

Customer Satisfaction Survey
September 1999



Customer Research

1999 Third Quarter Results

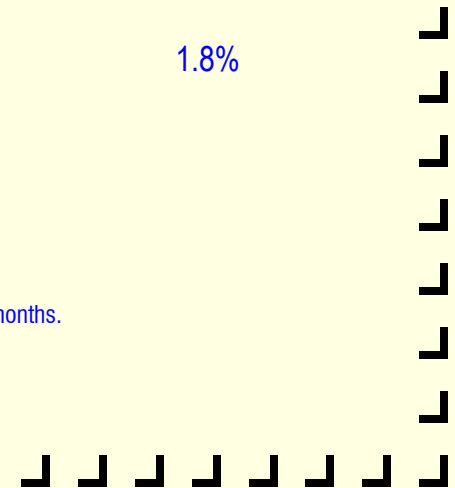


Customer Satisfaction Index

	Index Proportion	Residential Satisfaction Level	Commercial Satisfaction Level	Index Subtotal	Percentage of customers who use the service
Call Centre Service	40%	9.0	8.7	3.6	26.0%
Field Service	20%	9.6	9.2	1.9	32.7%
Cashier Service	20%	9.3	8.9	1.9	21.8%
General Satisfaction	20%	8.6	8.6	1.7	
Customer Satisfaction Index:				9.1	
In-office Service				8.7	1.8%

Notes:

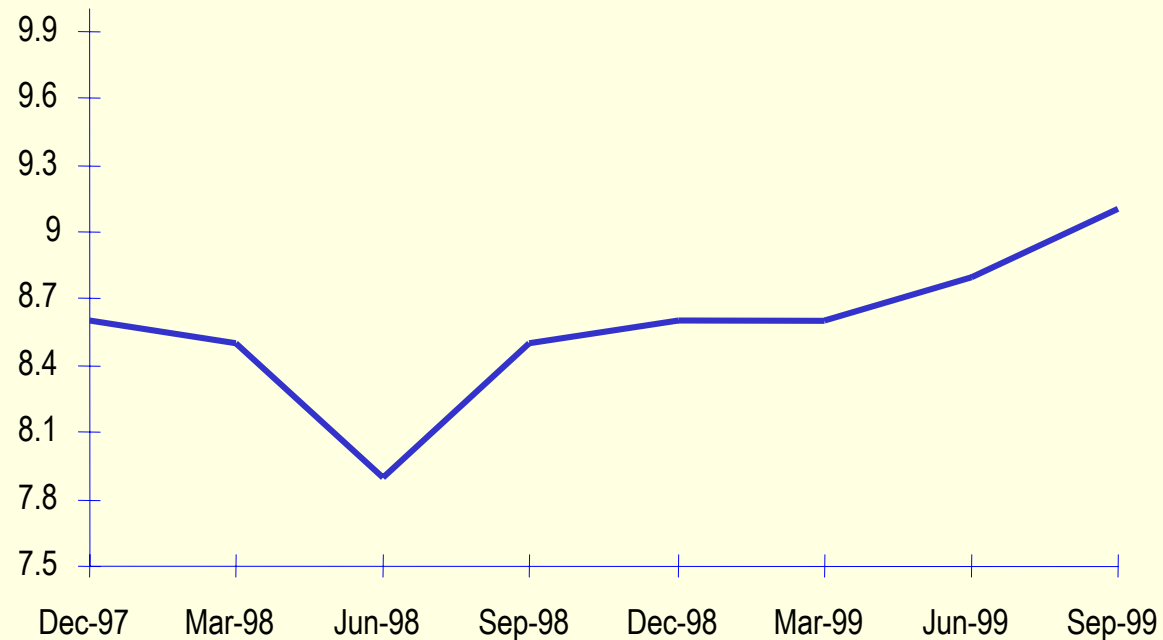
1. Residential customers account for 90% of total customers
2. The index has been calculated using results taken from the Customer Satisfaction research collected and analyzed in Sept. 1999.
3. Satisfaction levels for the Call Centre, Field, and Cashier Services are for customers who availed of these services within the last six months.
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'.



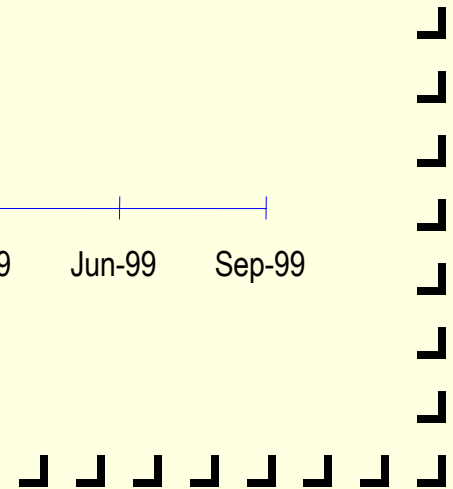
Customer Satisfaction Index

The index has increased from 8.5 to 9.1 since September 1998.

The index shows a continuous and steady improvement in customer satisfaction over the past year.



