

1 **General**

2

3 **Q. Ref: Reply to PUB-13 NP. Provide a copy of the June 2001, 2002 and 2003 customer**
4 **service surveys.**

5

6 A. Attachments A through F are the customer surveys and the responses to these surveys for
7 June 2001, 2002 and 2003.

Newfoundland Power
Customer Satisfaction Survey
June 2001

Telephone Number: _____

Rate Code: 1. Residential
2. Commercial

Service Area: 1. St. John's
2. Avalon
3. Burin
4. Clarenville
5. Gander
6. Grand Falls
7. Corner Brook
8. Stephenville

MAY I SPEAK TO A HEAD OF THE HOUSEHOLD?

**ARE YOU OR ANYONE IN YOUR HOUSEHOLD AN EMPLOYEE OF
NEWFOUNDLAND POWER?**

IF YES, THANK AND TERMINATE
IF NO, CONTINUE WITH SURVEY

1. To which of the following age groups do you belong?

NOTE: READ LIST

1. Up to 34
2. 35 to 49
3. 50 to 64
4. 65 or more

IF A RESPONDENT FROM THEIR AGE GROUP AND REGION IS NOT REQUIRED,
EXPLAIN THAT WE NEED RESPONSES FROM PEOPLE OF DIFFERENT AGE
GROUPS AND AREAS AND THAT WE CURRENTLY HAVE ENOUGH FROM THEIR
PARTICULAR AGE GROUP. THEN THANK AND TERMINATE.

2. First I would like to get your opinion of the service provided by Newfoundland Power. On a 10 point scale where 1 is "Not at all satisfied" and 10 is "Extremely satisfied", how satisfied are you with the service provided by Newfoundland Power?

3. Why do you feel this way about Newfoundland Power?

NOTE:

DO NOT READ LIST

MORE THAN ONE RESPONSE IS PERMITTED

PROBE: "IS THERE ANYTHING ELSE?"

POSITIVE

1. Friendly/courteous staff
2. Staff are knowledgeable
3. Dependability of service/few outages
4. Rapid correction of service problems
5. Community involvement
6. No problems/troubles with them
7. No/few billing problems with bills

8. Staff called to ensure I was satisfied
9. Staff helpful/answer questions quickly
10. Operates in environmentally friendly manner.

NEGATIVE

11. Staff are unfriendly and rude
12. Costs/rates are too high
13. Too many outages
14. Too slow correcting service problems
15. Automated phone system
16. Busy signals
17. Staff not knowledgeable re products and services
18. Staff don't call back
19. Passed from person to person
20. Other_____

SECTION 1: INFORMATION ABOUT YOUR CALL TO NEWFOUNDLAND POWER

4. Now, I would like to ask you a few questions about contacting Newfoundland Power by phone. Have you called Newfoundland Power within the past six months?

1. Yes
2. No
3. Don't know

IF "NO" OR "DON'T KNOW" GO TO QUESTION 13

5. Did you call the Customer Service Centre, the Trouble/emergency line or one of the local offices?

1. Customer Service Centre
2. Trouble/emergency line
3. One of the local offices

6. What was the main reason for your recent call to Newfoundland Power?
DO NOT READ LIST. PROMPT IF NECESSARY. ACCEPT ALL APPROPRIATE RESPONSES.
1. Connect a new service
 2. Moving form one location to another (name change, final read)
 3. Equal Payment Plan
 4. Pre-authorized Payment Plan
 5. Balance owing on account
 6. Make payment arrangements
 7. Inquire about a meter reading or an estimated reading
 8. Inquire on energy consumption (high bill)
 9. To report a power interruption or electrical service problem
 10. To ask about tree-trimming
 11. To inquire about energy efficiency programs
 12. Other: _____
7. Was this the first time you had called Newfoundland Power concerning this issue/problem/concern/situation?
1. Yes ***Go to question 10***
 2. No ***Go to question 8***
8. How many times have you called about this issue/problem/concern/situation?
READ LIST
1. Two times
 2. Three times
 3. More than three times
 4. Do not recall
9. Can you tell me why you had to call more than once to have this issue resolved?
- _____
- _____
10. Overall, on a scale of 1 to 10, where 1 is “Not at all satisfied” and 10 is “Extremely satisfied”, how satisfied are you in general with the service you receive from Newfoundland Power’s customer service representatives over the phone?
- _____

11. Would you say Newfoundland Power's service by phone needs "No improvement", "A little improvement", or "A lot of improvement"?

1. None
2. A little
3. A lot
4. D/K
5. N/A

IF "NONE", OR "D/K" OR "N/A", SKIP TO QUESTION 13

12. Do you have any suggestions that will help Newfoundland Power improve their customer service by phone?

NOTE:

DO NOT READ LIST

ACCEPT ALL RESPONSES

PROBE

1. More friendly staff
2. Answer right away
3. Fewer busy signals
4. No automated phone system
5. Get your questions answered right away
6. Customer Service Representative more knowledgeable re products and services
7. Leave a message for an agent to call back
8. More people answering phones/on staff
9. Don't know/no opinion
10. Other: _____

SECTION 2: INFORMATION ABOUT OFFICE VISITS

13. Now, I'd like to ask you a few questions about contacting Newfoundland Power in person at their office. In the past six months, how many times have you visited Newfoundland Power's office to pay your electric bill? Would you say...

NOTE: READ LIST

1. Did not visit
2. 1 or 2
3. 3 or 4
4. 5 or 6
5. More than 6 times

IF "DID NOT VISIT" SKIP TO QUESTION 17

14. Overall, on a scale of 1 to 10, where 1 is "Not at all satisfied" and 10 is "Extremely satisfied", how would you rate the service provided by the cashier at Newfoundland Power's office?

15. Would you say Newfoundland Power's cashier service needs "No improvement", "A little improvement", or "A lot of improvement".

1. None
2. A little
3. A lot
4. D/K
5. N/A

IF "NONE", OR "D/K" OR "N/A", SKIP TO QUESTION 17

16. Do you have any suggestions that will help Newfoundland Power improve their cashier service?

NOTE:

DO NOT READ LIST

ACCEPT ALL RESPONSES

PROBE!

1. More friendly cashiers
2. Accept VISA
3. Accept Master Card
4. More cashiers on staff/during peak periods
5. Staff should be more knowledgeable about programs and services
6. Don't know/no opinion

17. In the past six months, have you visited Newfoundland Power's office for any other reason than to pay your electrical bill?

1. Yes
2. No

IF "NO" SKIP TO QUESTION 23

18. What was the main reason for your recent visit to Newfoundland Power?

DO NOT READ LIST.

PROMPT IF NECESSARY.

ACCEPT ALL APPROPRIATE RESPONSES

1. Connect a new service
2. Moving from one location to another (name change, final read)
3. Inquiry about a balance owing on account
4. Make payment arrangements
5. Inquire about a meter reading or an estimated reading
6. Inquire on energy consumption (high bill)
7. To inquire about energy efficiency programs
8. To see a technician
9. To see a Customer Service Specialist
10. Other: _____

19. Overall, on a scale of 1 to 10, where 1 is “Not at all satisfied” and 10 is “Extremely satisfied”, how satisfied are you with the service provided by the representatives at Newfoundland Power’s office?

20. Can you tell me the main reason why you gave this response?

21. Would you say Newfoundland Power’s in-person office service needs “No improvement”, “A little improvement”, or “A lot of improvement”.

1. None
2. A little
3. A lot
4. D/K
5. N/A

IF “NONE” OR “D/K” OR “N/A”, SKIP TO QUESTION 23

22. Do you have any suggestions that will help Newfoundland Power improve the service they provide to their customers who visit the office?

NOTE:

DO NOT READ LIST

ACCEPT ALL RESPONSES

PROBE!

1. Be more friendly
2. Answer questions right away
3. Customer Service Representative more knowledgeable re products and services
4. Answer questions or schedule a follow-up
5. Have more people on staff
6. Better explain issue and solution
7. Show an interest in wanting to help
8. Be more thorough in their work
9. Don’t know/no opinion
10. Other:_____

SECTION 3: INFORMATION ABOUT FIELD SERVICE REPRESENTATIVES

23. Now I would like to ask you a few questions about Newfoundland Power's field representatives. A field representative is a Customer Service Specialist, lineperson, meter reader, collector or a technician. Has a Newfoundland Power field representative visited your home in the past six months?

1. Yes
2. No

IF "NO" SKIP TO QUESTION 31

24. What type of field representative visited your home?

1. Customer Service Specialist
2. Lineperson
3. Technician
4. Collector
5. Meter reader
6. Other: _____

IF ANSWER IS METER READER GO TO QUESTION 25
ELSE, SKIP TO QUESTION 26

25. Did you have the opportunity to speak to the meter reader?

1. Yes
2. No

IF "YES", GO TO QUESTION 26
IF "NO" SKIP TO QUESTION 31

26. What was the nature of the visit?

NOTE:

DO NOT READ LIST

ACCEPT ALL RESPONSES

1. Read a meter
2. Electrical service location
3. Wire or poles relocation
4. Wire clearances
5. Underground service installation
6. Street light installation
7. Damage claim
8. Dimming lights/voltage problems
9. Temporary disconnection
10. Transformer leak
11. Emergency repairs
12. Commercial demand calculations
13. Electrical service extension
14. Energy consumption/high bill
15. Energy efficiency programs
16. Electrical service disconnection for debt
17. Payment collection
18. Other: _____

27. Overall, on a scale of 1 to 10, where 1 is “Not at all satisfied” and 10 is “Extremely satisfied”, how would you rate the quality of service provided by the field representative who visited you?

28. Can you tell me the main reason you gave this response?

29. Would you say Newfoundland Power's field service needs "No improvement", "A little improvement", or "A lot of improvement".

1. None
2. A little
3. A lot
4. D/K
5. N/A

IF "NONE", OR "D/k", OR "N/A", SKIP TO QUESTION 31

30. Do you have any suggestions that will help Newfoundland Power improve their field services?

NOTE:

DO NOT READ LIST

ACCEPT ALL RESPONSES

PROBE!

1. More friendly
2. Get questions answered right away
3. Knowledgeable re products and services
4. Solve the problem or schedule a follow-up
5. More people on staff
6. Better explain issue and solution
7. Show an interest in wanting to help
8. Be more thorough in their work
9. Clean up after job complete
10. More prompt/come when expected
11. Don't know/no opinion
12. Other: _____

SECTION 4: INFORMATION ABOUT NEWFOUNDLAND POWER

31. I would like to read you a few statements that could describe Newfoundland Power’s service. For each I would like you to tell me if you agree or disagree with each and how much improvement, if any, is needed in that area ... whether there needs to be no improvement, a little or a lot.

The first one is...	Agree or Disagree	How much improvement, if any, is needed in that area.
	1. Strongly agree 2. Somewhat agree 3. Neither 4. Somewhat disagree 5. Strongly disagree PROBE VERY OR SOMEWHAT REPEAT SCALE OFTEN	1. None 2. A little 3. A lot 4. D/K 5. N/A REPEAT THE SCALE OFTEN
The power supply is reliable.		
Meters are read accurately.		
Newfoundland Power’s customer service is better than that offered by other businesses.		
Newfoundland Power operates in an environmentally responsible manner.		
Newfoundland Power shows concern for public safety.		
Newfoundland Power contributes to the community.		

32. Now I would like to read you 6 items and I would like you to tell me which is most important to you. The 6 items are... Which of these is most important to you? Which is next most important?

NOTE: INTERVIEWER TO READ AND ROTATE LIST. ONE NUMBER (FROM 1 TO 6) SHOULD BE NEXT TO EACH STATEMENT.

- ___ The reliability and dependability of power with few outages.
- ___ Price of electricity
- ___ That the staff are knowledgeable about their products and services
- ___ That the Company is community-oriented.. is involved in the community.
- ___ That the staff is friendly and easy to deal with.
- ___ That the Company operates in an environmentally responsible manner.

SECTION 5: INFORMATION ABOUT YOU AND YOUR HOME

36. Finally, some background information about your household or business. What is the main fuel used to heat your home (business)? Is it...

NOTE:

THE MAIN FUEL, IF YOU USE MORE THAN ONE TYPE OF FUEL TO HEAT YOUR HOME, WOULD BE THE FUEL WHICH YOU USE TO PROVIDE THE GREATEST PERCENTAGE OF YOUR HEATING.

READ LIST

ACCEPT ONLY 1 RESPONSE

1. Electricity
2. Oil
3. Wood
4. Propane
5. Other: _____

IF COMMERCIAL CUSTOMER, SKIP TO QUESTION 42

37. What is the highest level of education that you have completed?

NOTE: READ LIST

1. Grade 8 or less
2. Some high school
3. Completed high school
4. Technical/Vocational school above high school
5. Some college or university
6. College or university graduate
7. Post-graduate degree (masters, doctorate or equivalent)
8. Refused

38. Gender of respondent (by observation)

1. Male
2. Female

IF RESIDENTIAL CUSTOMER SKIP TO END

39. Please tell me the type of business that occupies most of the floor space in your facility?

1. Manufacturing
2. Grocery/food store
3. Retail trade
4. Restaurant
5. Education
6. Finance, insurance, real estate
7. Business or personal services
8. Wholesale trade
9. Public administration
10. Transportation, utilities
11. Hospital/health services
12. Hotel/motel lodging
13. Construction
14. Agriculture, forestry, fishing
15. Mining
16. Other: _____

THANK YOU VERY MUCH FOR YOUR HELP.

Newfoundland Power
Customer Satisfaction Survey
June 2002

Telephone Number: _____

Rate Code: 1. Residential
2. Commercial

Service Area: 1. St. John's
2. Avalon
3. Burin
4. Clarenville
5. Gander
6. Grand Falls
7. Corner Brook
8. Stephenville

MAY I SPEAK TO A HEAD OF THE HOUSEHOLD?

**ARE YOU OR ANYONE IN YOUR HOUSEHOLD AN EMPLOYEE OF
NEWFOUNDLAND POWER?**

IF YES, THANK AND TERMINATE
IF NO, CONTINUE WITH SURVEY

1. To which of the following age groups do you belong?

NOTE: READ LIST

1. Up to 34
2. 35 to 49
3. 50 to 64
4. 65 or more

IF A RESPONDENT FROM THEIR AGE GROUP AND REGION IS NOT
REQUIRED, EXPLAIN THAT WE NEED RESPONSES FROM PEOPLE OF
DIFFERENT AGE GROUPS AND AREAS AND THAT WE CURRENTLY HAVE
ENOUGH FROM THEIR PARTICULAR AGE GROUP. THEN THANK AND
TERMINATE.

2. First I would like to get your opinion of the service provided by Newfoundland
Power. On a 10 point scale where 1 is "Not at all satisfied" and 10 is "Extremely
satisfied", how satisfied are you with the service provided by Newfoundland Power?

3. Why do you feel this way about Newfoundland Power?

NOTE:

DO NOT READ LIST

MORE THAN ONE RESPONSE IS PERMITTED

PROBE: "IS THERE ANYTHING ELSE?"

POSITIVE

1. Friendly/courteous staff
2. Staff are knowledgeable
3. Dependability of service/few outages
4. Rapid correction of service problems
5. Community involvement
6. No problems/troubles with them
7. No/few billing problems with bills

8. Staff called to ensure I was satisfied
9. Staff helpful/answer questions quickly
10. Operates in environmentally friendly manner.

NEGATIVE

11. Staff are unfriendly and rude
12. Costs/rates are too high
13. Too many outages
14. Too slow correcting service problems
15. Automated phone system
16. Busy signals
17. Staff not knowledgeable re products and services
18. Staff don't call back
19. Passed from person to person

20. Other_____

SECTION 1: INFORMATION ABOUT YOUR CALL TO NEWFOUNDLAND POWER

4. Now, I would like to ask you a few questions about contacting Newfoundland Power by phone. Have you called Newfoundland Power within the past six months?

1. Yes
2. No
3. Don't know

IF "NO" OR "DON'T KNOW" GO TO QUESTION 13

5. Did you speak to a Customer Account Representative or did you utilize the automated account system or the automated power outage information system.

1. Customer Account Representative GO TO QUESTION 6
2. Automated Account System GO TO QUESTION 10
3. Automated power outage information system GO TO QUESTION 10

6. What was the main reason for your recent call to Newfoundland Power?
DO NOT READ LIST. PROMPT IF NECESSARY. ACCEPT ALL
APPROPRIATE RESPONSES.

1. Connect a new service
2. Moving form one location to another (name change, final read)
3. Equal Payment Plan
4. Pre-authorized Payment Plan
5. Balance owing on account
6. Make payment arrangements
7. Inquire about a meter reading or an estimated reading
8. Inquire on energy consumption (high bill)
9. To report a power interruption or electrical service problem
10. To ask about tree-trimming
11. To inquire about energy efficiency programs
12. Other: _____

7. Was this the first time you had called Newfoundland Power concerning this
issue/problem/concern/situation?

1. Yes ***Go to question 10***
2. No ***Go to question 8***

8. How many times have you called about this issue/problem/concern/situation?
READ LIST

1. Two times
2. Three times
3. More than three times
4. Do not recall

9. Can you tell me why you had to call more than once to have this issue resolved?

10. Overall, on a scale of 1 to 10, where 1 is “Not at all satisfied” and 10 is “Extremely
satisfied”, how satisfied are you in general with the service you receive from
Newfoundland Power’s customer service representatives over the phone?

