

1 **Q. In reference to the evidence of Philip Hughes, page 15, line 4, please provide reasons**  
2 **for the increase in calls to the Customer Contact Center from 1998 to forecast and**  
3 **provide a breakdown as to the reasons for calling the Customer Contact Center and**  
4 **how many of these calls were from the same customer.**

5  
6 A. The primary reasons for the increase in calls to the Customer Contact Centre from 1998  
7 to present are:

- 8  
9 • The installation of the ASPECT call management system installed in late 1998,  
10 resulted in fewer busy signals and therefore more calls answered at the Contact Centre.  
11
- 12 • Implementation of the “Single Point of Contact” approach. Calls associated with new  
13 service installations and vegetation management are now routed through the Contact  
14 Centre. Previous to 2000, technical staff in the Company’s various Area Offices  
15 handled these calls.  
16
- 17 • All calls relating to energy management services are now routed through the Customer  
18 Contact Centre. Prior to 2000, these calls were handled by the Energy Management  
19 section of the Customer Service department through a separate 1-800 number.  
20
- 21 • In 2000, the Contact Centre began screening trouble calls and covering peaks and relief  
22 for the System Control Centre.  
23
- 24 • Increased customer utilization of the automated account balance feature.  
25
- 26 • Customer growth leading to new inquiries for service and maintenance.  
27
- 28 • Increased promotion of the Equal Payment Plan and Pre-Authorized Payment plans,  
29 combined with quarterly reviews of the balances of customers on EPP. These reviews  
30 result in written communication to customers, which in turn may lead to additional  
31 contact by telephone.  
32
- 33 • A focus on receivables increased outgoing call activity by Customer Account  
34 Representatives working in late afternoon / early evening shifts in 2000. These calls  
35 often result in return calls from customers.  
36

Table 1 below provides the reasons why customers called the Contact Centre in 2002.

<b>Table 1</b> <b>Reasons for Calls to Contact Centre</b> <b>2002</b>	
<b>Reason</b>	<b>Percentage</b>
Automated Account Balance	31%
Other (miscellaneous reasons)	26%
Credit	23%
New Services / Name Changes	10%
Balance on Account (manually handled)	4%
EPP / PAP Inquiries	3%
Trouble Calls	2%
High Bill Inquiries	1%

The Company does not have data pertaining to the number of calls from the same customer.