

Customer Satisfaction Survey
June 2001



Customer Research

Second Quarter 2001 Results



Customer Satisfaction Index

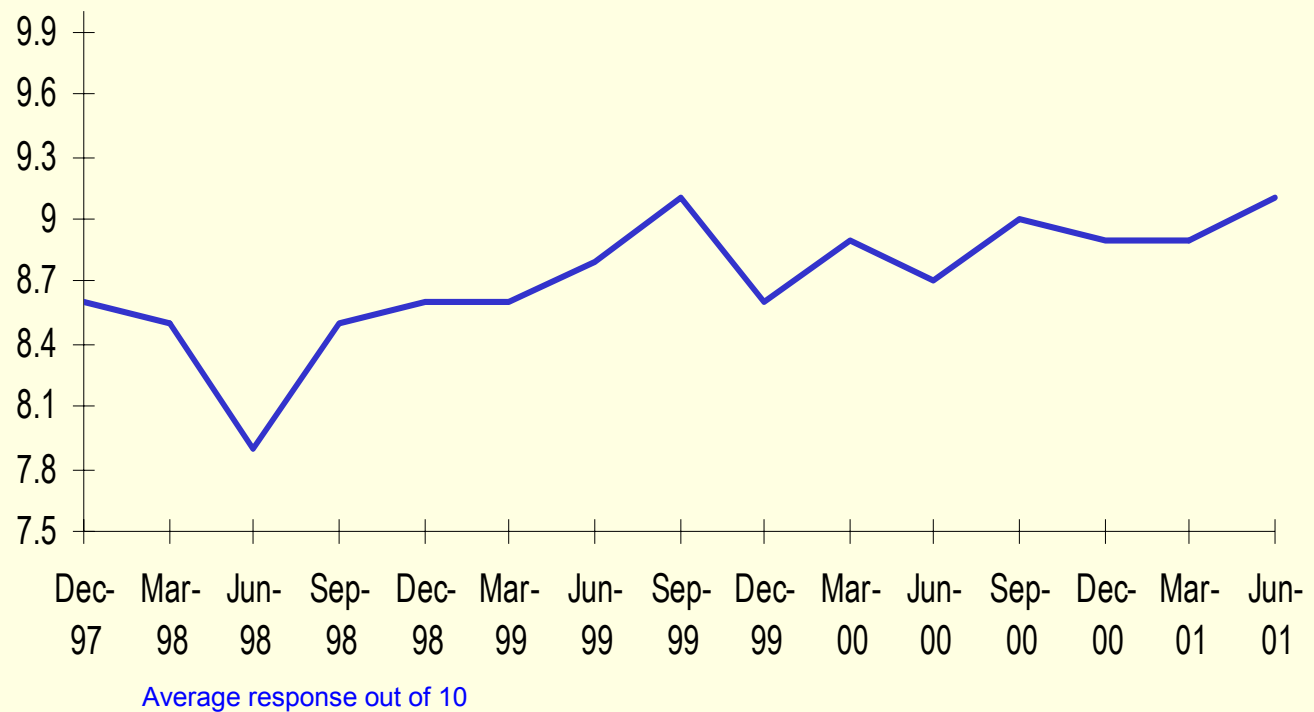
	Index Proportion	Residential Satisfaction Level	Commercial Satisfaction Level	Index Subtotal	Percentage of customers who use the service
Call Centre Service	40%	8.9	9.0	3.6	19.4%
Field Service	20%	9.5	9.6	1.9	29.7%
Cashier Service	20%	9.4	9.4	1.9	21.8%
General Satisfaction	20%	8.7	8.8	1.7	
Customer Satisfaction Index:				9.1	
In-office Service				9.1	2.0%

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 2001.
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 overall index this quarter is equal to the highest value recorded to date, in September of 1999. The increase from last quarter reflected improvements in all components of the index.