11. Would you say Newfoundland Power's service by phone needs "No improvement", "A little improvement", or "A lot of improvement"?

1. None
2. A little
3. A lot
4. D/K
5. N/A

IF "NONE", OR "D/K" OR "N/A", SKIP TO QUESTION 13

12. Do you have any suggestions that will help Newfoundland Power improve their customer service by phone?

NOTE:

DO NOT READ LIST

ACCEPT ALL RESPONSES

PROBE

1. More friendly staff
2. Answer right away
3. Fewer busy signals
4. No automated phone system
5. Get your questions answered right away
6. Customer Service Representative more knowledgeable re products and services
7. Leave a message for an agent to call back
8. More people answering phones/on staff
9. Don't know/no opinion
10. Other: _____

SECTION 2: INFORMATION ABOUT OFFICE VISITS

13. Now, I'd like to ask you a few questions about contacting Newfoundland Power in person at their office. In the past six months, how many times have you visited Newfoundland Power's office to pay your electric bill? Would you say...

NOTE: READ LIST

1. Did not visit
2. 1 or 2
3. 3 or 4
4. 5 or 6
5. More than 6 times

IF "DID NOT VISIT" SKIP TO QUESTION 17

14. Overall, on a scale of 1 to 10, where 1 is “Not at all satisfied” and 10 is “Extremely satisfied”, how would you rate the service provided by the cashier at Newfoundland Power’s office?

15. Would you say Newfoundland Power’s cashier service needs “No improvement”, “A little improvement”, or “A lot of improvement”.

1. None
2. A little
3. A lot
4. D/K
5. N/A

IF “NONE”, OR “D/K” OR “N/A”, SKIP TO QUESTION 17

16. Do you have any suggestions that will help Newfoundland Power improve their cashier service?

NOTE:

DO NOT READ LIST

ACCEPT ALL RESPONSES

PROBE!

1. More friendly cashiers
2. Accept VISA
3. Accept Master Card
4. More cashiers on staff/during peak periods
5. Staff should be more knowledgeable about programs and services
6. Don’t know/no opinion

17. In the past six months, have you visited Newfoundland Power’s office for any other reason than to pay your electrical bill?

1. Yes
2. No

IF “NO” SKIP TO QUESTION 23

18. What was the main reason for your recent visit to Newfoundland Power?

DO NOT READ LIST.

PROMPT IF NECESSARY.

ACCEPT ALL APPROPRIATE RESPONSES

1. Connect a new service
2. Moving from one location to another (name change, final read)
3. Inquiry about a balance owing on account
4. Make payment arrangements
5. Inquire about a meter reading or an estimated reading
6. Inquire on energy consumption (high bill)
7. To inquire about energy efficiency programs
8. To see a technician
9. To see a Customer Service Specialist
10. Other: _____

19. Overall, on a scale of 1 to 10, where 1 is “Not at all satisfied” and 10 is “Extremely satisfied”, how satisfied are you with the service provided by the representatives at Newfoundland Power’s office?

20. Can you tell me the main reason why you gave this response?

21. Would you say Newfoundland Power’s in-person office service needs “No improvement”, “A little improvement”, or “A lot of improvement”.

1. None
2. A little
3. A lot
4. D/K
5. N/A

IF “NONE” OR “D/K” OR “N/A”, SKIP TO QUESTION 23

22. Do you have any suggestions that will help Newfoundland Power improve the service they provide to their customers who visit the office?

NOTE:

DO NOT READ LIST

ACCEPT ALL RESPONSES

PROBE!

1. Be more friendly
2. Answer questions right away
3. Customer Service Representative more knowledgeable re products and services
4. Answer questions or schedule a follow-up
5. Have more people on staff
6. Better explain issue and solution
7. Show an interest in wanting to help
8. Be more thorough in their work
9. Don't know/no opinion
10. Other:_____

SECTION 3: INFORMATION ABOUT FIELD SERVICE REPRESENTATIVES

23. Have any of the following field representatives visited your home in the past six months?

1. Customer Service Specialist
2. Lineperson
3. Technician
4. Collector

24. What was the nature of the visit?

NOTE:

DO NOT READ LIST

ACCEPT ALL RESPONSES

1. Electrical service location
2. Wire or poles relocation
3. Wire clearances
4. Underground service installation
5. Street light installation
6. Damage claim
7. Dimming lights/voltage problems
8. Temporary disconnection
9. Transformer leak
10. Emergency repairs
11. Commercial demand calculations
12. Electrical service extension
13. Energy consumption/high bill
14. Energy efficiency programs
15. Electrical service disconnection for debt
16. Payment collection
17. Other: _____

25. Have you had the opportunity to speak to the meter reader in the past six months?

1. Yes
2. No

IF "YES", GO TO QUESTION 27

IF "NO" SKIP TO QUESTION 31

26. Overall, on a scale of 1 to 10, where 1 is "Not at all satisfied" and 10 is "Extremely satisfied", how would you rate the quality of service provided by the field representative who spoke with you?

27. Can you tell me the main reason you gave this response?

28. Would you say Newfoundland Power's field service needs "No improvement", "A little improvement", or "A lot of improvement".

1. None
2. A little
3. A lot
4. D/K
5. N/A

IF "NONE", OR "D/k", OR "N/A", SKIP TO QUESTION 31

29. Do you have any suggestions that will help Newfoundland Power improve their field services?

NOTE:

DO NOT READ LIST

ACCEPT ALL RESPONSES

PROBE!

1. More friendly
2. Get questions answered right away
3. Knowledgeable re products and services
4. Solve the problem or schedule a follow-up
5. More people on staff
6. Better explain issue and solution
7. Show an interest in wanting to help
8. Be more thorough in their work
9. Clean up after job complete
10. More prompt/come when expected
11. Don't know/no opinion
12. Other: _____

SECTION 4: INFORMATION ABOUT NEWFOUNDLAND POWER

30. I would like to read you a few statements that could describe Newfoundland Power’s service. For each I would like you to tell me if you agree or disagree with each and how much improvement, if any, is needed in that area ... whether there needs to be no improvement, a little or a lot.

The first one is...	Agree or Disagree	How much improvement, if any, is needed in that area.
	1. Strongly agree 2. Somewhat agree 3. Neither 4. Somewhat disagree 5. Strongly disagree PROBE VERY OR SOMEWHAT REPEAT SCALE OFTEN	1. None 2. A little 3. A lot 4. D/K 5. N/A REPEAT THE SCALE OFTEN
The power supply is reliable.		
Meters are read accurately.		
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- ___ The reliability and dependability of power with few outages.
- ___ Price of electricity
- ___ That the staff are knowledgeable about their products and services
- ___ That the Company is community-oriented.. is involved in the community.
- ___ That the staff is friendly and easy to deal with.
- ___ That the Company operates in an environmentally responsible manner.

SECTION 5: INFORMATION ABOUT YOU AND YOUR HOME

37. Finally, some background information about your household or business. What is the main fuel used to heat your home (business)? Is it...

NOTE:

THE MAIN FUEL, IF YOU USE MORE THAN ONE TYPE OF FUEL TO HEAT YOUR HOME, WOULD BE THE FUEL WHICH YOU USE TO PROVIDE THE GREATEST PERCENTAGE OF YOUR HEATING.

READ LIST

ACCEPT ONLY 1 RESPONSE

1. Electricity
2. Oil
3. Wood
4. Propane
5. Other: _____

IF COMMERCIAL CUSTOMER, SKIP TO QUESTION 42

38. What is the highest level of education that you have completed?

NOTE: READ LIST

1. Grade 8 or less
2. Some high school
3. Completed high school
4. Technical/Vocational school above high school
5. Some college or university
6. College or university graduate
7. Post-graduate degree (masters, doctorate or equivalent)
8. Refused

39. Gender of respondent (by observation)

1. Male
2. Female

IF RESIDENTIAL CUSTOMER SKIP TO END

40. Please tell me the type of business that occupies most of the floor space in your facility?

1. Manufacturing
2. Grocery/food store
3. Retail trade
4. Restaurant
5. Education
6. Finance, insurance, real estate
7. Business or personal services
8. Wholesale trade
9. Public administration
10. Transportation, utilities
11. Hospital/health services
12. Hotel/motel lodging
13. Construction
14. Agriculture, forestry, fishing
15. Mining
16. Other: _____

THANK YOU VERY MUCH FOR YOUR HELP.

Newfoundland Power
Customer Satisfaction Survey
2003

Telephone Number: _____

Rate Code: 1. Residential
2. Commercial

Service Area: 1. St. John's
2. Avalon
3. Burin
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5. Gander
6. Grand Falls
7. Corner Brook
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MAY I SPEAK TO A HEAD OF THE HOUSEHOLD?

**ARE YOU OR ANYONE IN YOUR HOUSEHOLD AN EMPLOYEE OF
NEWFOUNDLAND POWER?**

IF YES, THANK AND TERMINATE
IF NO, CONTINUE WITH SURVEY

To which of the following age groups do you belong?

NOTE: READ LIST

1. Up to 34
2. 35 to 49
3. 50 to 64
4. 65 or more

IF A RESPONDENT FROM THEIR AGE GROUP AND REGION IS NOT
REQUIRED, EXPLAIN THAT WE NEED RESPONSES FROM PEOPLE OF
DIFFERENT AGE GROUPS AND AREAS AND THAT WE CURRENTLY HAVE
ENOUGH FROM THEIR PARTICULAR AGE GROUP. THEN THANK AND
TERMINATE.

SECTION 1: INFORMATION ABOUT YOUR CALL TO NEWFOUNDLAND POWER

1. First, I would like to ask you a few questions about contacting Newfoundland Power by phone. Have you called Newfoundland Power within the past six months?

1. Yes
2. No
3. Don't know

IF "NO" OR "DON'T KNOW" GO TO QUESTION 9

2. Did you speak to a Customer Account Representative or did you utilize the automated account system or the automated power outage information system.

1. Customer Account Representative GO TO QUESTION 3
2. Automated Account System GO TO QUESTION 6
3. Automated power outage information system GO TO QUESTION 6

3. What was the main reason for your recent call to Newfoundland Power?
DO NOT READ LIST. PROMPT IF NECESSARY. ACCEPT ALL APPROPRIATE RESPONSES.

1. Connect a new service
2. Moving form one location to another (name change, final read)
3. Equal Payment Plan
4. Pre-authorized Payment Plan
5. Balance owing on account
6. Make payment arrangements
7. Inquire about a meter reading or an estimated reading
8. Inquire on energy consumption (high bill)
9. To report a power interruption or electrical service problem
10. To ask about tree-trimming
11. To inquire about energy efficiency programs
12. Other: _____

4. Was this the first time you had called Newfoundland Power concerning this issue/problem/concern/situation?

1. Yes **Go to question 6**
2. No **Go to question 5**

5. Can you tell me why you had to call more than once to have this issue resolved?

6. Overall, on a scale of 1 to 10, where 1 is “Not at all satisfied” and 10 is “Extremely satisfied”, how satisfied are you in general with the service you receive from Newfoundland Power’s customer service representatives over the phone?
- _____

7. Would you say Newfoundland Power’s service by phone needs “No improvement”, “A little improvement”, or “A lot of improvement”?

1. None
2. A little
3. A lot
4. D/K
5. N/A

IF “NONE”, OR “D/K” OR “N/A”, SKIP TO QUESTION 9

8. Do you have any suggestions that will help Newfoundland Power improve their customer service by phone?

NOTE:

DO NOT READ LIST

ACCEPT ALL RESPONSES

PROBE

1. More friendly staff
2. Answer right away
3. Fewer busy signals
4. No automated phone system
5. Get your questions answered right away
6. Customer Service Representative more knowledgeable re products and services
7. Leave a message for an agent to call back
8. More people answering phones/on staff
9. Don’t know/no opinion
10. Other: _____

SECTION 2: INFORMATION ABOUT OFFICE VISITS

9. Now, I'd like to ask you a few questions about contacting Newfoundland Power in person at their office. In the past six months, how many times have you visited Newfoundland Power's office to pay your electric bill? Would you say...

NOTE: READ LIST

1. Did not visit
2. 1 or 2
3. 3 or 4
4. 5 or 6
5. More than 6 times

IF "DID NOT VISIT" SKIP TO QUESTION 13

10. Overall, on a scale of 1 to 10, where 1 is "Not at all satisfied" and 10 is "Extremely satisfied", how would you rate the service provided by the cashier at Newfoundland Power's office?

11. Would you say Newfoundland Power's cashier service needs "No improvement", "A little improvement", or "A lot of improvement".

1. None
2. A little
3. A lot
4. D/K
5. N/A

IF "NONE", OR "D/K" OR "N/A", SKIP TO QUESTION 13

12. Do you have any suggestions that will help Newfoundland Power improve their cashier service?

NOTE:

DO NOT READ LIST

ACCEPT ALL RESPONSES

PROBE!

1. More friendly cashiers
2. Accept VISA
3. Accept Master Card
4. More cashiers on staff/during peak periods
5. Staff should be more knowledgeable about programs and services
6. Don't know/no opinion

SECTION 3: INFORMATION ABOUT FIELD SERVICE REPRESENTATIVES

13. Have any of the following field representatives visited your home in the past six months?

1. Customer Service Specialist
2. Lineperson
3. Technician
4. Collector

14. What was the nature of the visit?

NOTE:

DO NOT READ LIST

ACCEPT ALL RESPONSES

1. Electrical service location
2. Wire or poles relocation
3. Wire clearances
4. Underground service installation
5. Street light installation
6. Damage claim
7. Dimming lights/voltage problems
8. Temporary disconnection
9. Transformer leak
10. Emergency repairs
11. Commercial demand calculations
12. Electrical service extension
13. Energy consumption/high bill
14. Energy efficiency programs
15. Electrical service disconnection for debt
16. Payment collection
17. Other: _____

15. Overall, on a scale of 1 to 10, where 1 is “Not at all satisfied” and 10 is “Extremely satisfied”, how would you rate the quality of service provided by the field representative who spoke with you?

16. Can you tell me the main reason you gave this response?

SECTION 4: INFORMATION ABOUT WEBSITE SERVICES

17. Do you currently have Internet access from your home computer?

- Yes If yes go to question 18
- No If No, go to question 20

18. Have you visited Newfoundland Power’s website in the past six months?

- Yes
- No

19. How likely are you to use the following options offered on our website, would you definitely use, likely use or not like use this service.

	Definitely Use	Likely Use	Not Likely Use
a) View your account balance	1	2	3
b) View your electrical usage over the past 12 months	1	2	3
c) Sign up to receive your electric bills on-line.	1	2	3
d) Open or close an account	1	2	3
e) Submit a meter reading on-line	1	2	3
f) Search for information on energy efficiency tips	1	2	3

SECTION 4: INFORMATION ABOUT NEWFOUNDLAND POWER

20. Now, I would like to get your opinion of the service provided by Newfoundland Power. On a 10 point scale where 1 is “Not at all satisfied” and 10 is “Extremely satisfied”, how satisfied are you with the service provided by Newfoundland Power?

21. I would like to read you a few statements that could describe Newfoundland Power's service. For each I would like you to tell me if you agree or disagree with each and how much improvement, if any, is needed in that area ... whether there needs to be no improvement, a little or a lot.

The first one is...	Agree or Disagree	How much improvement, if any, is needed in that area.
	1. Strongly agree 2. Somewhat agree 3. Neither 4. Somewhat disagree 5. Strongly disagree PROBE VERY OR SOMEWHAT REPEAT SCALE OFTEN	1. None 2. A little 3. A lot 4. D/K 5. N/A REPEAT THE SCALE OFTEN
The power supply is reliable.		
Meters are read accurately.		
Newfoundland Power's customer service is better than that offered by other businesses.		
Newfoundland Power operates in an environmentally responsible manner.		
Newfoundland Power shows concern for public safety.		
Newfoundland Power contributes to the community.		

22. Now I would like to read you 6 items and I would like you to tell me which is most important to you. The 6 items are... Which of these is most important to you? Which is next most important?

NOTE: INTERVIEWER TO READ AND ROTATE LIST. ONE NUMBER (FROM 1 TO 6) SHOULD BE NEXT TO EACH STATEMENT.

- ___ The reliability and dependability of power with few outages.
- ___ Price of electricity
- ___ That the staff are knowledgeable about their products and services
- ___ That the Company is community-oriented.. is involved in the community.
- ___ That the staff is friendly and easy to deal with.
- ___ That the Company operates in an environmentally responsible manner.

SECTION 5: INFORMATION ABOUT YOU AND YOUR HOME

23. Finally, some background information about your household or business. What is the main fuel used to heat your home (business)? Is it...

NOTE: THE MAIN FUEL, IF YOU USE MORE THAN ONE TYPE OF FUEL TO HEAT YOUR HOME, IT WOULD BE THE FUEL WHICH YOU USE TO PROVIDE THE GREATEST PERCENTAGE OF YOUR HEATING.

