

Customer Satisfaction Survey
December 1998

Customer Satisfaction December 1998

Summary of Research Results

Customer Satisfaction Research

- Telephone survey
- 1205 residential customers
- 587 commercial customers
- Interviewed between December 4 and 18, 1998
- Sampling error:
 - +/- 2.8% (residential)
 - +/- 4.0% (commercial)
- 95% confidence interval

Highlights

- General satisfaction ratings:

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

- Residential customers' rating of their overall satisfaction with the company decreased from 8.3 out of 10 in September to 8.1 out of 10 in December.
- Residential customers in St. John's region accounted for the decrease. Their rating of overall satisfaction with the company decreased from 8.34 out of 10 in September to 7.78 out of 10 in December. Ratings from customers in other regions remained stable over the same time.

Highlights (contd)

- The drop in St. John's customers' rating of overall satisfaction may be attributed to the negative media surrounding the rate hearing.
- Positive comments about our service (responding to outages, good customer service) continues 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.
- The 4th quarter Customer Satisfaction Index is 8.6 as compared to 8.5 in September 1998.
- Satisfaction with service received at our offices continues to be our lowest rated service.
- 57% of residential and 54% of commercial customers had some form of contact with the company over the past six months.

Highlights (contd)

- 20% of residential customers think we can still make improvements in our phone and in-office customer service.
- 25% of commercial customers think we need to improve our in-office customer service and 18% think we can improve our field services.
- 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.
- A higher percentage of customers (89%) in this survey agreed that we show concern for public safety. Only 78% of customers in the September survey agreed that we do show concern for public safety.

Highlights (contd)

- EPP has not yet reached saturation. 30% of non-EPP customers were interested in joining the program.
- 60% of residential customers and 65% of commercial customers indicated they would use the TVD system if a power outage occurred.
- About 1/3 of our customers are aware of our website and 13% of those customers accessed our home page in the past two months.
- About 1/4 of our customers have an e-mail account.
- Almost 40% of customers who have e-mail access would be interested in receiving their bills electronically.

4th Quarter 1998 Customer Satisfaction Index

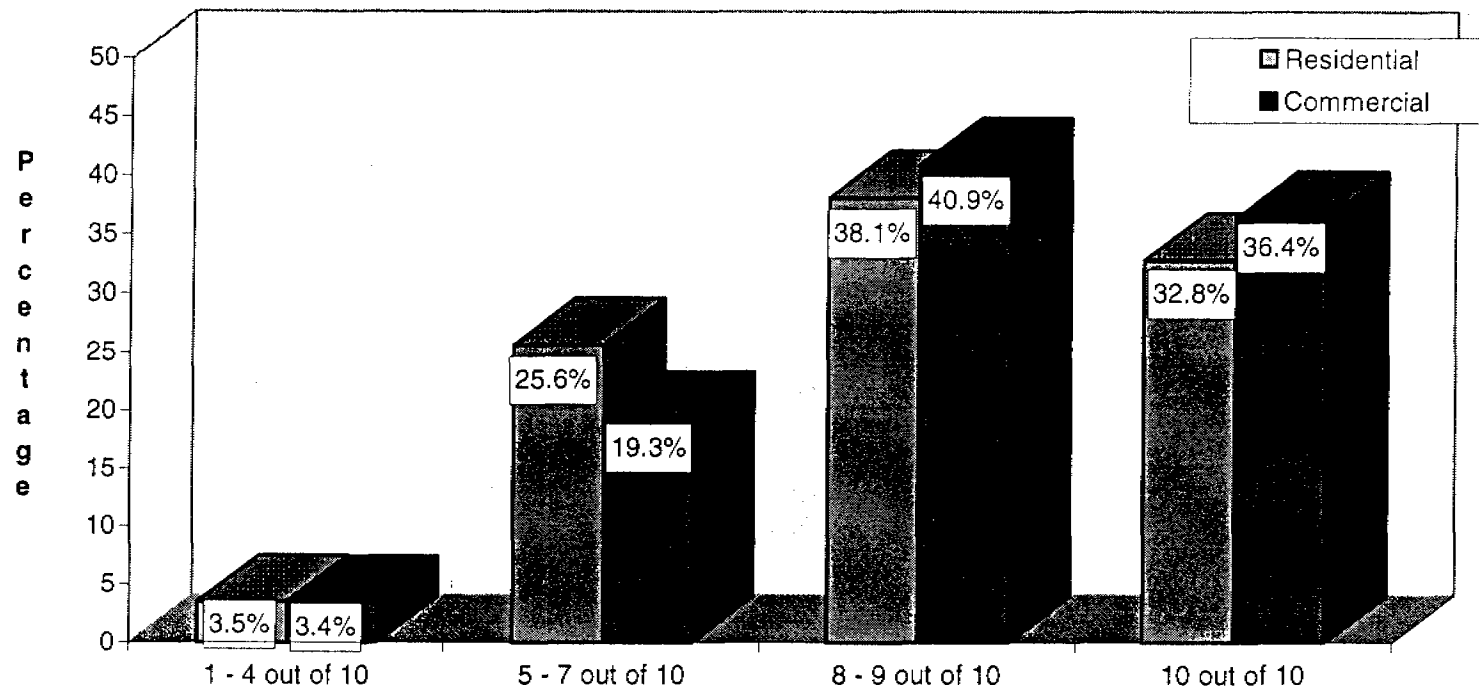
4th Quarter Customer Satisfaction Index

	Index Proportion	Residential Satisfaction Level	Commercial Satisfaction Level	Index Subtotal
Call Centre Service	40%	8.5	8.8	3.4
Field Service	20%	8.5	8.9	1.7
Cashier Service	20%	9.1	9.4	1.8
General Satisfaction	20%	8.1	8.4	1.6
Customer Satisfaction Index:				8.6

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 December 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'.