Average response out of 10

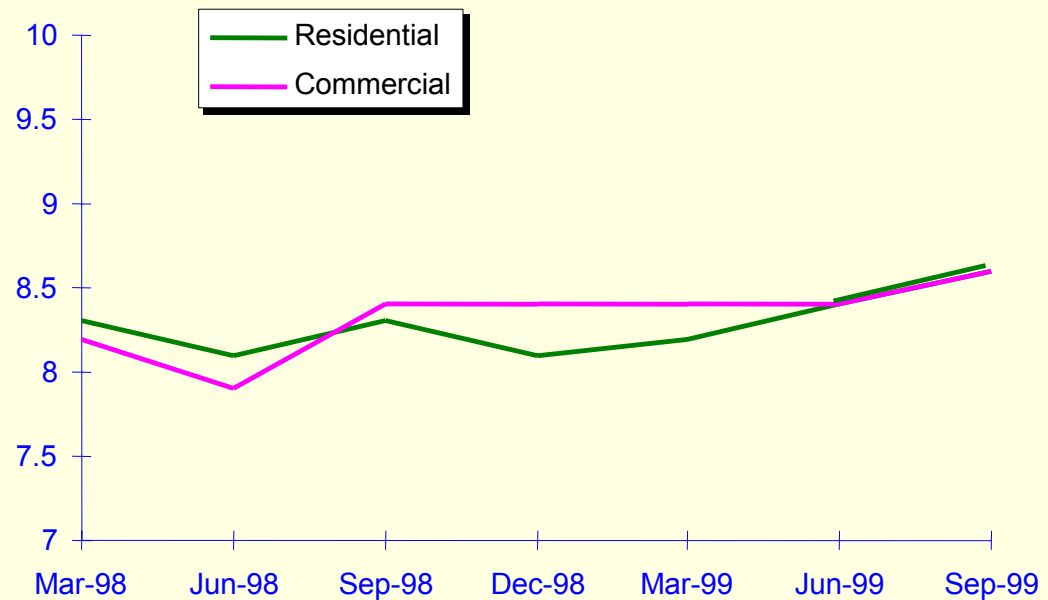


Overall Rating of Service



Satisfaction with Overall Service

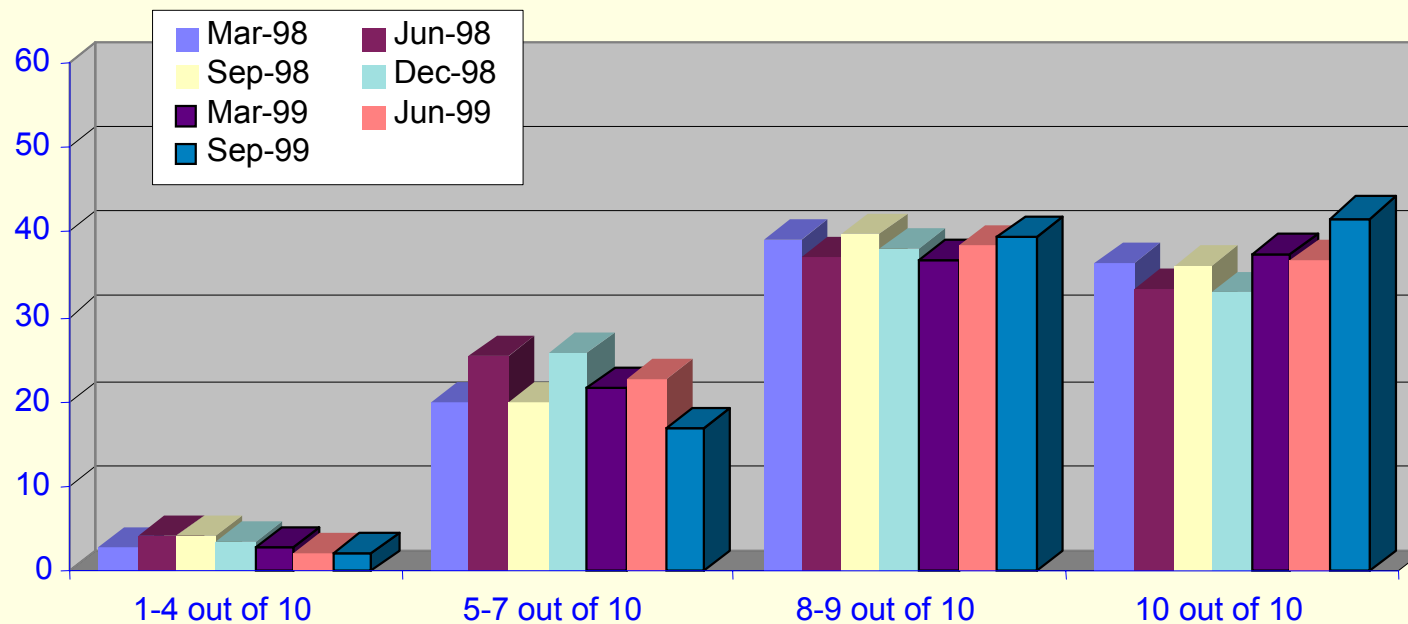
- Satisfaction with overall service has remained fairly stable over the past year. Two small dips are noticed in the residential rating which are consistent with the timings of the two public hearings.
- St. John's customers continue to be the least satisfied with our overall service (7.9).



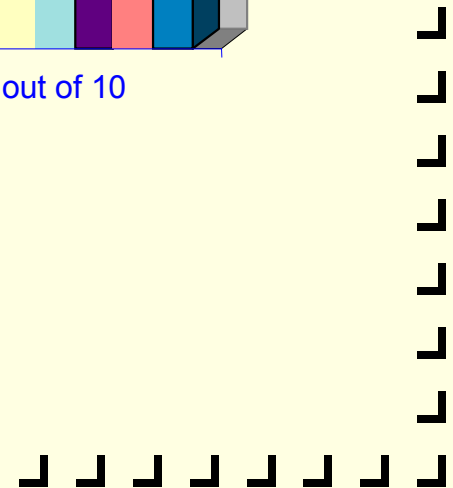
Average response out of 10

Satisfaction with Overall Service

Residential Customers

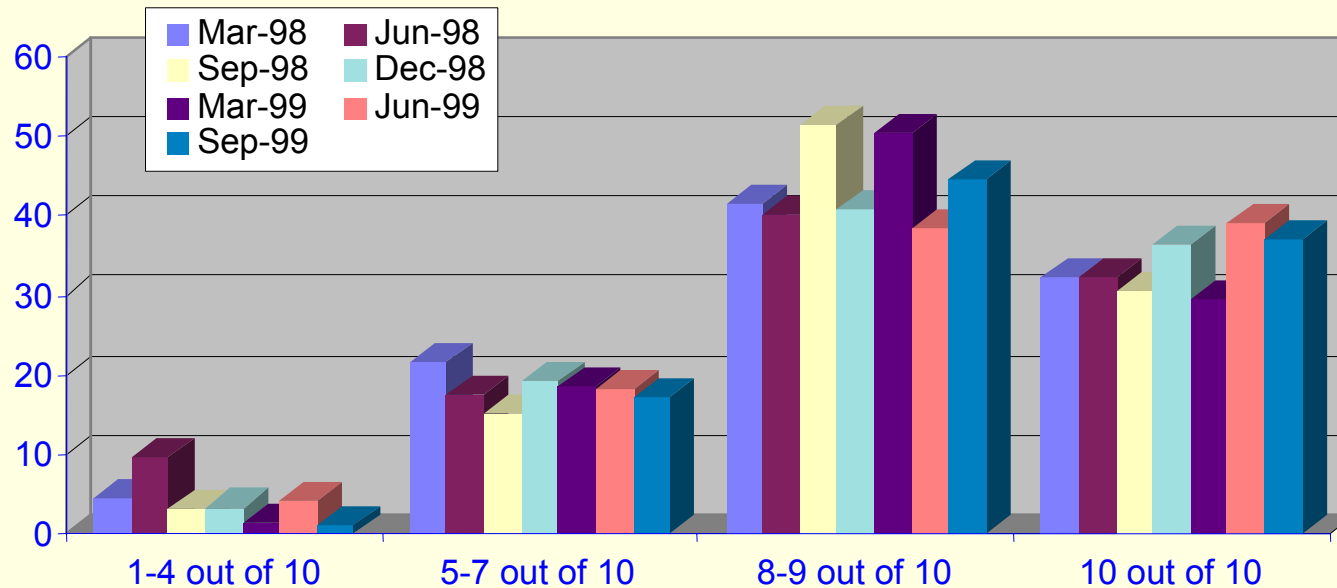


- The percentage of residential customers who ranked our service ten out of ten has increased to 41%.
- The percentage of residential customers who ranked our service between one and four continues to decrease.



Satisfaction with Overall Service

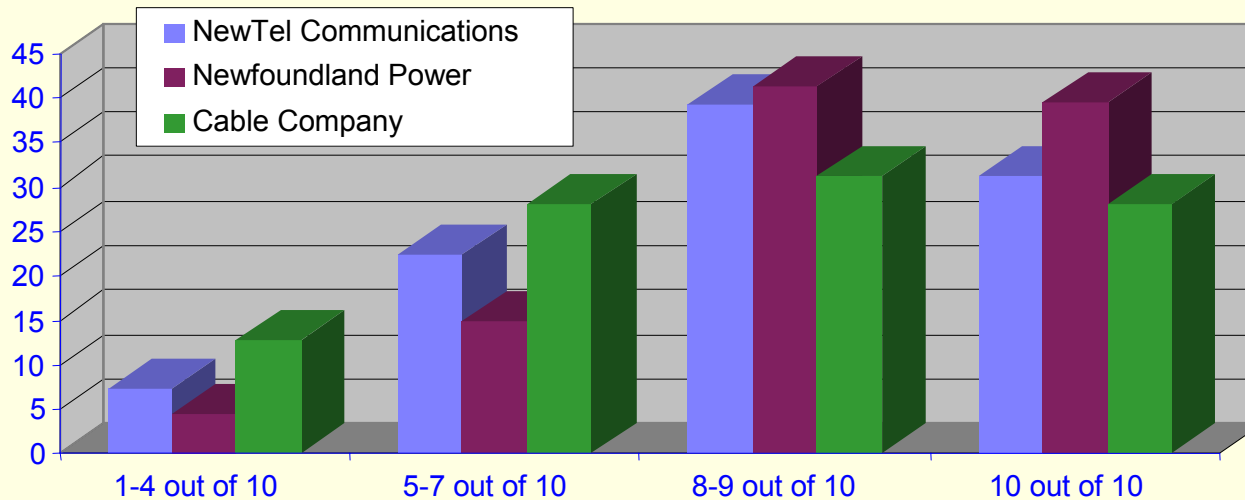
Commercial Customers



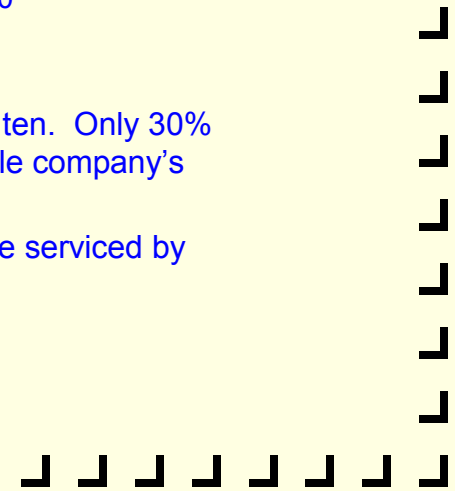
- This quarter, 37% of commercial customers ranked our service as ten out of ten; consistent with June results.
- The percentage of commercial customers that ranked our service as one to four out of ten was 1.3%.