READ LIST

ACCEPT ONLY 1 RESPONSE

1. Electricity
2. Oil
3. Wood
4. Propane
5. Other: _____

24. In addition to the main fuel used to heat your home (business), do you use any other fuel?

1. Yes, continue
2. No, *go to question 26*

25. What other fuels do you use to heat your home (business)?

NOTE:

READ LIST - EXCLUDE THE MAIN HEATING FUEL INDICATED ABOVE.

ACCEPT ALL RESPONSES

1. Electricity
2. Oil
3. Wood
4. Propane
5. Other: _____

26. What is the fuel used to heat the piped hot water in your home (business)? Is it...

NOTE:

READ LIST

ACCEPT ONLY 1 RESPONSE

1. Electricity
2. Oil
3. Wood
4. Propane
5. Other: _____

IF COMMERCIAL CUSTOMER, SKIP TO QUESTION 29

27. What is the highest level of education that you have completed?

NOTE: READ LIST

1. Grade 8 or less
2. Some high school
3. Completed high school
4. Technical/Vocational school above high school
5. Some college or university
6. College or university graduate
7. Post-graduate degree (masters, doctorate or equivalent)
8. Refused

28. Gender of respondent (by observation)

1. Male
2. Female

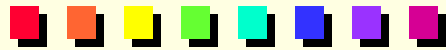
IF RESIDENTIAL CUSTOMER SKIP TO END

29. Please tell me the type of business that occupies most of the floor space in your facility?

1. Manufacturing
2. Grocery/food store
3. Retail trade
4. Restaurant
5. Education
6. Finance, insurance, real estate
7. Business or personal services
8. Wholesale trade
9. Public administration
10. Transportation, utilities
11. Hospital/health services
12. Hotel/motel lodging
13. Construction
14. Agriculture, forestry, fishing
15. Mining
16. Other: _____

THANK YOU VERY MUCH FOR YOUR HELP.

Customer Satisfaction Survey Results
June 2001



Customer Research

Second Quarter 2001 Results



Customer Satisfaction Index

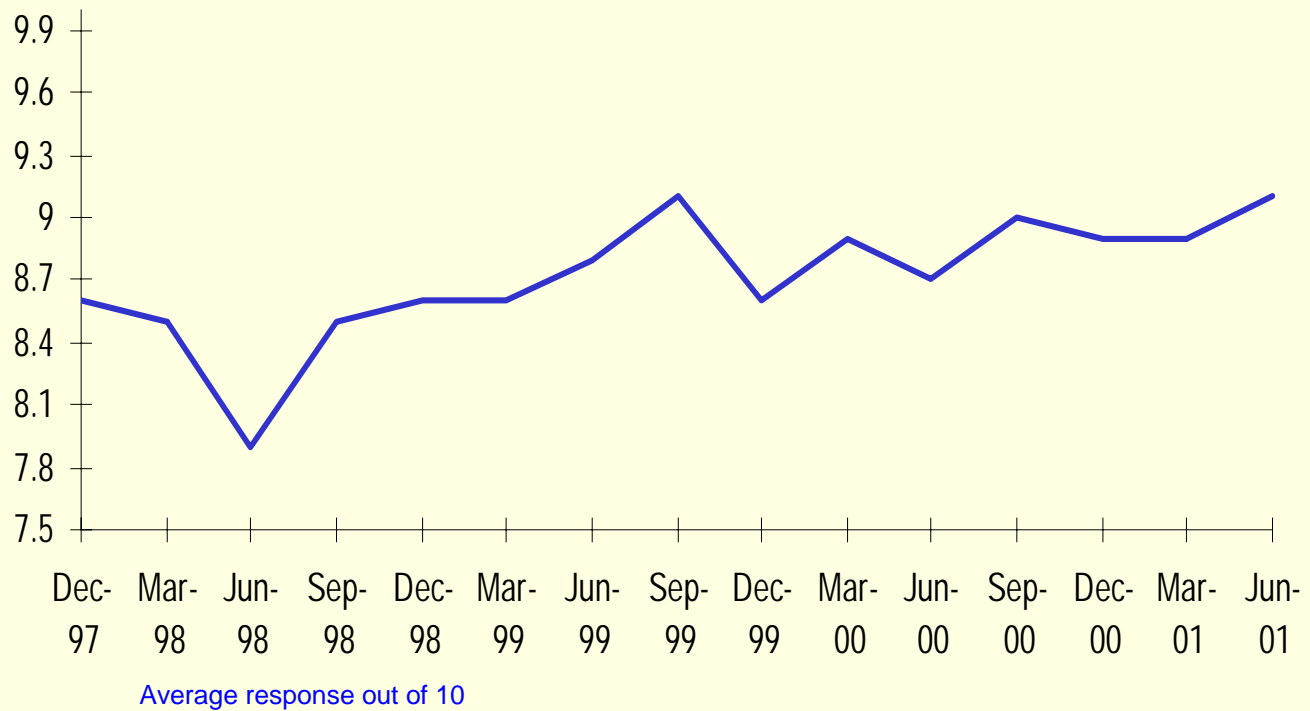
	Index Proportion	Residential Satisfaction Level	Commercial Satisfaction Level	Index Subtotal	Percentage of customers who use the service
Call Centre Service	40%	8.9	9.0	3.6	19.4%
Field Service	20%	9.5	9.6	1.9	29.7%
Cashier Service	20%	9.4	9.4	1.9	21.8%
General Satisfaction	20%	8.7	8.8	1.7	
				Customer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

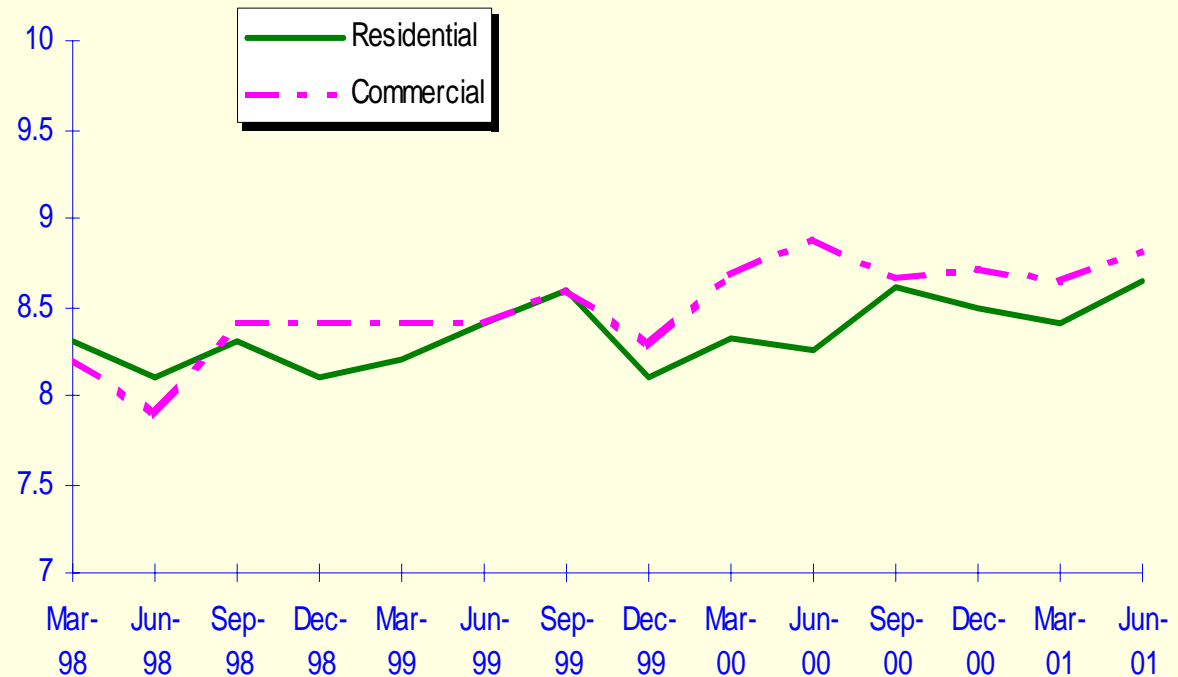


Overall Rating of Service



Satisfaction with Overall Service

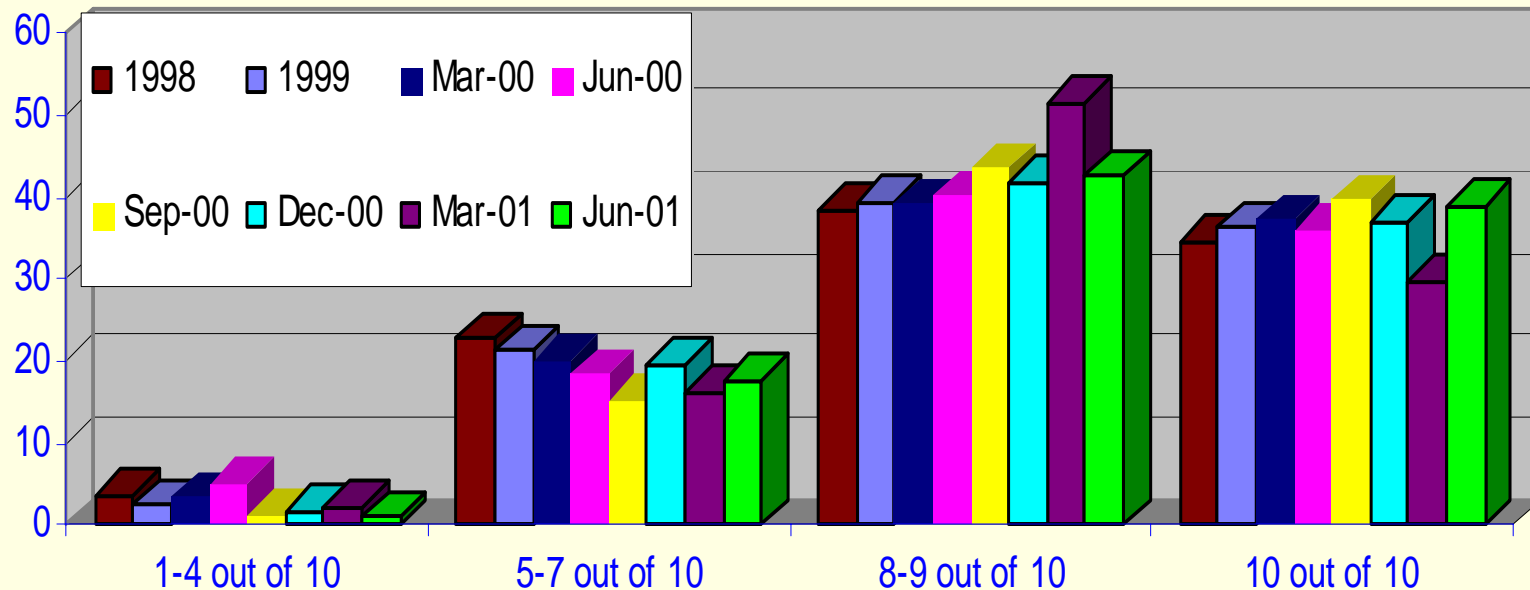
- Satisfaction with overall service for residential customers is higher than any result recorded to date.
- The result for commercial customers is higher than last month and only slightly less than the highest recorded value, in June 2000.



Average response out of 10

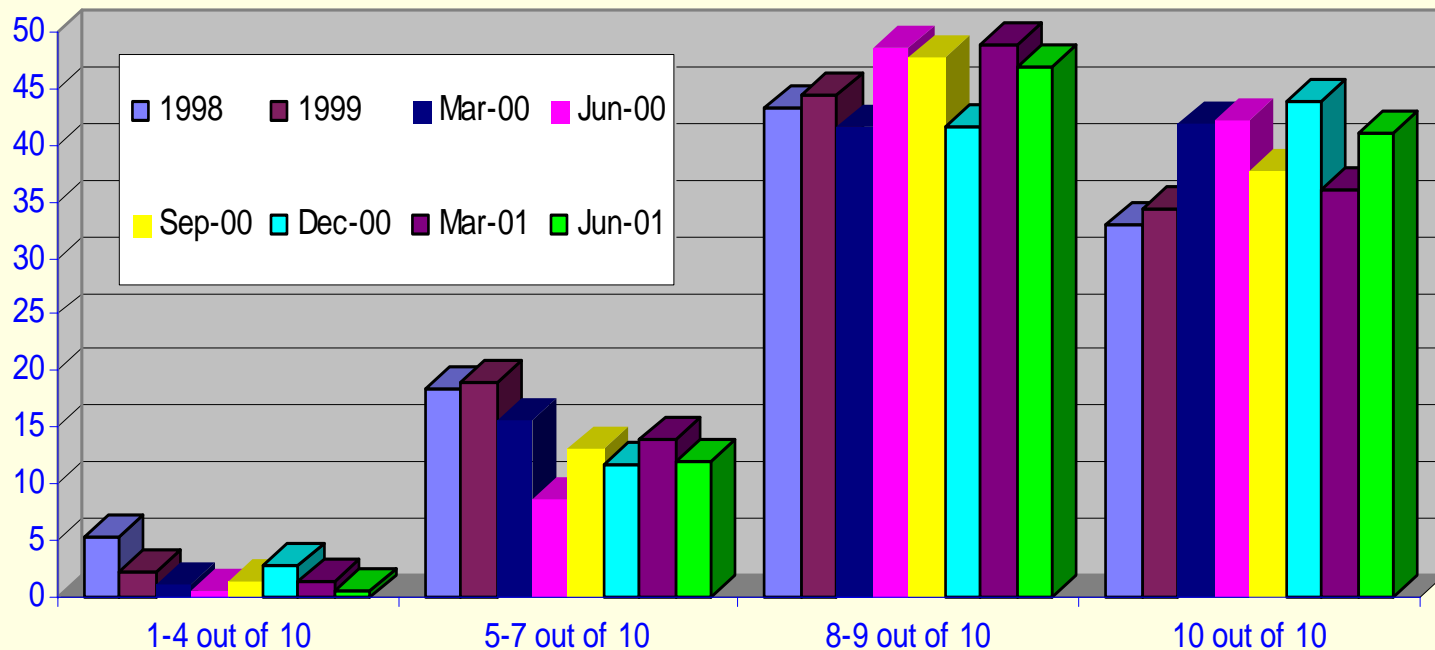
Satisfaction with Overall Service

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 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



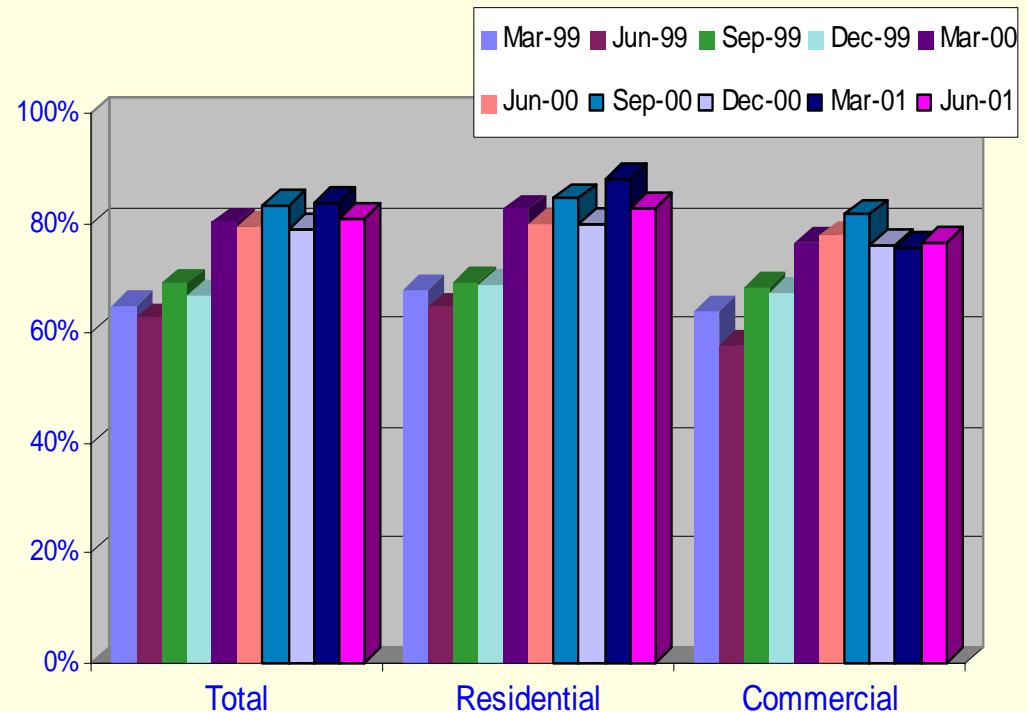
Main Reason for Calling

	<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

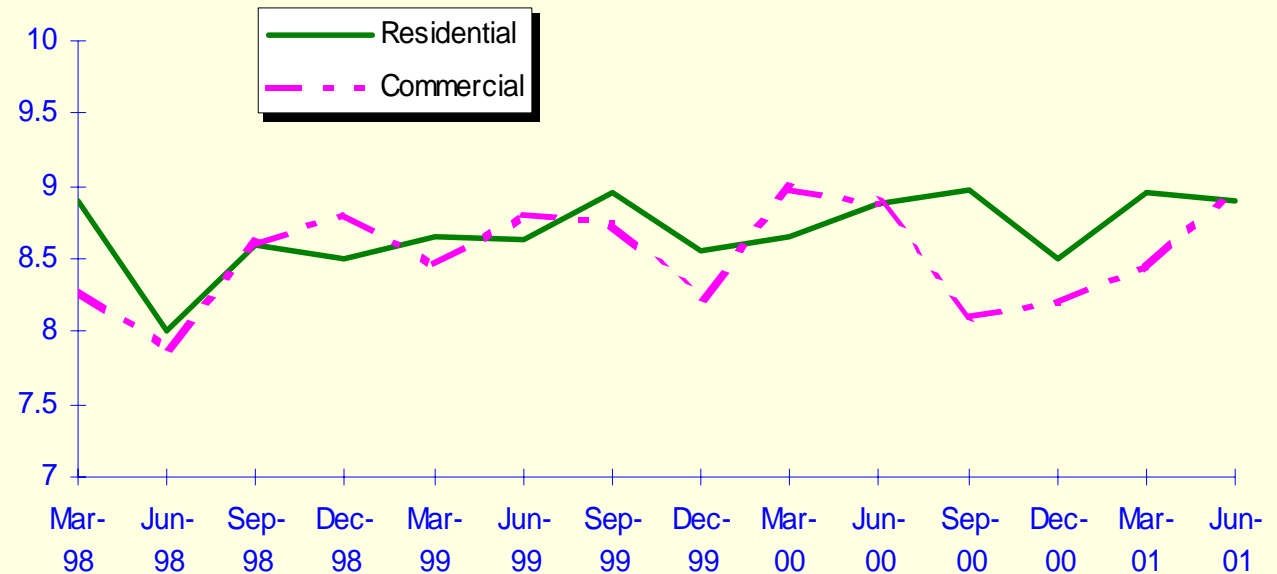
- 80.9% of customers indicated their inquiry was handled on the first call; down from 83.9% recorded last quarter but comparable to past results. 7% of the customers who called more than once, or 0.2% of all survey respondents, indicated they had called about the same issue twice.
- 50% of callers who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