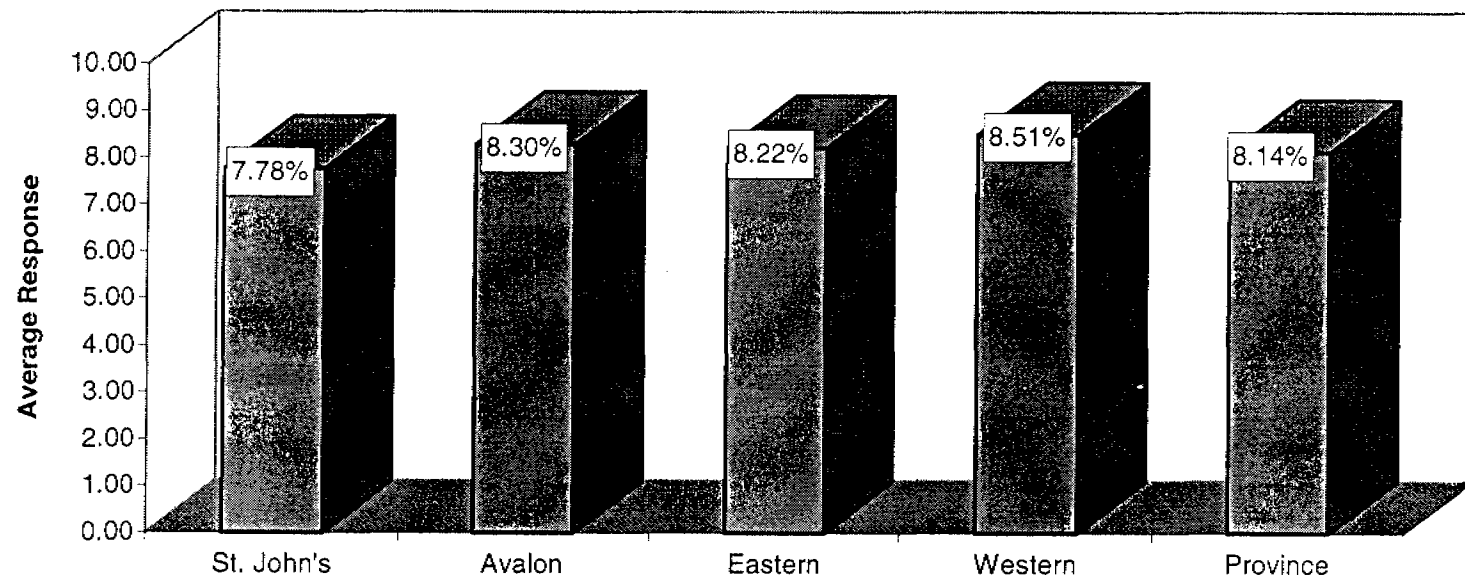
Satisfaction with the Service



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

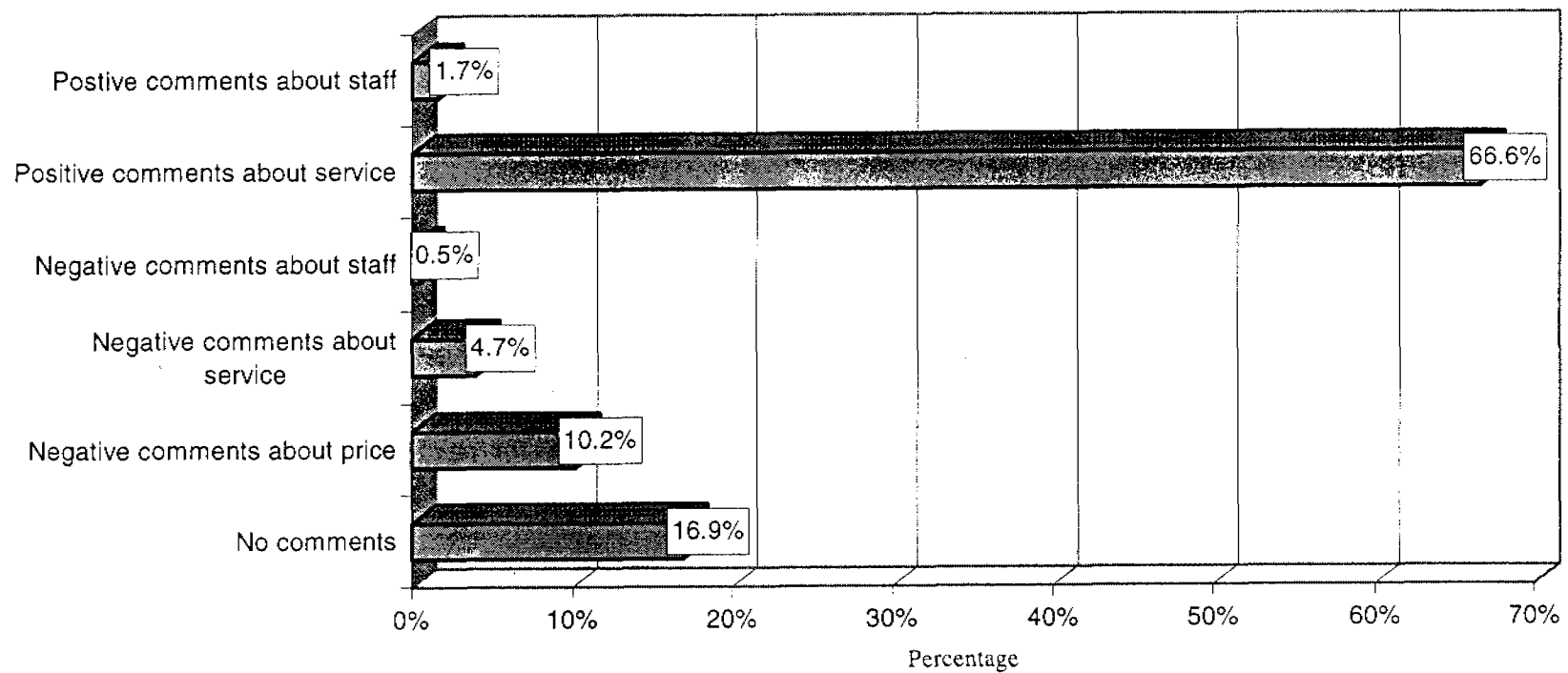
Satisfaction With Service

Average Response by Region



Residential Customers

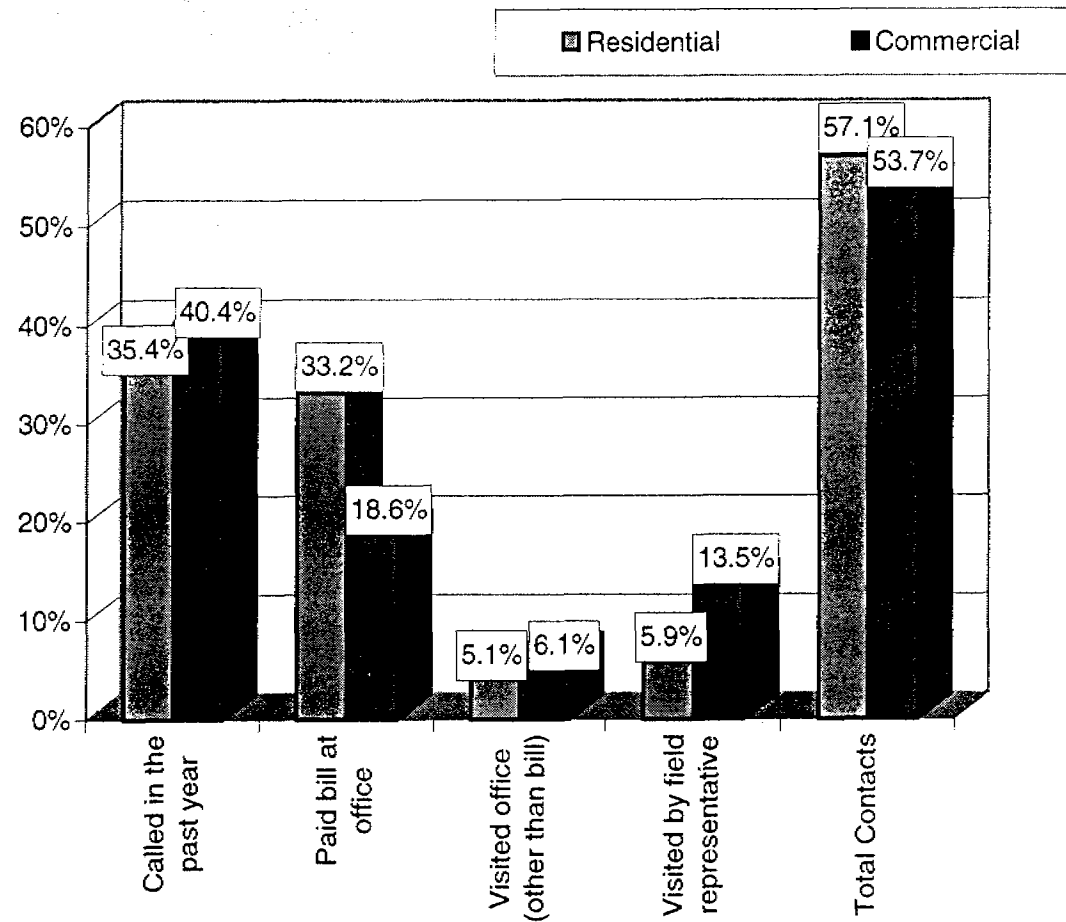
Reasons for Rating of Service



Percentage of customers who answered

Contact with Newfoundland Power

Residential & Commercial Customers