Comparison with other Utilities

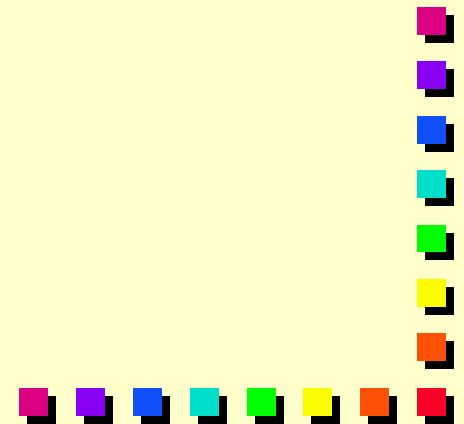


- 40% of respondents ranked Newfoundland Power's customer service as ten out of ten. Only 30% ranked NewTel's customer service as ten out of ten and only 28% ranked their cable company's customer service as ten out of ten.
- 62% of the respondents subscribed to cable service. Of that percentage, 64% were serviced by Cable Atlantic and 29% by Regional Cable.





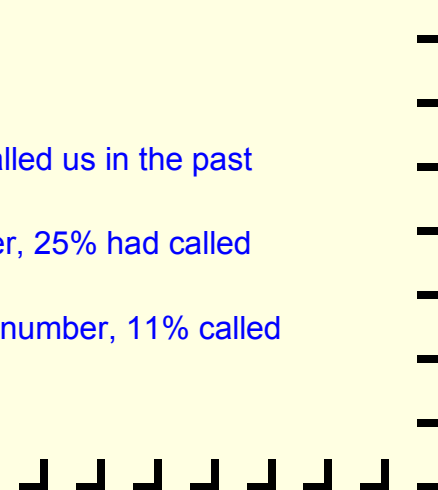
Telephone Service



Main Reason for Calling

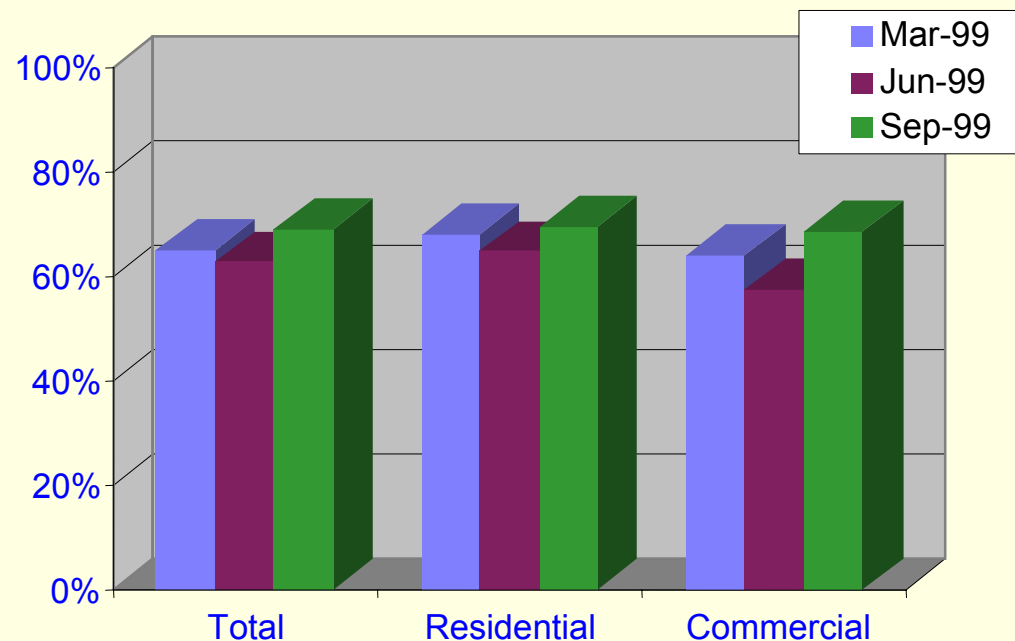
	<u>Residential</u>	<u>Commercial</u>	<u>Total</u>
Power Interruption	31.7%	39.2%	29.6%
Service Connection	9.9%	17.6%	20.0%
Moving Locations	14.8%	17.6%	16.0%
Payment Arrangement	12.0%	2.7%	12.0%
Balance on Account	9.9%	6.8%	9.6%

- Top five responses are shown.
- 24% of our residential and 25% of our commercial customers indicated they had called us in the past six months.
- 56% of customers indicated they had called the customer service telephone number, 25% had called the trouble/emergency number and 19% had called one of the local offices.
- 58% of customers who reported a power interruption called the trouble/emergency number, 11% called one of the local offices and 31% called the customer service number.



Percentage of Inquiries Resolved on the First Call

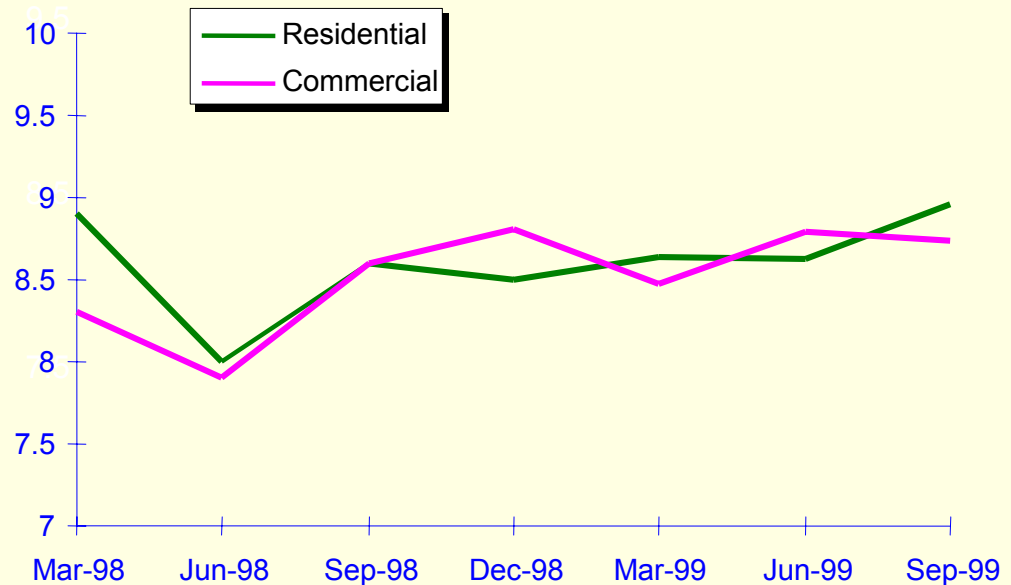
- 69% of customers indicated their inquiry was handled on the first call; an improvement over the past two quarters.
- 46% of the customers who called more than once, or 17% of all callers, indicated they had called about the same issue twice.
- 6% of all callers called three times about the same issue and 8% called more than three times to have their issue resolved.
- The type of inquiry had no significant effect on whether or not the inquiry was handled on the first call.



Percentage of customers who called only once.