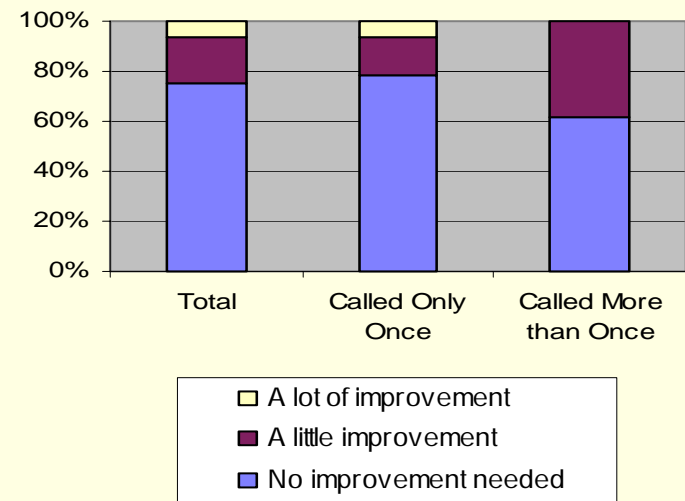
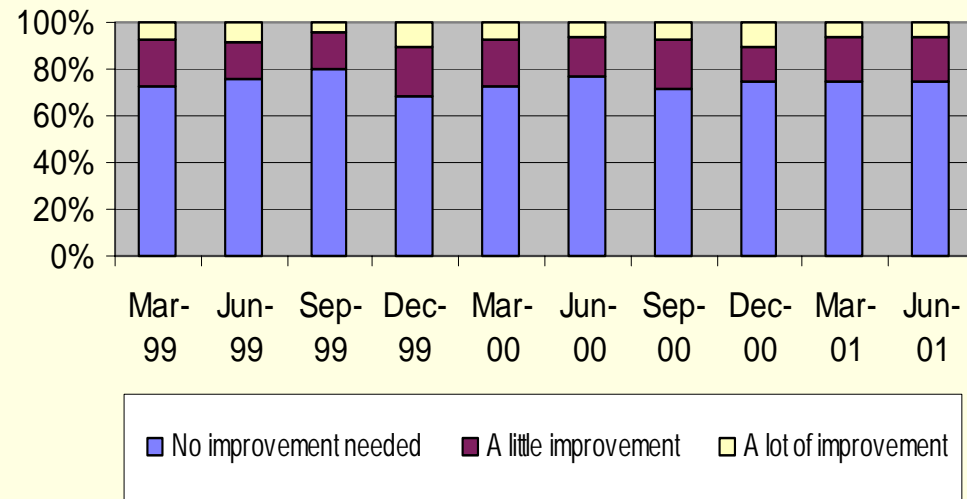
Satisfaction with Telephone Service

- 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.

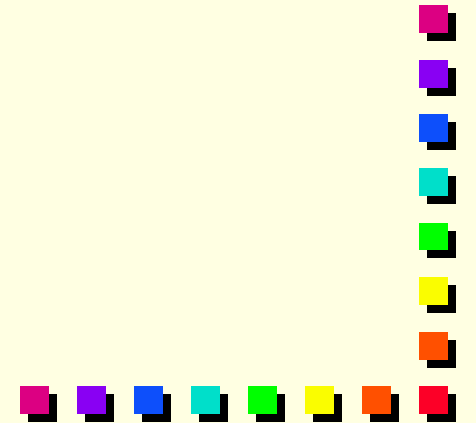


Improvements in Telephone Service

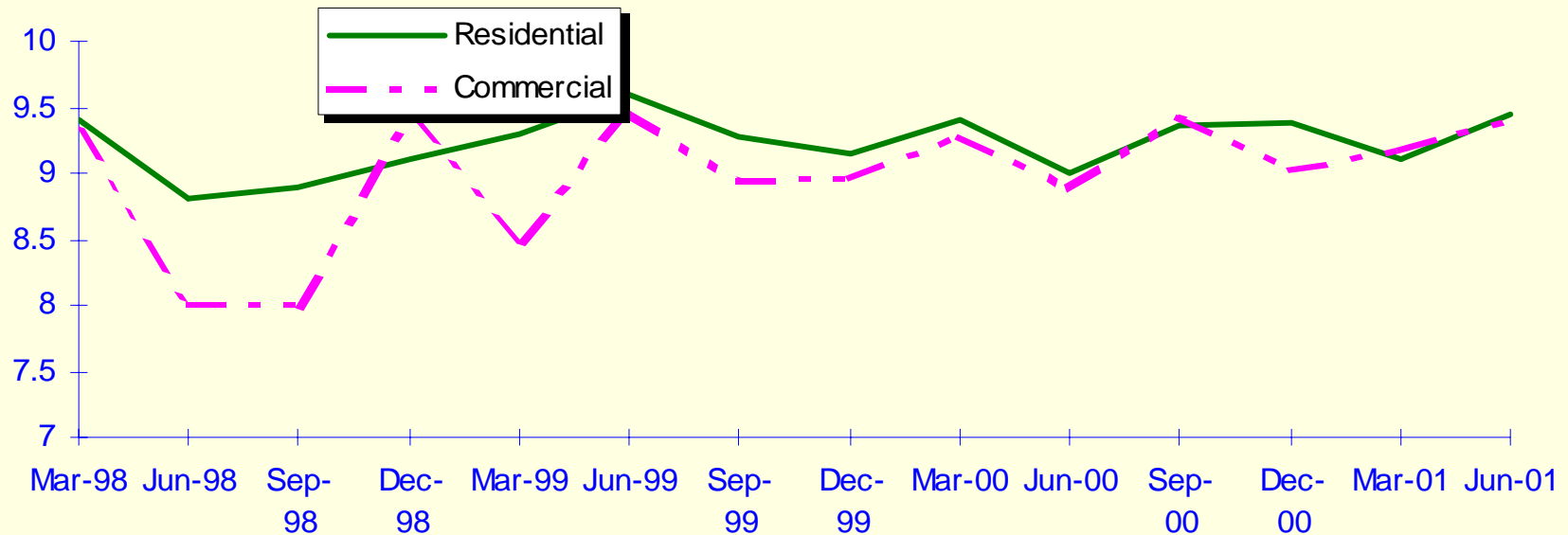
- The percentage of customers who feel we can improve our phone service remains fairly consistent with past quarters.
- In total, 75% of customers responding believe we need no improvement in the quality of our telephone service, 19% of customers think we can improve our telephone service a little and 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

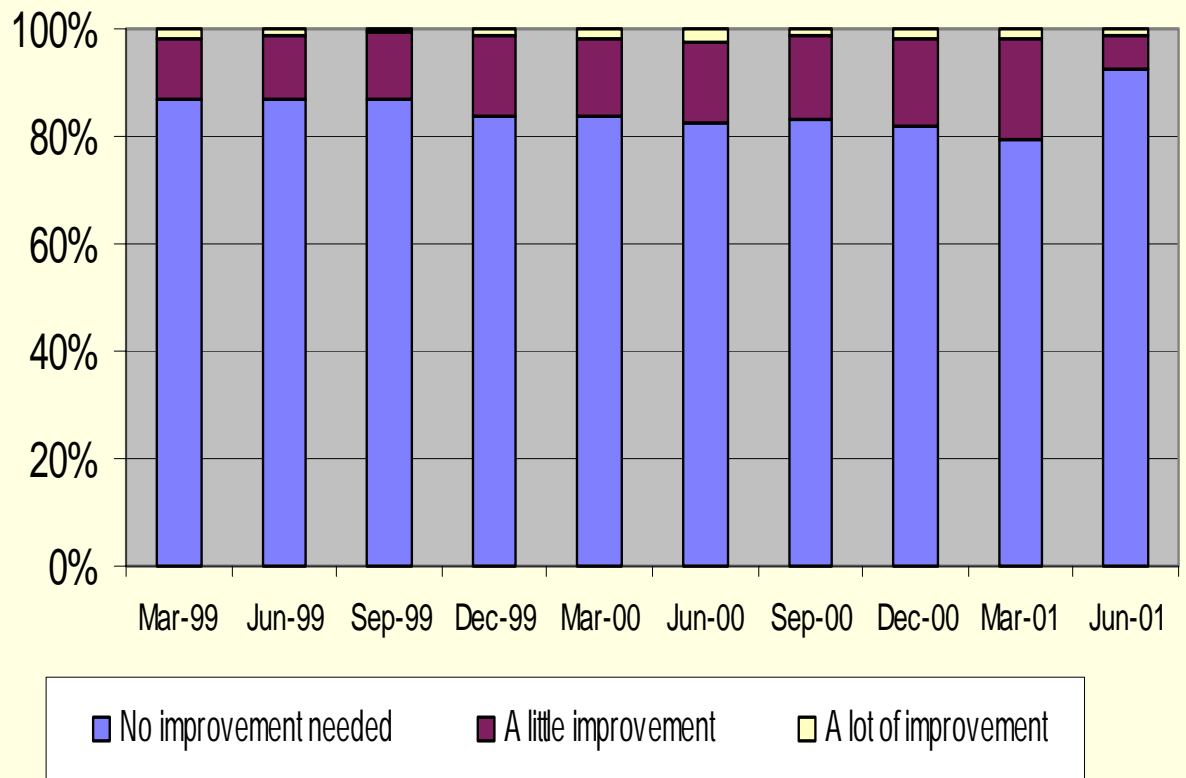


Average response out of 10

- 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

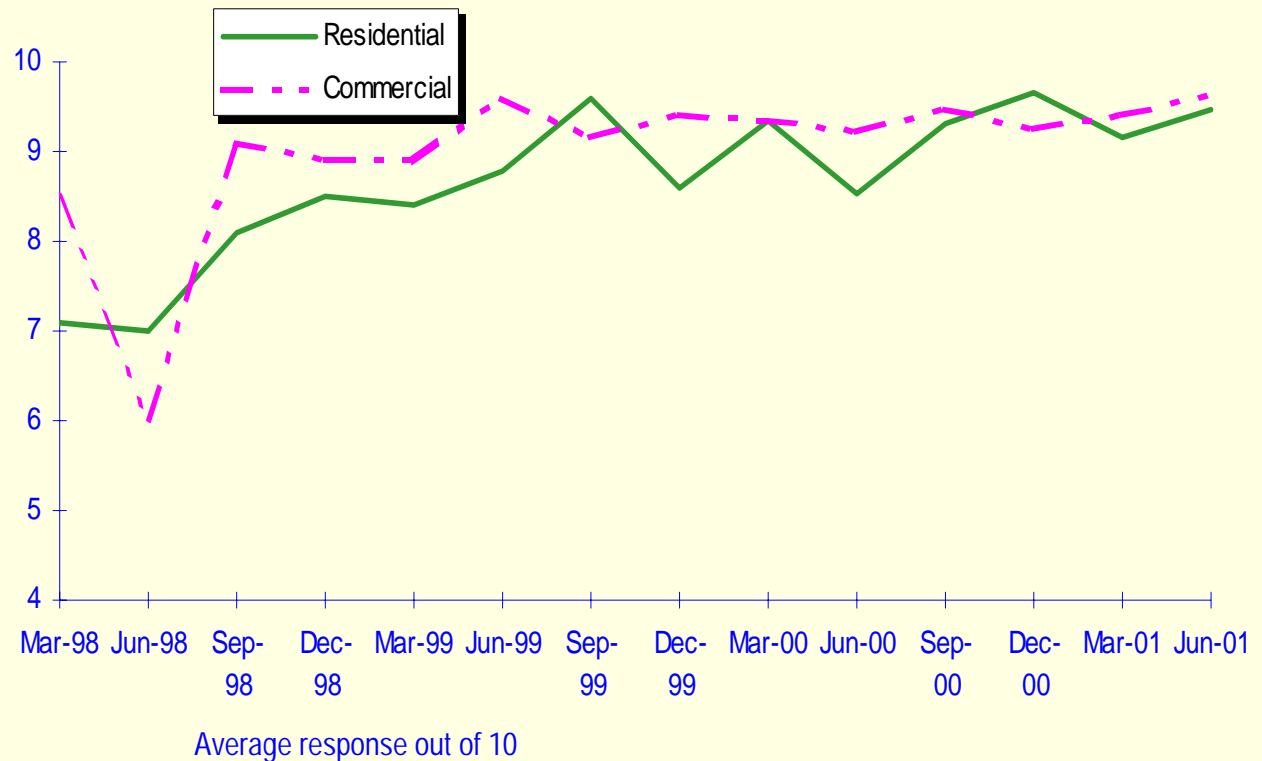
- This quarter, 1.2% of our residential and commercial customers indicated they have visited one of our offices for service (other than cashier services) in the past few months.
- Customers who have visited our office for service over the past few months rated the quality of service as 9.1 out of 10.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