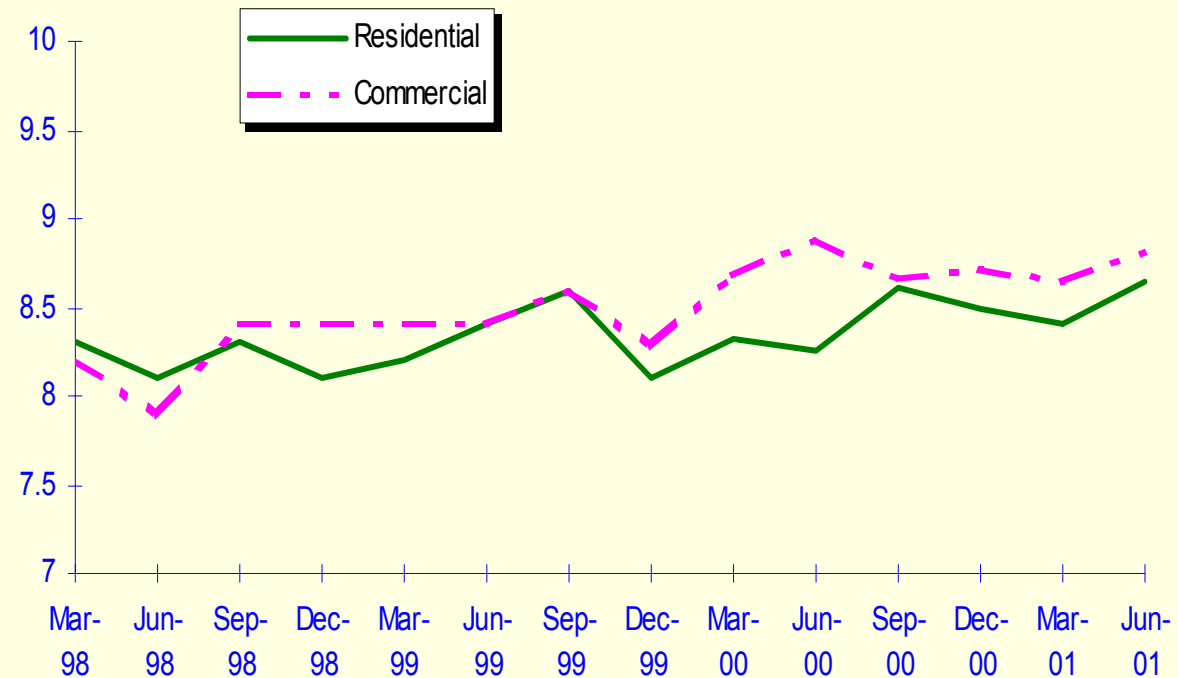


Overall Rating of Service



Satisfaction with Overall Service

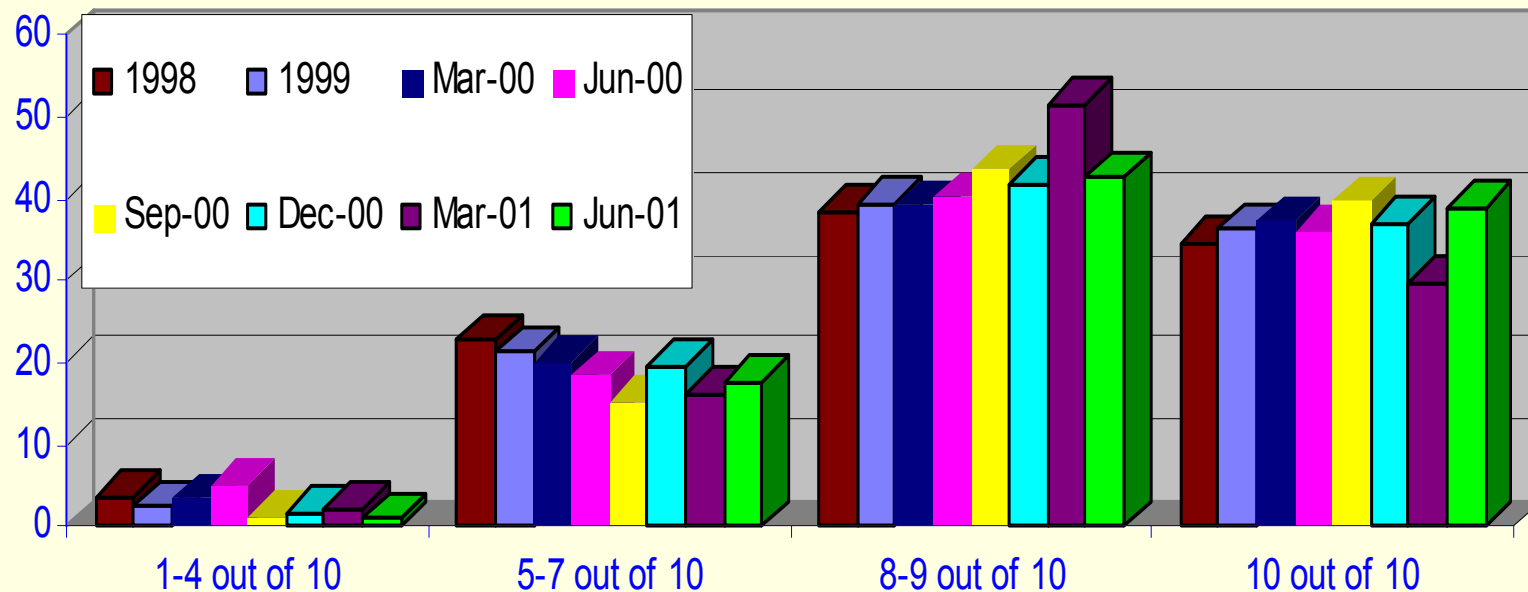
- Satisfaction with overall service for residential customers is higher than any result recorded to date.
- The result for commercial customers is higher than last month and only slightly less than the highest recorded value, in June 2000.



Average response out of 10

Satisfaction with Overall Service

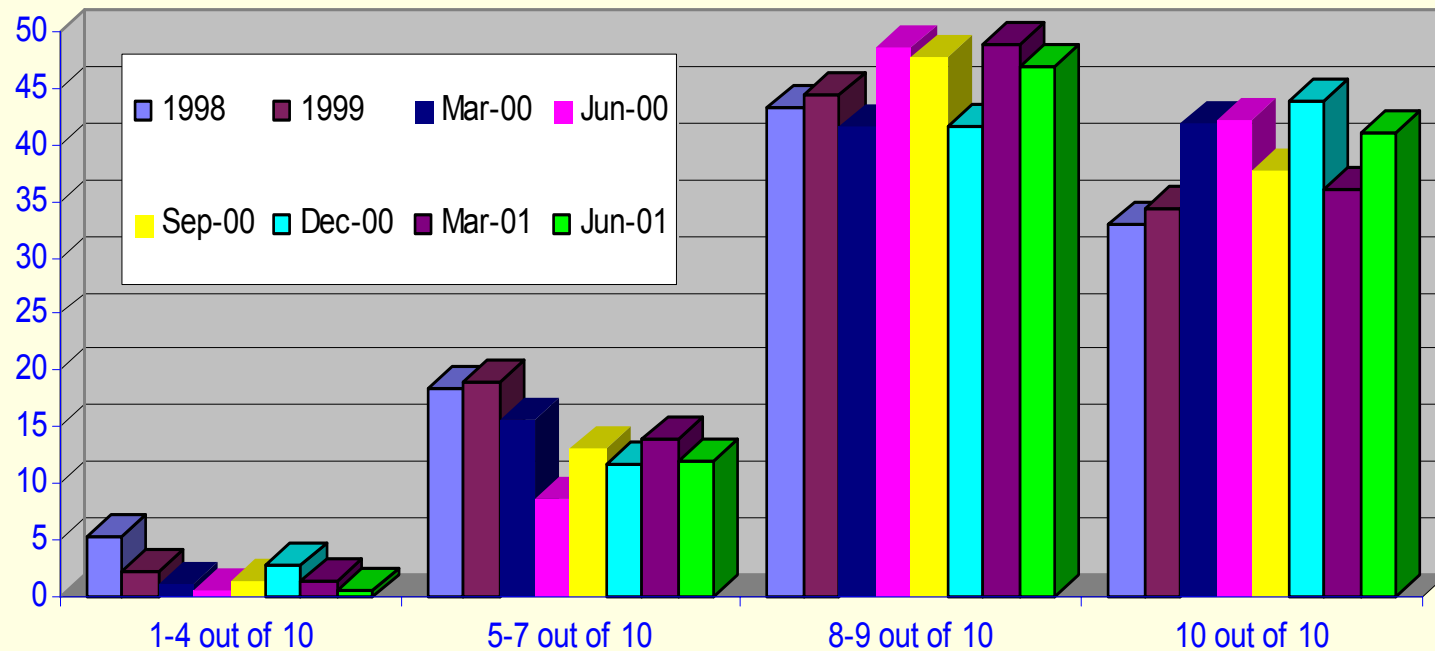
Residential Customers



- The percentage of residential customers who ranked our service ten out of ten is 38.8%, compared to 29.8% last quarter and 36.1% recorded in June 2000.
- The percentage ranking our service as 8 or 9 out of 10 declined to 42.5%, compared to 51.5% last quarter and 40.1% in June 2000.
- Only 1.1% of residential customers ranked our service between one and four.
- During recent surveys, the percentage of customers who ranked our service as 1 to 7 out of 10 has been declining while the percentage of customers who ranked our service as 8 or 9 out of 10 has increased. In this survey the percentage ranking our service as 8 or 9 out of 10 has decreased, with the corresponding increase occurring among customers ranking our service as 10 out of 10.

