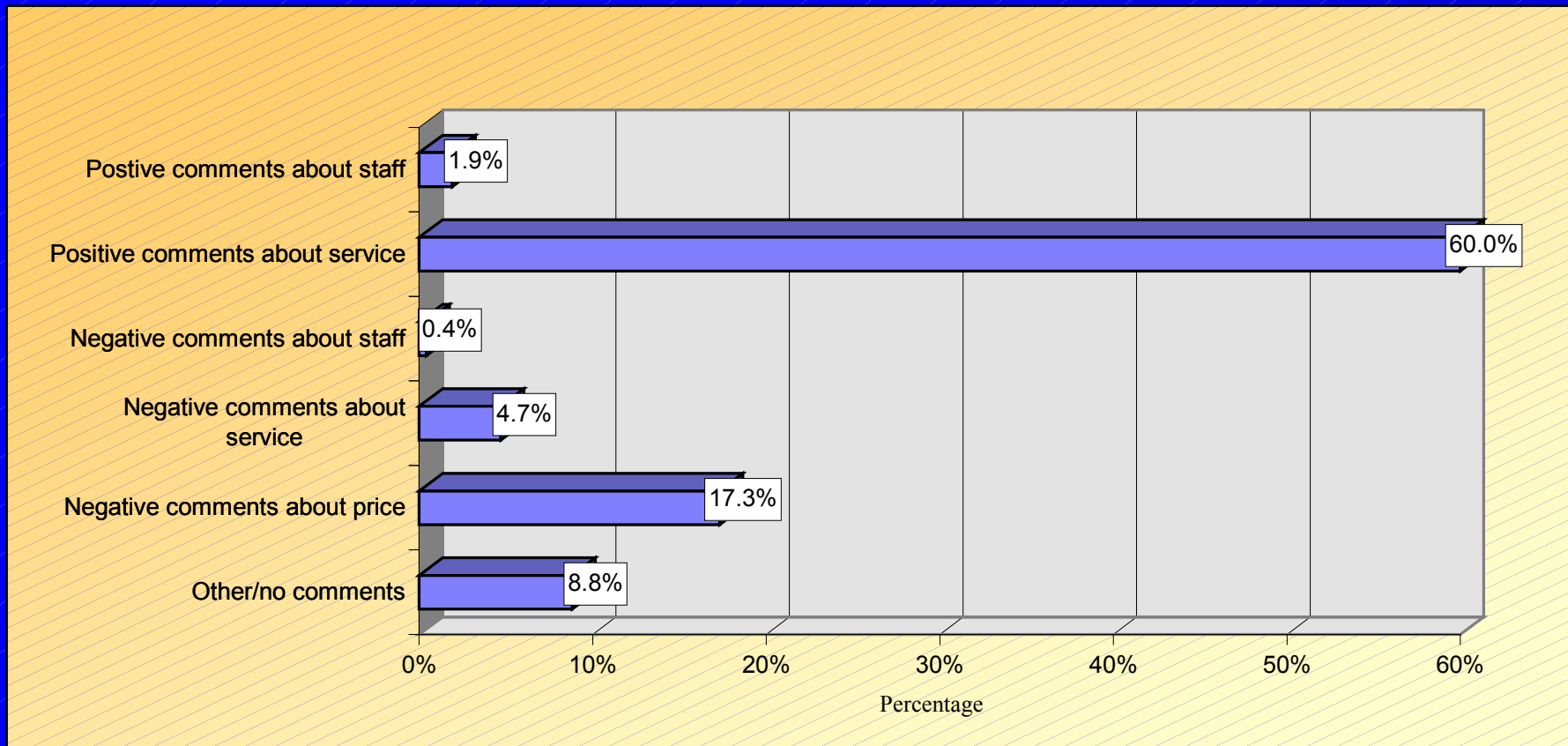
# Satisfaction With Service

## Average Response by Region



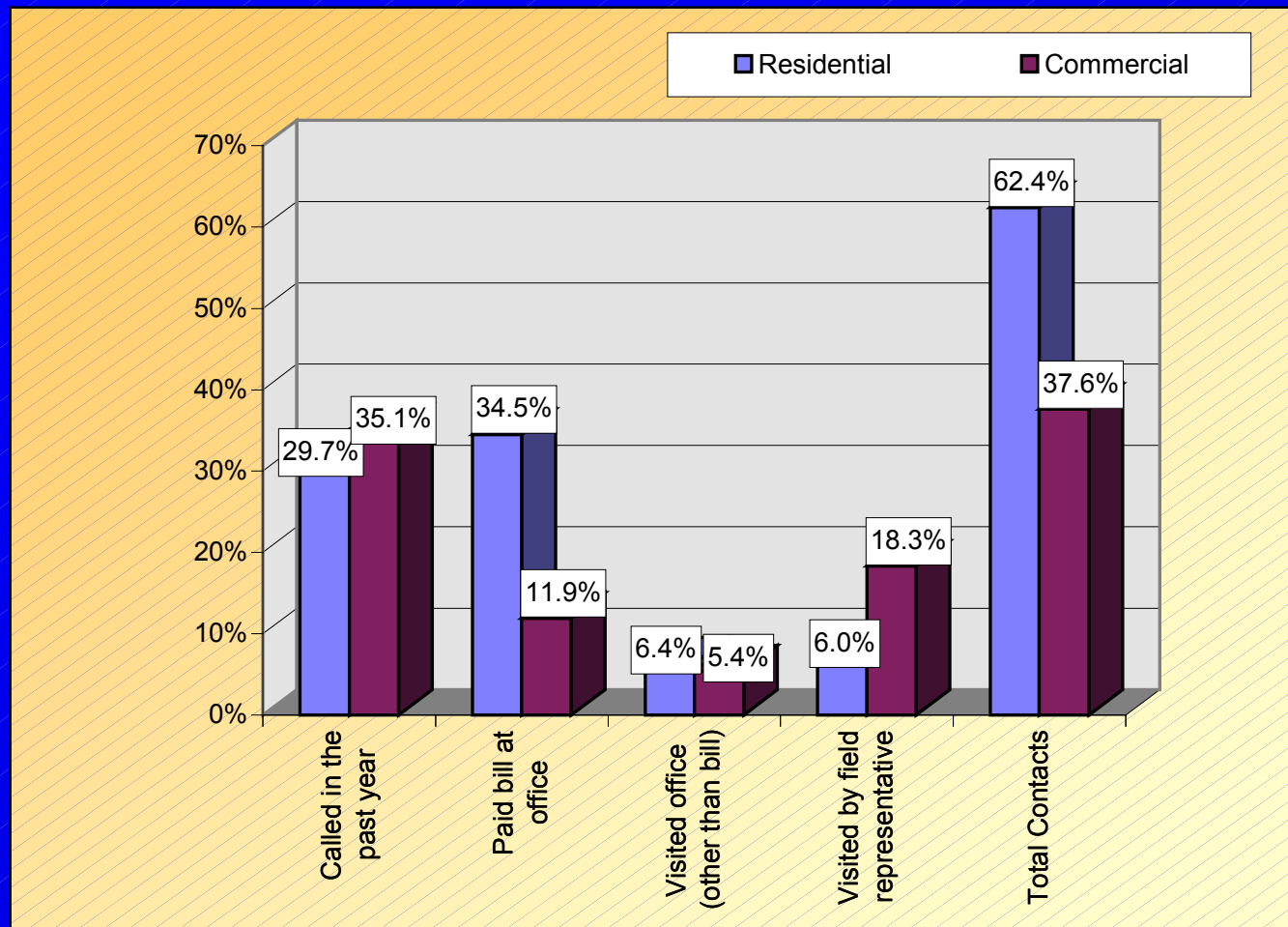
Residential customers

# Reasons for Rating of Service



# Contact with