Field Services

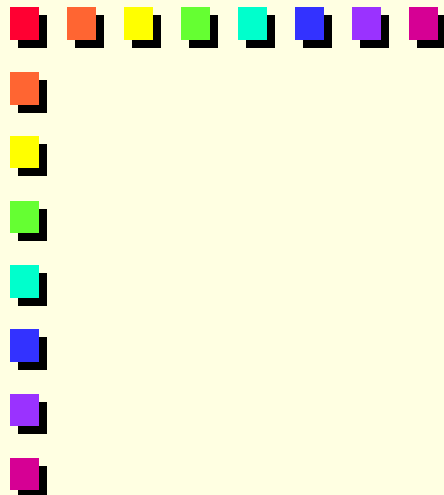


Satisfaction with Field Service

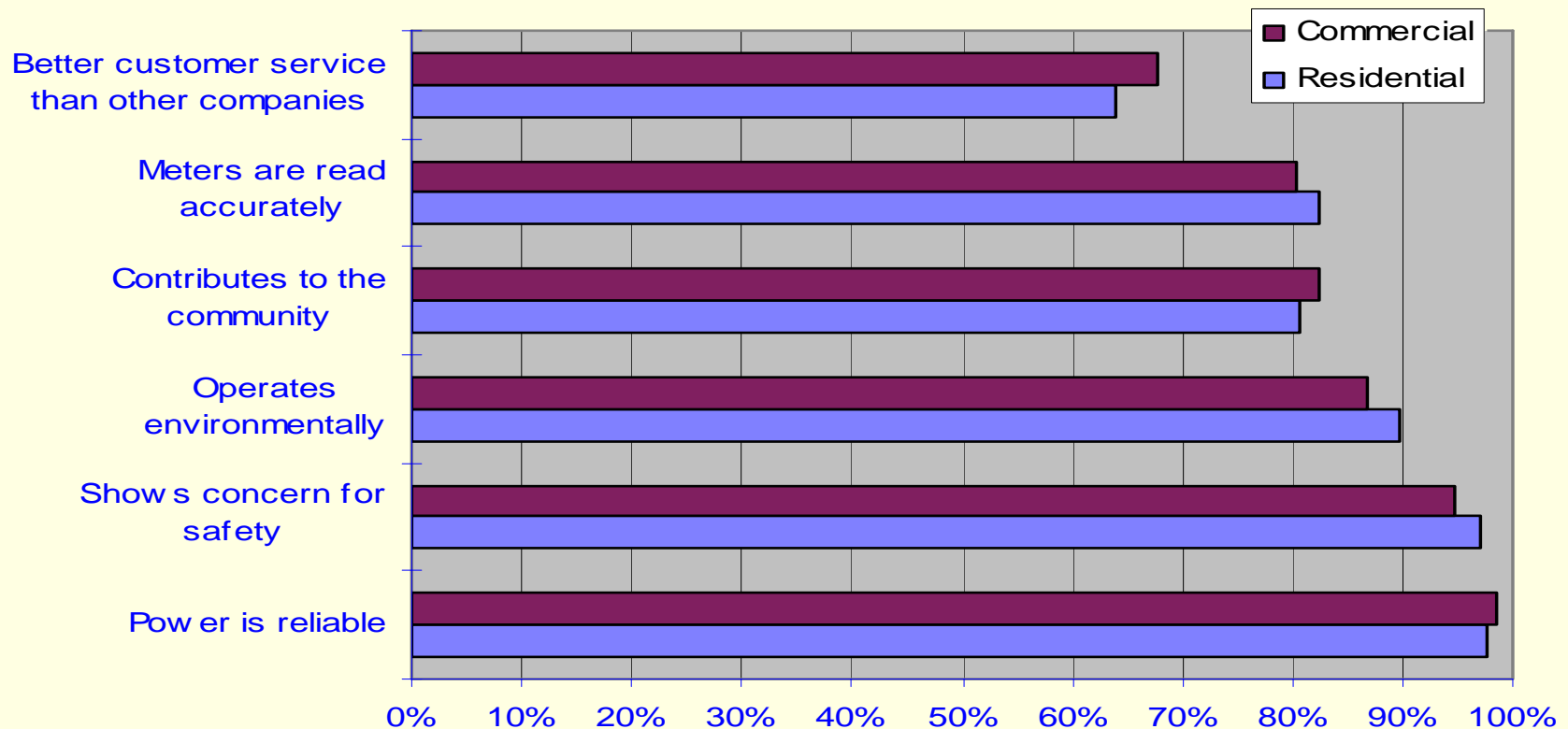
- 30% of the customers indicated they had received some form of field service in the past six months. Most of these visits were from meter readers who did not have contact with customers, so the percentage of actual field contacts was 4%.
- The quality of service rating given for our field services has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



Ranking of Service Attributes



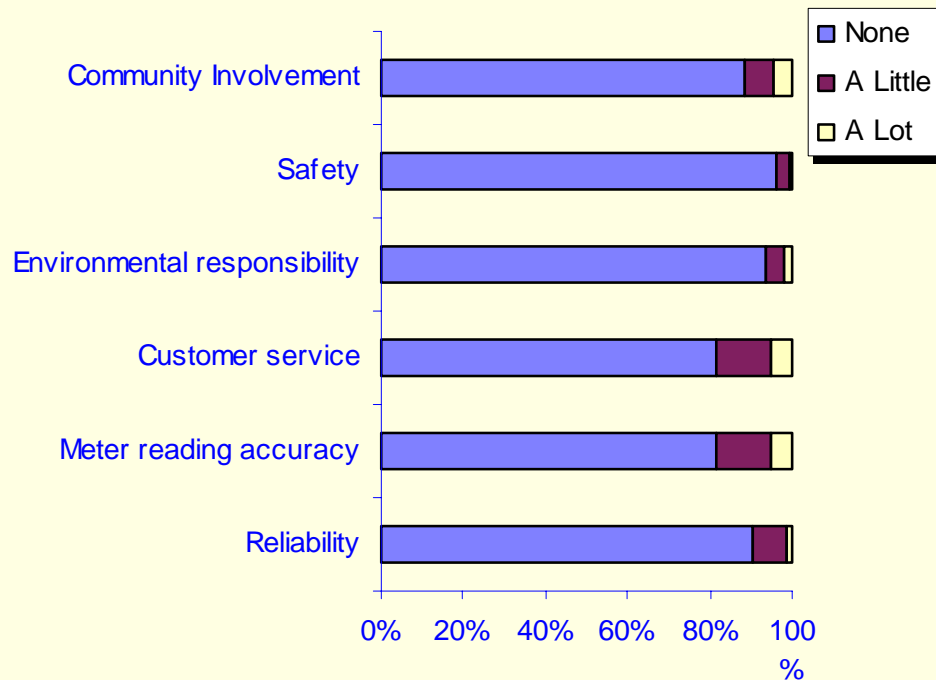
How Well We are Doing



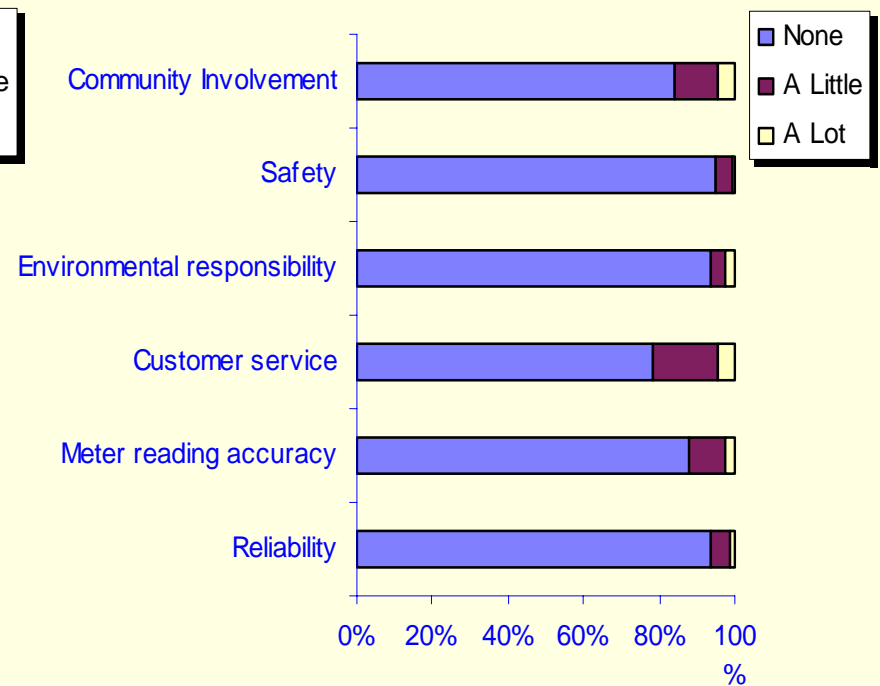
- The graph represents the percentage of customers who either strongly agree or somewhat agree with the statement.
- The level of agreement of customers concerning accurate meter readings, operating in an environmentally conscious fashion, and contribution to the community, have increased since the March 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



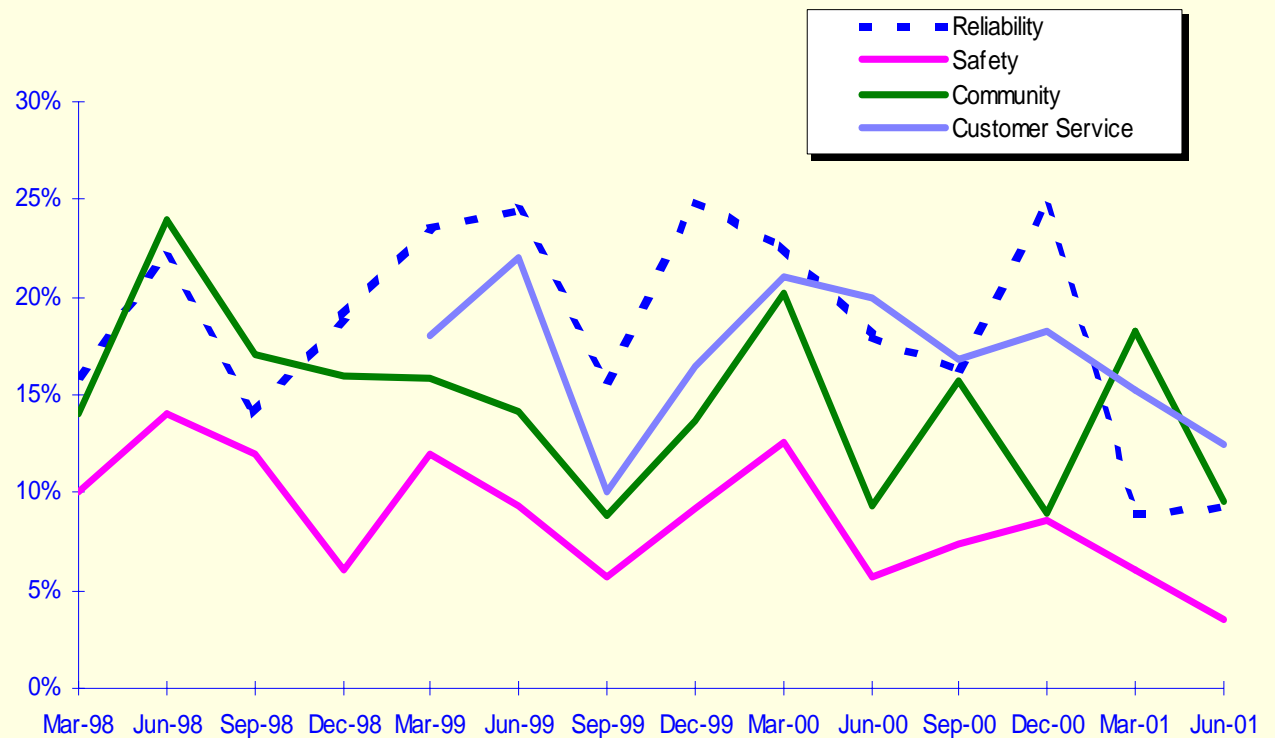
Commercial Customers



- 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

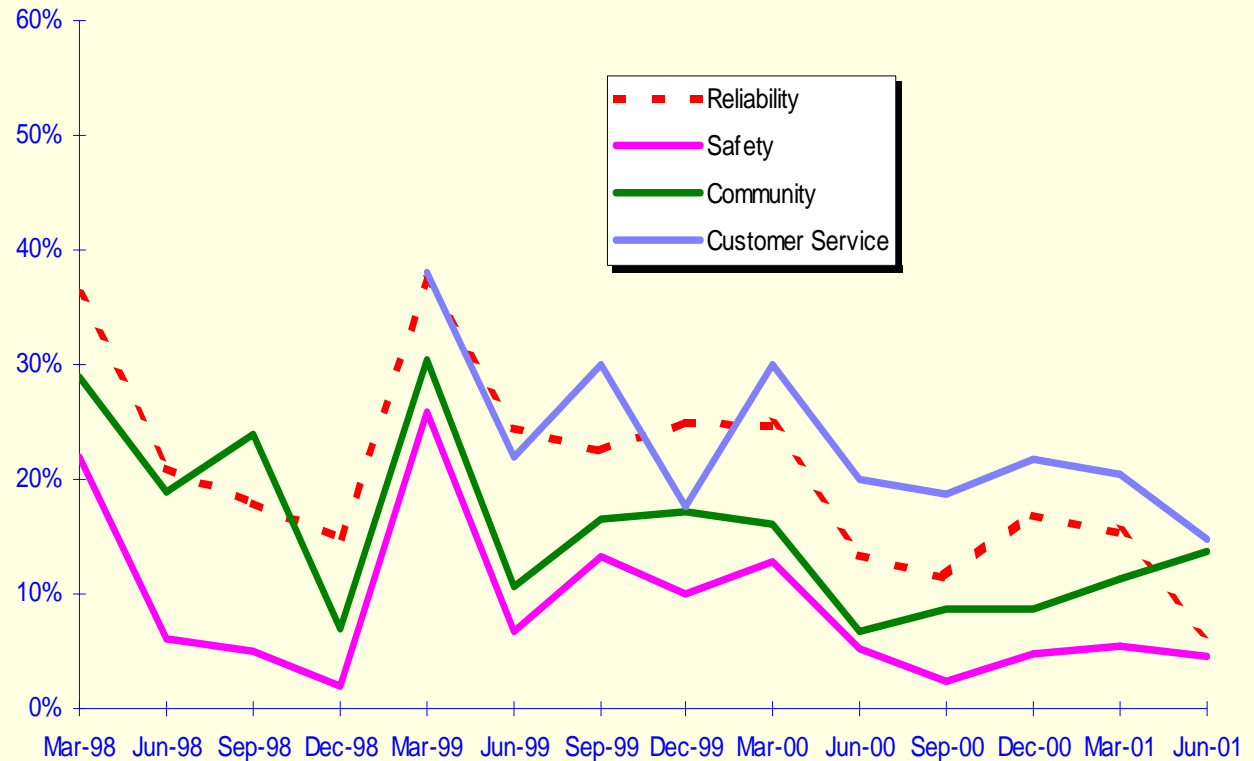
- The percentage of customers who believe we can improve reliability a little or a lot remained fairly consistent with last quarter but is only half of that recorded in June of 2000.
- The percentage of customers who feel we can improve on our concern for public safety a little or a lot is 3.5%; this 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.

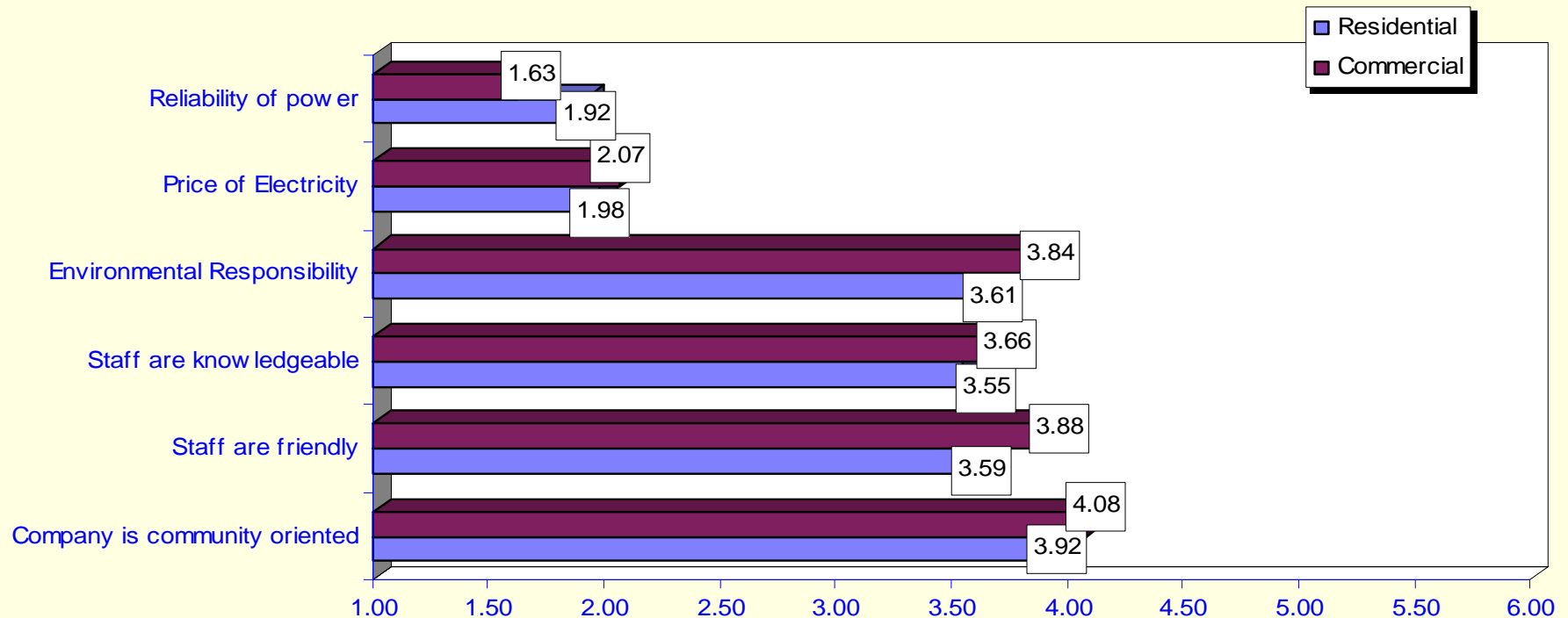
Change in Commercial Customers' Perceptions

- 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.

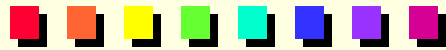
Ranking of Importance



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.

