Customer Satisfaction Survey
June 2000

Customer Research

2000 Second Quarter Results

Customer Satisfaction Index

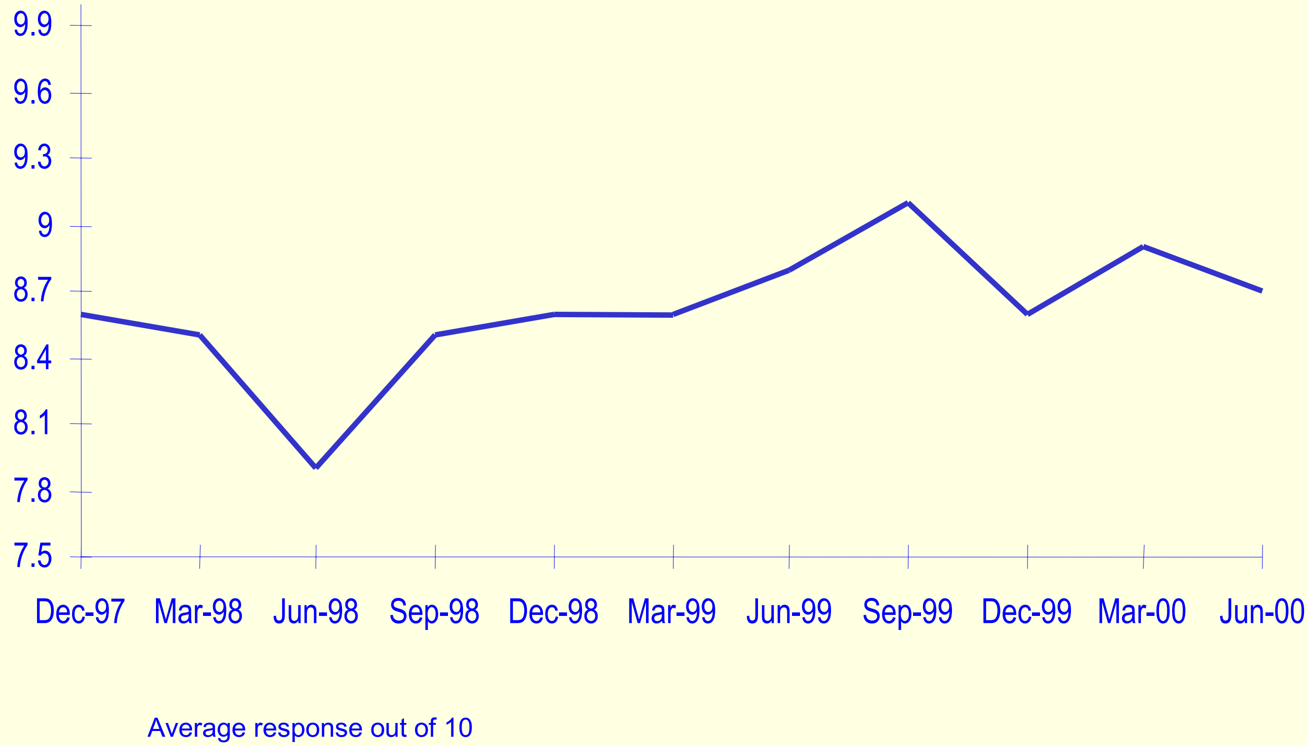
	Index Proportion	Residential Satisfaction Level	Commercial Satisfaction Level	Index Subtotal	Percentage of customers who use the service
Call Centre Service	40%	8.9	8.9	3.5	20.6%
Field Service	20%	8.5	9.2	1.7	6.0%
Cashier Service	20%	9.0	8.9	1.8	19.4%
General Satisfaction	20%	8.2	8.9	1.7	
	Customer Satisfaction Index:			8.7	
In-office Service				7.5	1.6%

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 June 2000.
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

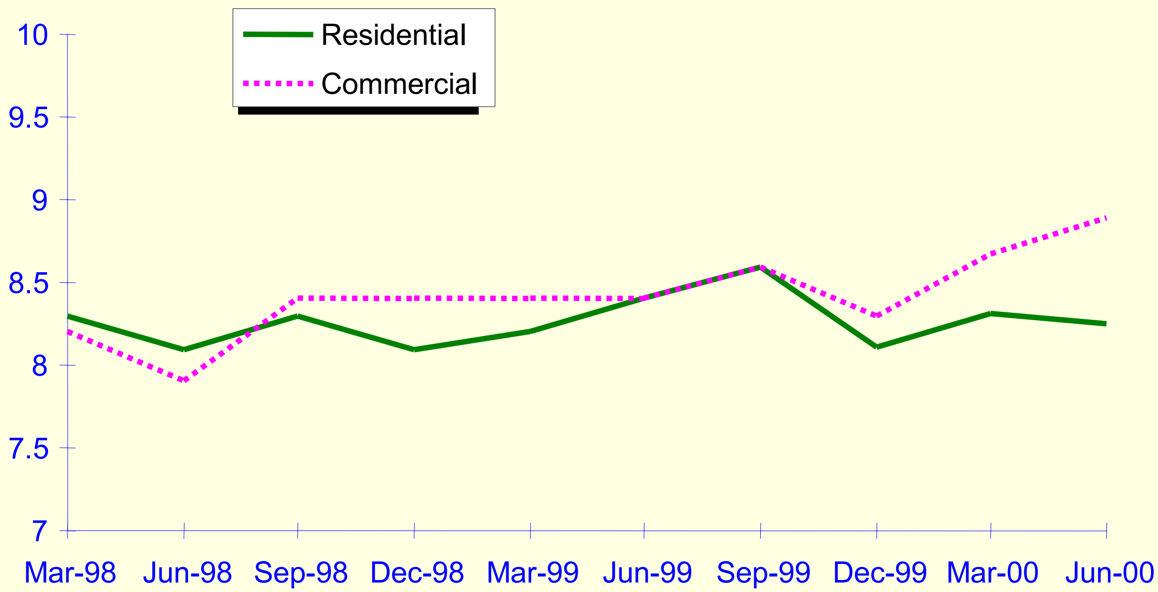
The index this quarter is similar to that recorded in June 1999 and much higher than June 1998.