Satisfaction with Telephone Service

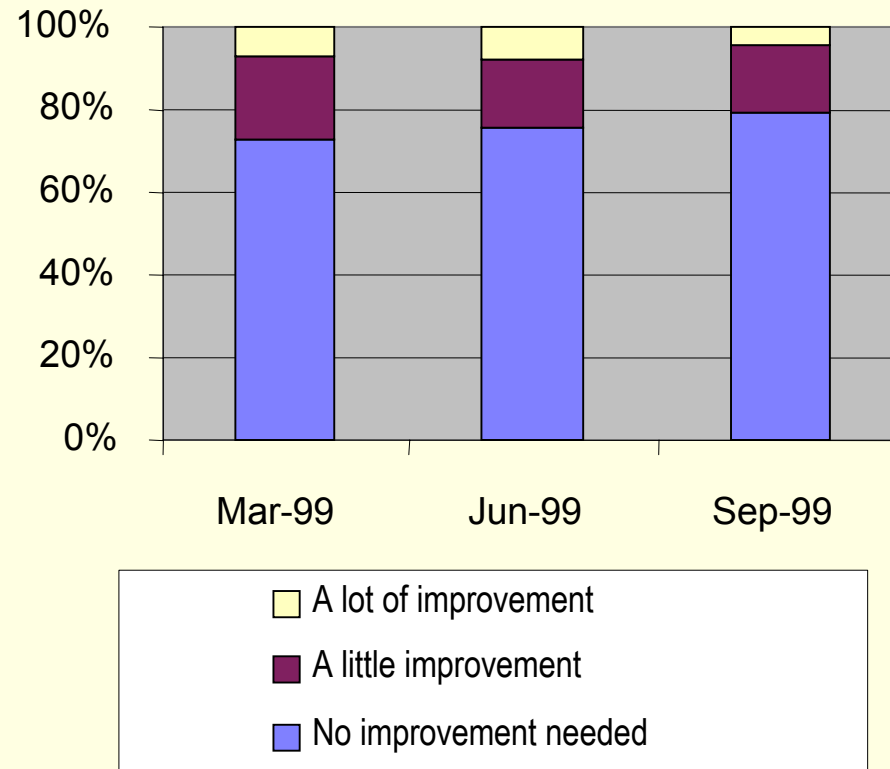
- Customers' ranking of the quality of our telephone service has remained fairly stable over the past year.
- Customers who have phoned us more than once for a particular issue rate our telephone service lower than customers whose inquiry is resolved on the first call.
- Customers who called the customer service line, those who called the trouble line and those who called the local offices gave similar ratings of quality of service.
- Customers who contacted us about their energy consumption (high bill) continue to rate our telephone service lower than customers who called about other issues.
- There were no demographic or regional differences noted which significantly affected the rating of quality of phone service.



Average response out of 10

Improvements in Telephone Service

- The percentage of customers who feel we can improve our phone service has continued to decrease over the past year.
- In total, 76% of customers believe we need no improvement in the quality of our telephone service, 16% of customers think we can improve our telephone service a little and 4% think we can improve it a lot.
- 23% of Commercial customers believe we can improve our telephone service a little and 5% believe we can improve our telephone service a lot. This compares to 13% and 4% respectively for residential customers.
- The particular telephone line the customer called and the type of inquiry had no significant effect on the percentage of customers who thought we could improve our telephone service.

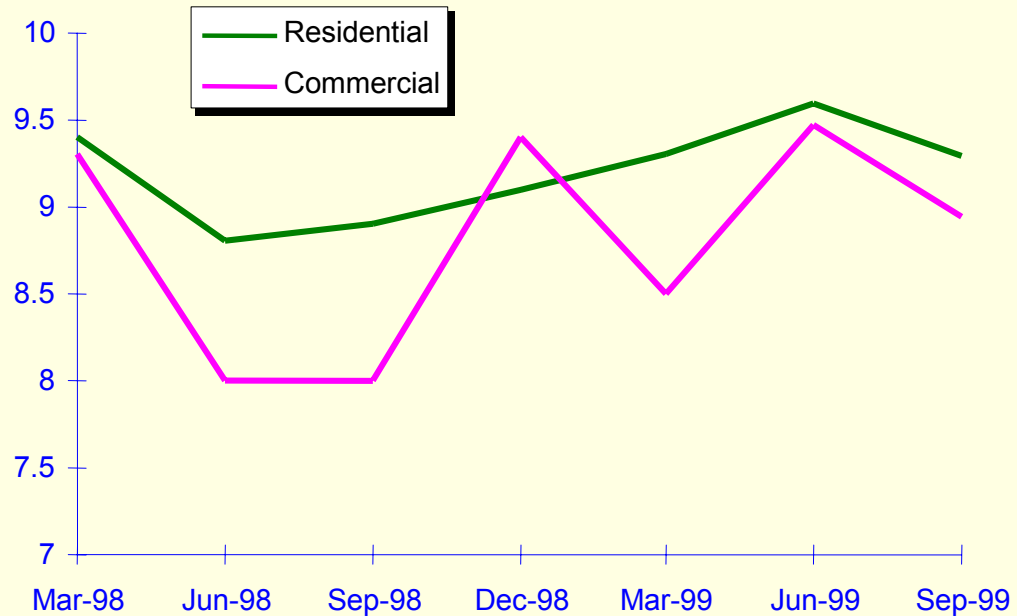


Cashier Services

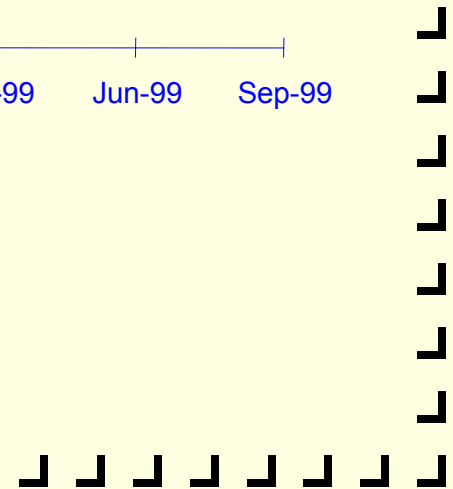


Satisfaction with Cashier Services

- 24% of residential customers and 17% of commercial customers indicated they had used our cash services in the past six months.
- Commercial customers' ranking of the quality of our cashier service has been very variable over the past year.
- As the age of the customer increases so does their rating of the quality of our cash services.

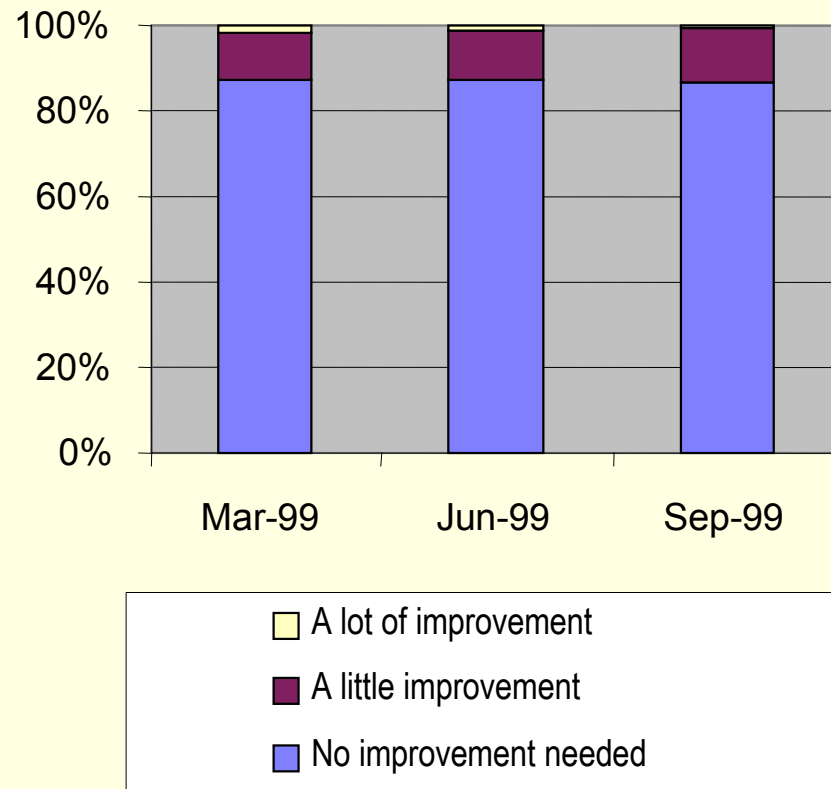


Average response out of 10



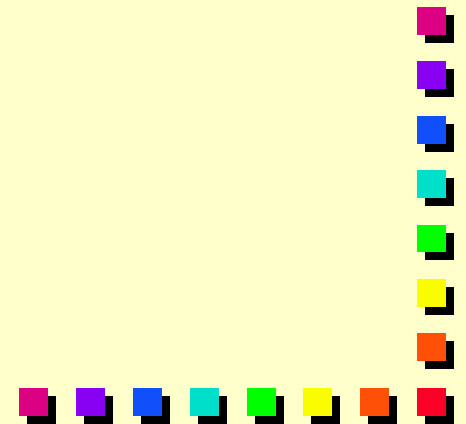
Improvement of Cashier Service

- The percentage of customers who feel we need to improve our cashier service has not changed over the past year.
- 79% of commercial customers and more than 87% of residential customers believe our cashier service needs no improvement.
- The most common suggestion for improvement was to have more cashiers available during peak times.