Newfoundland Power

## Residential & Commercial Customers

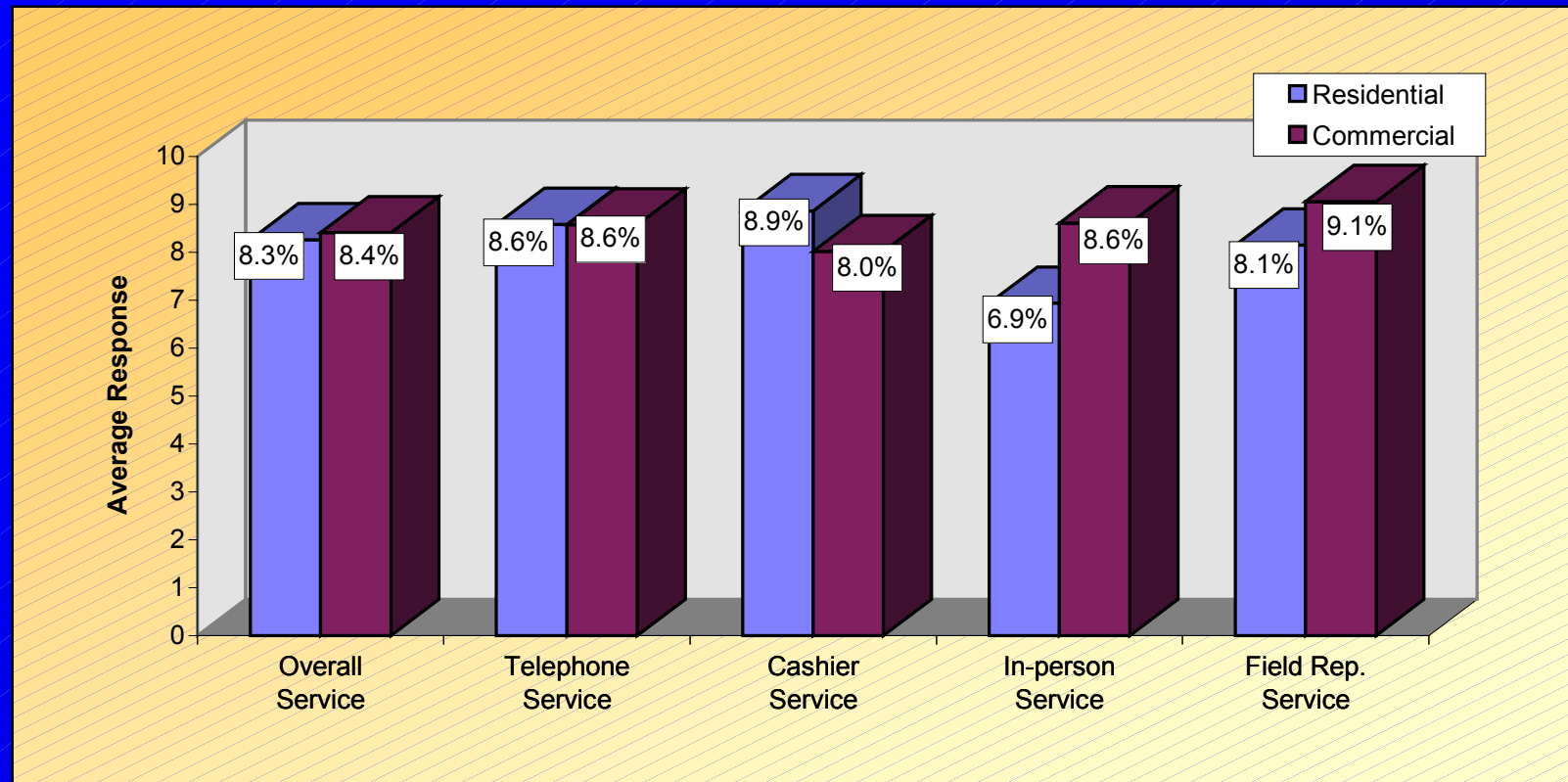


# Overall Rating of Service

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

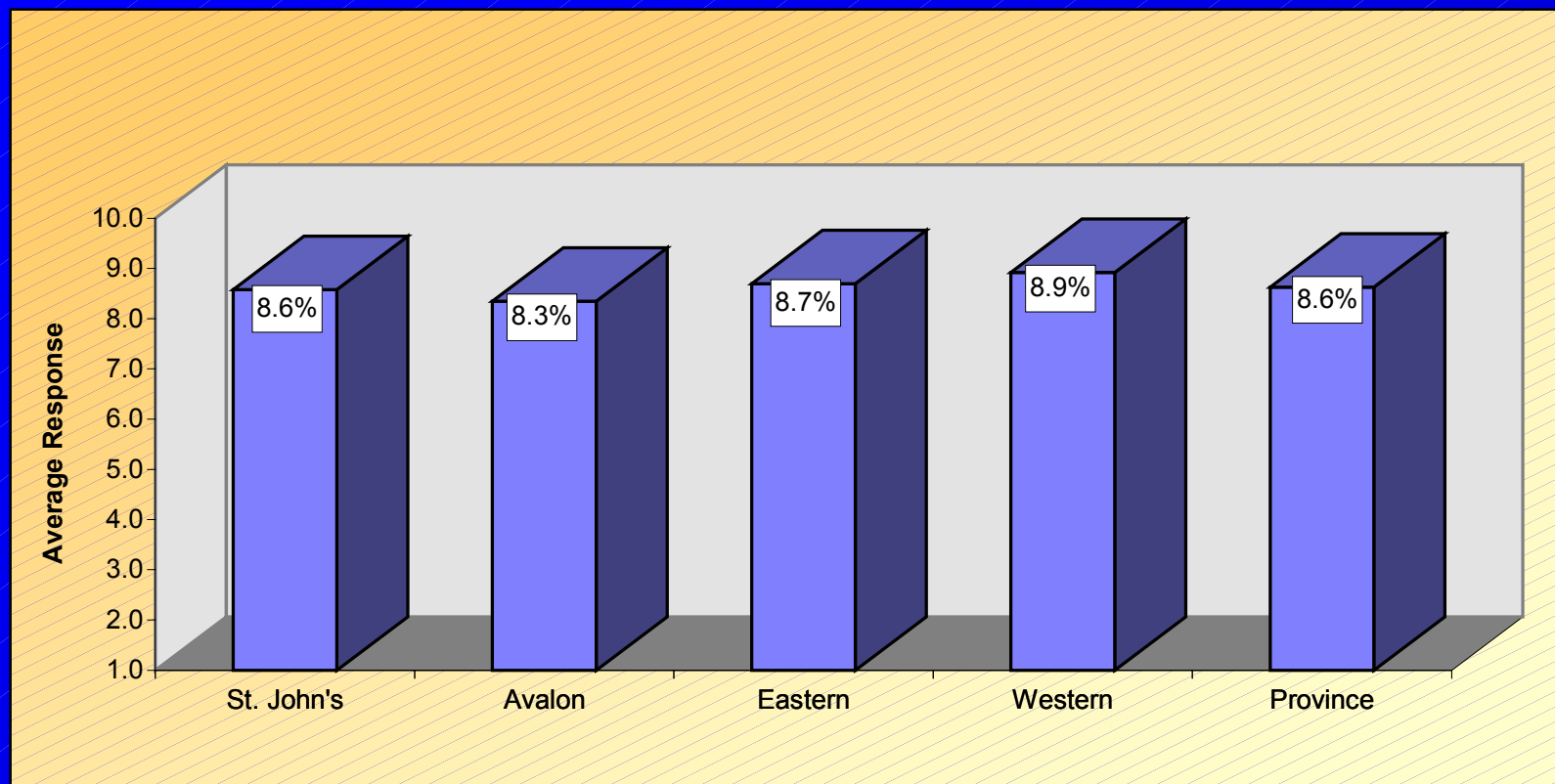