Overall Rating of Service

Satisfaction with Overall Service

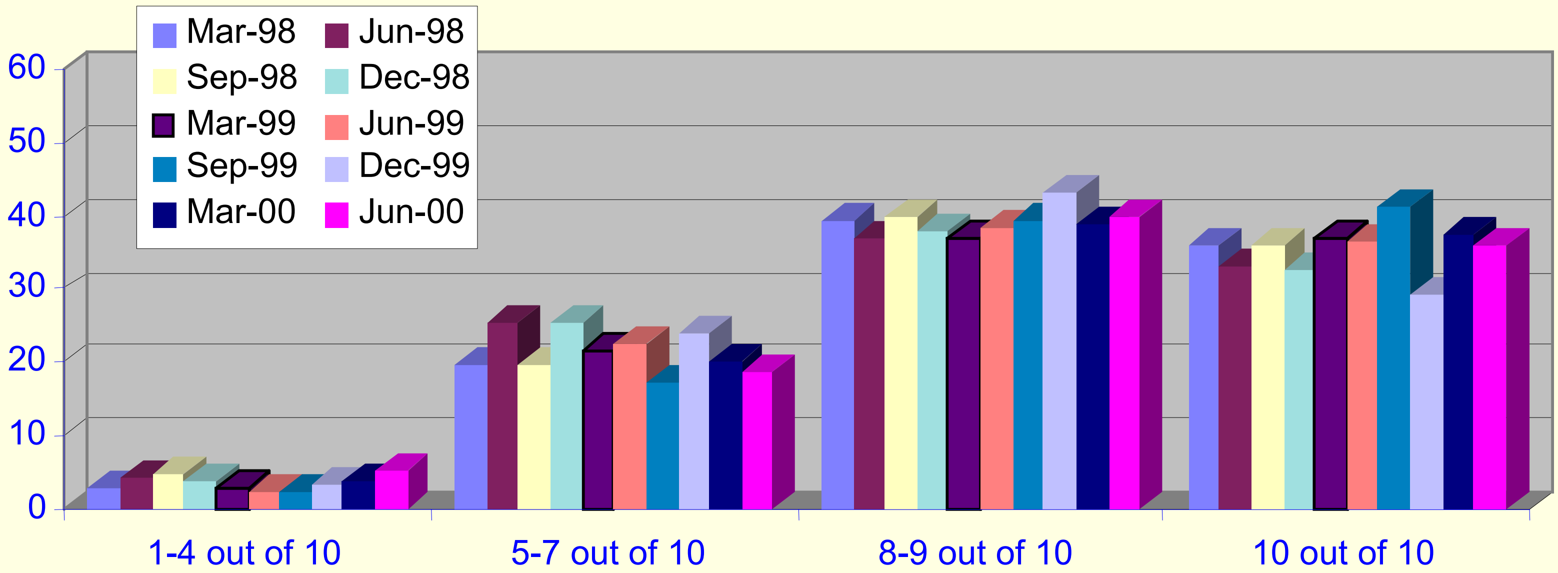
- Satisfaction with overall service increased for commercial customers this quarter but remains fairly stable for residential customers.
- Data for the past two years shows a very stable trend in customers' opinions of our overall service.



Average response out of 10

Satisfaction with Overall Service

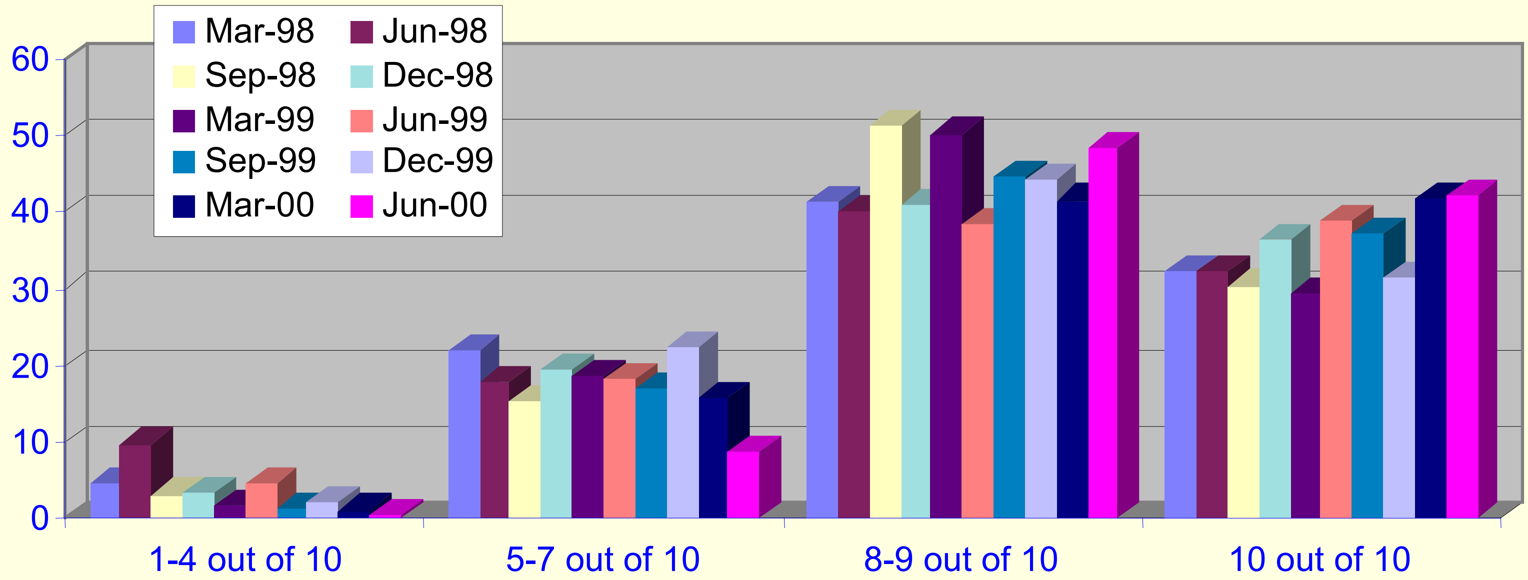
Residential Customers



- The percentage of residential customers who ranked our service ten out of ten is 36%; similar to that recorded last quarter and in June 1999.
- The percentage of residential customers who ranked our service between one and four is slightly higher than last quarter.

Satisfaction with Overall Service

Commercial Customers



- This quarter, 42% of commercial customers ranked our service as ten out of ten, consistent with last quarter.
- The percentage of commercial customers that ranked our service as one to four out of ten decreased to 0.5%.
- There was a big shift in the percentage of customers who ranked our service as five to seven out of ten to a ranking of eight or nine out of ten.

Telephone Service

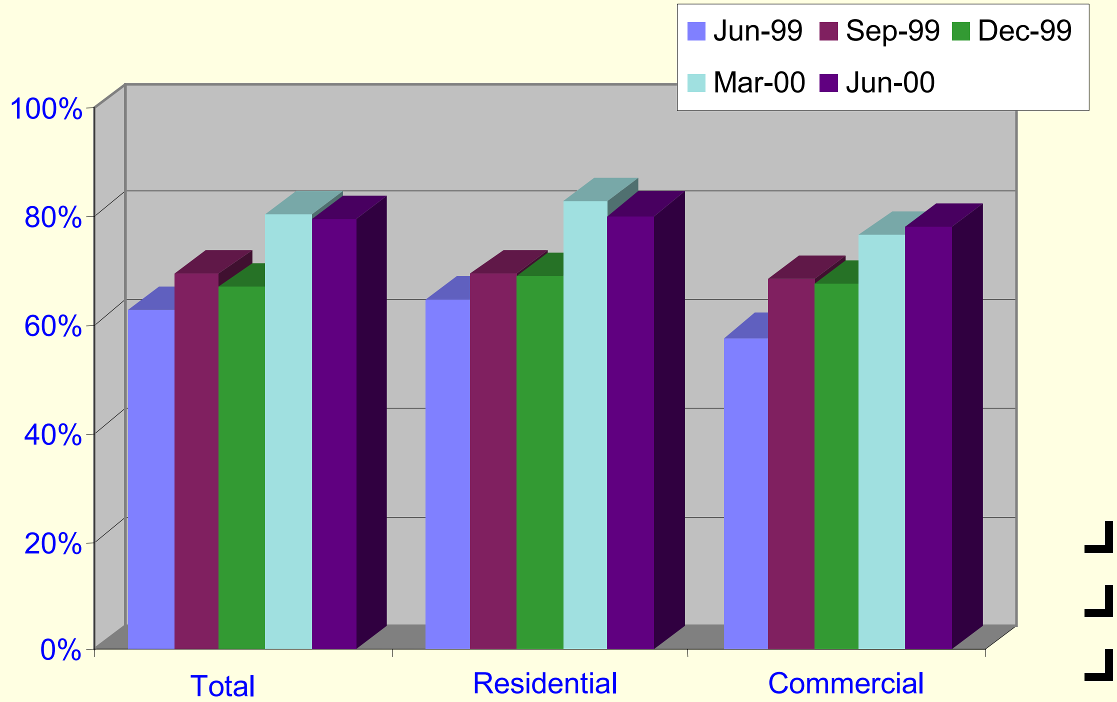
Main Reason for Calling

	Residential	Commercial	Total
Power Interruption	26.8%	46.0%	32.2%
Service Connection	15.9%	6.3%	13.2%
Moving Locations	10.4%	12.7%	11.0%
Payment Arrangements	15.9%	7.9%	13.7%
Balance on Account	9.8%	6.3%	8.8%

- Top five responses are shown.
- 22% of our residential and 17% of our commercial customers indicated they had called us in the past six months.
- 52% of customers indicated they had called the customer service telephone number, 24% had called the trouble/emergency number and 24% had called one of the local offices.