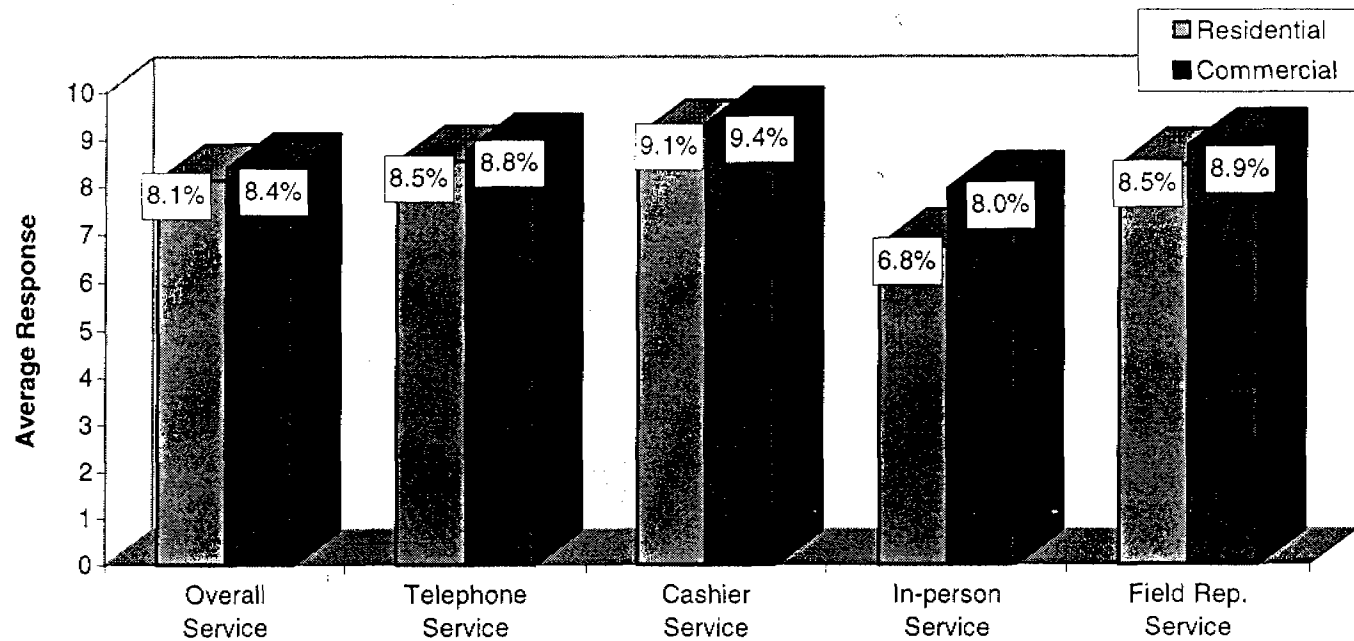


Overall Rating of Service

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

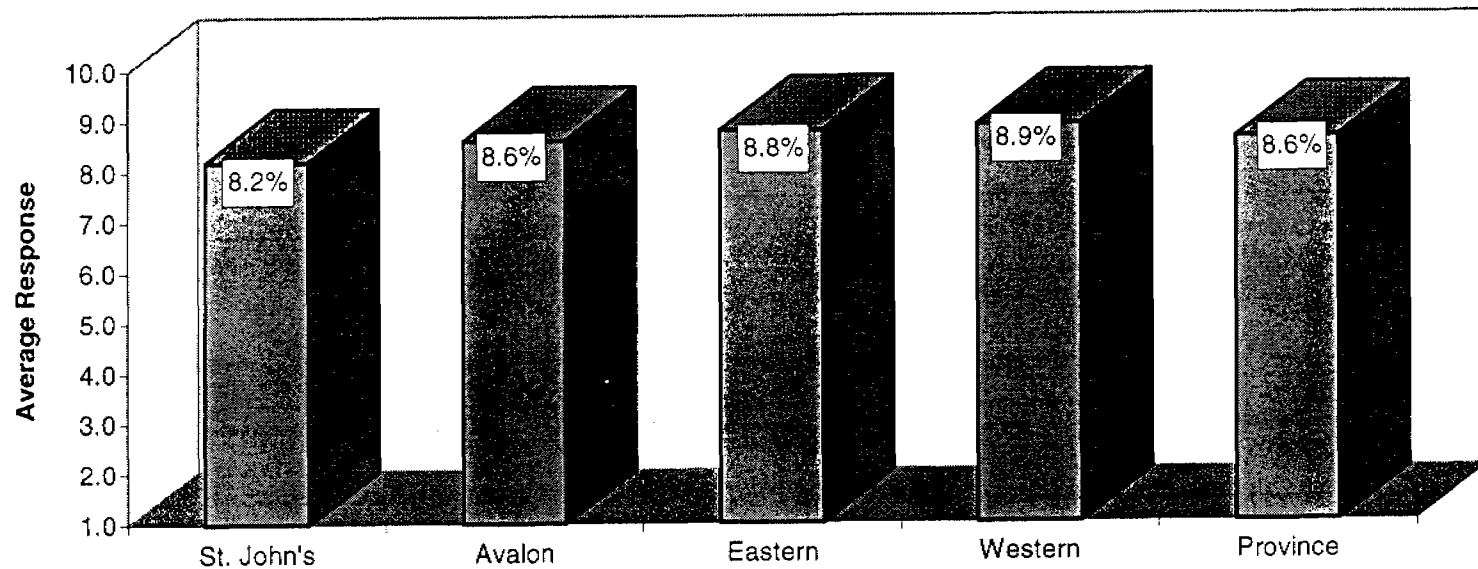
Satisfaction Levels by Contact Type

Residential and Commercial



Satisfaction with Phone Service

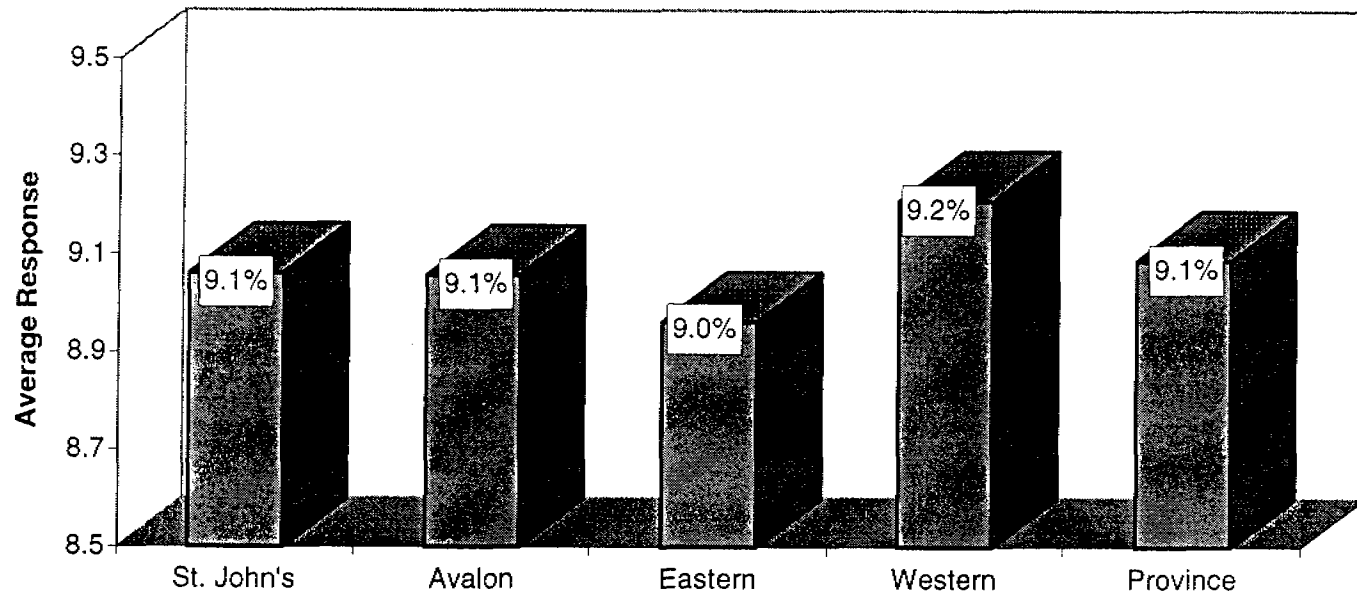
Average response by region



Residential customers

Satisfaction with Cashier Service

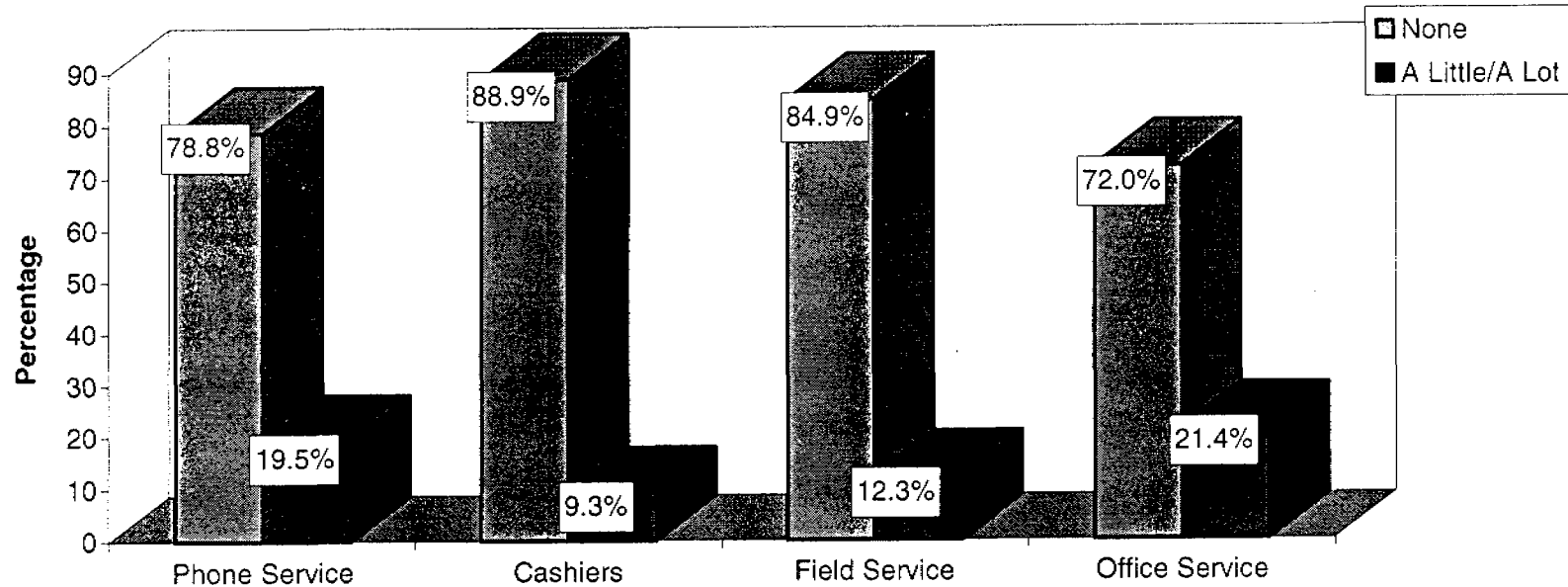
Average response by region