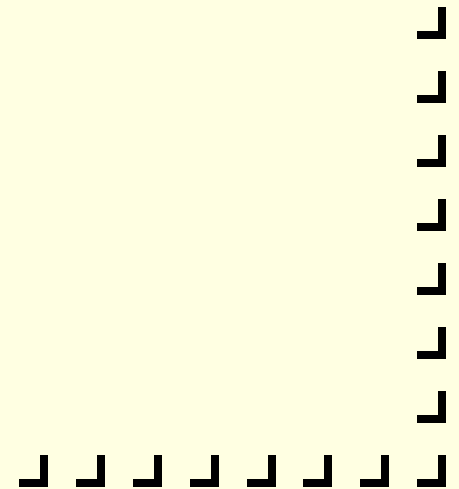


In-Office Service



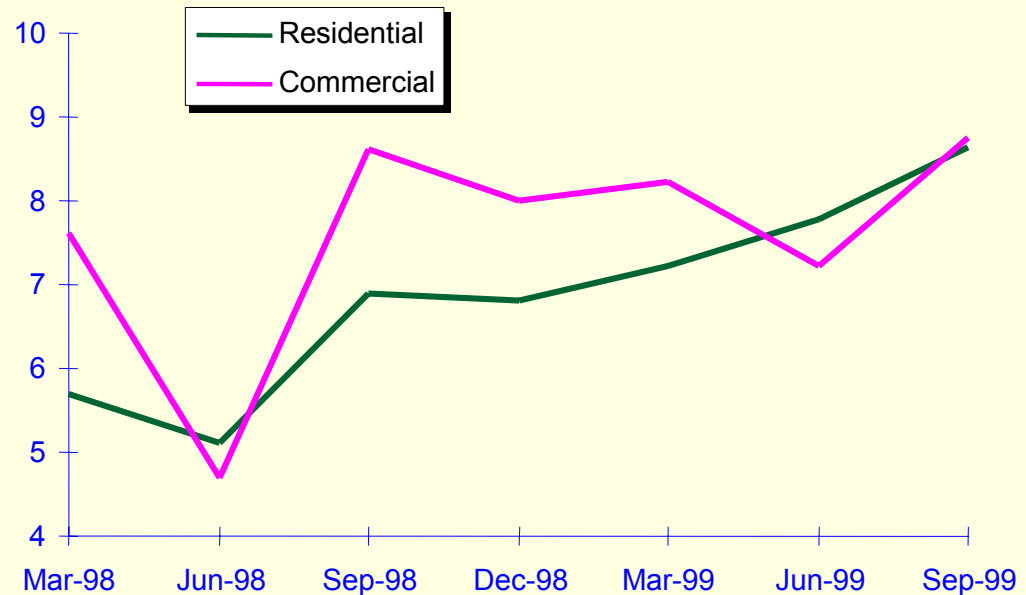
Reason for Visit

- This quarter, 1.7% of our residential customers and 3.5% of our commercial customers indicated they have visited one of our offices for service (other than cashier services) in the past few months.
- The main types of service customers request in-person at the local offices continue to be:
 - Moving from one location to another
 - Connecting a new service
 - Inquiring about a balance of account

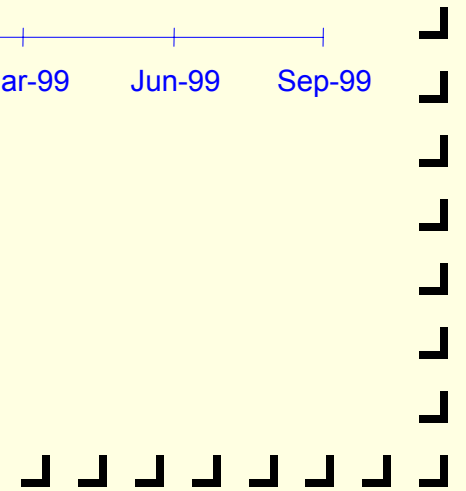


Satisfaction with In-Office Service

- Customers who have visited our office for service over the past few months rated the quality of service as 8.7 out of 10.
- There has been a steady improvement over the past year in the rating residential customers have given for our in-office service.
- When asked why they had rated the quality of service in the manner they did, many customers said they had “no problems with the service”, “the staff were helpful” or “NP is easy to deal with”.

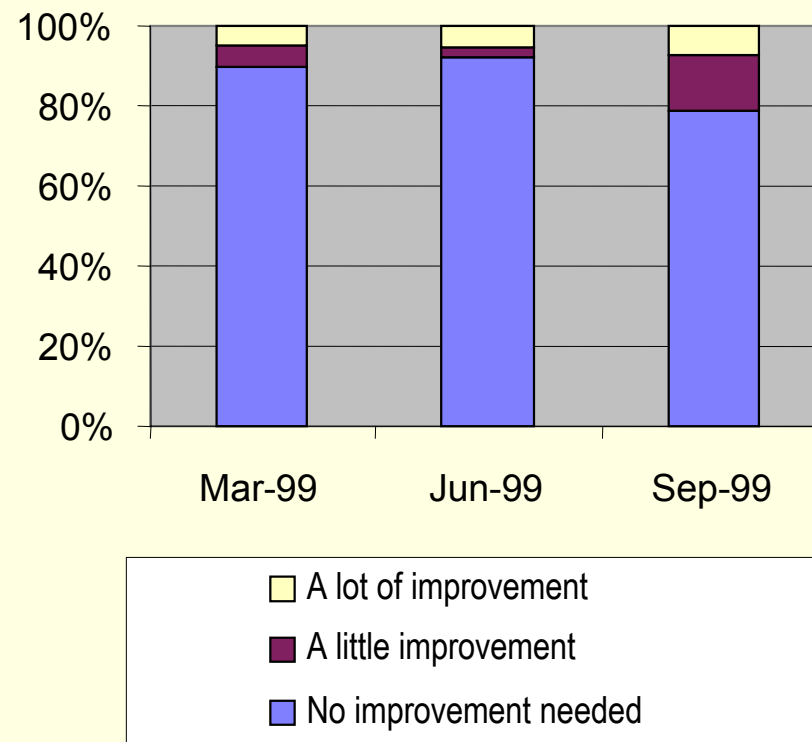


Average response out of 10

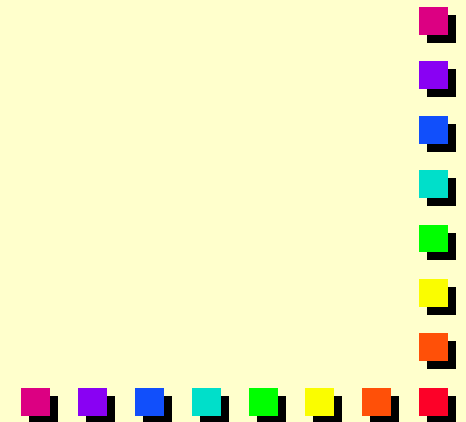


Improvement in In-Office Service

- This quarter, 14% of customers thought we could improve our in-office service a little and 7% thought we could improve it a lot.
- The suggestions offered for improving our in-office service are consistent with previous quarters: staff should show more of an interest in helping, staff should be knowledgeable on policies, have more staff available, and be able to provide answers quickly.