Percentage of Inquiries Resolved on the First Call

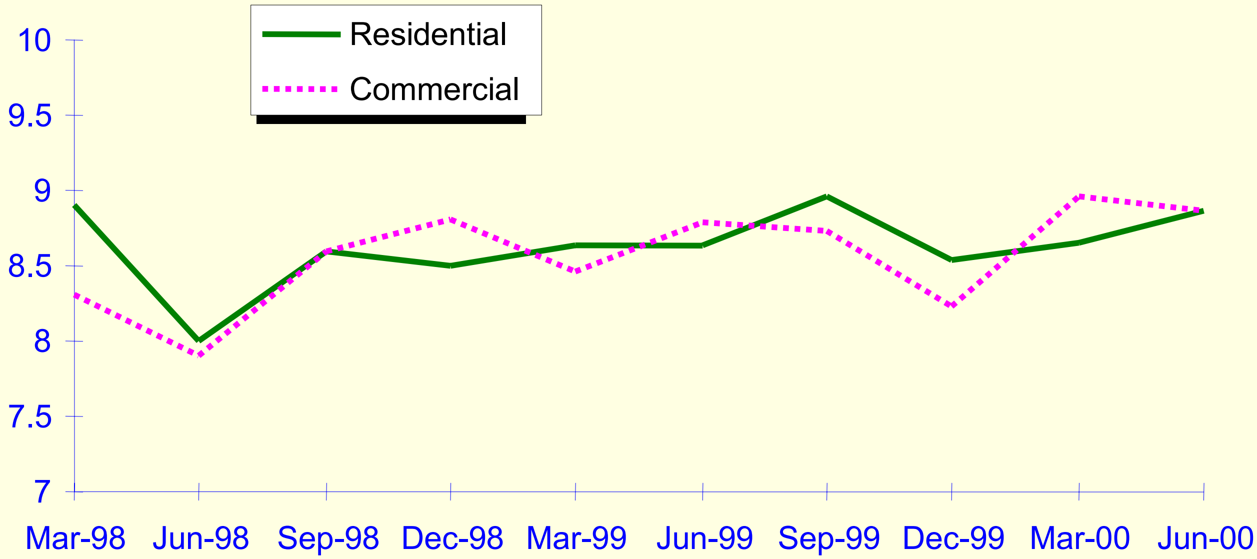
- Similar to last quarter, 80% of customers indicated their inquiry was handled on the first call.
- 26% of the customers who called more than once, or 6% of all callers, indicated they had called about the same issue twice.
- 32% of callers who called more than once indicated they called three times about the same issue and 24% 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

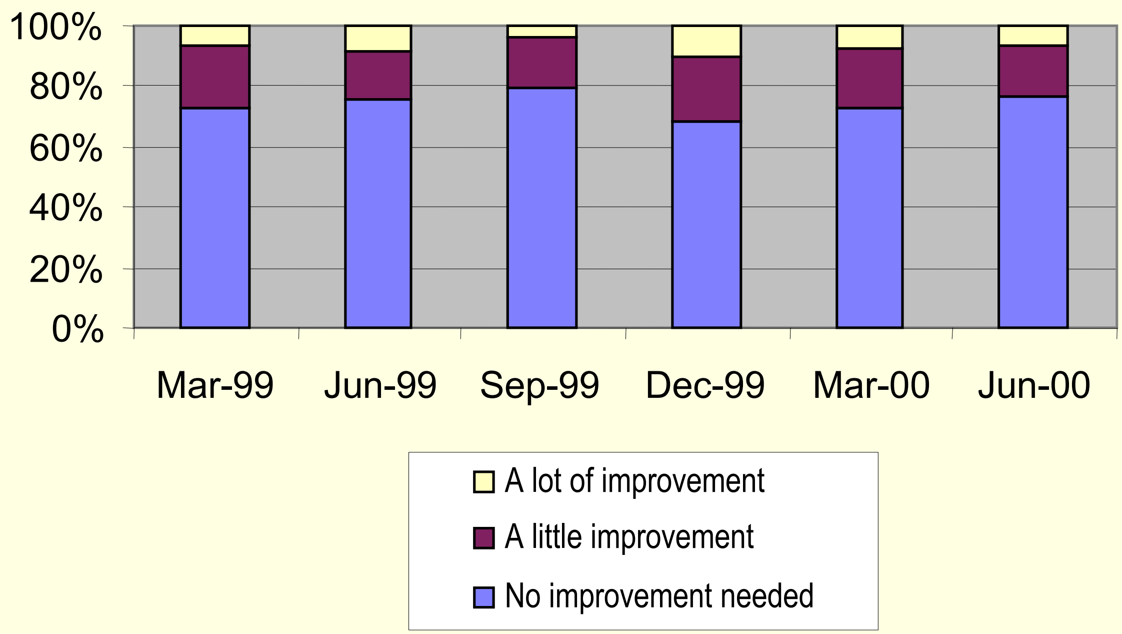
- Customers' ranking of the quality of our telephone service remained fairly consistent with that recorded last quarter and in June 1999.
- As in past quarters, customers who have phoned us more than once for a particular issue rate our telephone service lower than customers whose inquiry is resolved on the first call.



- There was no difference in the quality of service rating given by customers who called the customer service line, those who called the trouble line and those who called the local offices.
- There were no demographic or regional differences noted which significantly affected the rating of quality of phone service.

Improvements in Telephone Service

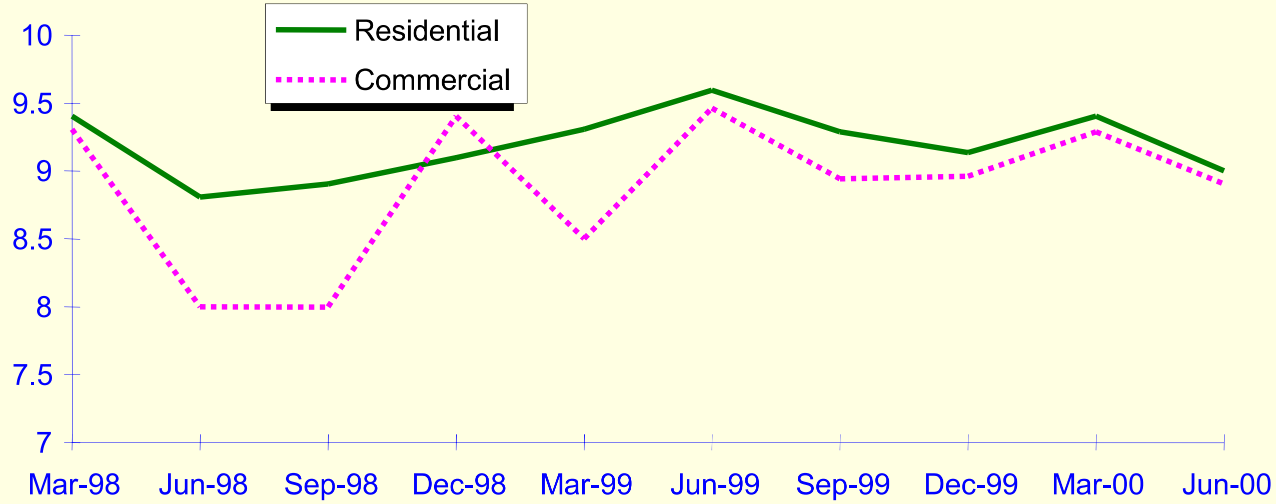
- The percentage of customers who feel we can improve our phone service has decreased slightly over the past three quarters.
- In total, 74% of customers believe we need no improvement in the quality of our telephone service, 16% of customers think we can improve our telephone service a little and 7% think we can improve it a lot.
- 14% of commercial customers believe we can improve our telephone service a little and 9% believe we can improve our telephone service a lot. This compares to 17% and 6% 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.
- 3% of customers who only called once about a particular issue thought we could improve service a lot as compared to 23% of customers who called more than once.