**Customer Satisfaction Survey Results
June 2002**



Customer Research

Second Quarter 2002 Results



Customer Satisfaction Index

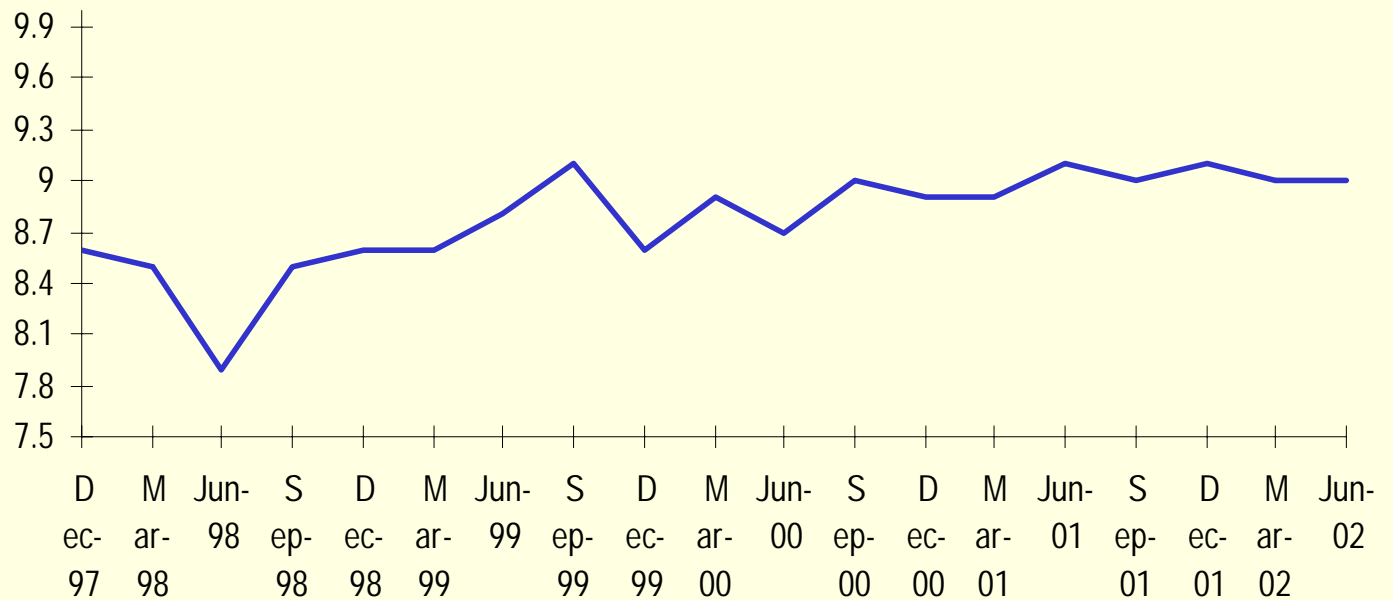
	Index Proportion	Residential Satisfaction Level	Commercial Satisfaction Level	Index Subtotal	Percentage of customers who use the service
Call Centre Service	40%	9.0	8.9	3.6	16.4%
Field Service	20%	8.7	9.4	1.8	17.5%
Cashier Service	20%	9.7	9.2	1.9	17.8%
General Satisfaction	20%	8.7	8.9	1.7	
Customer Satisfaction Index:				9.0	
In-office Service				7.8	1.0%

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 2002.
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 result this quarter (9.0) is close to the highest recorded to date (9.1, on three occasions). Increases in satisfaction with call centre service and cashier service offset marginal decreases in satisfaction with field services and with general satisfaction levels.



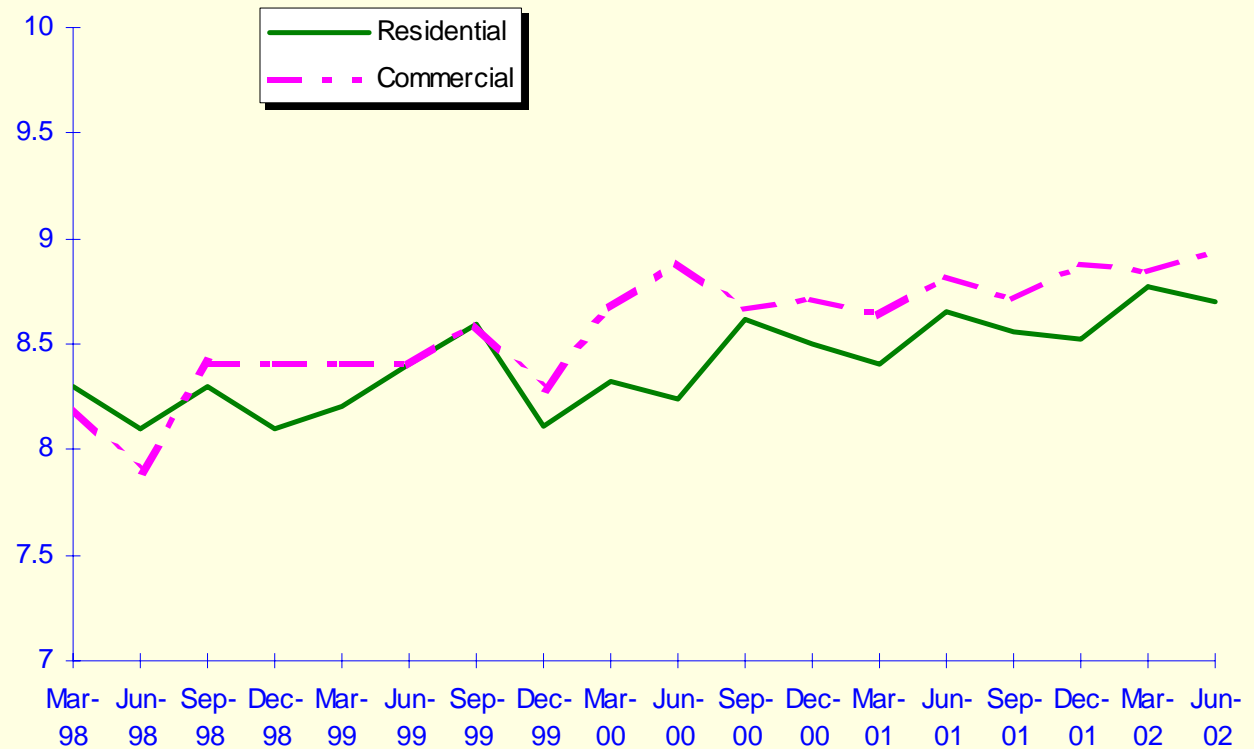
Average response out of 10

Overall Rating of Service



Satisfaction with Overall Service

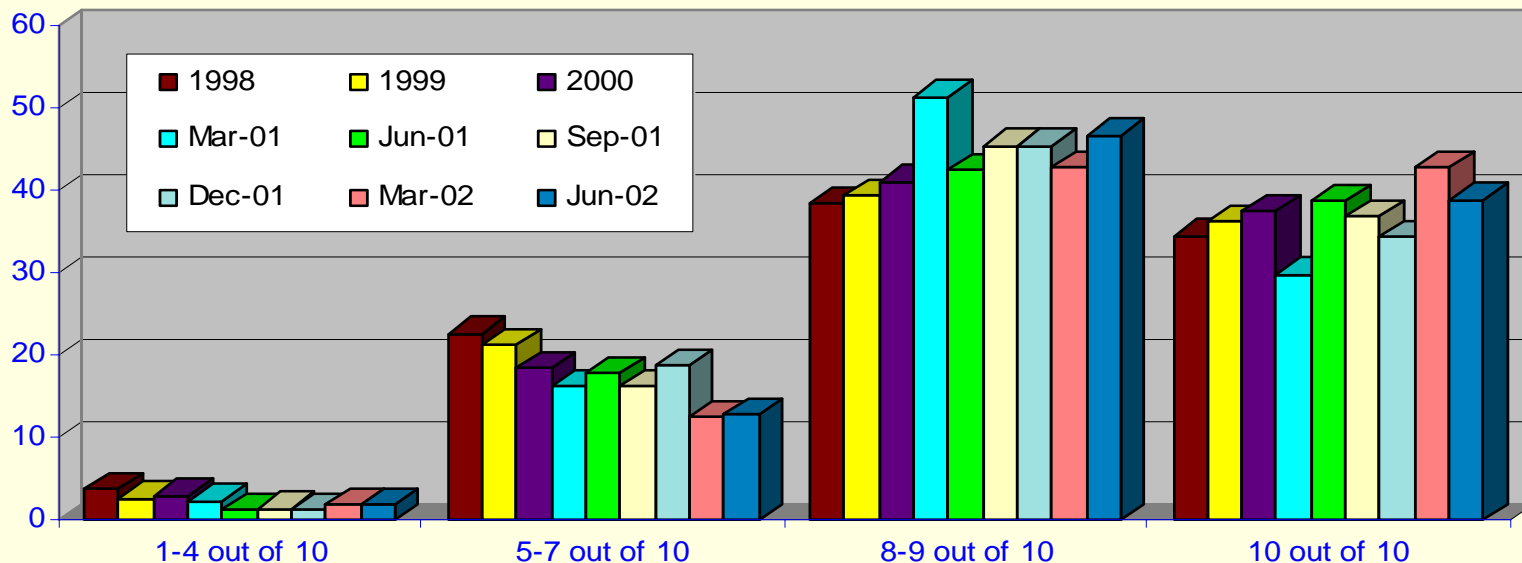
- Satisfaction with overall service for residential customers remains among the highest levels recorded to date.
- The result for commercial customers (8.94) is the highest recorded to date.
- Commercial customers' general satisfaction continues to track marginally higher than that of residential customers.



Average response out of 10

Satisfaction with Overall Service

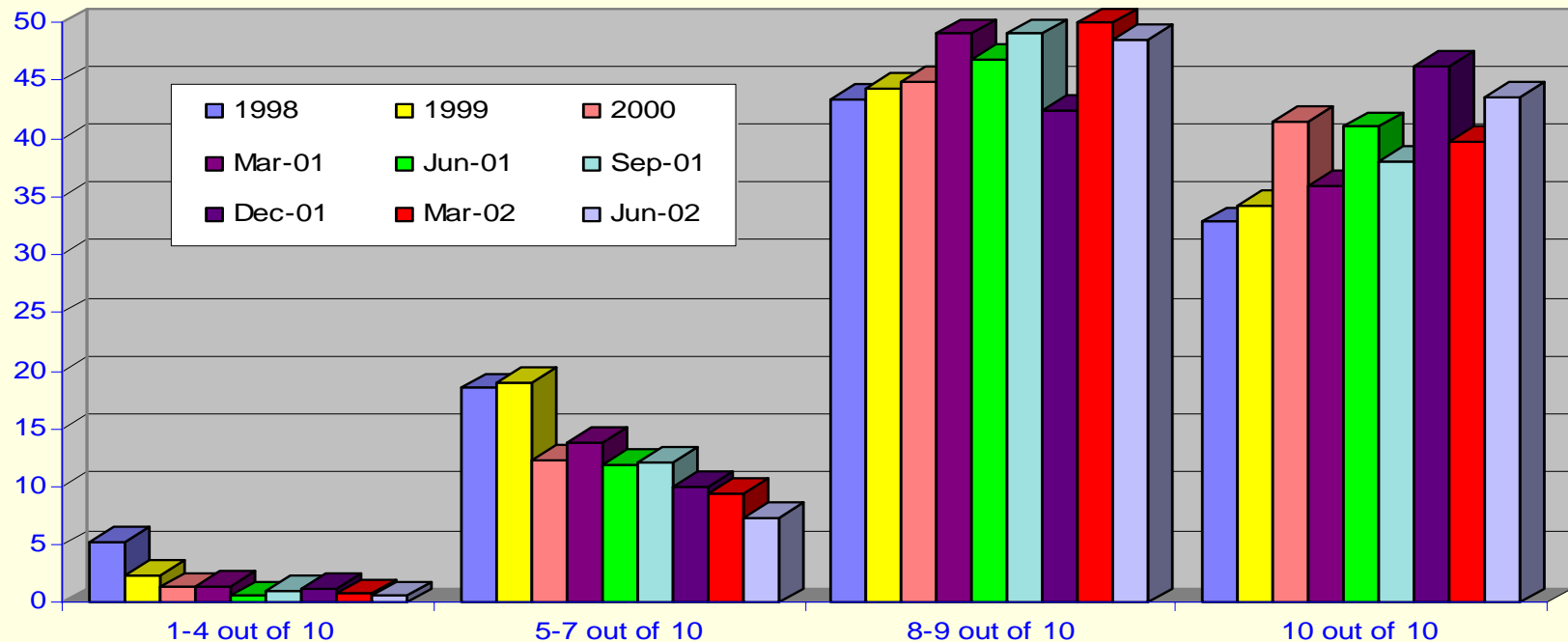
Residential Customers



- The percentage of residential customers who ranked our service ten out of ten is 38.9%, one of our highest rankings though a decline from 42.9% last quarter. June 2001's figure was 39.8%. The percentage ranking our service as 8 or 9 out of 10 rose from 42.8% in March to 46.7% in June. In comparison, in June 2001 the percentage providing rankings of 8 or 9 out of 10 was 42.5%. Overall, the percentage providing rankings from 8 to 10 remained constant from March to June (85.6%).
- Only 1.8% 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 about 20%.

Satisfaction with Overall Service

Commercial Customers



- This quarter, 44% of commercial customers ranked our service as ten out of ten, compared with 40% in March and 41% in June 2001. The total of those ranking 8,9, or 10 (92.2% in June 2002) is the highest recorded to date. In this survey the percentage ranking our service as 10 out of 10 increased while there was a slight decrease in the percentage ranking service as 8 or 9 out of 10.
- The percentage of commercial customers that ranked our service as one to four out of ten remains very low, at 0.6%. Another 7.3% provided a ranking of 5-7 out of 10.



Telephone Service



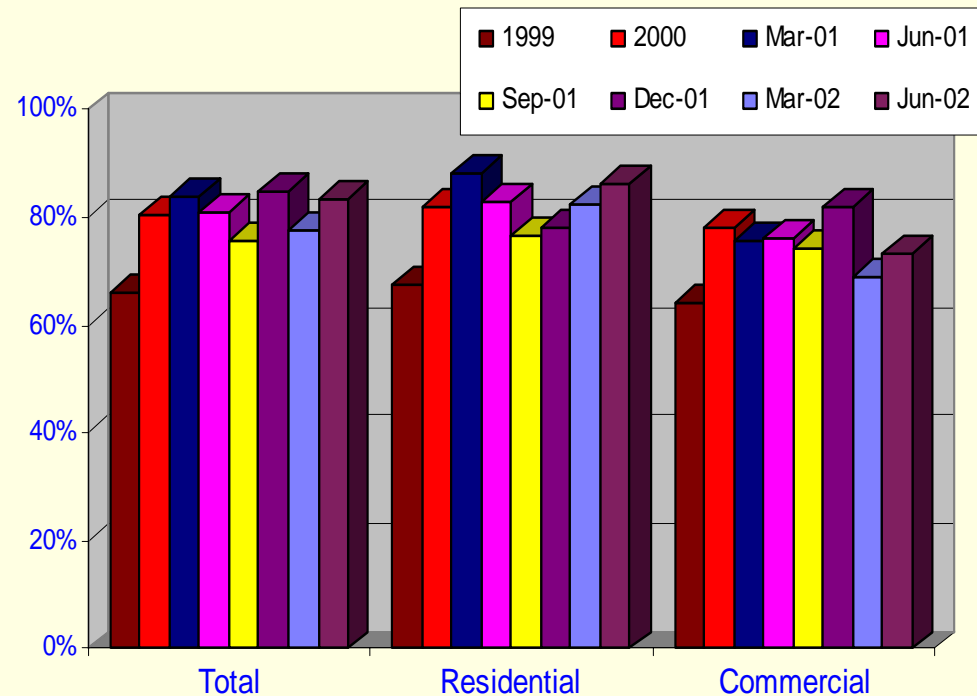
Main Reason for Calling

	<u>Residential</u>	<u>Commercial</u>	<u>Total</u>
Power Interruption	27.7%	42.3%	31.2%
Balance on Account	22.9%	15.4%	21.1%
Payment Arrangements	19.3%	3.8%	15.6%
Connect a New Service	9.6%	15.4%	11.0%
Name Change / Final Read	9.6%	7.7%	9.2%
Meter Reading / Estimate	7.2%	7.7%	7.3%

- Top six overall responses are shown. The above percentages are of customers who have called in the past six months.
- 19% of residential and 12% of commercial customers indicated they had called us in the past six months.
- 71% of residential customers indicated they had called to speak to a Customer Account Representative, 15% had called to obtain their account balance from the automated service, and 14% had called the trouble/emergency number. For commercial customers, 64% had phoned to speak to a representative, 8% the automated account balance service, and 28% the trouble/emergency number.

Percentage of Inquiries Resolved on the First Call

- 83.6% of customers indicated their inquiry was handled on the first call; this was among the largest percentages reported to date.
- 13% of the customers who called more than once, or 0.2% of all survey respondents, indicated they had called about the same issue twice.
- 30% of callers who called more than once indicated they called three times about the same issue and 56% called more than three times to have their issue resolved. These represented 0.6% and 1.1% of all respondents.