# Satisfaction Levels by Contact Type

## Residential and Commercial



# Satisfaction with Phone Service

## Average response by region

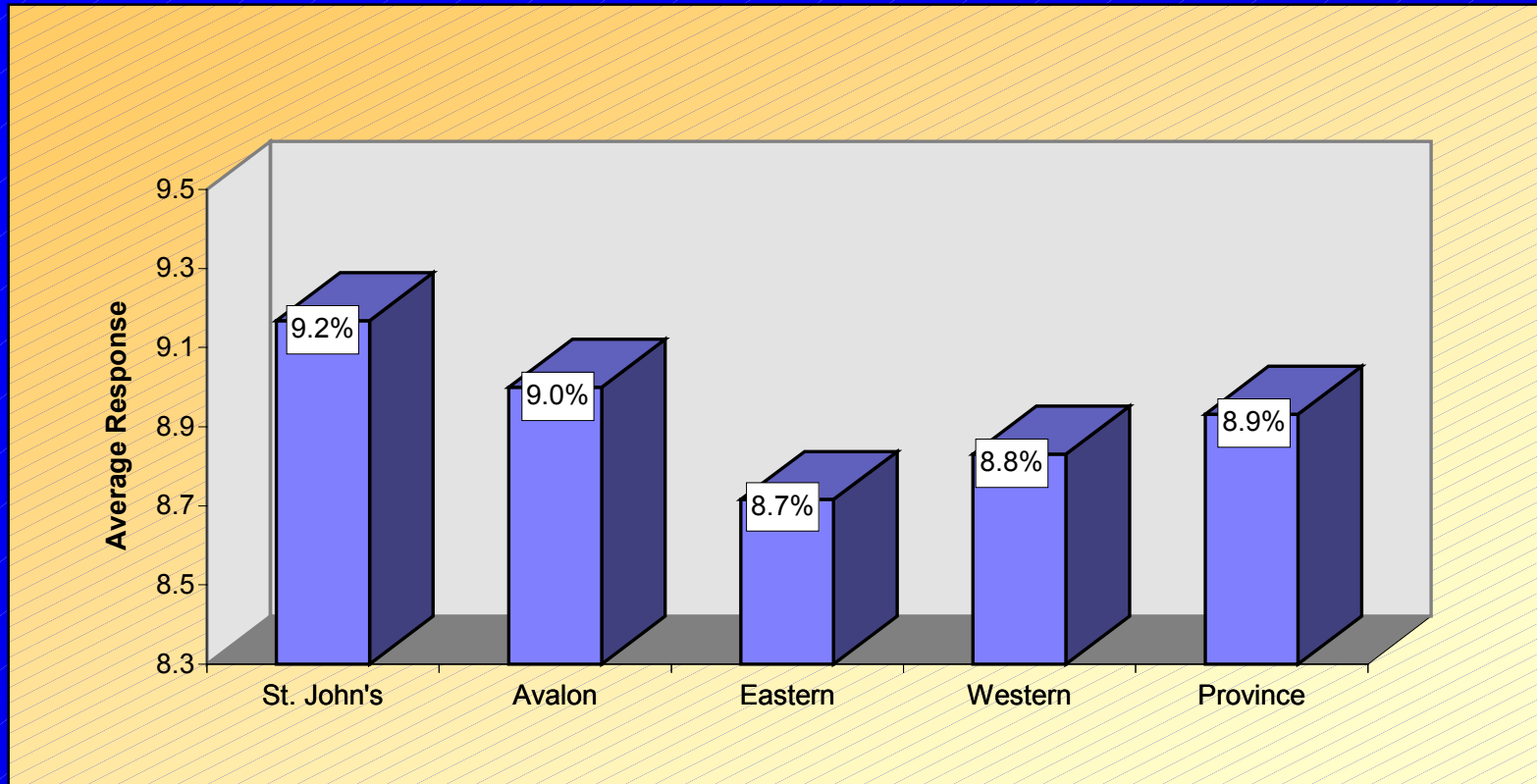


Residential customers