Satisfaction with Overall Service

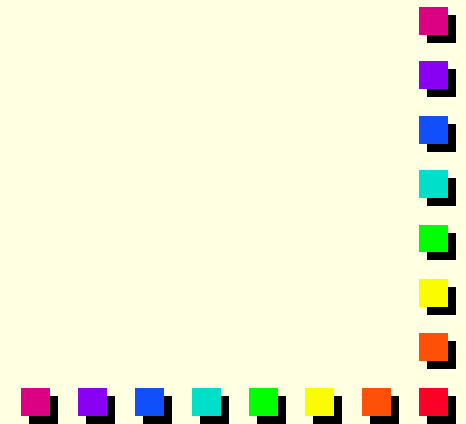
Commercial Customers



- This quarter, 41% of commercial customers ranked our service as ten out of ten, compared with 36% in March 2001 and 42.2% in June 2000. Taken together with those ranking service as 8 or 9 out of 10, the percentage of customers providing those rankings (87.5% in June 2001) is the second highest recorded to date.
- The percentage of commercial customers that ranked our service as one to four out of ten remains very low, at 0.6%.



Telephone Service



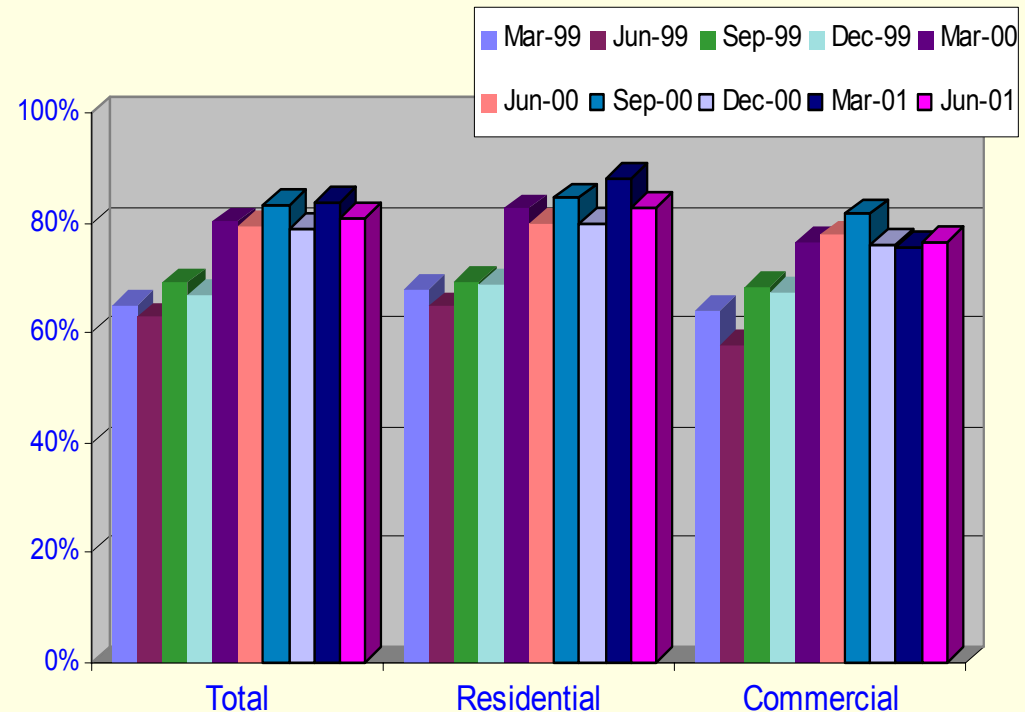
Main Reason for Calling

	<u>Residential</u>	<u>Commercial</u>	<u>Total</u>
Power Interruption	28.5%	54.4%	36.8%
Balance on Account	19.4%	10.3%	16.5%
Meter Reading Inquiry	9.7%	10.3%	9.9%
Payment Arrangements	11.1%	2.9%	8.5%
Name Change / Final Read	9.7%	4.4%	8.0%

- Top five overall responses are shown. The above percentages are of customers who have called in the past six months.
- 20% of residential and 18% of commercial customers indicated they had called us in the past six months.
- 64% of residential customers indicated they had called the customer service telephone number, 23% had called the trouble/emergency number and 13% had called one of the local offices. For commercial customers, 47% had phoned the customer service line, 35% the trouble/emergency number, and 18% one of the local offices.

Percentage of Inquiries Resolved on the First Call

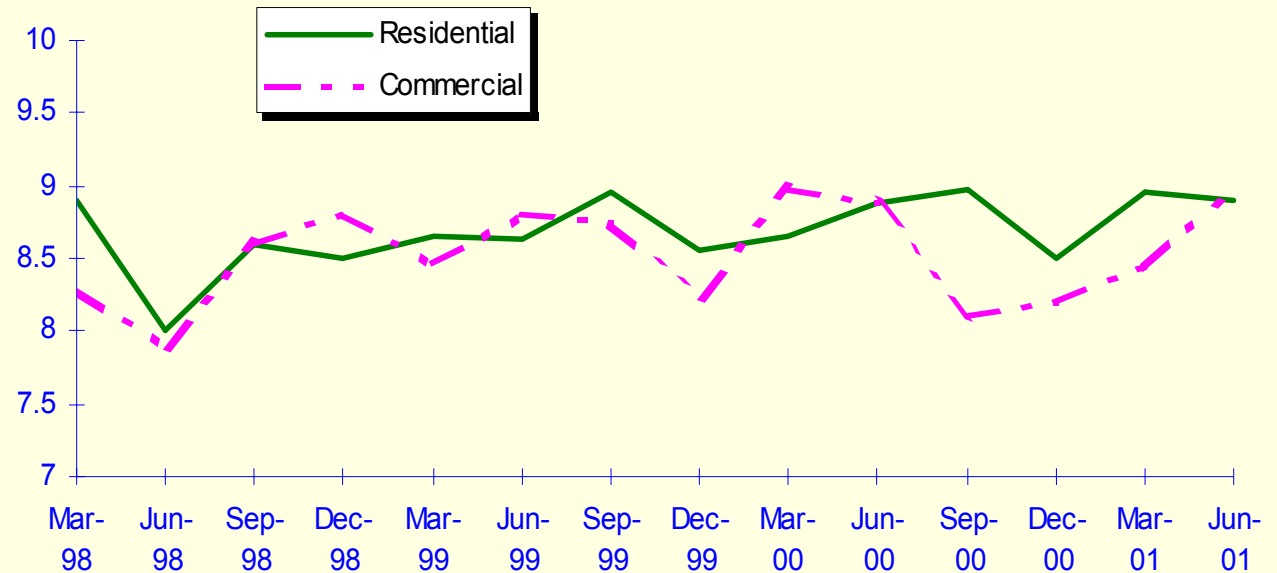
- 80.9% of customers indicated their inquiry was handled on the first call; down from 83.9% recorded last quarter but comparable to past results. 7% of the customers who called more than once, or 0.2% of all survey respondents, indicated they had called about the same issue twice.
- 50% of callers who called more than once indicated they called three times about the same issue and 39% 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.