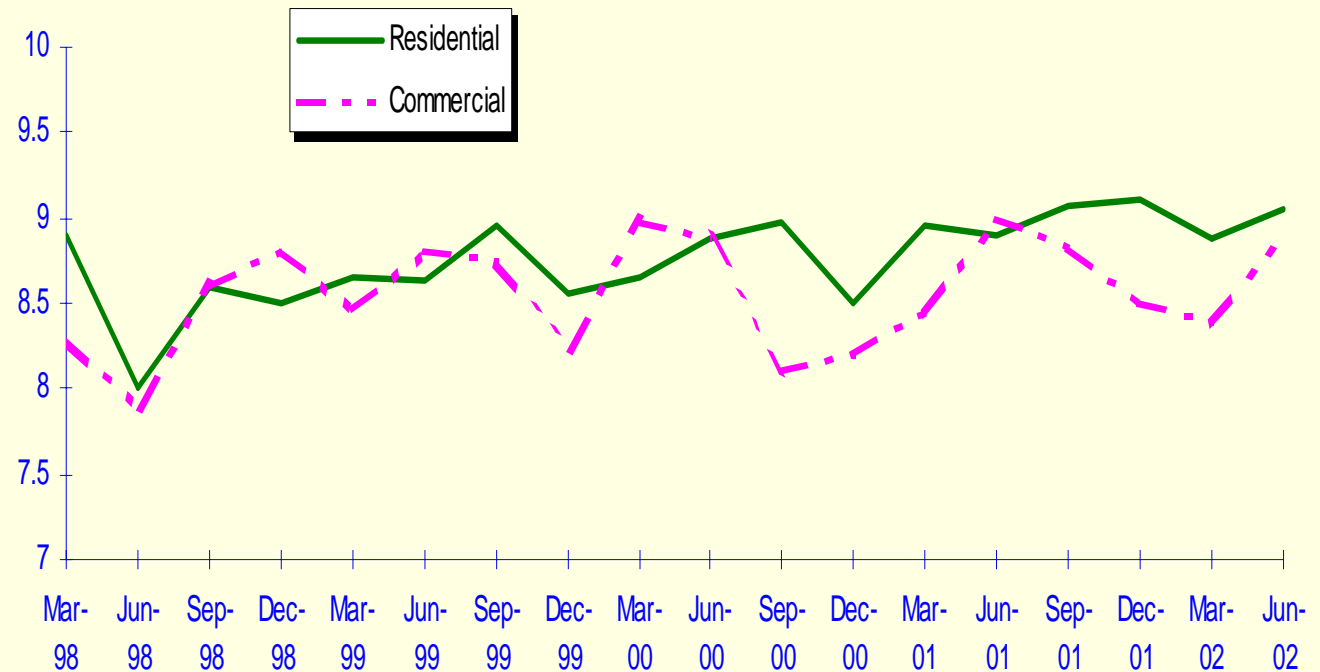


Percentage of customers who called only once.

- Due to a change in questionnaire design, the above percentages relate only to customers who spoke to Customer Account Representatives; previous survey results for this question included customers who used our automated services.

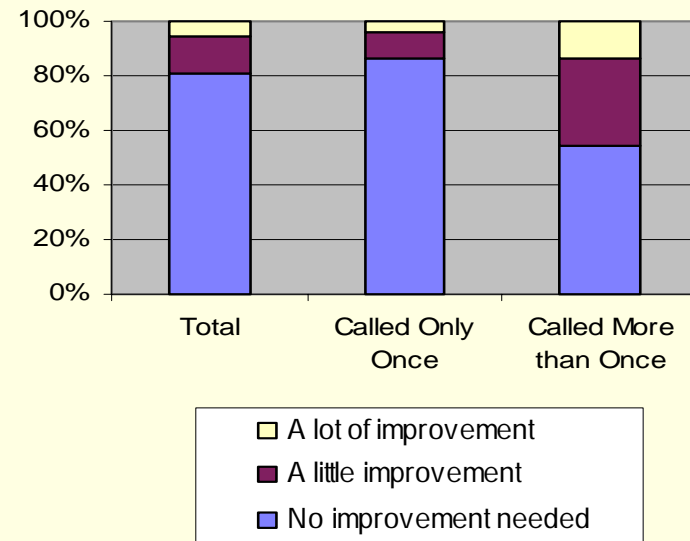
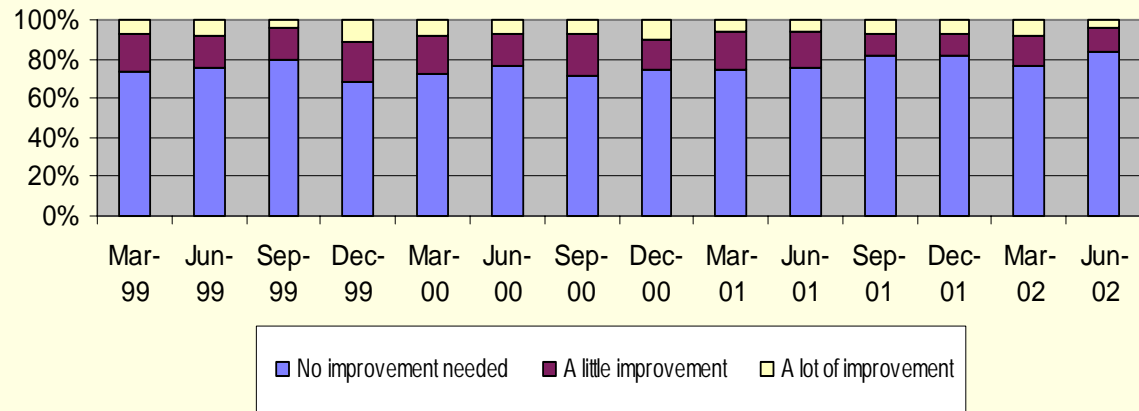
Satisfaction with Telephone Service

- Residential customers' ranking of our telephone service has been generally consistent over the period shown. It is presently 9.05 out of 10, an increase from last quarter.
- Commercial customers' rankings generally fluctuate between 8 and 9 out of 10. The ranking is presently 8.89.
- There was no significant difference in the rankings, for either residential or commercial customers, based on whether the customer had spoken to a representative or used either of the automated services.



Improvements in Telephone Service

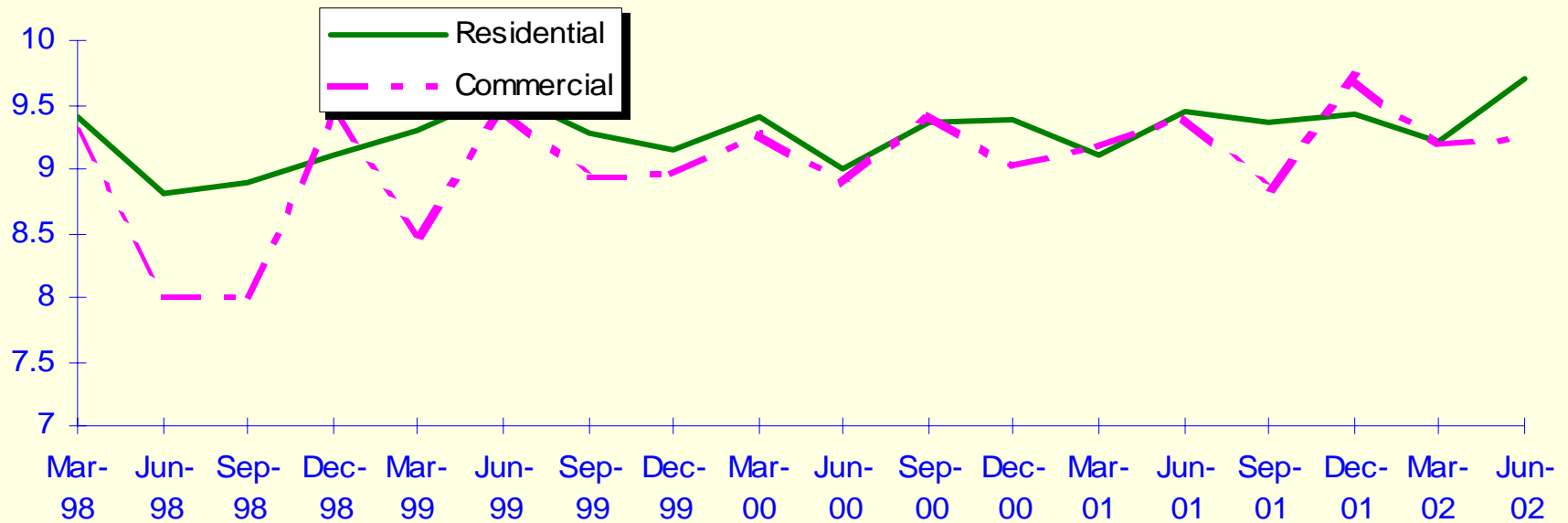
- The percentage of customers who feel we can improve our phone service remains fairly consistent with past quarters.
- In total, 83% of customers responding believe we need no improvement in the quality of our telephone service, 12% of customers think we can improve our telephone service a little and 4% think we can improve it a lot.
- 15% of commercial customers believe we can improve our telephone service a little and 4% believe we can improve our telephone service a lot. This compares to 12% and 3% respectively for residential customers.
- The particular service the customer called (representative v.s. automated account balance v.s. power outage line) had no significant effect on the percentage of customers who thought we could improve our telephone service. Likewise, there was no significant difference based on the reason the customer called.
- 14% of customers who called only once about a particular issue thought we could improve service a little or a lot as compared to 45% of customers who called more than once.



Cashier Services



Satisfaction with Cashier Services

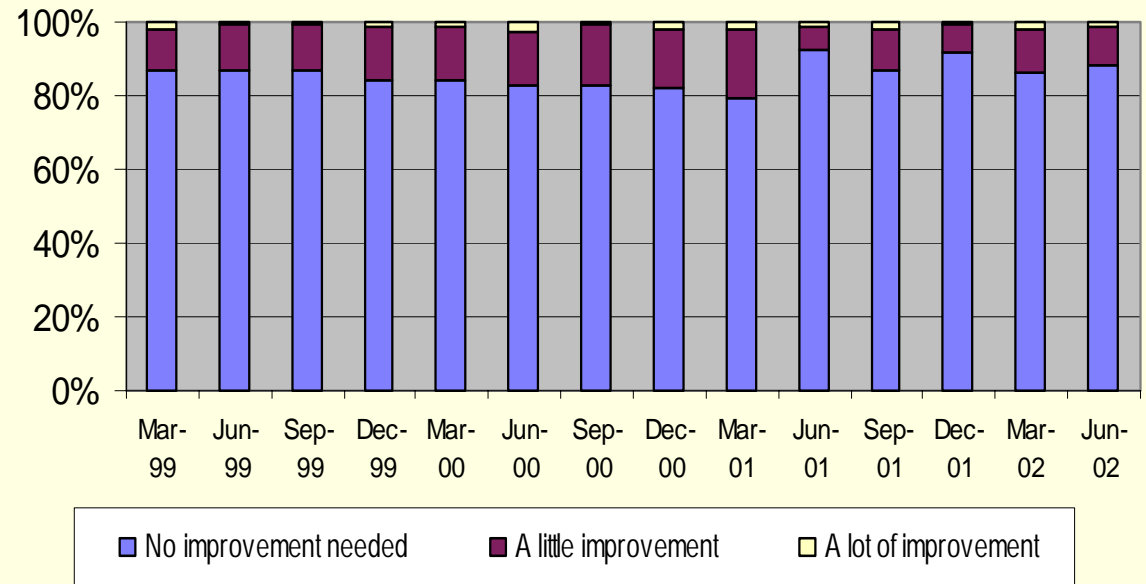


Average response out of 10

- 20% of residential customers and 13% 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, 10% of all customers believe we can improve a little and only 1.4% believe we need to improve a lot.
- 74% 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

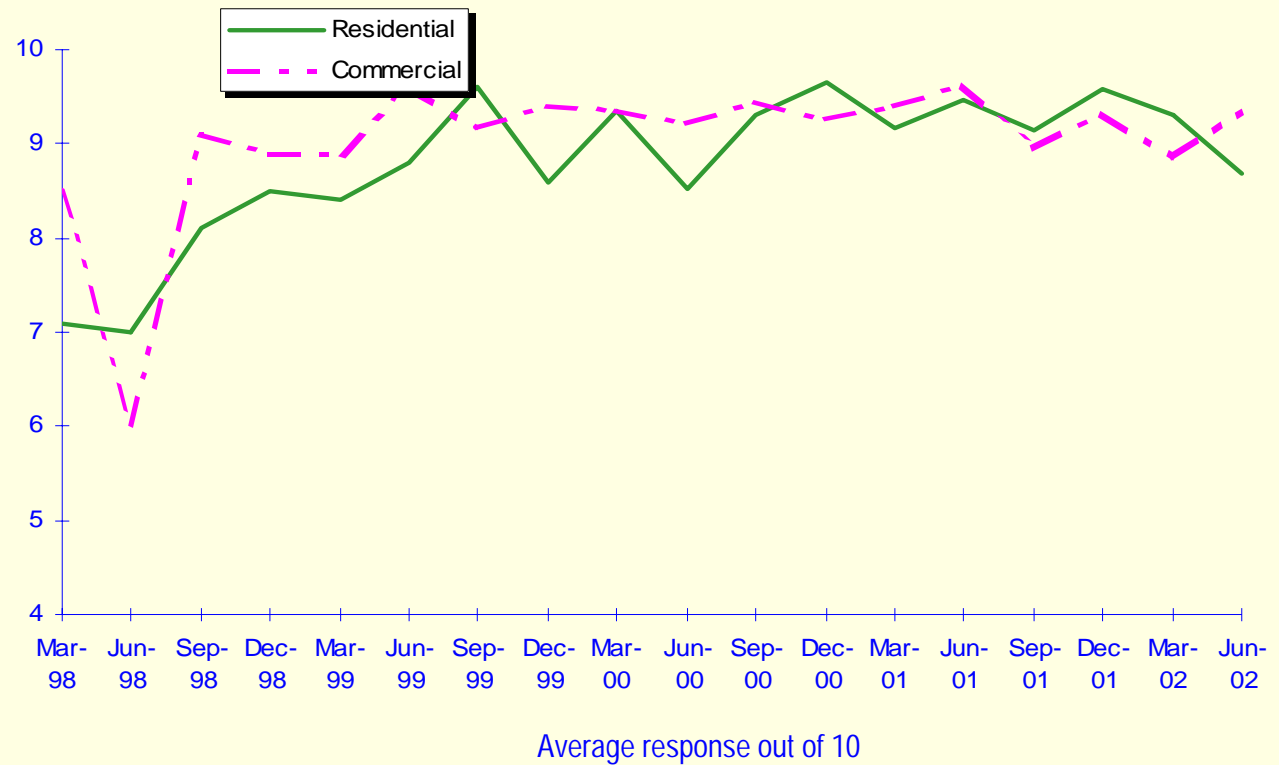
- This quarter, 1.0% of our residential and commercial customers indicated they have visited one of our offices for service (other than cashier services) in the past few months.
- Of the 12 respondents expressing an opinion, 7 rated our service as 10 out of 10, one as 9 out of 10, one as 8 out of 10, one as four out of 10, and two as 1 out of 10.
- The number of respondents involved is too small for further analysis.

Field Services



Satisfaction with Field Service

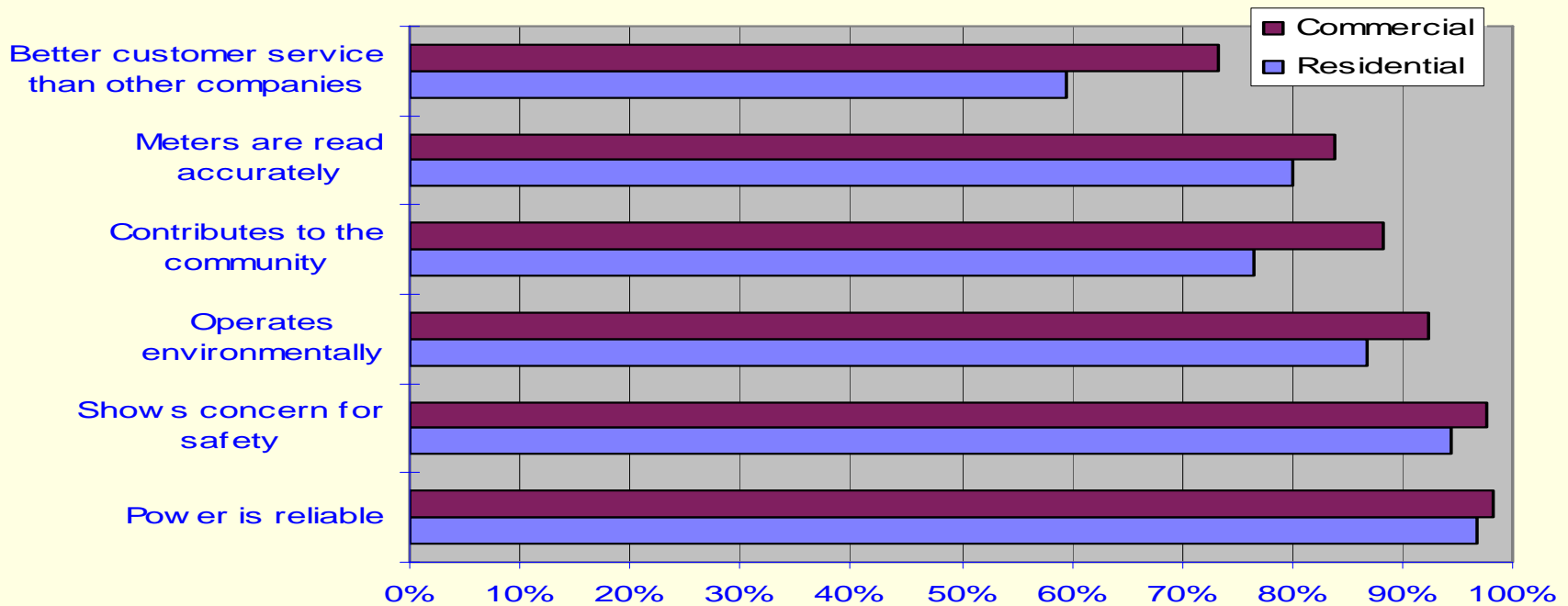
- 17% of the customers indicated they had received some form of field visit in the past six months. Most of these visits were from meter readers who did not have contact with customers.
- The quality of service rating given for our field services has remained fairly stable over the past year.