Residential customers

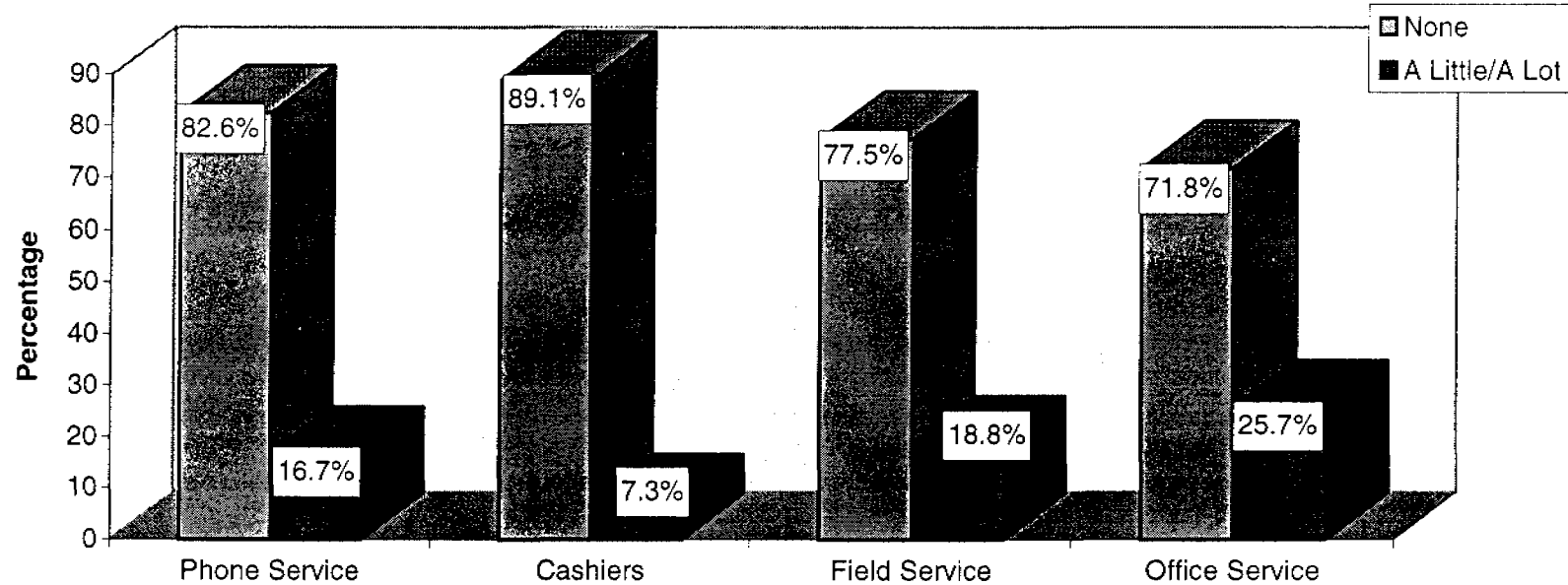
Amount of Improvement Needed in Service

Residential Customers



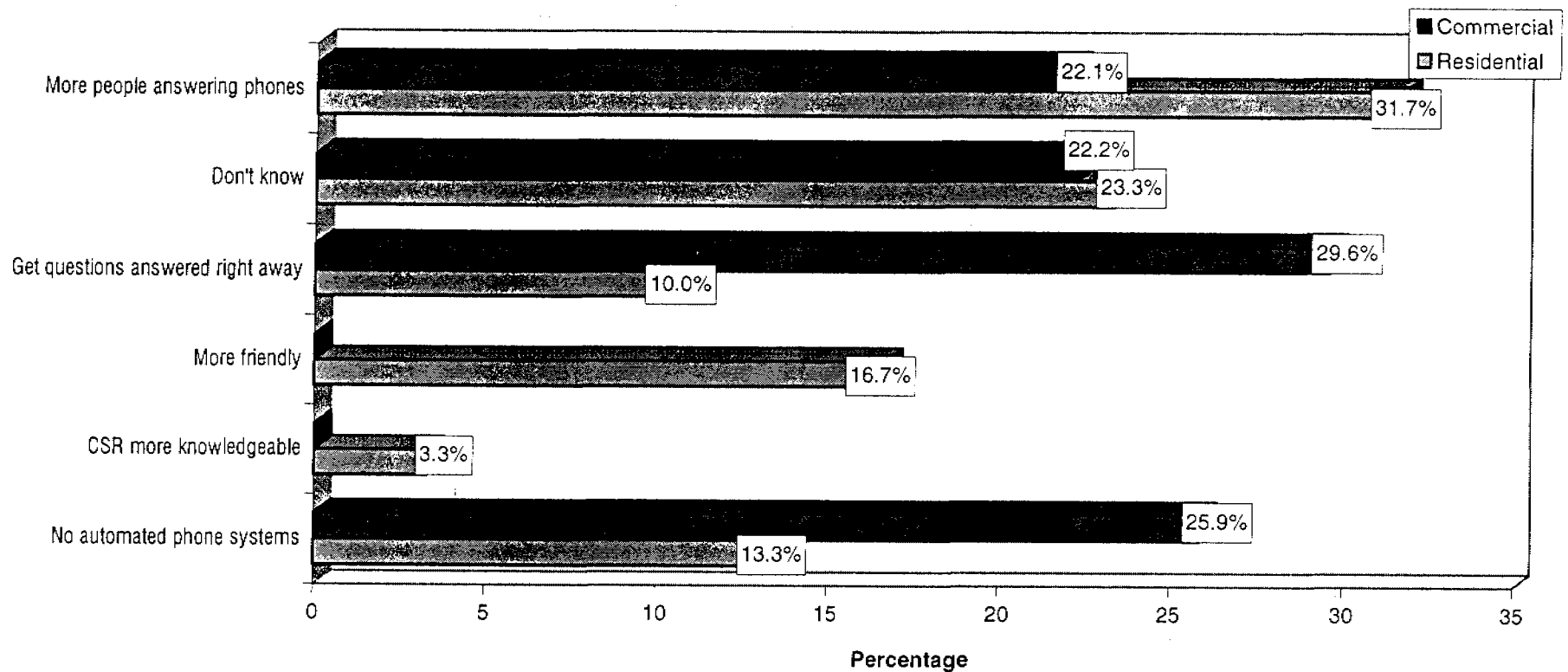
Amount of Improvement Needed in Service

Commercial Customers



Suggestions for Improving Phone Service

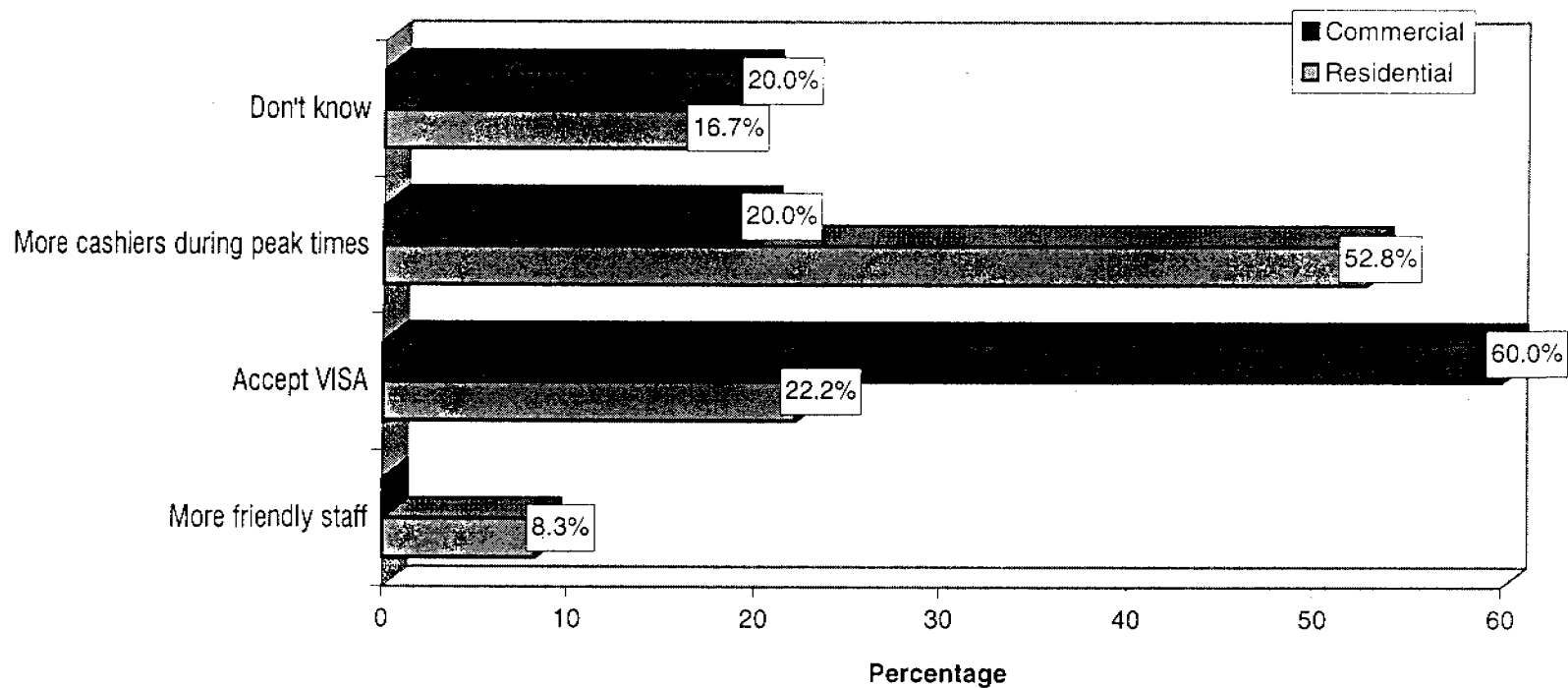
Residential and Commercial Customers



Percentage of customers who answered

Suggestions for Improving Cashier Service