Cashier Services

Satisfaction with Cashier Services

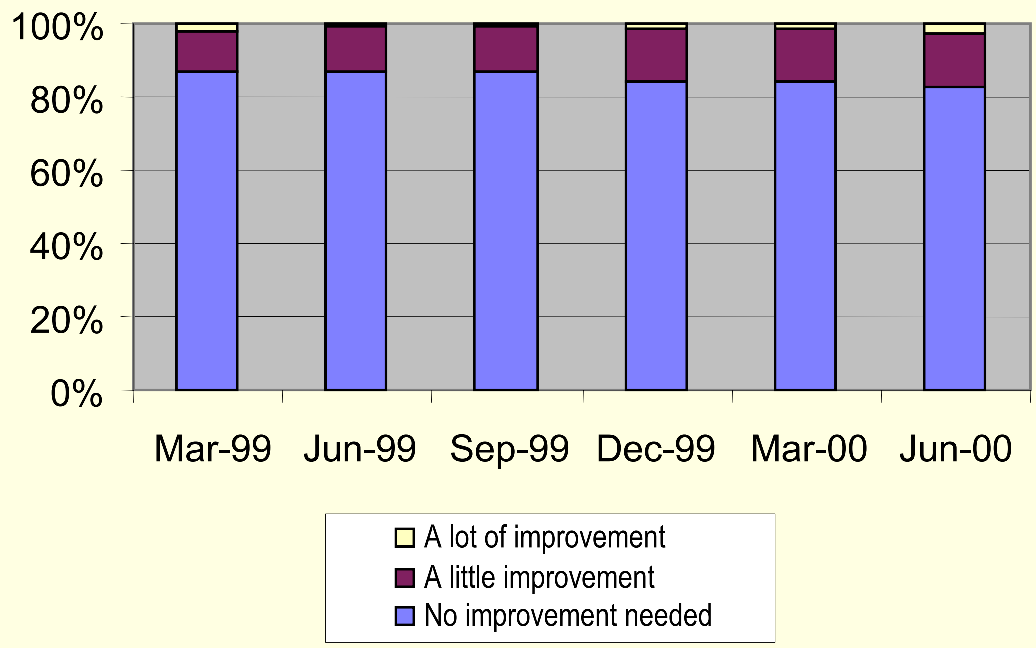


Average response out of 10

- 25% of residential customers and 9% of commercial customers indicated they had used our cash services in the past six months.
- Despite some variability in the quality of service rating, rating of our cash services continues to hover around 9 out of 10; our highest rated service.

Improvement of Cashier Service

- The percentage of customers who feel we need to improve our cashier service has not changed significantly since March 1999.
- Currently, 15% of all customers believe we can improve a little and only 2.5% believe we need to improve a lot.
- 90% of commercial customers and 81% 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

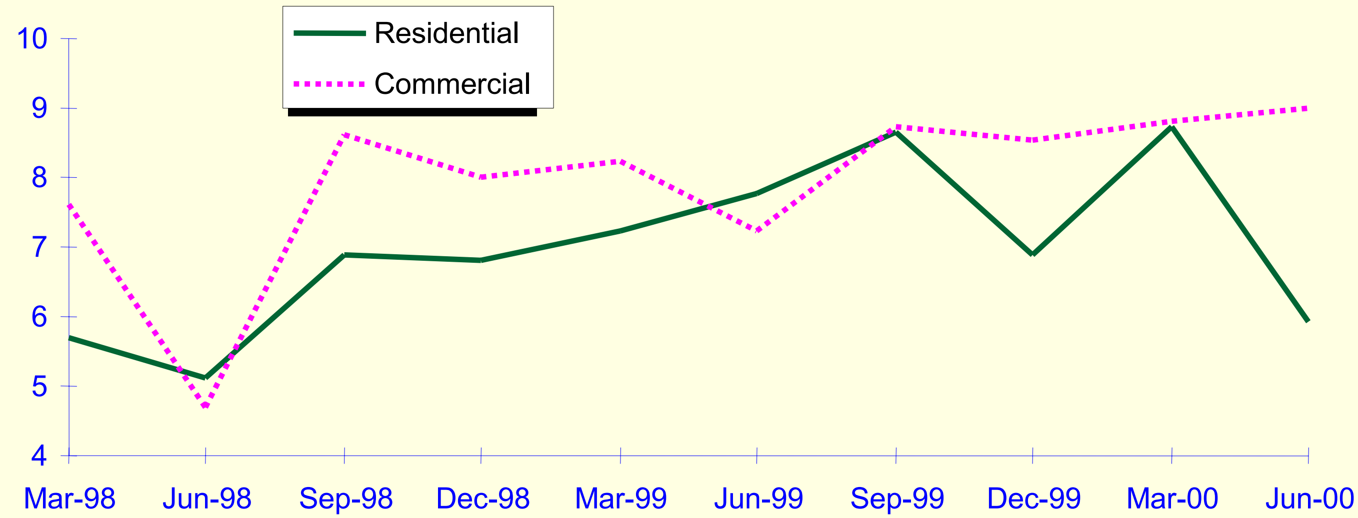
Reason for Visit

- This quarter, 1% of our residential customers and 2.7% 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 were:

  - Moving from one location to another (41%)
  - Connecting a new service (12%)
  - Inquire about a meter reading or estimated meter reading (15%)

Satisfaction with In-Office Service

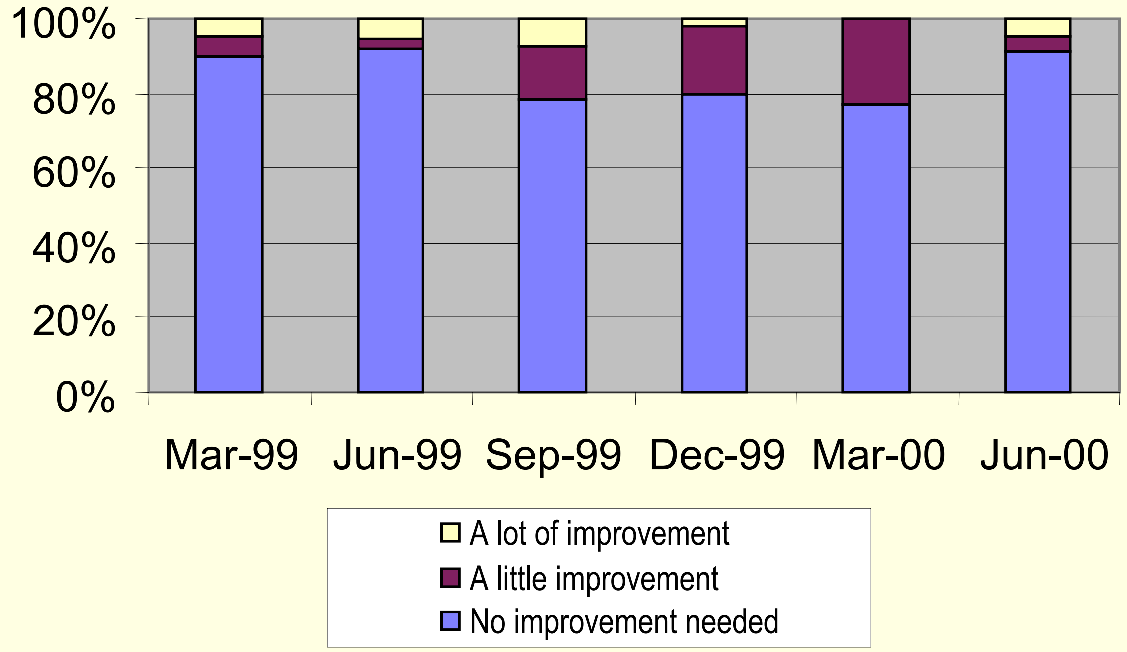


Average response out of 10

- Customers who have visited our office for service over the past few months rated the quality of service as 7.5 out of 10.
- The variability in the ratings may be the results of the low percentage of customers answering these questions.