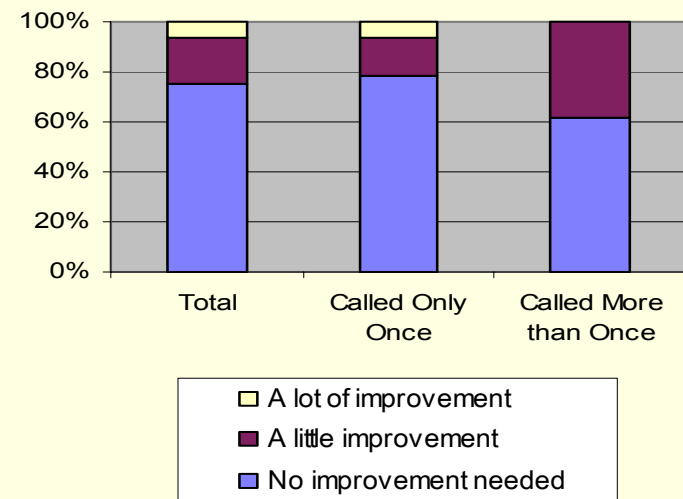
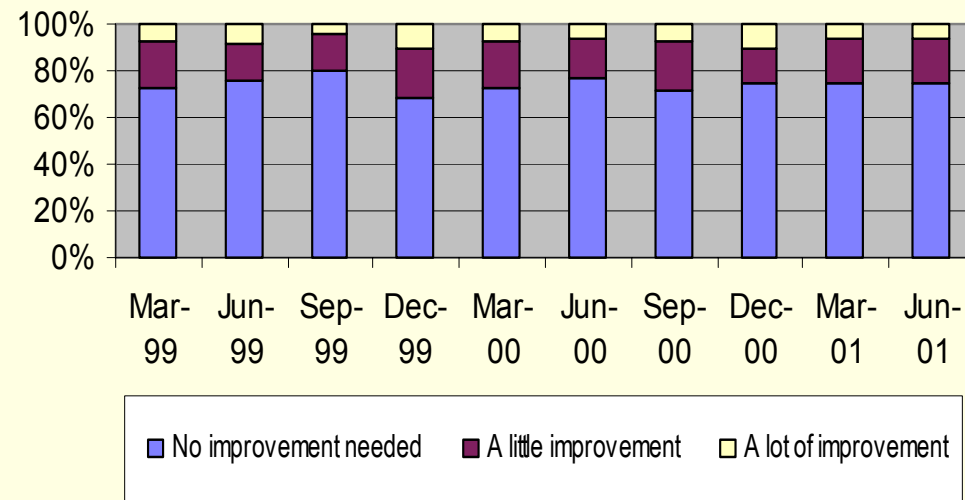
Satisfaction with Telephone Service

- Residential customers' ranking of our telephone service has remained fairly consistent in the past two years.
- Commercial customers ranked the telephone service higher than last quarter. The commercial ranking was among the highest recorded to date.
- 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.



Improvements in Telephone Service

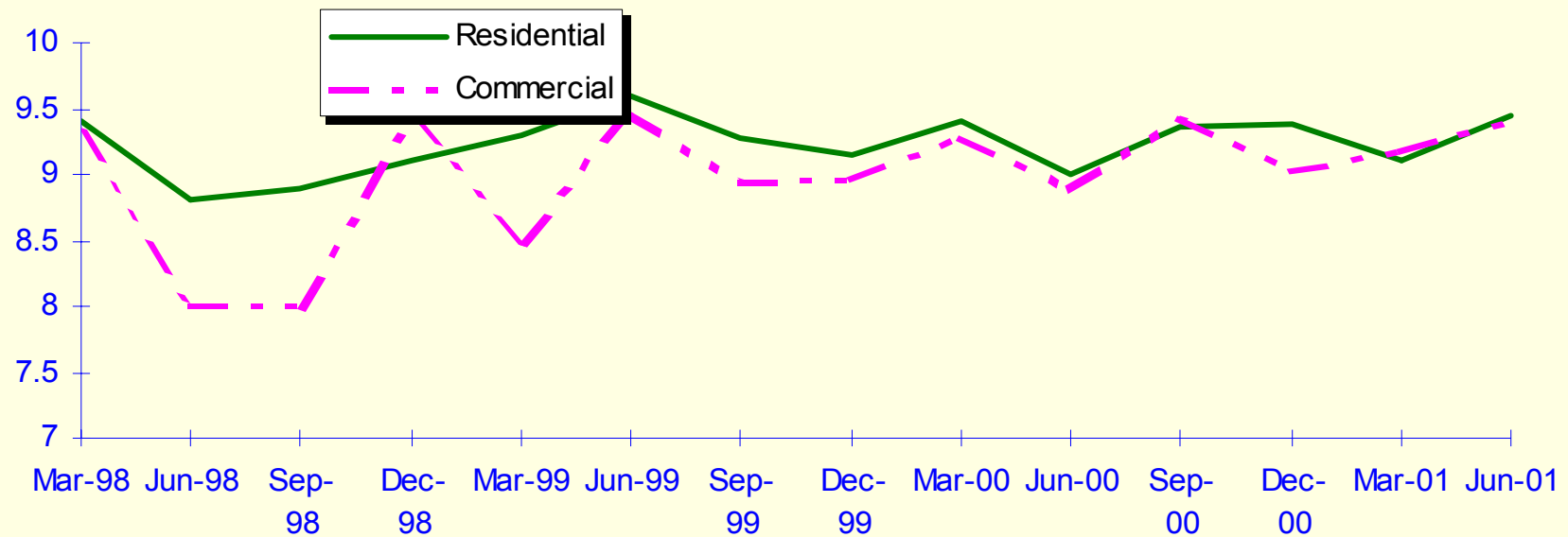
- The percentage of customers who feel we can improve our phone service remains fairly consistent with past quarters.
- In total, 75% of customers responding believe we need no improvement in the quality of our telephone service, 19% of customers think we can improve our telephone service a little and 6% think we can improve it a lot.
- 18% of commercial customers believe we can improve our telephone service a little and 8% believe we can improve our telephone service a lot. This compares to 19% and 5% 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.
- 21% of customers who called only once about a particular issue thought we could improve service a little or a lot as compared to 38% of customers who called more than once.