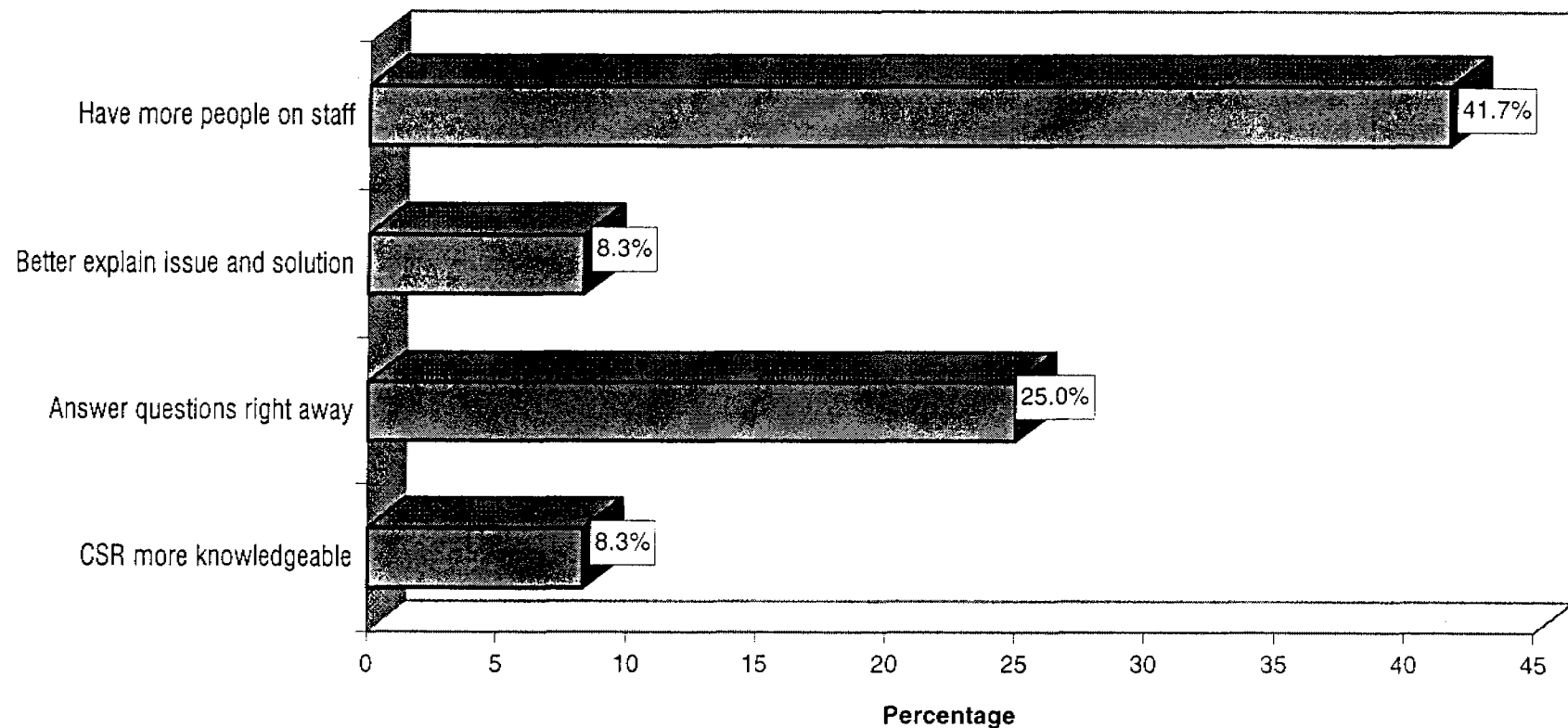
Residential and Commercial Customers



Percentage of customers who answered

Suggestions for Improving Office Service

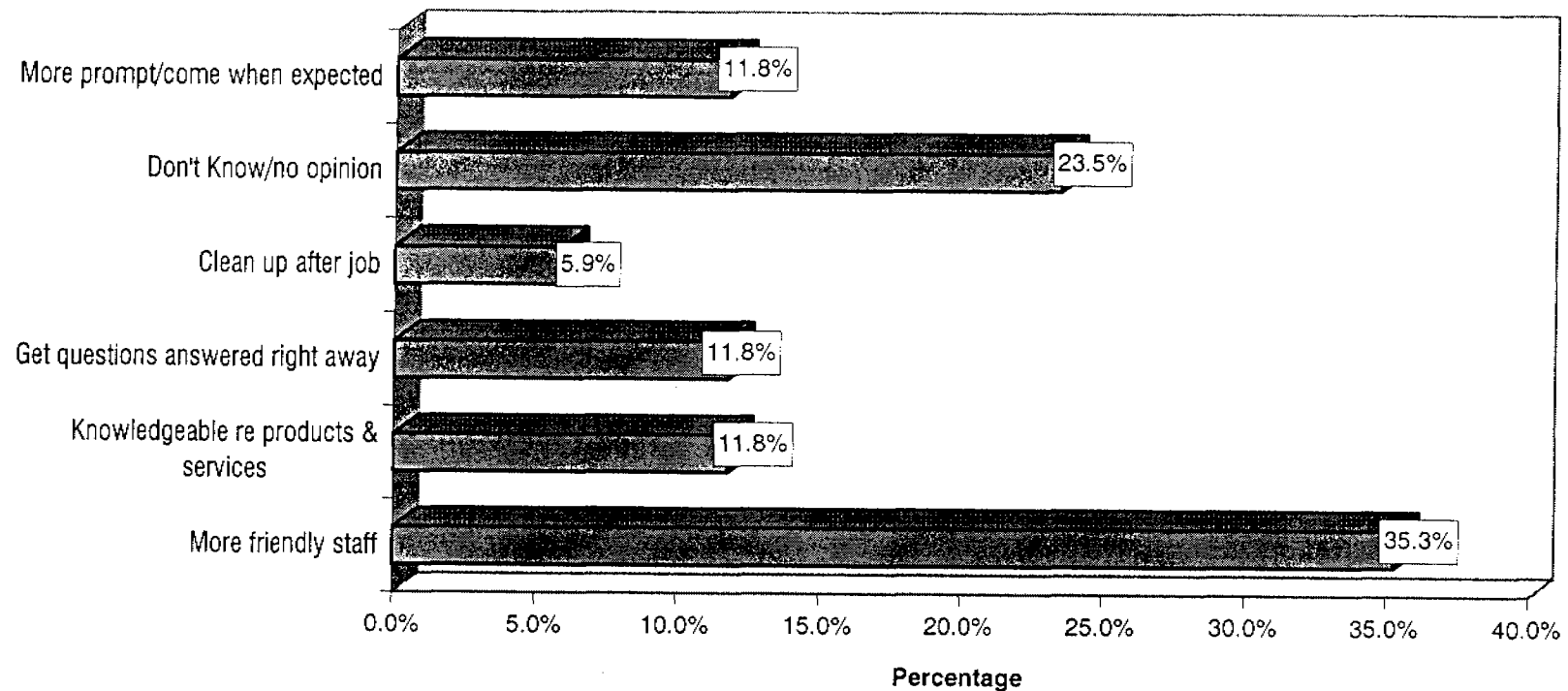
Residential and Commercial Customers



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.	96%	89%	8%	3%
Power supply is reliable.	92%	78%	19%	3%
Newfoundland Power shows concern for public safety.	89%	82%	6%	12%