Improvement in In-Office Service

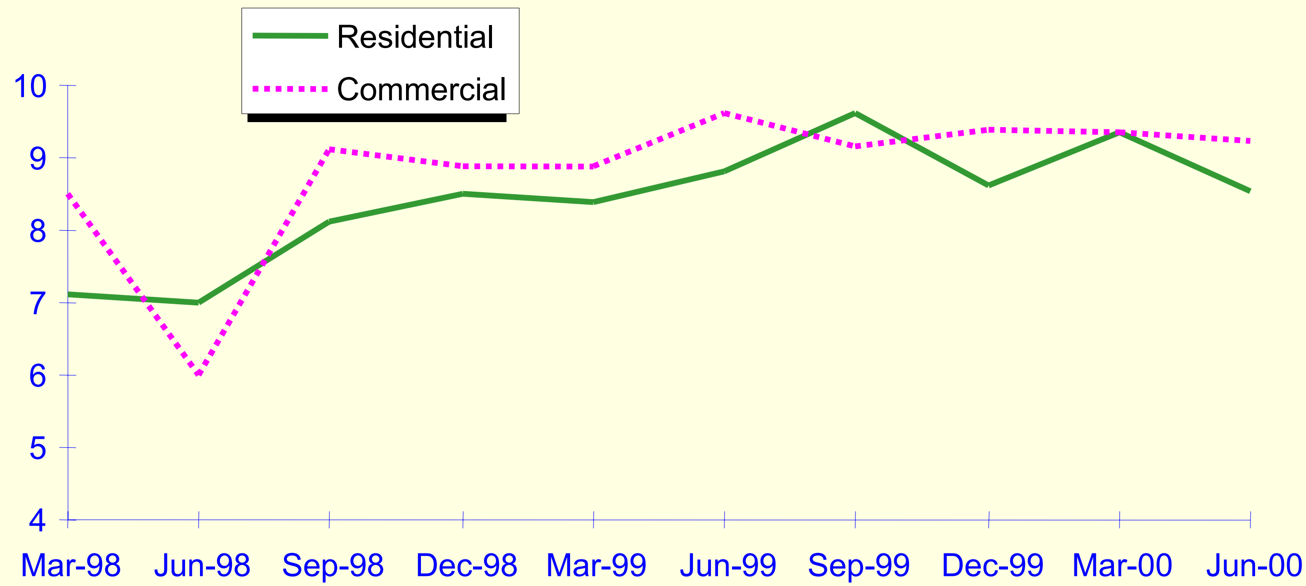
- The percentage of customers who believe we can improve our in-office service is similar this quarter to that recorded in June 1999.
- This quarter, 4% of customers thought we could improve our in-office service a little 4% thought we needed to improve a lot.
- The suggestions offered for improving 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

- 31% of the customers indicated they had received some form of field service in the past six months.
- The quality of service rating given for our field services has remained fairly stable over the past year.
- There were no significant differences in the rating of service given for the various types of field services.

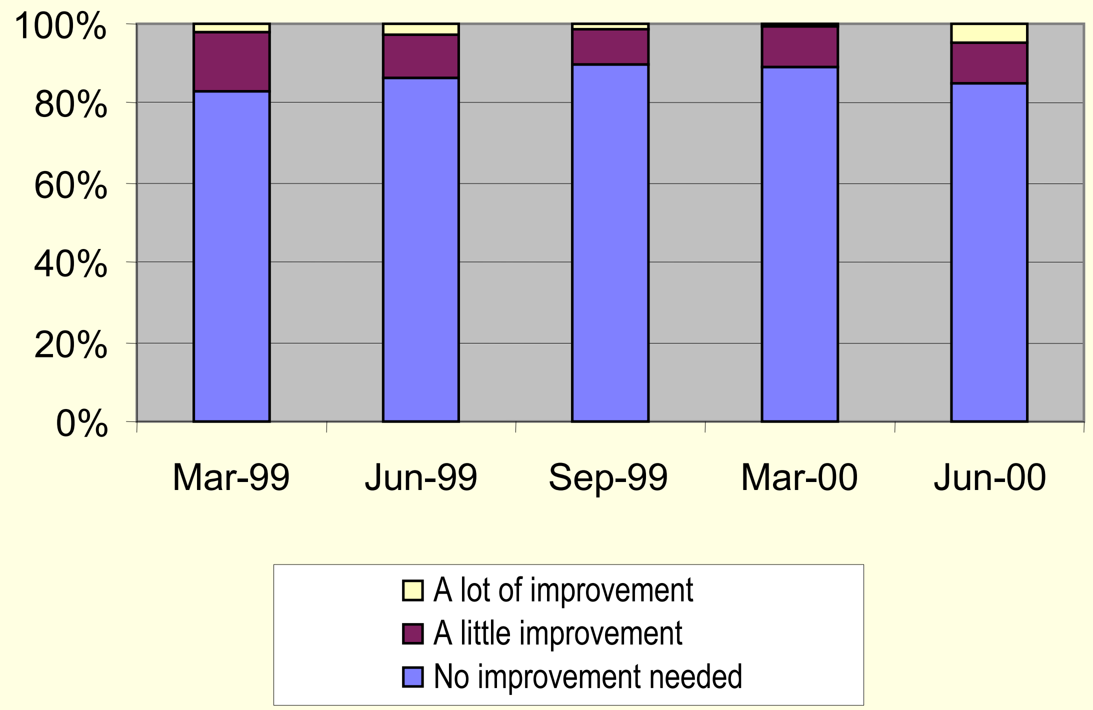


Average response out of 10

- 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, the service was reliable or they had no problems or issues with the service provided.