Cashier Services



Satisfaction with Cashier Services

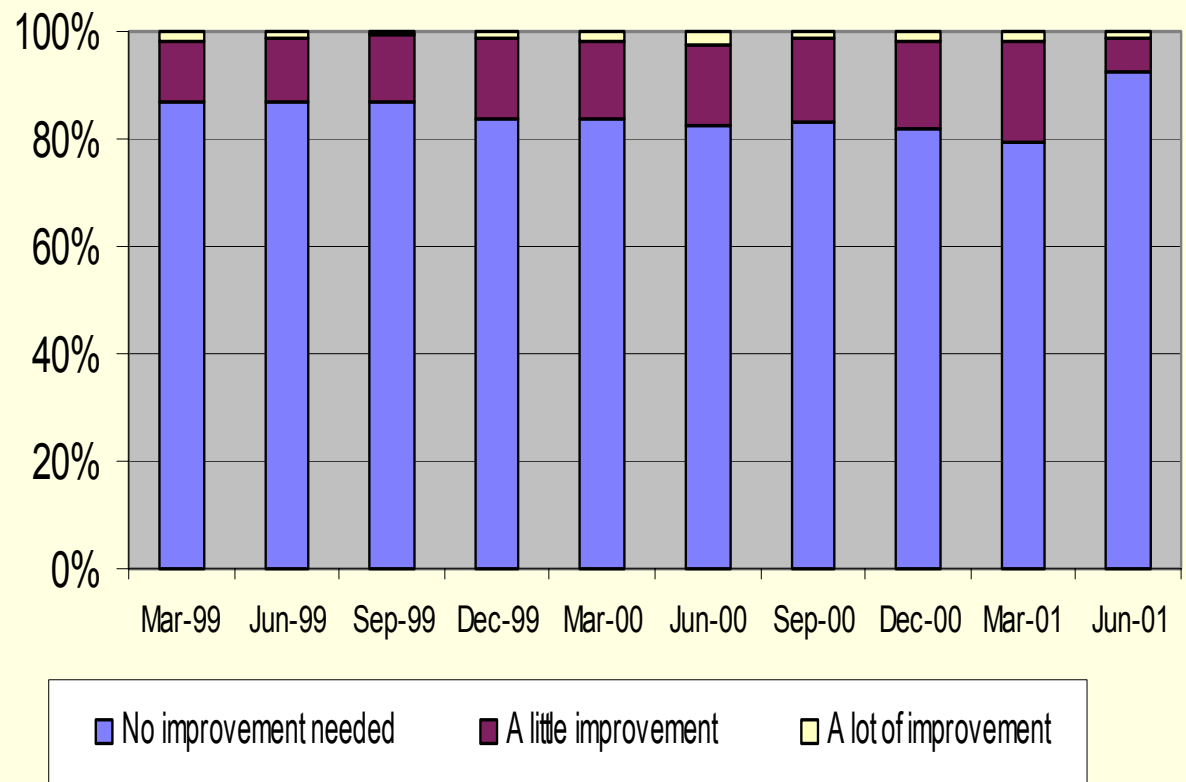


Average response out of 10

- 24% of residential customers and 17% 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 to 9.5.

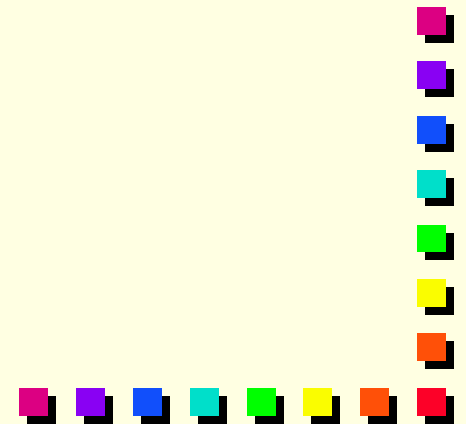
Improvement of Cashier Service

- The percentage of customers who feel we need to improve our cashier service has not changed significantly since March 1999.
- Currently, 6% of all customers believe we can improve a little and only 1.1% believe we need to improve a lot.
- 93% of commercial customers and 91% 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. This suggestion was voiced by 1% of the customers.





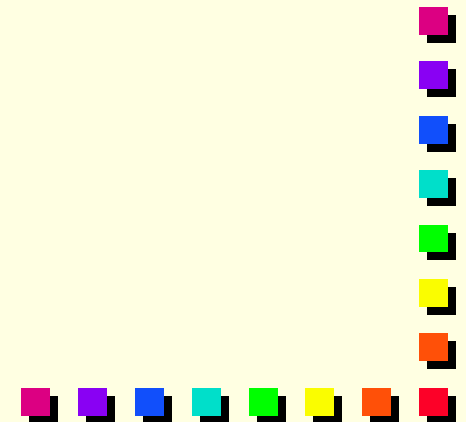
In-Office Service



Reason for Visit

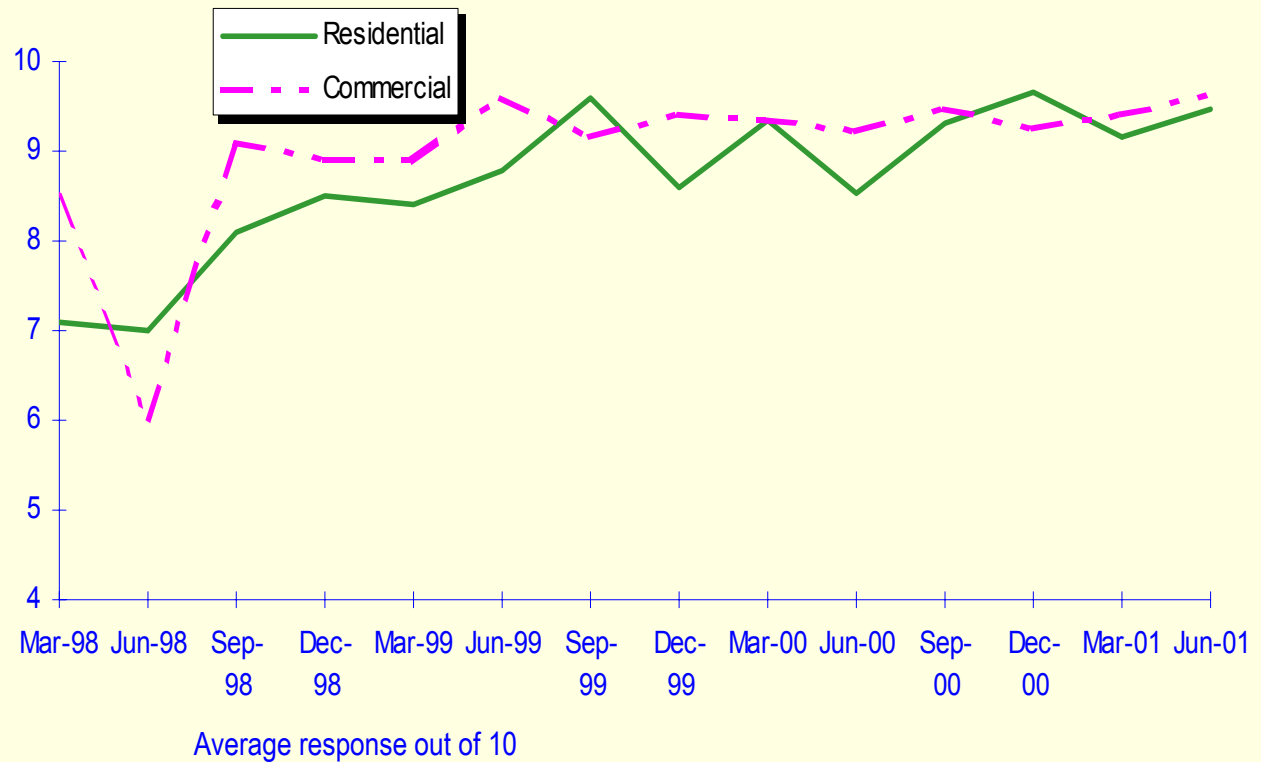
- This quarter, 1.2% of our residential and commercial customers indicated they have visited one of our offices for service (other than cashier services) in the past few months.
- Customers who have visited our office for service over the past few months rated the quality of service as 9.1 out of 10.
- The number of respondents involved is too small for further analysis.