# Satisfaction with Cashier Service

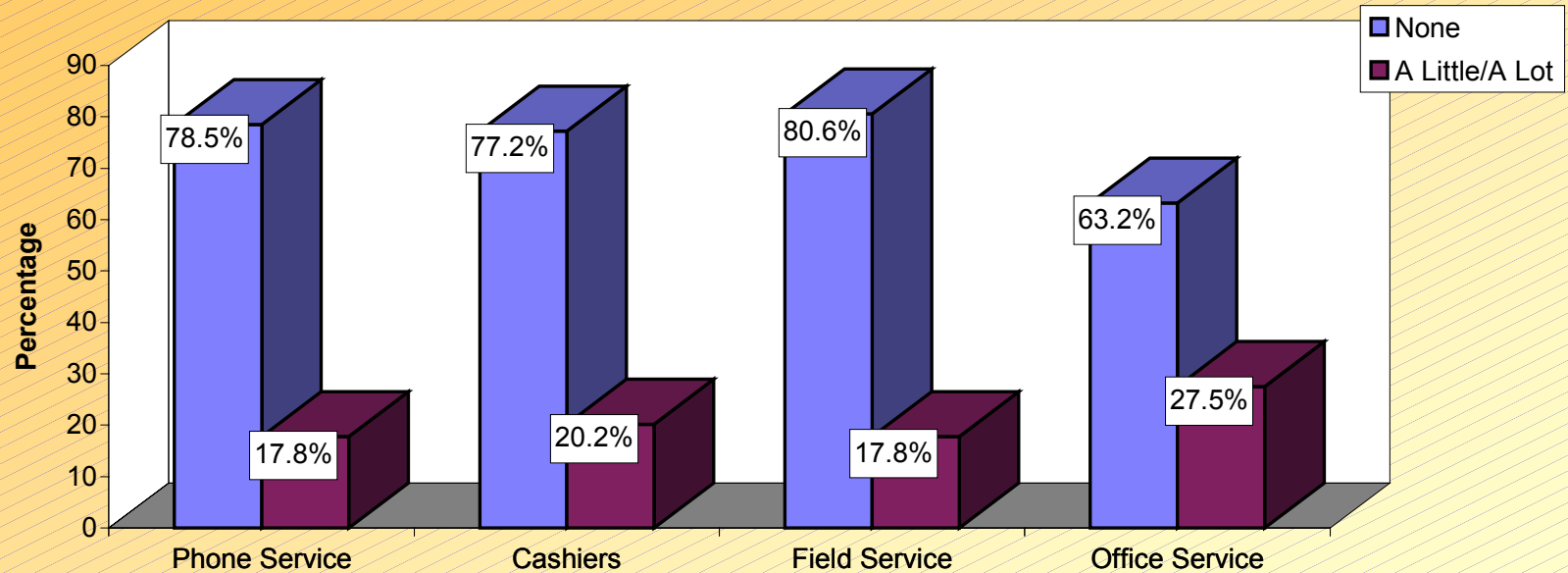
## Average response by region



Residential customers

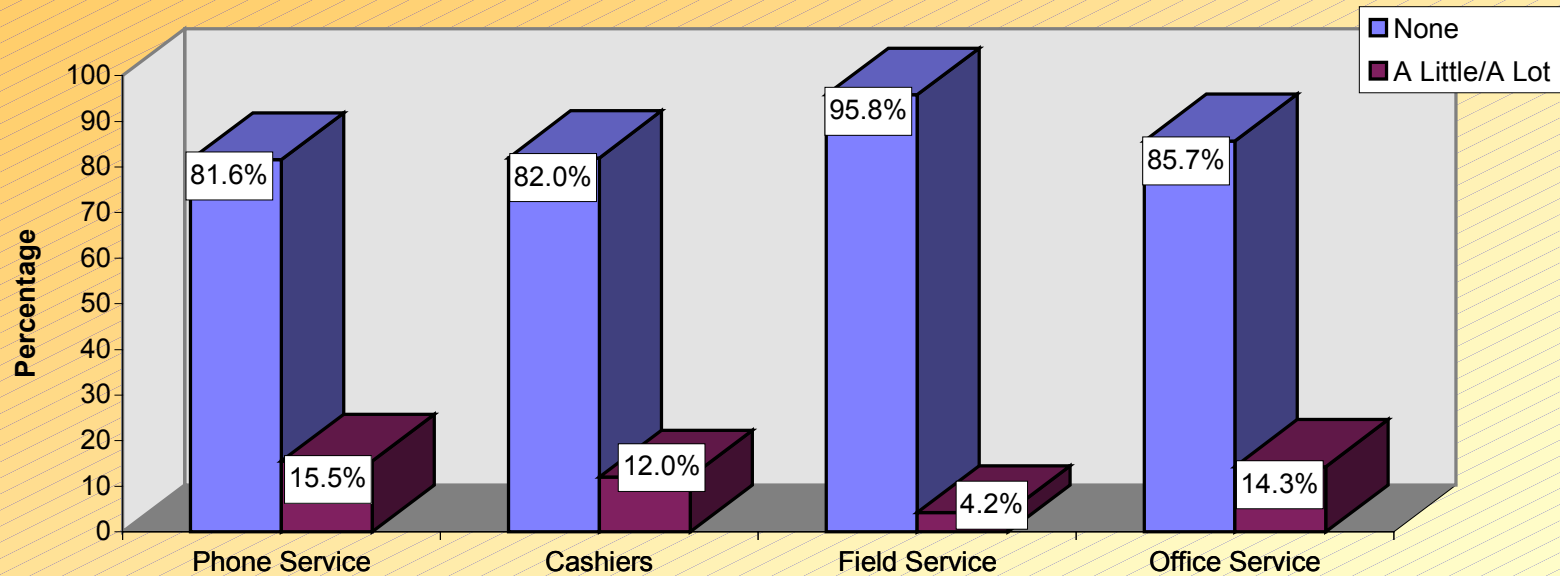
# Amount of Improvement Needed in Service

