

1 **Q. Page 14 of the Corporate Overview Evidence states that website enhancements have**
2 **reduced the overall cost of customer interaction. If this tool is effective, then why**
3 **has the number of calls to Customer Contact Centre grown by 30% from 1998-**
4 **2001?**

5
6 A. Please refer to the Company's response to Request for Information CA-340 for the
7 reasons the number of calls to the Customer Contact Centre have grown by 30 per cent
8 from 1998 – 2001.

9
10 The website enhancements have reduced the overall cost of customer interaction because
11 website technology enables interaction with customers at a low cost. Customers are able
12 to obtain the account information from the website without the need of direct contact with
13 Customer Account Representatives.