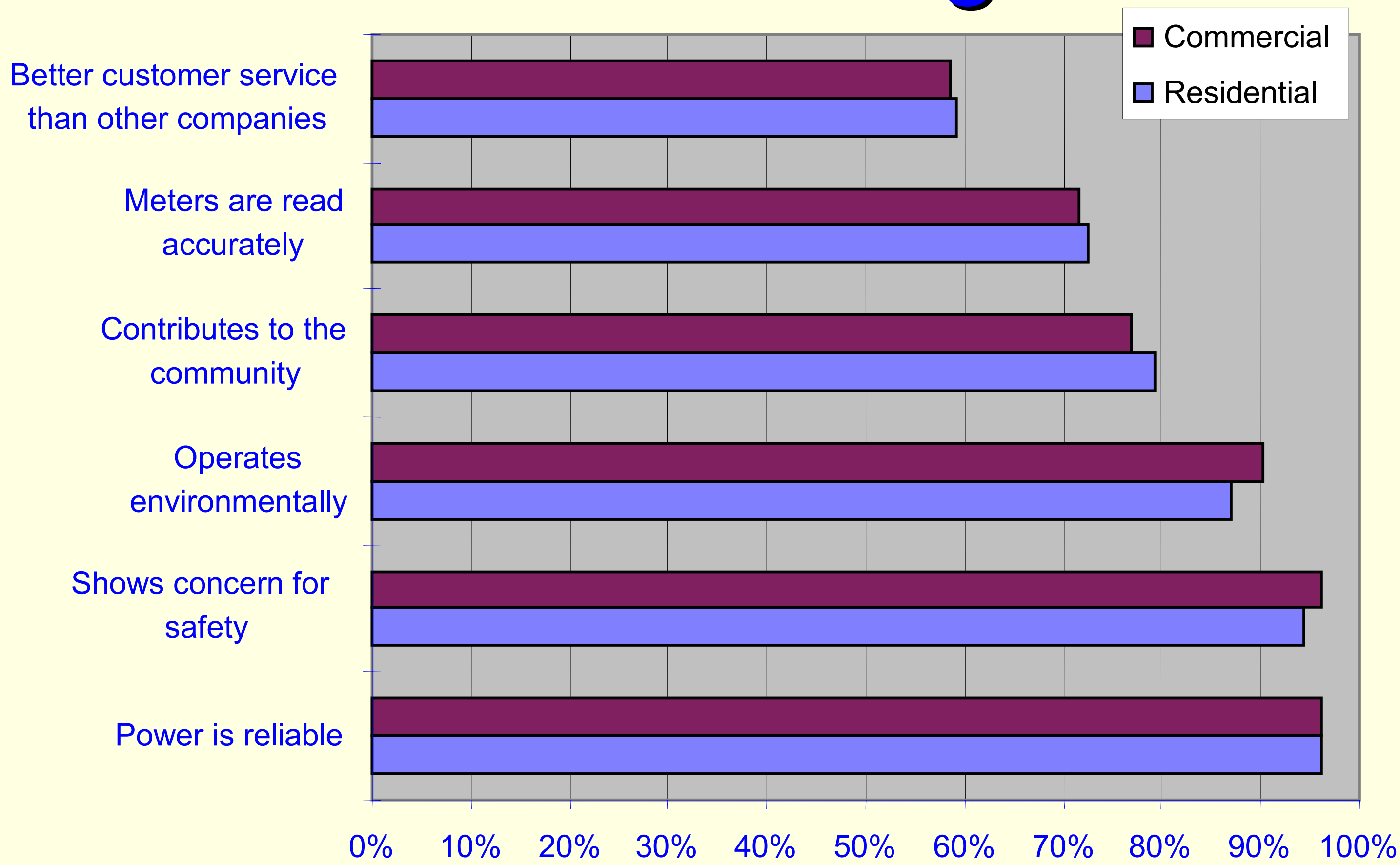
Improvement in Field Service

- This quarter, 10% of customers thought we could improve our field services a little and 4% thought we could improve our field services a lot.
- The percentage of customers who feel we need to improve our field services is fairly consistent with that recorded over the past two years.
- No demographic or regional differences were noted that significantly affected the percentage of customers who feel the quality of our field services could improve.



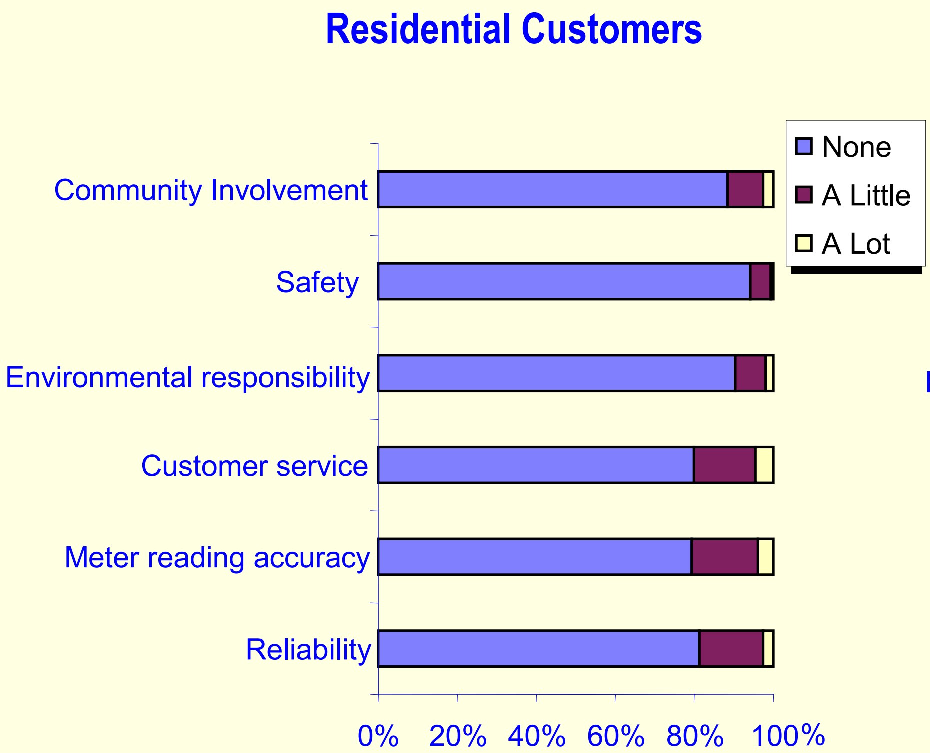
Ranking of Service Attributes

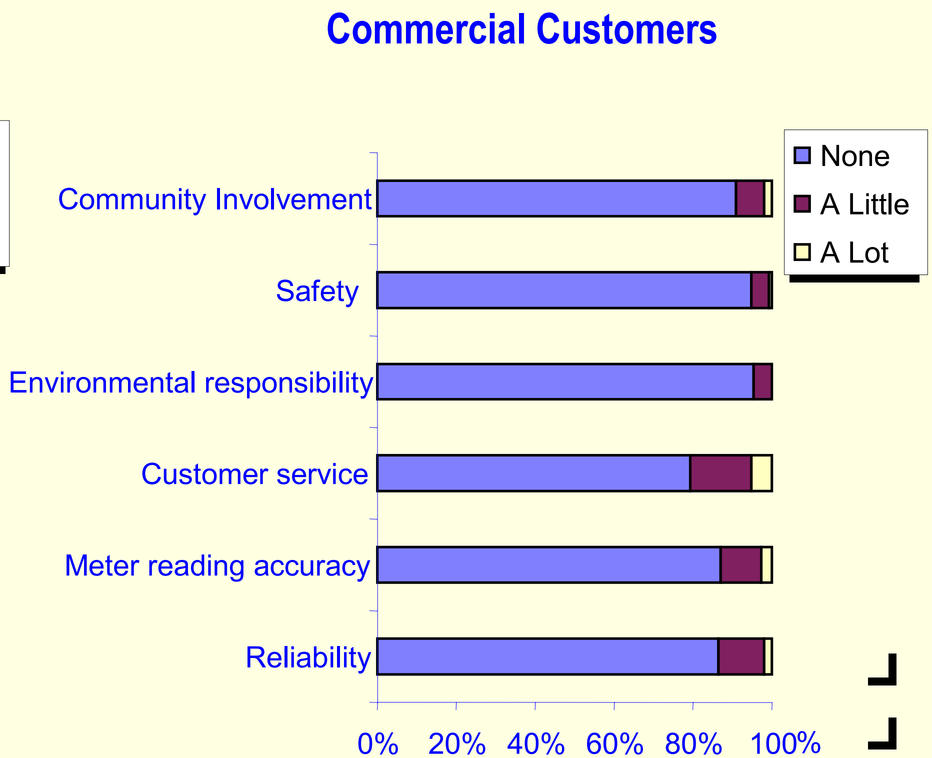
How Well We are Doing



- The graph represents the percentage of customers who either strongly agree or somewhat agree with the statement.