## Residential Customers



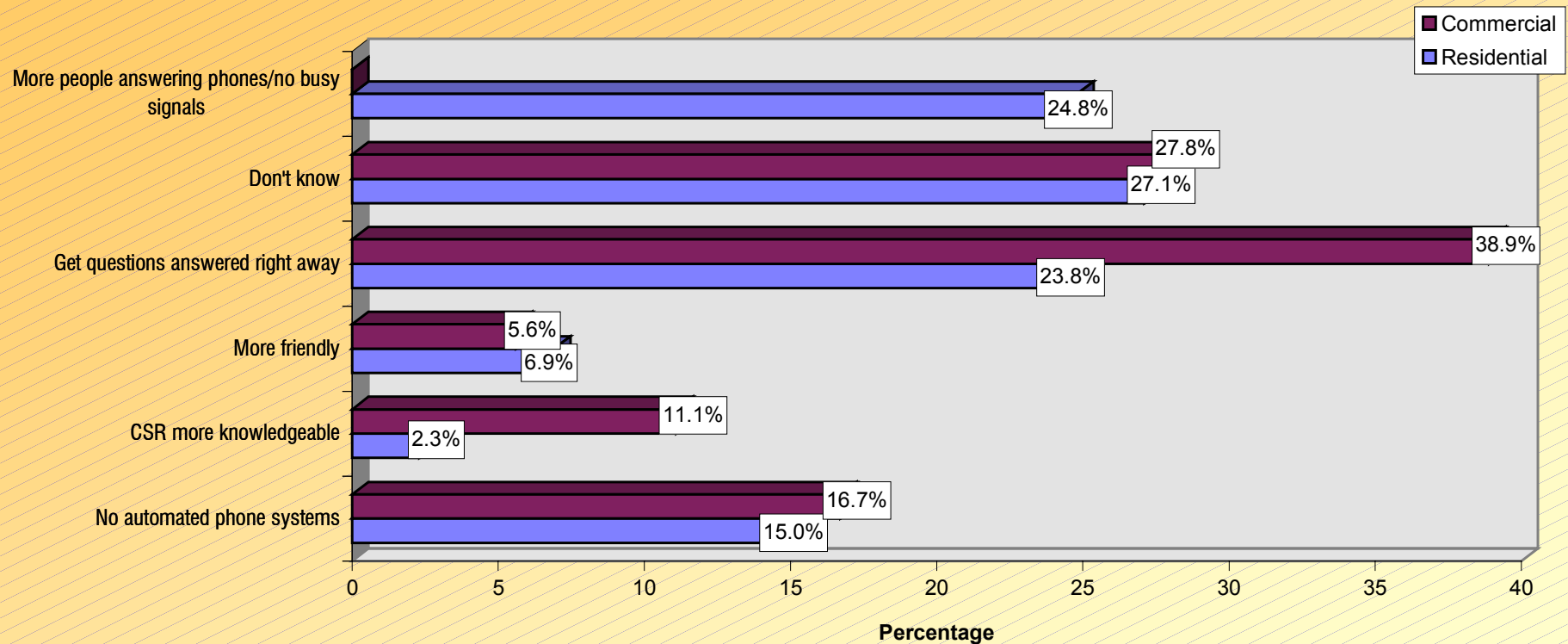
# Amount of Improvement Needed in Service