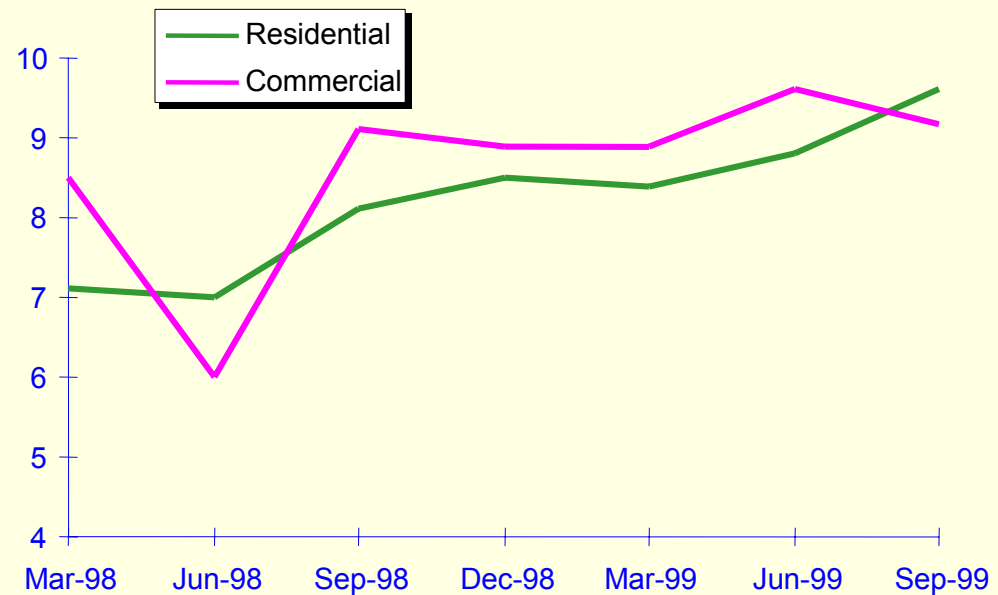


Field Services

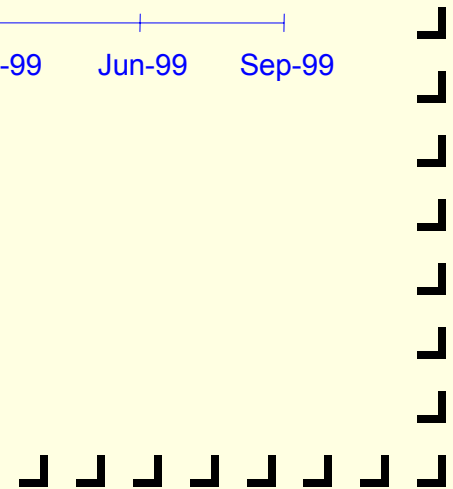


Satisfaction with Field Service

- 32.7% of the customers indicated they had received some form of field service in the past six months.
- There has been a steady increase in residential customers' ranking of the quality of our field services over the past year.
- There were no significant differences in the rating of service given for the various types of field services.
- No demographic or regional differences were noted that significantly affected the rating of quality of service.
- When asked why they had given this rating most customers commented on the staff being friendly, polite, and efficient.

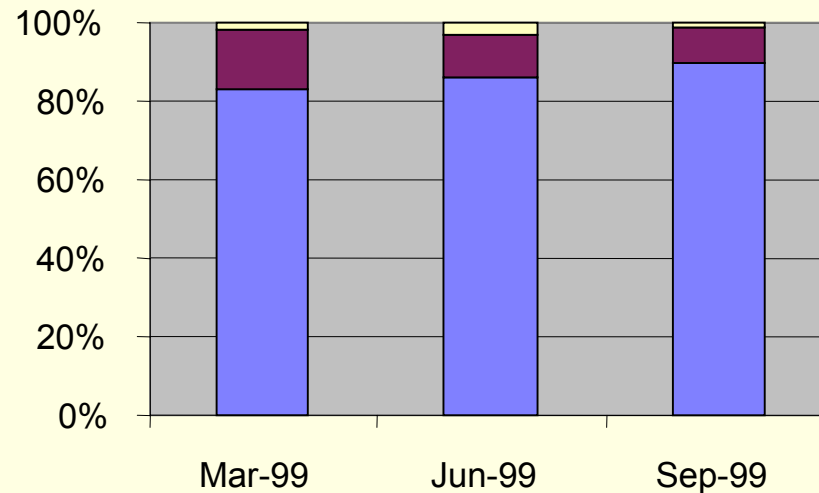


Average response out of 10

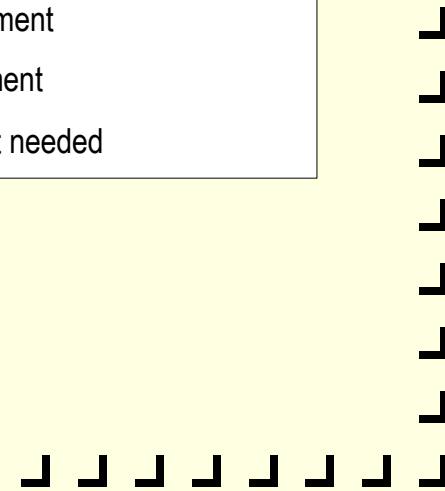


Improvement in Field Service

- This quarter, 9% of customers thought we could improve our field services a little and 1% thought we could improve our field services a lot.
- The percentage of customers who feel we need to improve our field services has decreased over the past year.
- No demographic or regional differences were noted that significantly affected the percentage of customers who feel the quality of our field services could improve.



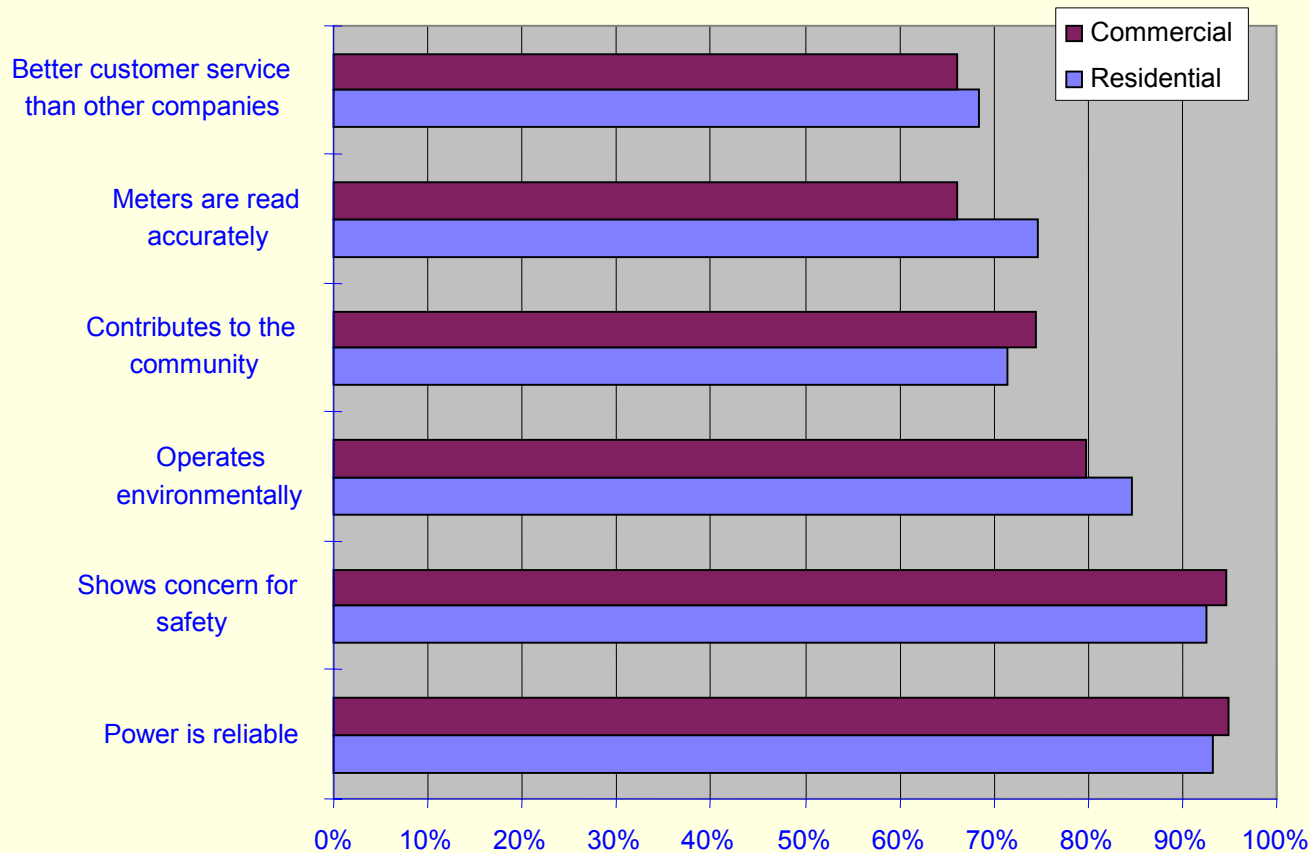
■ A lot of improvement
■ A little improvement
■ No improvement needed



Ranking of Service Attributes



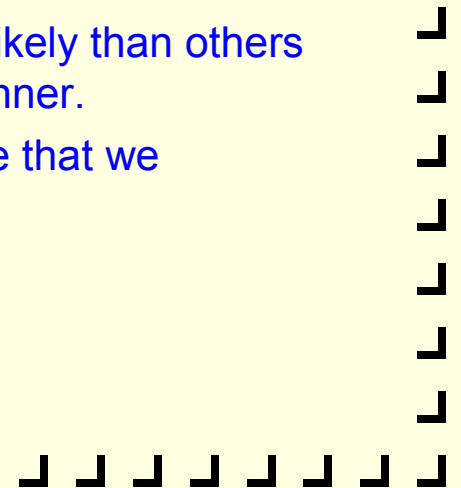
How Well We are Doing



- The graph represents the percentage of customers who either strongly agree or somewhat agree with the statement.
- Note that the question pertaining to customer service was changed this quarter from “NP provides excellent customer service” to “NP’s customer service is better than that offered by other businesses in the community”.