How We Can Improve

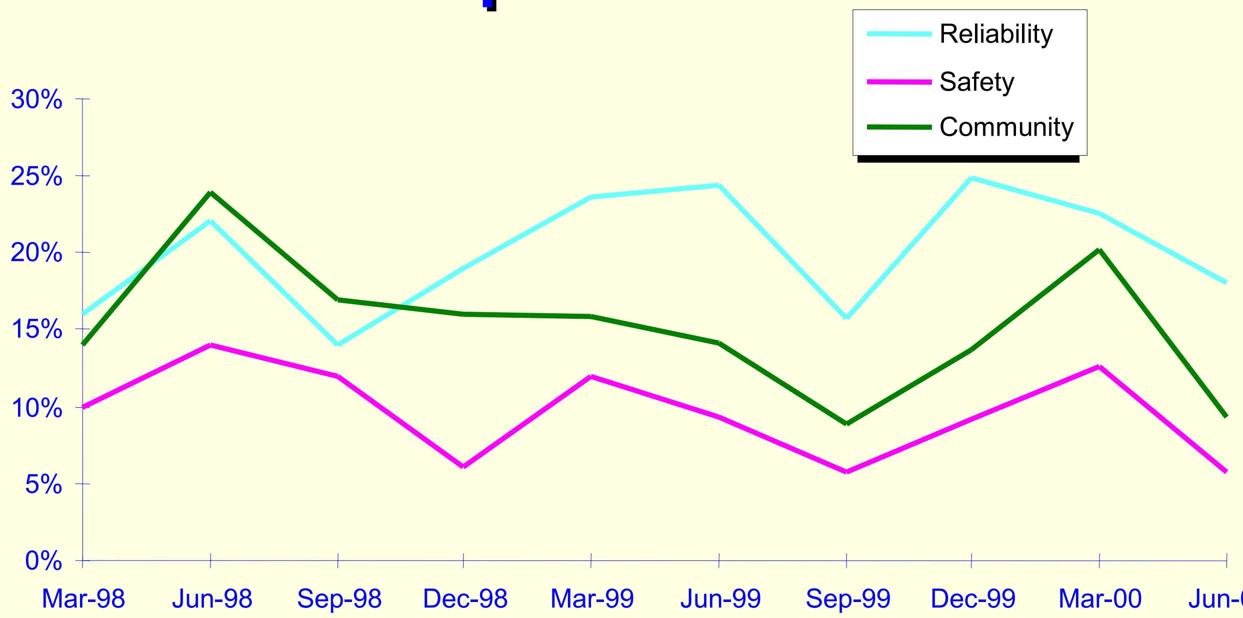




- This quarter, no demographic or regional differences were noted that significantly affected the percentage of customers who feel we could improve in these areas.

Change in Residential Customers' Perceptions

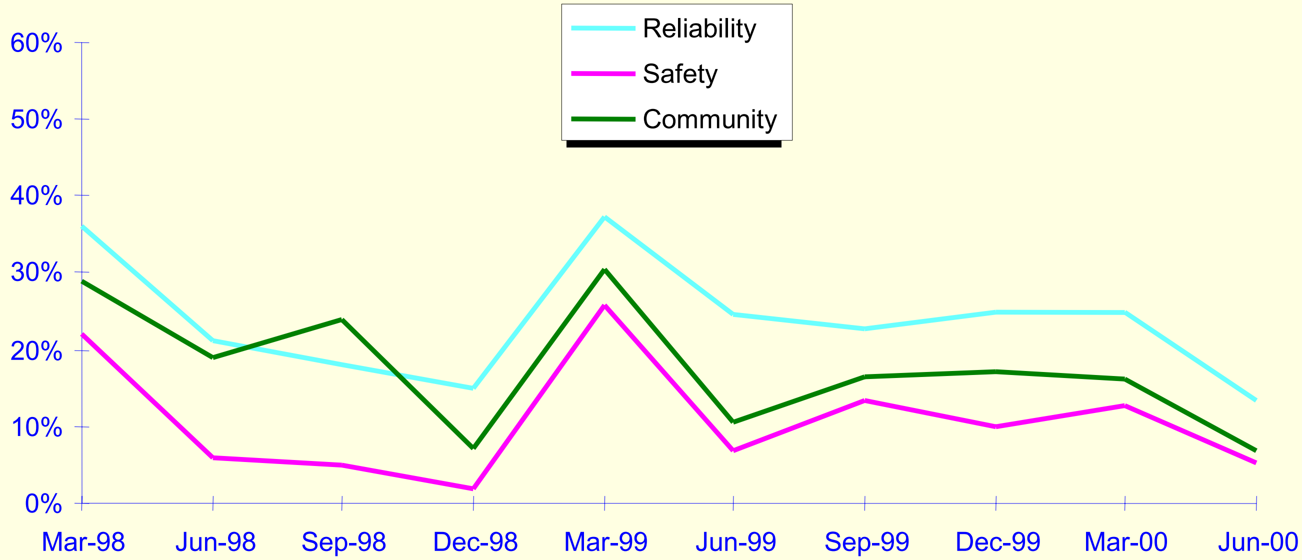
- The percentage of customers who believe we can improve reliability a little or a lot is 18% this quarter as compared to 24% in June of 1999 and 23% last quarter.
- The percentage of customers who feel we can improve on our concern for public safety a little or a lot is 6% as compared to 9% in June 1999 and 13% last quarter.
- The percentage of customers who believe we can improve our community contribution increased from 20% last quarter and 14% in June 1999 to 9% this quarter.



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

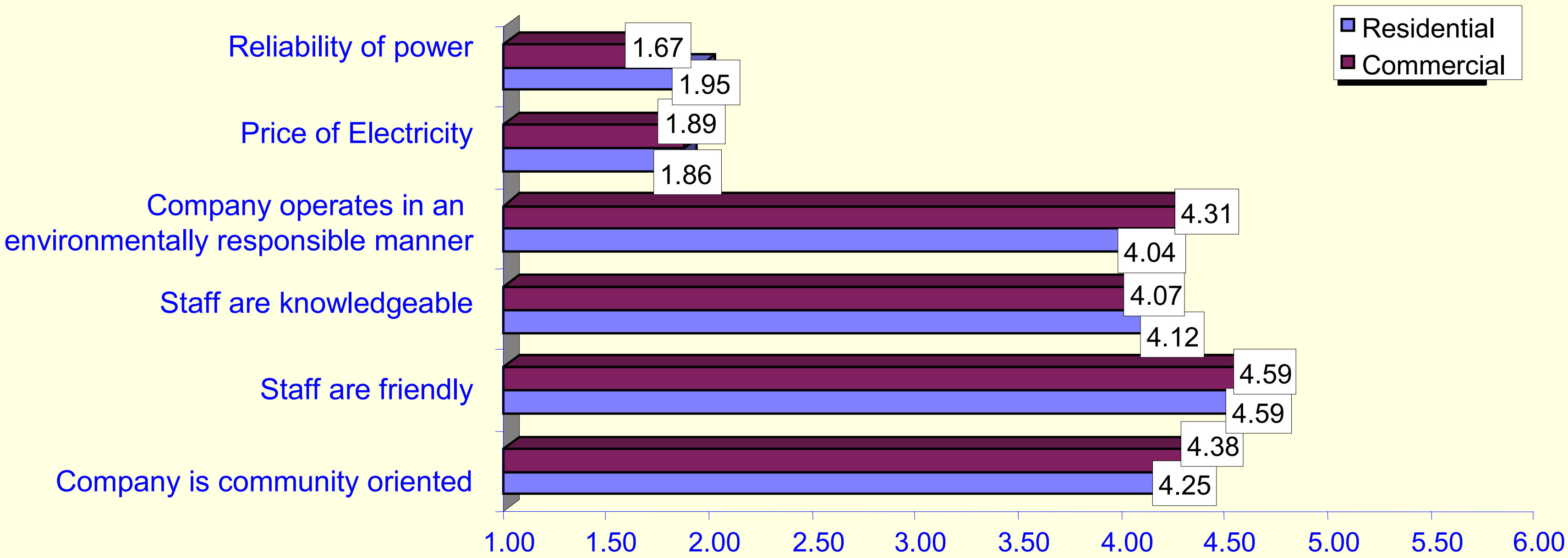
Change in Commercial Customers' Perceptions