## Commercial Customers



# Suggestions for Improving Phone Service

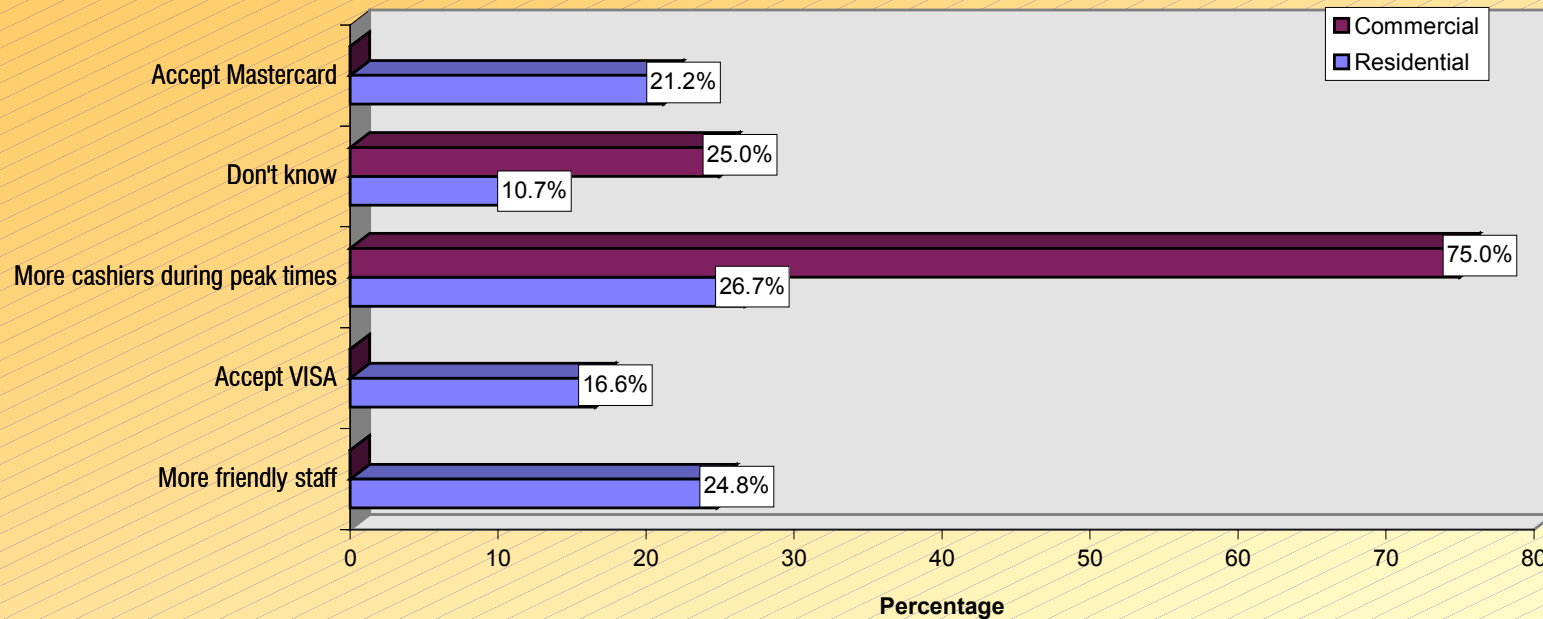
## Residential and Commercial customers



Percentage of customers who answered

# Suggestions for Improving Cashier Service

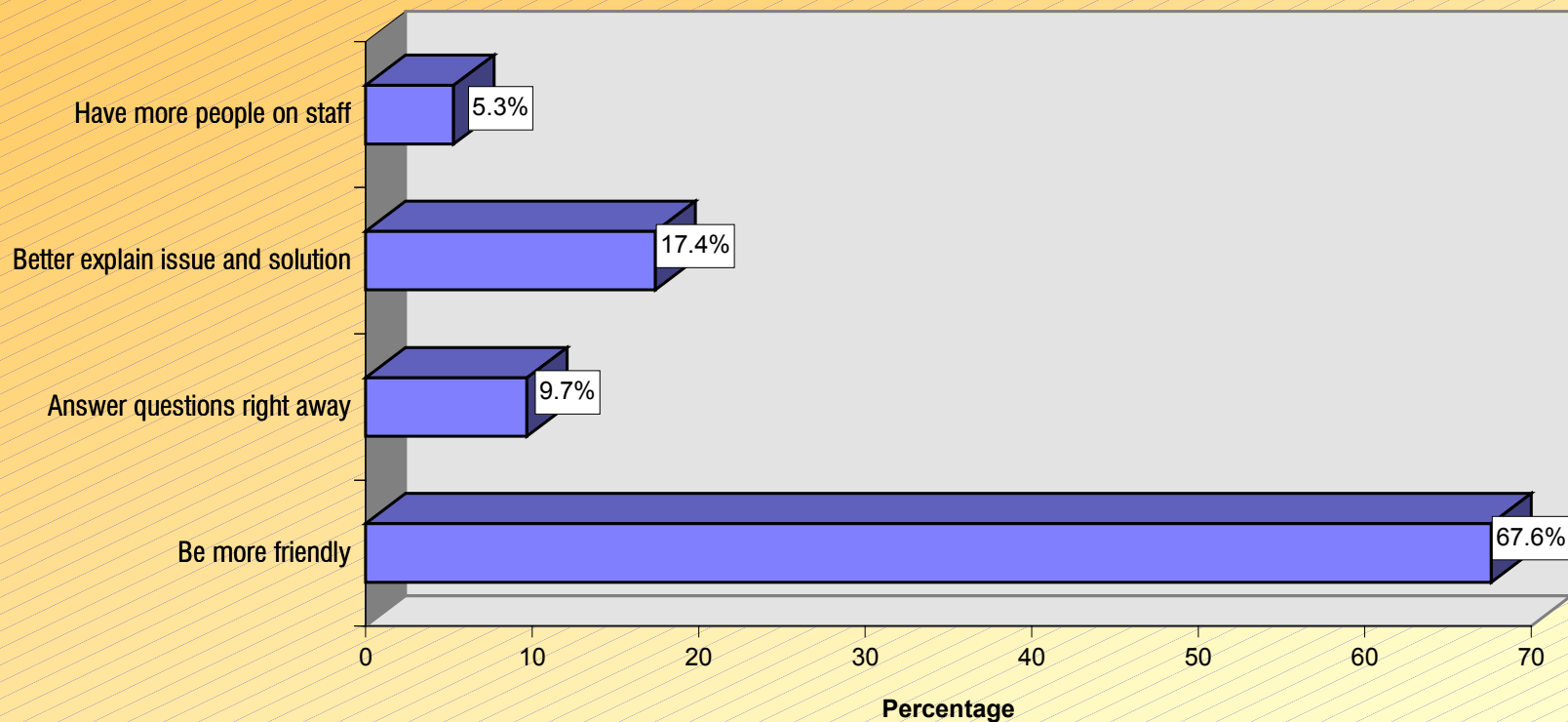
## Residential and Commercial customers



Percentage of customers who answered

# Suggestions for Improving Office Service

## Residential and Commercial customers

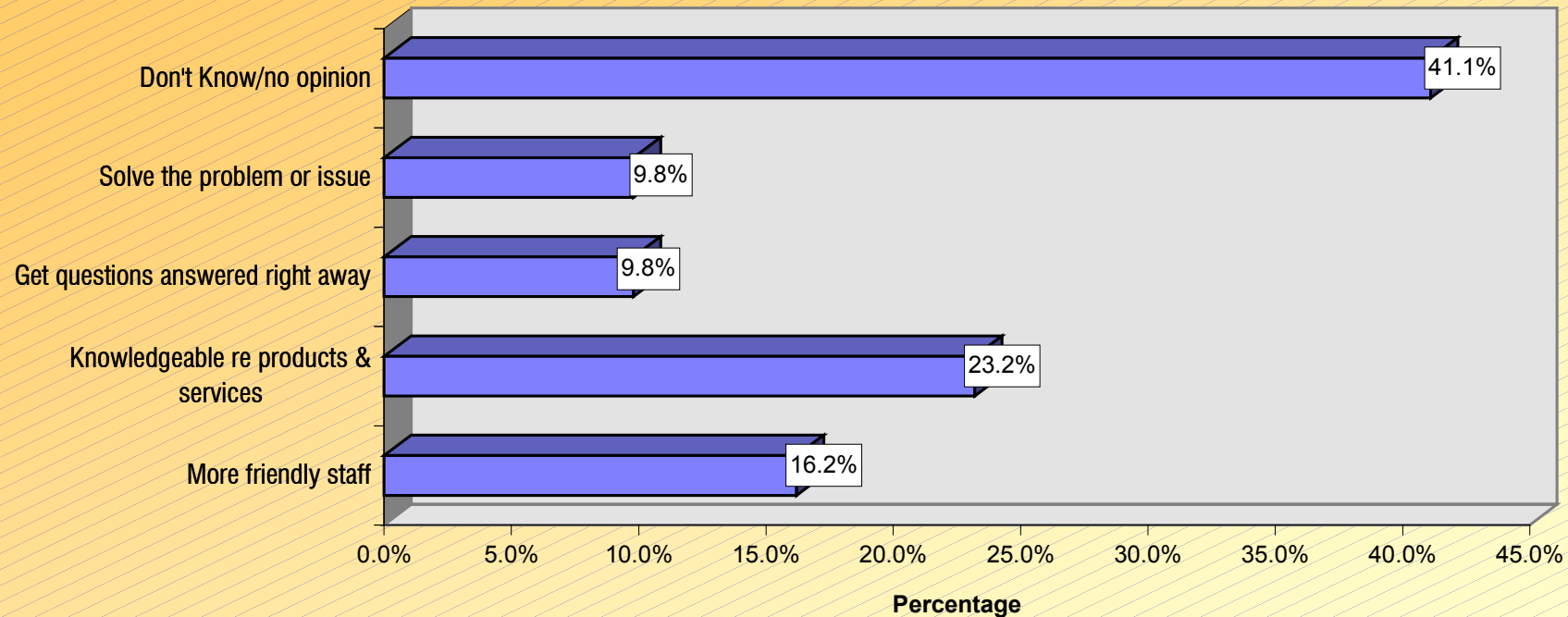


Percentage of customers who answered



# Suggestions for Improving Field Service

## Residential and Commercial customers



Percentage of customers who answered

# Specific Customer Service Improvements

## Residential customers

|                                                                    | Level of Agreement         | Amount of Improvement Needed |                |            |
|--------------------------------------------------------------------|----------------------------|------------------------------|----------------|------------|
|                                                                    | Strongly or Somewhat Agree | None                         | A Little/A Lot | Don't Know |
| Bills are easy to understand.                                      | 95%                        | 85%                          | 11%            | 4%         |
| Power supply is reliable.                                          | 96%                        | 78%                          | 14%            | 8%         |
| Newfoundland Power restores power quickly when a problem occurs.   | 91%                        | 84%                          | 13%            | 3%         |
| Newfoundland Power shows concern for public safety.                | 78%                        | 71%                          | 12%            | 17%        |