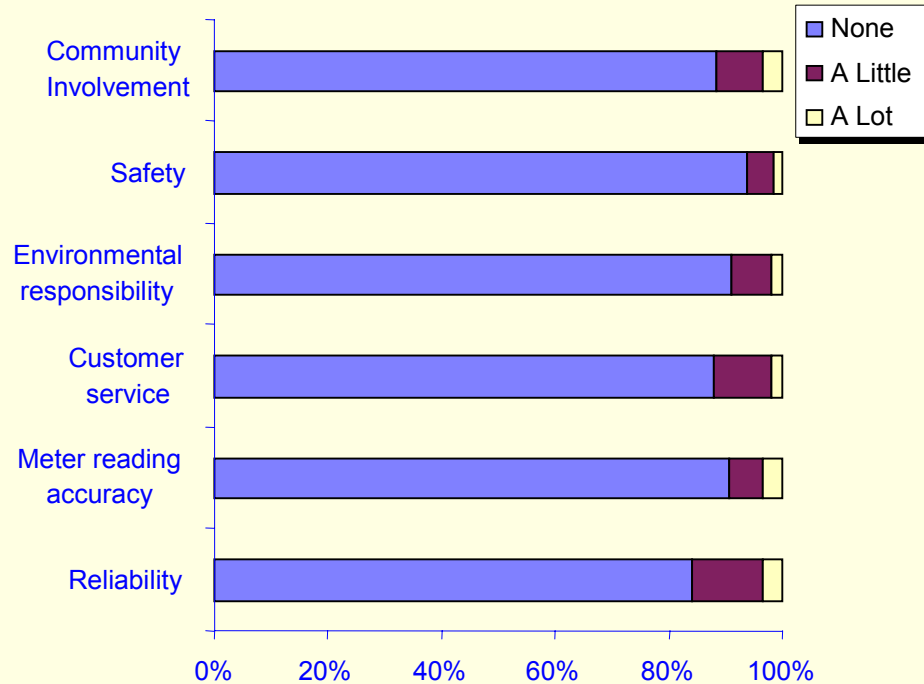
How Well We are Doing

- Residential customers are more likely than commercial customers to strongly agree that our power supply is reliable (81% vs. 72%).
- Residential customers are more likely than commercial customers to agree that our meters are read accurately (75% vs. 66%).
- Residential customers are more likely than commercial customers to strongly agree that our customer service is better than other businesses (49% vs. 39%).
- Avalon, Clarenville and Grand Falls customers are more likely than others to agree that our customer service is better than other businesses.
- Residential customers are more likely than commercial customers to agree that we operate in an environmentally responsible manner.
- St. John's, Corner Brook and Stephenville customers are less likely than others to agree that we operate in an environmentally responsible manner.
- Stephenville area customers are less likely than others to agree that we contribute back to the community.

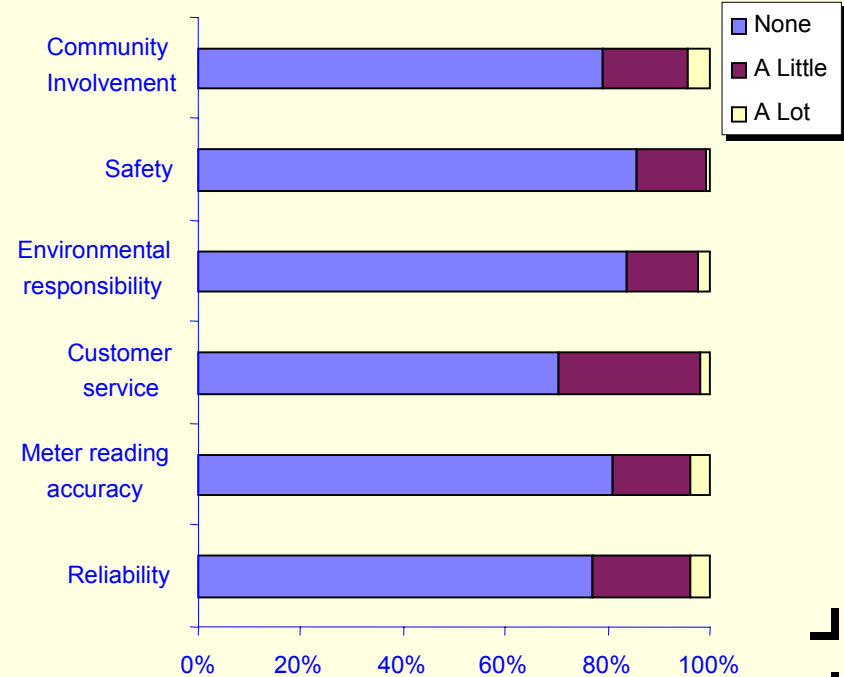


How we can Improve

Residential Customers



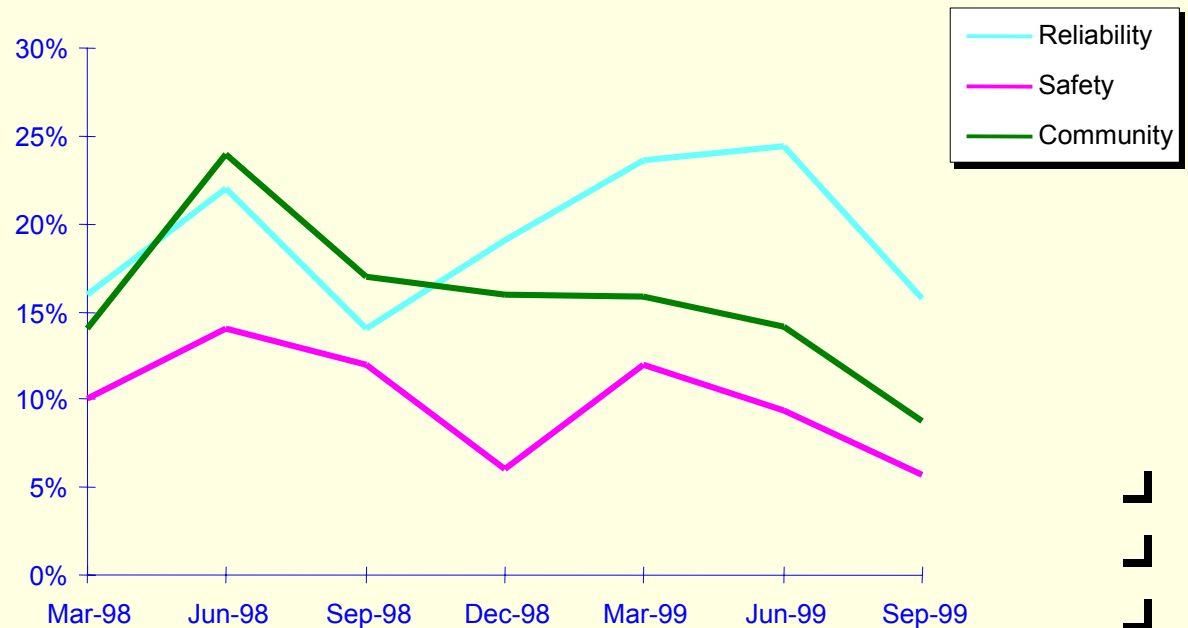
Commercial Customers



- St. John's, Grand Falls and Stephenville customers are more likely than others to feel we need to improve our concern for public safety.
- Residential customers are more likely than commercial to believe we need no improvement in our concern for public safety.
- West coast and St. John's customers are more likely than others to feel we need to improve our environmental responsiveness.
- Commercial customers are more likely than residential customers to believe we need to improve our environmental responsiveness.
- Avalon customers are more likely than others to feel we need no improvement in the quality of our customer service.
- Commercial customers are more likely than residential customers to feel we need to improve the quality of our customer service.
- Commercial customers are more likely than residential customers to believe we need to improve the accuracy of meter reading.