Newfoundland Power operates in an environmentally friendly manner.	77%	69%	8%	23%
Meters are read accurately.	62%	57%	12%	31%
Newfoundland Power contributes back to the community.	67%	56%	16%	28%

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 show concern for public safety.
- About 20% of customers think we can still improve power reliability.
- Nearly 30% 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

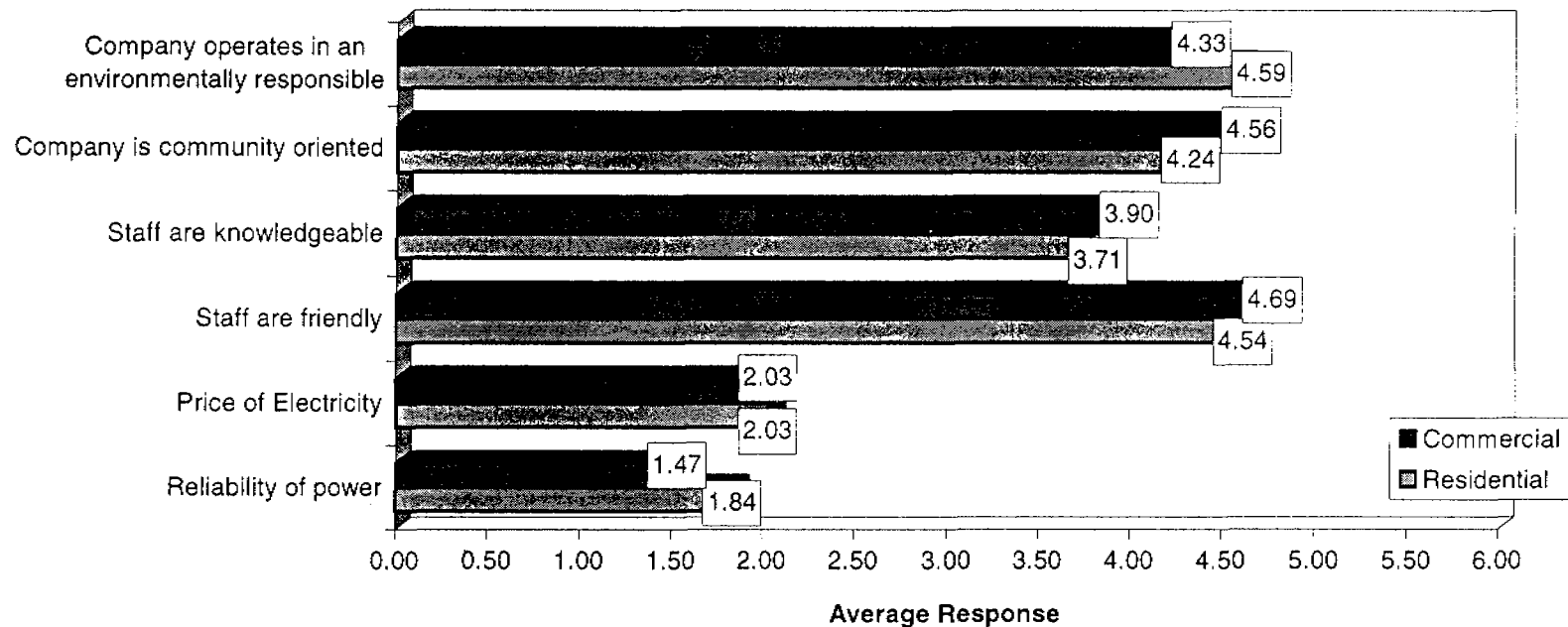
	Level of Agreement	Amount of Improvement Needed		
		None	A Little/A Lot	Don't Know
Bills are easy to understand.	95%	89%	8%	3%
Power supply is reliable.	91%	84%	15%	2%
Newfoundland Power shows concern for public safety.	92%	89%	2%	9%
Newfoundland Power operates in an environmentally friendly manner.	83%	81%	2%	17%
Meters are read accurately.	66%	66%	6%	29%
Newfoundland Power contributes back to the community.	72%	68%	7%	25%