| Newfoundland Power operates in an environmentally friendly manner. | 81%                        | 64%                          | 18%            | 18%        |
| Meters are read accurately.                                        | 67%                        | 57%                          | 14%            | 29%        |
| Newfoundland Power contributes back to the community.              | 58%                        | 56%                          | 17%            | 26%        |

# 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.
- About one in ten customers think we can improve in these three areas.
- More than 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.                                      | 96%                | 89%                          | 8%             | 3%         |
| Power supply is reliable.                                          | 97%                | 79%                          | 18%            | 3%         |
| Newfoundland Power restores power quickly when a problem occurs.   | 94%                | 86%                          | 12%            | 2%         |
| Newfoundland Power shows concern for public safety.                | 89%                | 83%                          | 5%             | 12%        |
| Newfoundland Power operates in an environmentally friendly manner. | 86%                | 75%                          | 9%             | 17%        |
| Meters are read accurately.                                        | 75%                | 52%                          | 23%            | 26%        |
| Newfoundland Power contributes back to the community.              | 69%                | 55%                          | 24%            | 21%        |

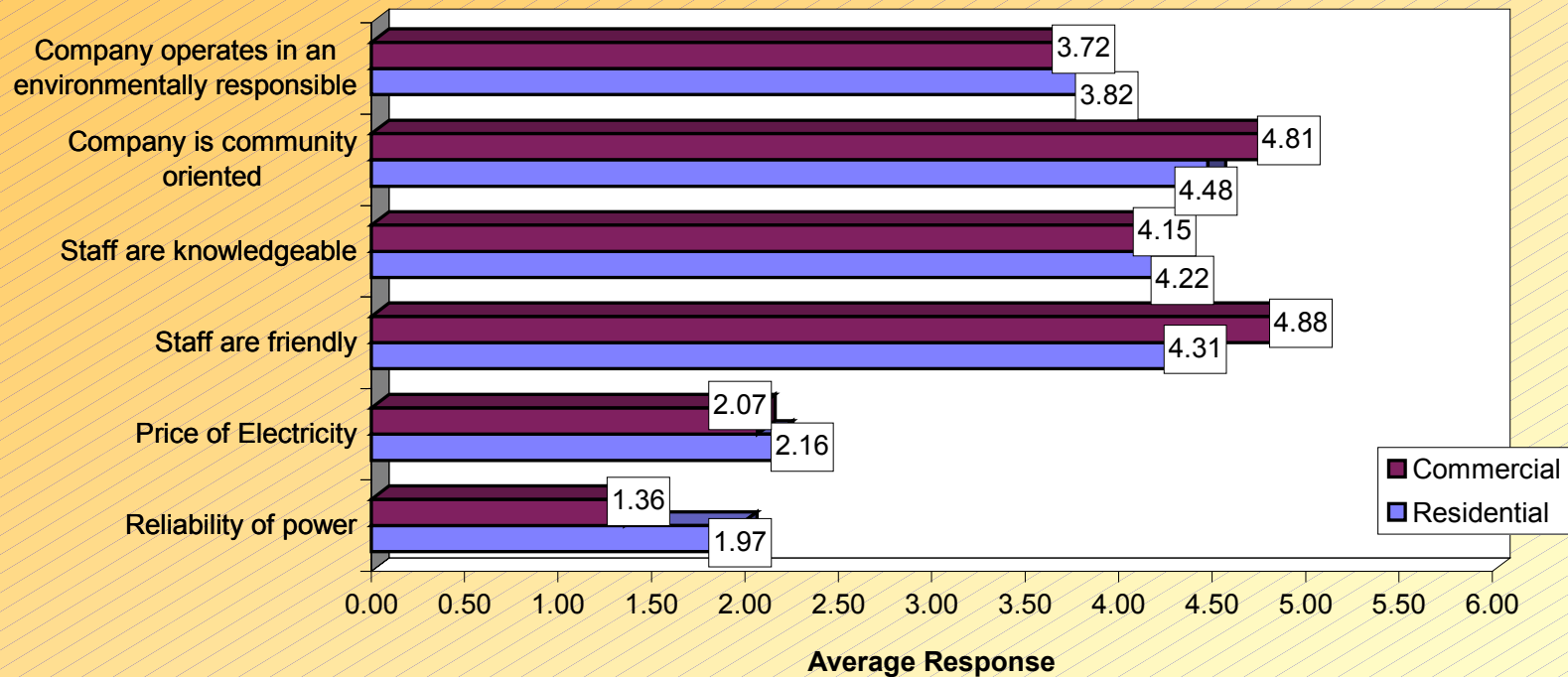
# Specific Customer Service Improvements