Field Services



Satisfaction with Field Service

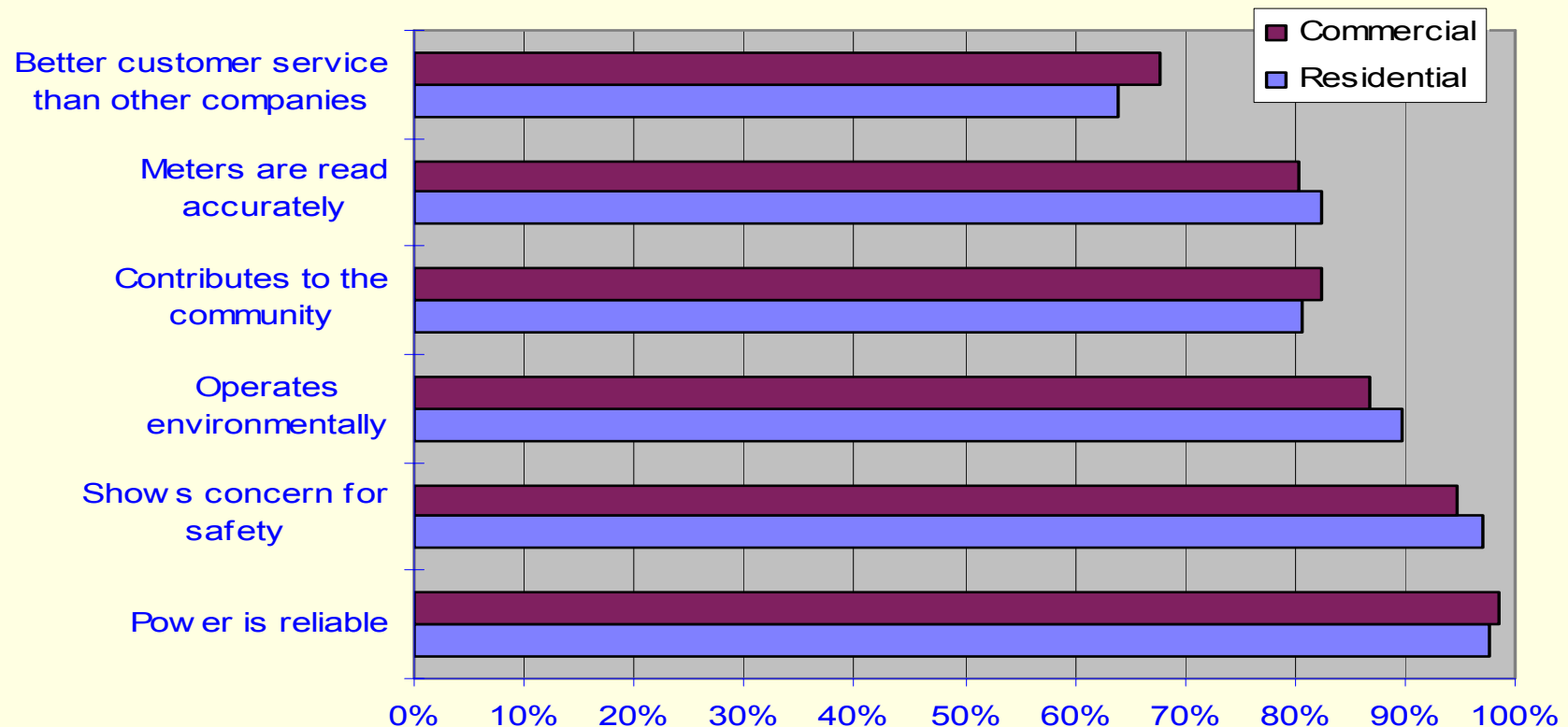
- 30% of the customers indicated they had received some form of field service in the past six months. Most of these visits were from meter readers who did not have contact with customers, so the percentage of actual field contacts was 4%.
- The quality of service rating given for our field services has remained fairly stable over the past year.