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 show concern for public safety.
- 15% of commercial customers think we can improve our power supply reliability.
- 29% of commercial customers are not sure whether or not we read our meters accurately.
- 25% of customers are not aware of our community contributions.

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

- 87% - Reliability of power
- 84% - Price of electricity
- 13% - Staff are knowledgeable
- 8% - Company is community-oriented
- 6% - Operates in an environmentally responsible manner
- 4% - Staff are friendly

Attributes Ranked First or Second

Commercial Customers

- 94% - Reliability of power
- 86% - Price of electricity
- 9% - Staff are knowledgeable
- 5% - Operates in an environmentally responsible manner
- 4% - Company is community-oriented
- 2% - Staff are friendly

Awareness, Participation & Interest in Services

Residential Customers

	Awareness	Past Participation or Use	Current Participation	Interested in participating or will use in future	Overall Interest
EPP	76%	11%	17%	30%	47%
PAP	53%	6%	14%	19%	33%
TVD	36%	50%	N/A	60%	60%
24 Hour IVR Service	48%	31%	N/A	38%	38%
Wrap Up for Savings	30%	16%	15%	25%	40%
Energy Consultants	25%	29%	N/A	27%	27%
Internet Home Page	34%	14%	N/A	28%	28%

NOTES:

“Past & Current Participation” are a percentage of those customers who are aware of the program.

“Future Interest” asked of both customers who were unaware and those who currently did not participate.

“Overall Interest” equals current participants plus future interest.

Customers asked whether they had accessed website in past 2 months only.

Awareness, Participation & Interest in Services Commercial Customers

	Awareness	Past Participation or Use	Current Participation	Interested in participating or will use in future	Overall Interest
EPP	86%	4%	5%	13%	18%
PAP	64%	3%	7%	10%	17%
TVD	42%	57%	N/A	65%	65%
24 Hour IVR Service	43%	30%	N/A	29%	29%
Energy Consultants	29%	37%	N/A	33%	33%
Internet Home Page	36%	13%	N/A	30%	30%

NOTES:

“Past & Current Participation” are a percentage of those customers who are aware of the program.

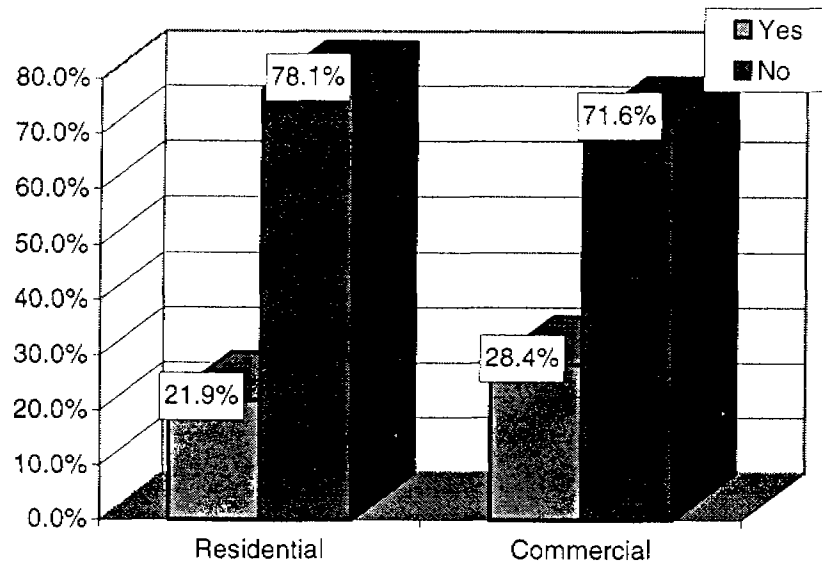
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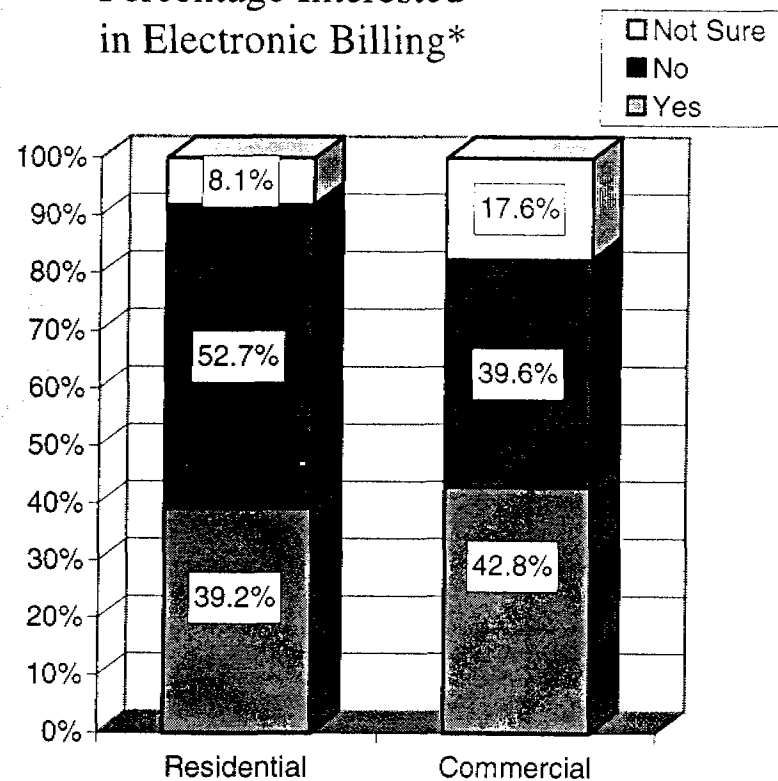
Customers asked whether they had accessed website in past 2 months only.

Interest in Electronic Billing

Percentage who have an E-Mail Account



Percentage Interested in Electronic Billing*



*Interest expressed by people with an e-mail account.