## 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.
- 18% of commercial customers think we can improve our power supply reliability.
- 23% of commercial customers believe we can improve our meter reading accuracy.
- 26% of commercial customers are not sure whether or not we read our meters accurately.



# 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

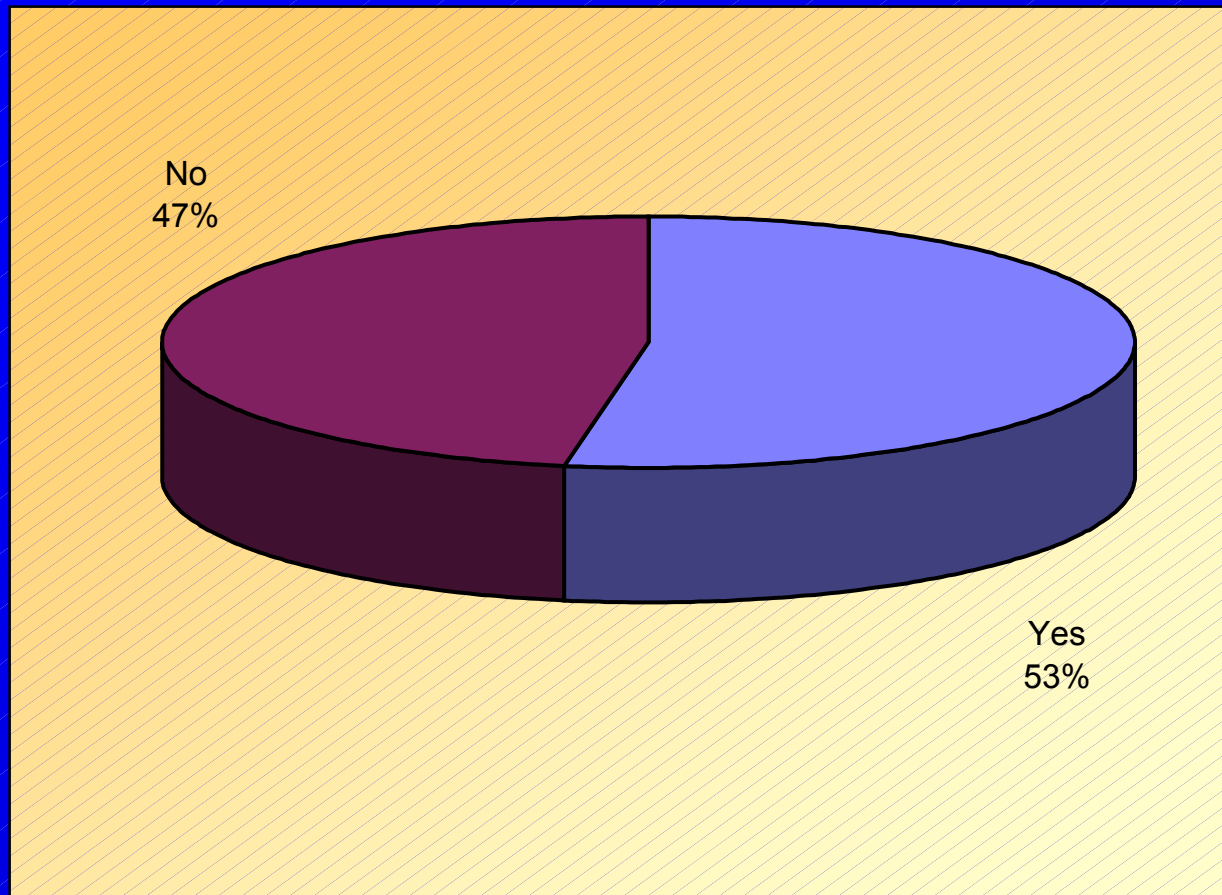
## Residential Customers

- 92% - Reliability of power
- 80% - Price of electricity
- 17% - Operates in an environmentally responsible manner
- 8% - Staff are knowledgeable
- 10% - Staff are friendly
- 4% - Company is community-oriented

## Attributes Ranked First or Second Commercial customers

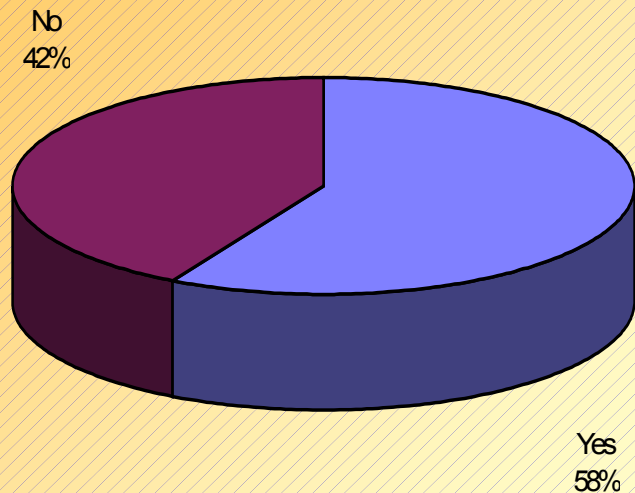
- 96% - Reliability of power
- 80% - Price of electricity
- 12% - Operates in an environmentally responsible manner
- 6% - Staff are knowledgeable
- 5% - Staff are friendly
- 2% - Company is community-oriented

# Awareness of Cancer Society Sponsorship



# Awareness of Ability to Donate to Society through Bills

Aware of Donation through Billing



Have made a Donation