Ranking of Service Attributes



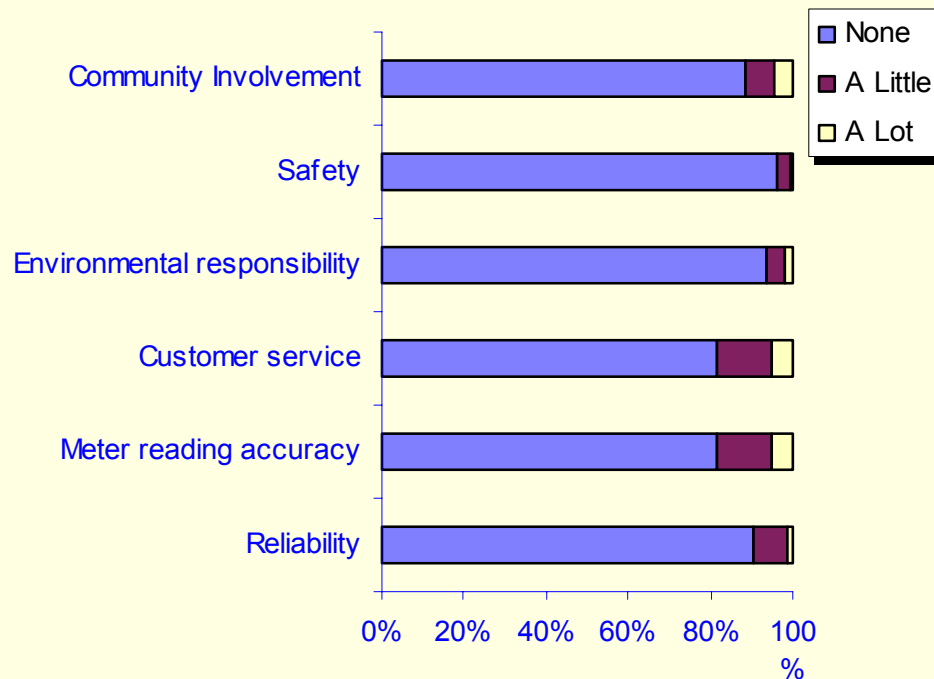
How Well We are Doing



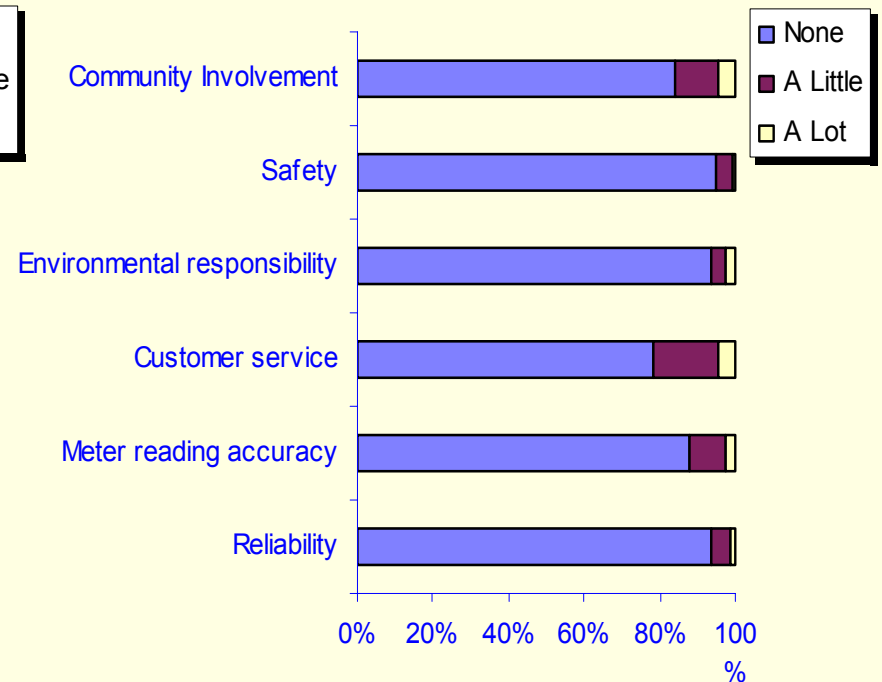
- The graph represents the percentage of customers who either strongly agree or somewhat agree with the statement.
- The level of agreement of customers concerning accurate meter readings, operating in an environmentally conscious fashion, and contribution to the community, have increased since the March 2001 survey. The level of agreement concerning “better customer service than other companies” among residential customers, has declined slightly since March 2001.

How We Can Improve

Residential Customers



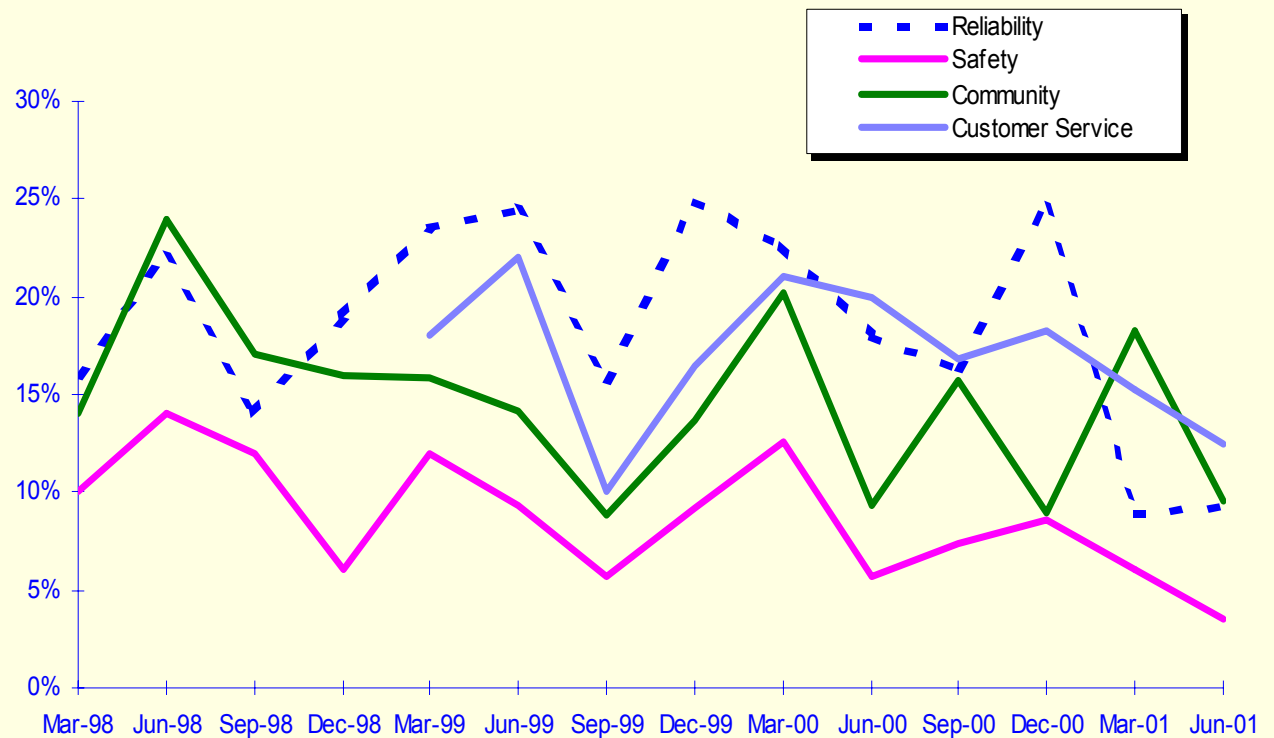
Commercial Customers



- Residential customers' expectations for improvement are highest for meter reading accuracy and customer service. However, the number of customers who believe there is room for improvement in these areas has declined since the last survey. Commercial customers' expectations for improvement are highest for customer service, then community involvement and meter reading accuracy.
- Residential customers believe there is slightly more room for improvement in meter reading accuracy and reliability than do commercial customers. Commercial customers believe we need to improve customer service and community involvement more than do residential customers.
- Clarendville residential customers had stronger expectations for improvements in our contributions to the community and in our customer service compared to other businesses.
- Commercial customers in Gander had stronger expectations for improvements in power reliability. Commercial customers in Gander and Corner Brook had stronger expectations for improvements in our customer service, while commercial customers in Burin, Gander, and Corner Brook had stronger expectations for improvements in our contributions to the community.