Change in Residential Customers' Perceptions

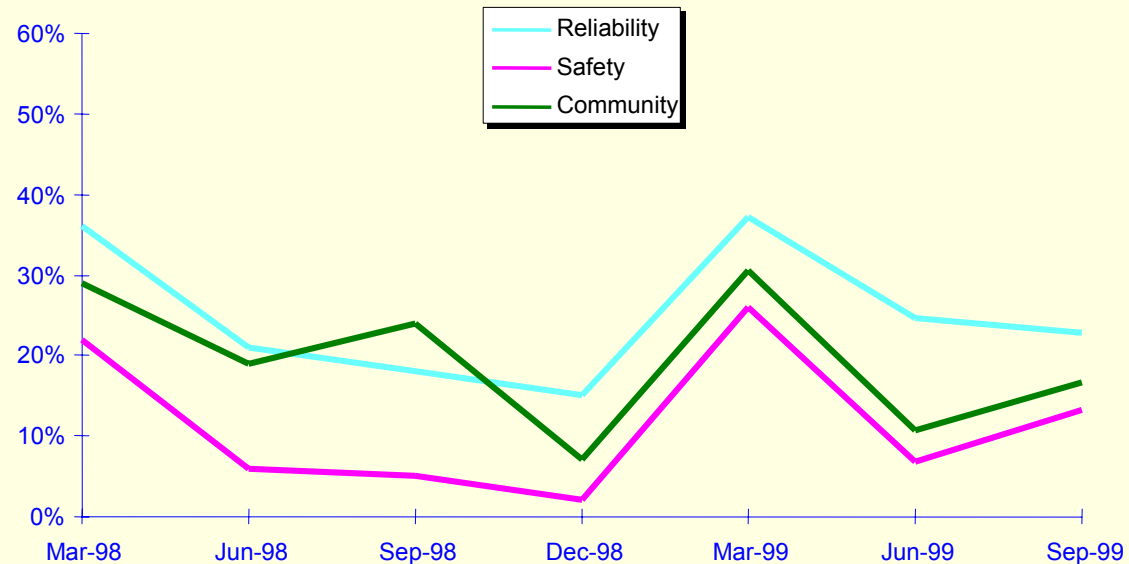
- The percentage of customers who believe we can improve reliability a little or a lot is 16% in September 1999 as compared to 15% in September of 1998.
- The percentage of customers who feel we can improve on our concern for public safety a little or a lot is 6% as compared to 12% in September 1998.
- The percentage of customers who believe we can improve our community contribution decreased from 17% in September 1998 to 9% in September of 1999.



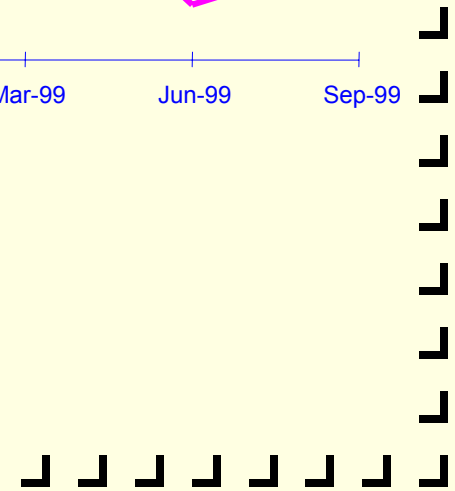
Percentage of customers who believe we can improve the service either a little or a lot.

Change in Commercial Customers' Perceptions

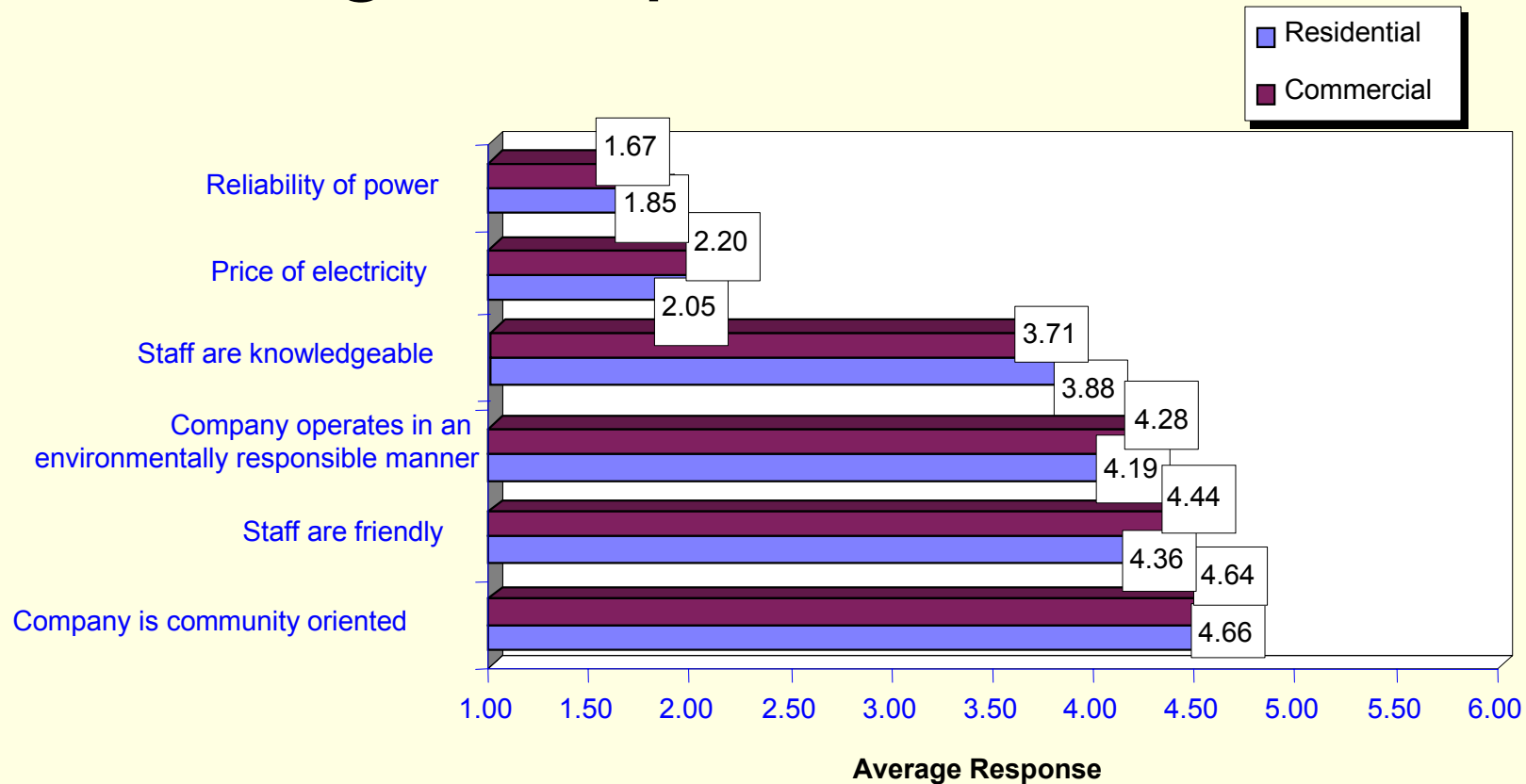
- The percentage of commercial customers who believe we can improve our reliability of supply is 22% this quarter compared to 18% in September 1998.
- The percentage of commercial customers who believe we can improve our safety concern is 13% this quarter compared to 5% in September 1998.
- The percentage of commercial customers who believe we can improve our community contribution is 16% this quarter compared to 24% in September 1998.



Percentage of customers who believe we can improve the service either a little or a lot.



Ranking of Importance



Average response out of 6. Ranking is from 1 to 6 with 1 being the most important attribute.

- Reliability is ranked by both commercial and residential customers as the most important aspect of our service.
- Price is ranked second in importance.
- Reliability is ranked higher in importance by commercial customers than by residential customers.