- The percentage of commercial customers who believe we can improve our reliability of supply is 13% this quarter compared to 25% in June 1999 and 25% last quarter.
- The percentage of commercial customers who believe we can improve our safety concern is 5% this quarter compared to 7% in June 1999 and 13% last quarter.
- The percentage of commercial customers who believe we can improve our community contribution is 7% this quarter compared to 11% in June 1999 and 16% last quarter.



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

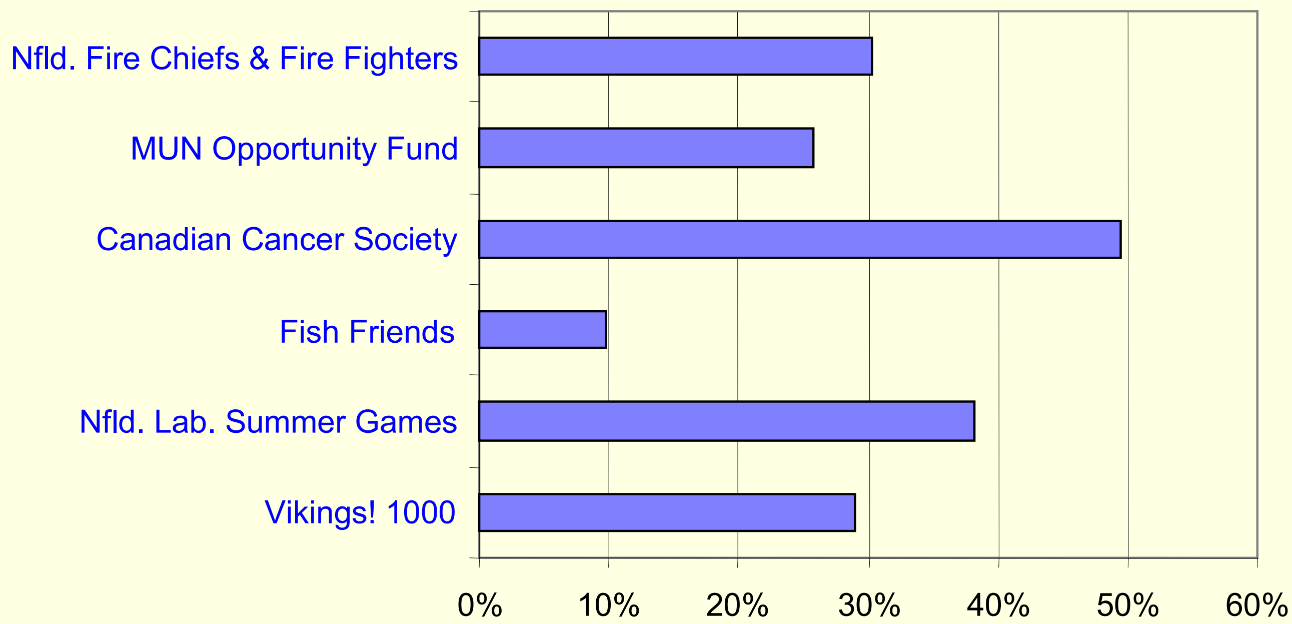
Ranking of Importance



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

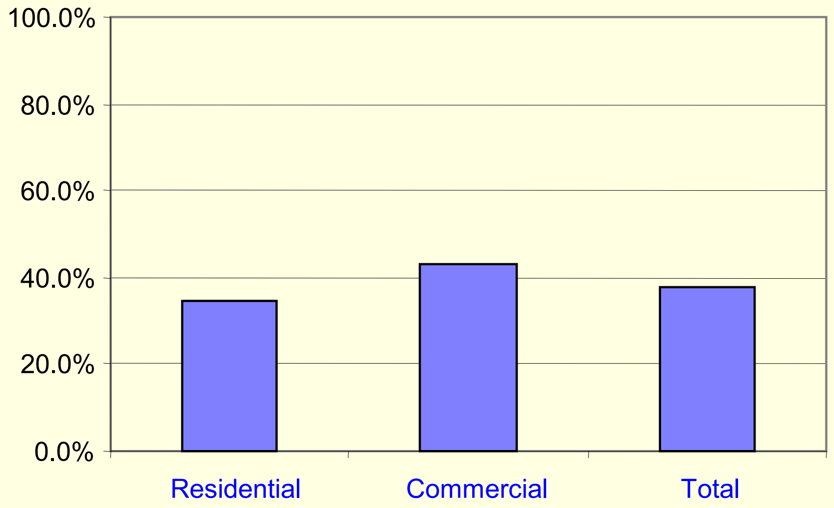
- Reliability was ranked by commercial customers as the most important aspect of our service. Price is ranked second in importance.
- Residential customers ranked price as the most important followed closely by reliability.
- Reliability continues to be ranked higher in importance by commercial customers than by residential customers.

Awareness of Sponsorships

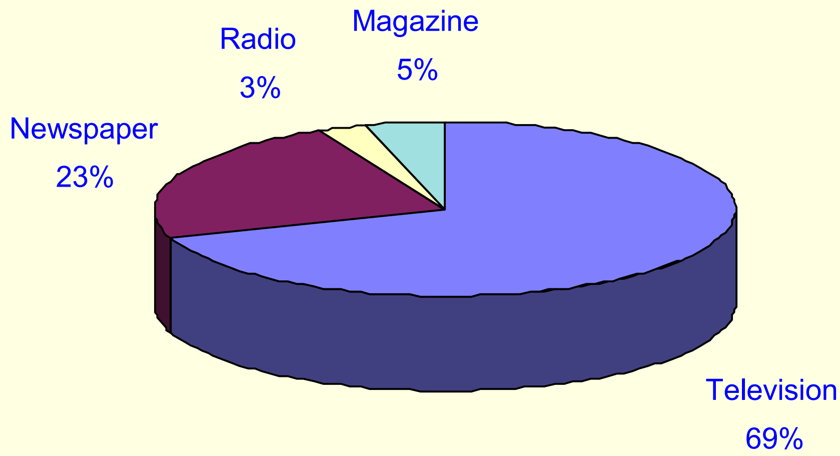


- These are aided responses, in that the respondents were asked whether or not they knew that Newfoundland Power was a sponsor of each group or event.
- Prior to this question, when respondents were asked (unaided) to name a community group that Newfoundland Power sponsors, the majority of respondents, who could name a group, said the Cancer Society.

Awareness of Advertising



Percentage of Customers Who Recall Seeing or Hearing NP Advertising in the Past 3 Months



Type of Advertising Customers Recall

- About 1/3 of our customers recall seeing or hearing advertising by Newfoundland Power.
- The majority of these customers remember our television ads. 23% recall our newspaper ads and only 3% recall any radio advertising.
- When asked the main message of the advertising they recall, the majority of customers who could recall the message said it was an advertisement about safety. Other messages mentioned were, price of electricity and dependability of service by the company.