Change in Residential Customers' Perceptions

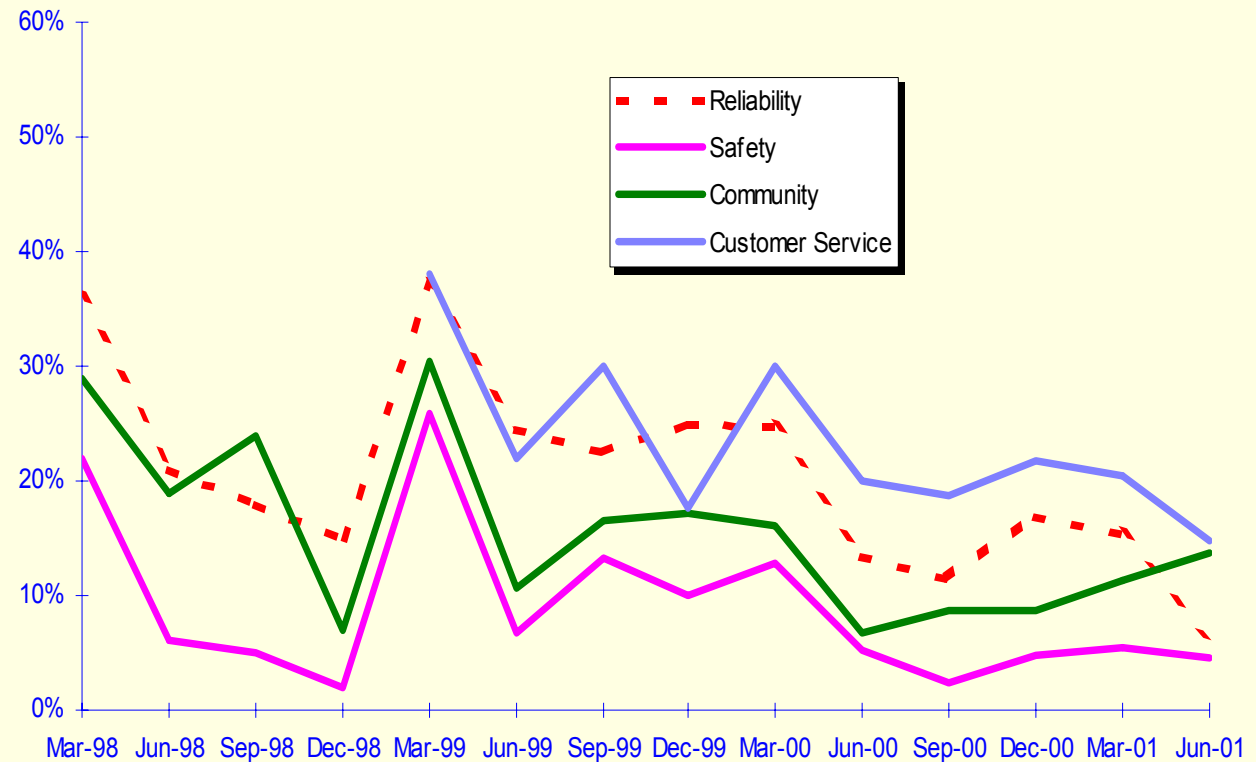
- The percentage of customers who believe we can improve reliability a little or a lot remained fairly consistent with last quarter but is only half of that recorded in June of 2000.
- The percentage of customers who feel we can improve on our concern for public safety a little or a lot is 3.5%; this is the lowest figure recorded to date.
- The percentage of customers who believe we can improve our community contribution declined from 18.3% last quarter to 9.6%. We have experienced variation in this result over time as the graph indicates.
- The percentage of customers who believe we can improve our customer service is 12.5%, which is lower than the 15% recorded last quarter and the best result since September 1999.



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

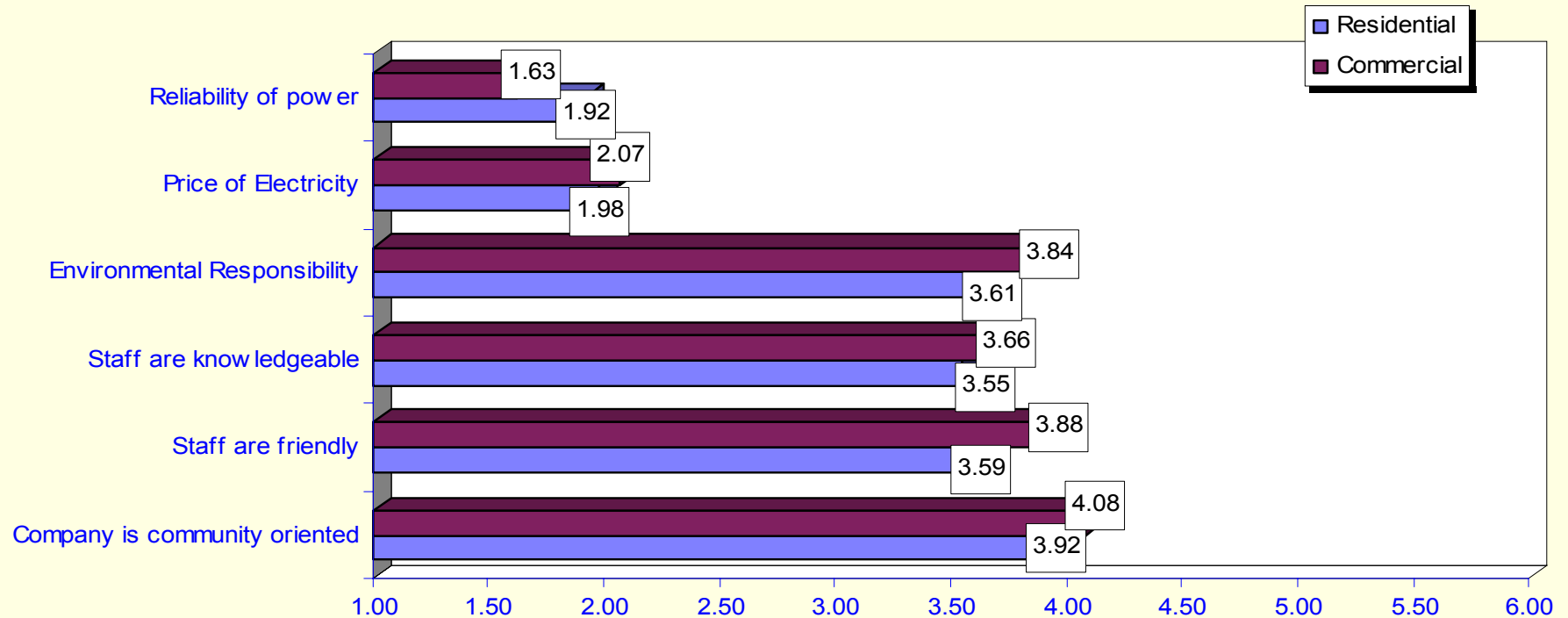
Change in Commercial Customers' Perceptions

- The percentage of commercial customers who believe we can improve our reliability of supply is 6% this quarter compared to 13% in June 2000 and 15% last quarter.
- The percentage of commercial customers who believe we can improve our concern for public safety is 4.6% this quarter compared to 5.5% last quarter and 5.2% in June of 2000.
- The percentage of commercial customers who believe we can improve our community contribution is 14% this quarter compared to 7% in June 2000 and 11% last quarter.
- 15% of commercial customers believe we can improve our customer service. This is a decrease from 20% last quarter and 20% in June 2000.



Percentage of commercial 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 also ranked reliability as slightly more important than price.
- Reliability was ranked higher in importance by commercial customers than by residential customers.
- Price is ranked higher in importance by residential customers than by commercial customers.
- Commercial customers in Stephenville and Clarendville place relatively more emphasis on the importance of friendly staff, than do commercial customers in other areas.
- Residential customers in Corner Brook place relatively more emphasis on the importance of environmental responsibility, friendly staff, and knowledgeable staff than do residential customers in other areas.