Ranking of Service Attributes



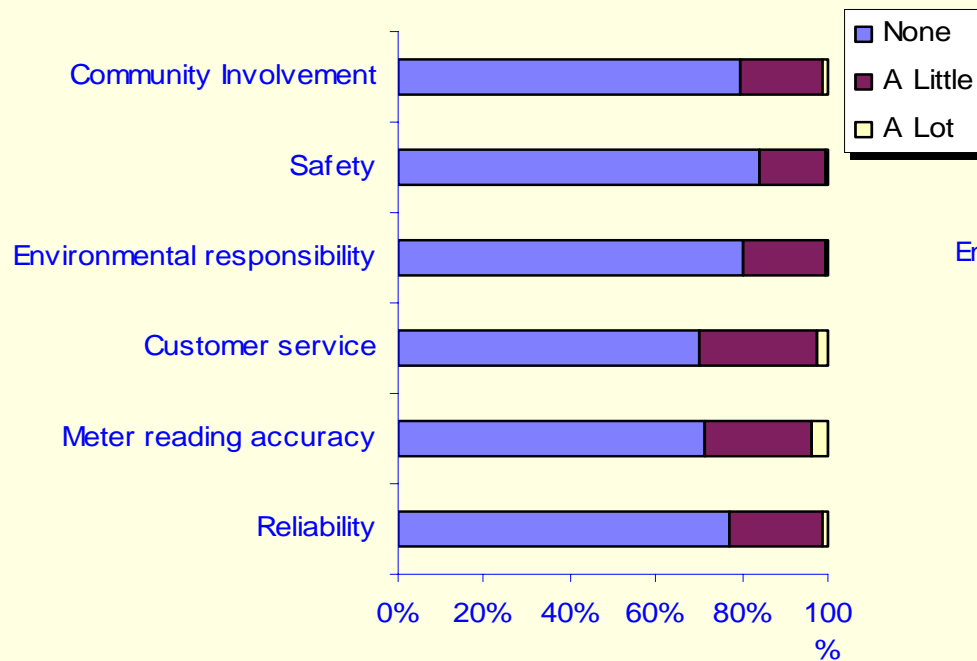
How Well We are Doing



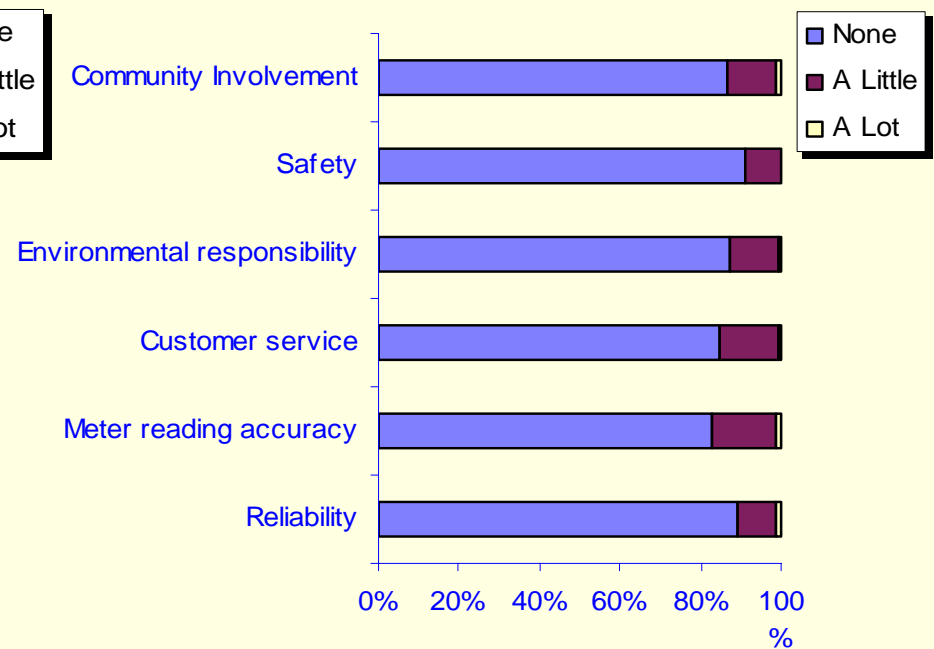
- The graph represents the percentage of customers who either strongly agree or somewhat agree with the statement.
- The degree of agreement expressed by customers to these statements has remained generally constant in the last number of surveys. This quarter we have seen a slight increase in residential customers' agreement that their meters are read accurately, and a reduction in residential customers' level of agreement that we provide better customer service than other companies. Commercial customers registered an increase in their agreement that we provide accurate meter readings, as well as in our concern for safety.

How We Can Improve

Residential Customers



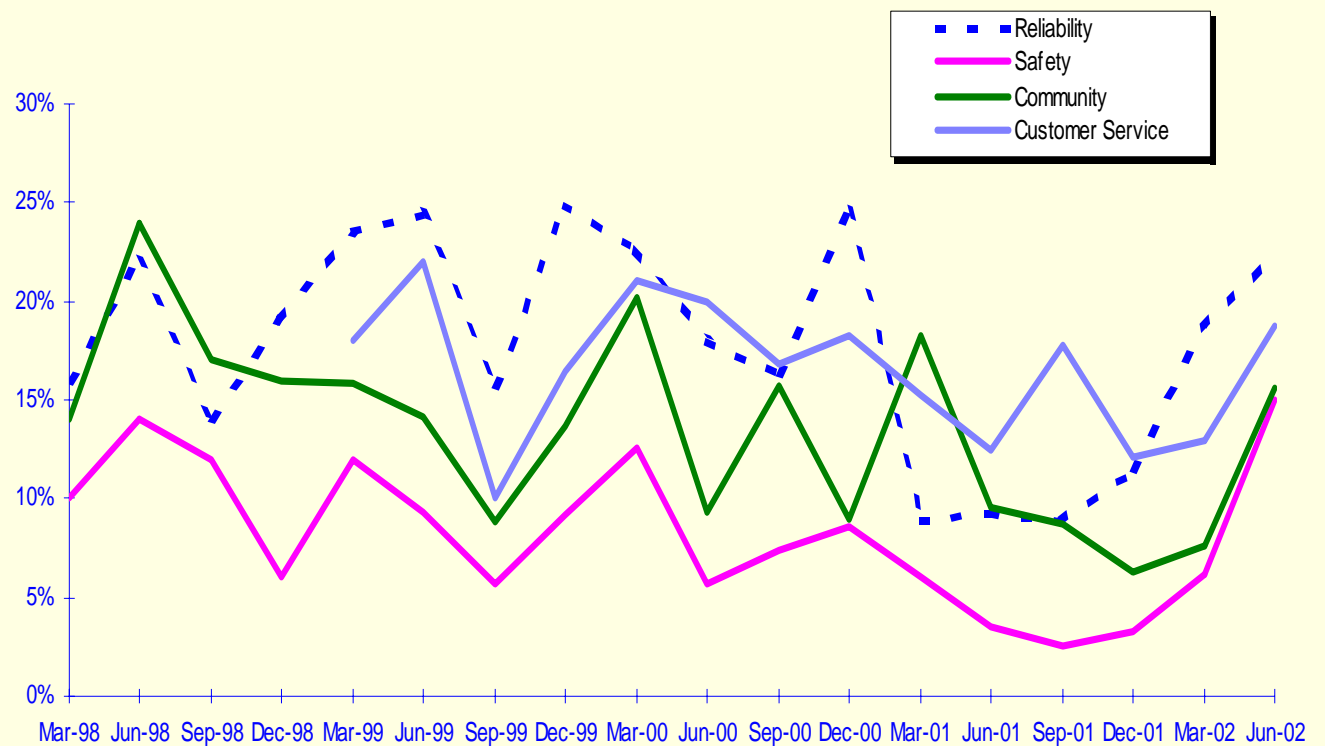
Commercial Customers



- Residential customers felt that improvements were most needed in meter reading accuracy, then reliability. In comparison to the last quarter, there are larger percentages of residential customers who feel there is “a little” room for improvements, in relation to each attribute listed above. Commercial customers’ opinions regarding improvement opportunities are highest for meter reading accuracy, then environmental responsibility; these results are driven mainly by customers who feel there is room for “a little” improvement instead of those who feel that “a lot” of improvement is required.
- Clarendville and Gander residential customers expressed stronger opinions that there is room for improvement, in all attributes, than the remaining areas. Burin and Stephenville residents also identified a need for improvements in reliability.
- Commercial customers in Gander felt there was a need for improvement in all areas. Burin commercial customers expressed a strong need for improvement in reliability.

Change in Residential Customers' Perceptions

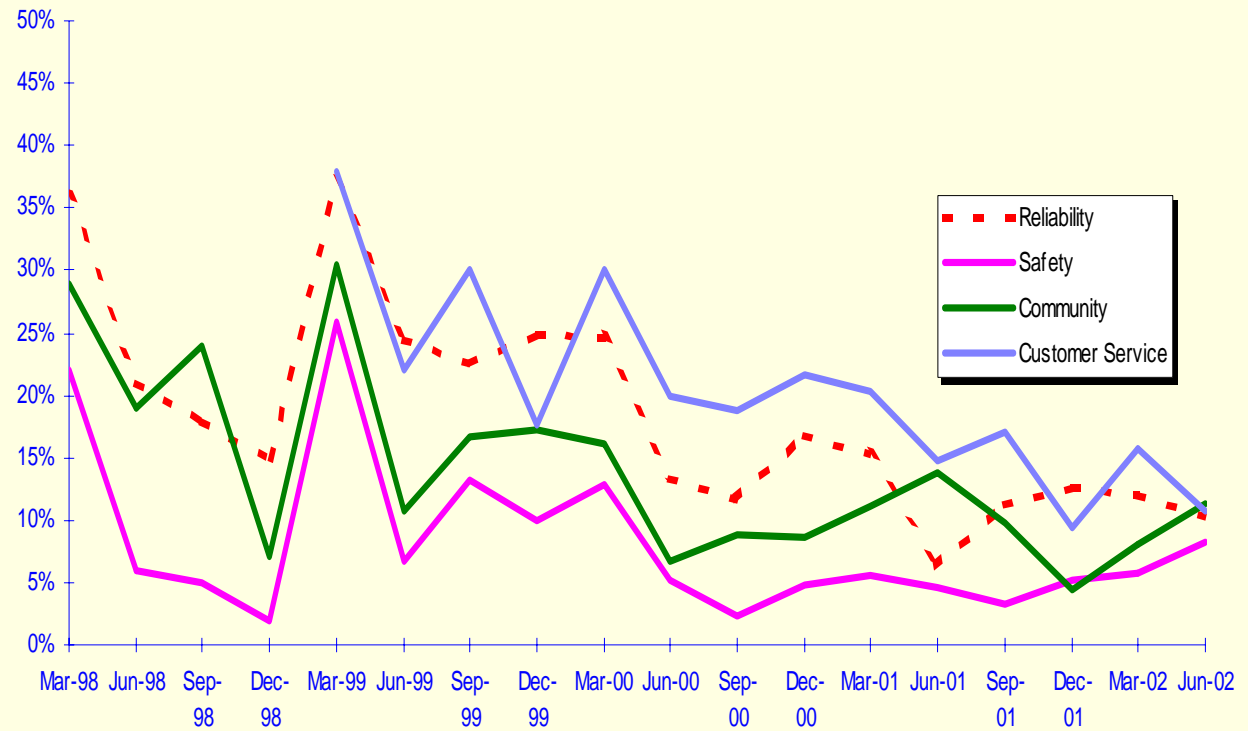
- The percentage of residential customers who believe we can improve reliability a little or a lot has risen to 22%. This is within the normal range for this indicator.
- The percentage of customers who feel we can improve on our concern for public safety a little or a lot is 15%, which is slightly higher than the normal range for this indicator.
- The percentage of customers who believe we can improve our contributions to the community increased from 7.6 % last quarter to 15.6%. 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 18.7%. This result has ranged from 10% to 22% within the past three years.



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

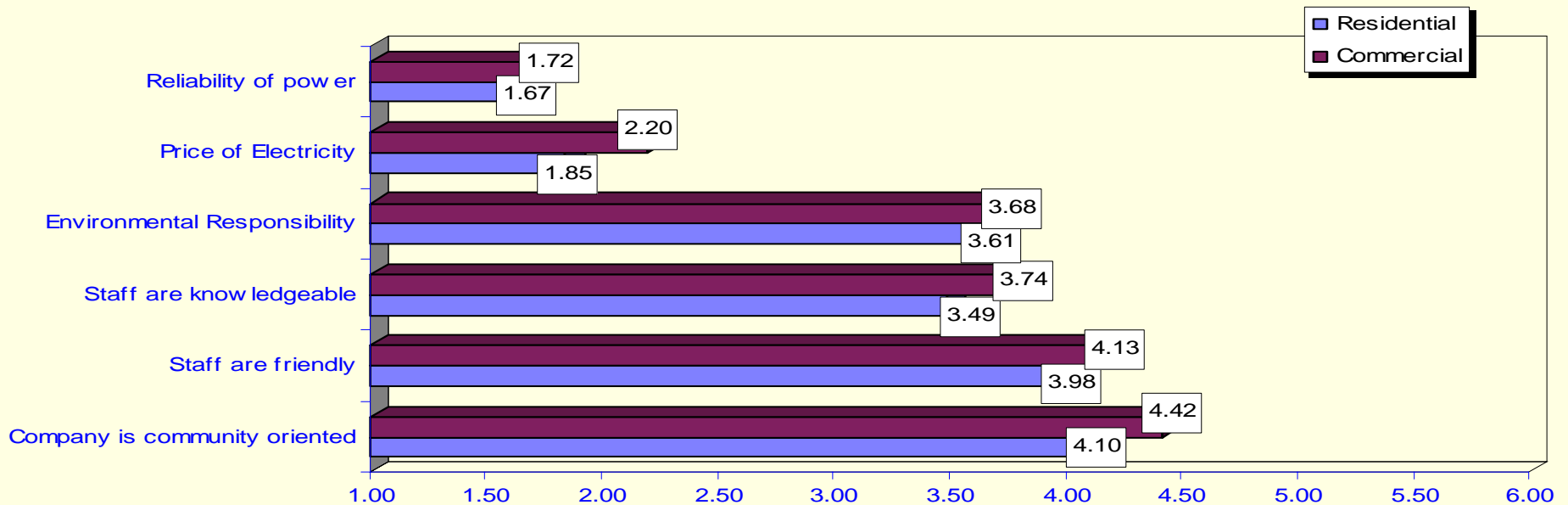
Change in Commercial Customers' Perceptions

- The percentage of commercial customers who believe we can improve our reliability of supply is 10% this quarter compared to 12% in March 2002 and 6% in June 2001.
- The percentage of commercial customers who believe we can improve our concern for public safety is 8.3% this quarter compared to 5.8% last quarter and 4.6% in June of 2001.
- The percentage of commercial customers who believe we can improve our community contribution is 11.3% this quarter compared to 8% in March 2001 and 11.3 % in June of 2001.
- 11% of commercial customers believe we can improve our customer service. This is a decrease from 16% last quarter and down from 15% in June 2001.



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

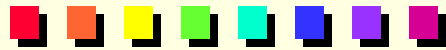
Ranking of Importance



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. Knowledgeable staff and environmental responsibility seem to have equal importance, followed by friendly staff and community orientation.
- Residential customers ranked reliability as more important than price, with knowledgeable staff, environmental responsibility, friendly staff and community orientation being ranked in descending order of importance.
- Among residential customers, those in Clarendville place the most importance on price and the least on reliability; those in Corner Brook place the most importance on reliability while those in Carbonear place the least importance on price. Those in Corner Brook place the most importance on dealing with knowledgeable employees.
- Commercial customers in Grand Falls placed the greatest emphasis on reliability, while those in Gander and Stephenville placed the greatest importance on price.

**Customer Satisfaction Survey Results
June 2003**



Customer Research

Second Quarter 2003 Results



Customer Satisfaction Index

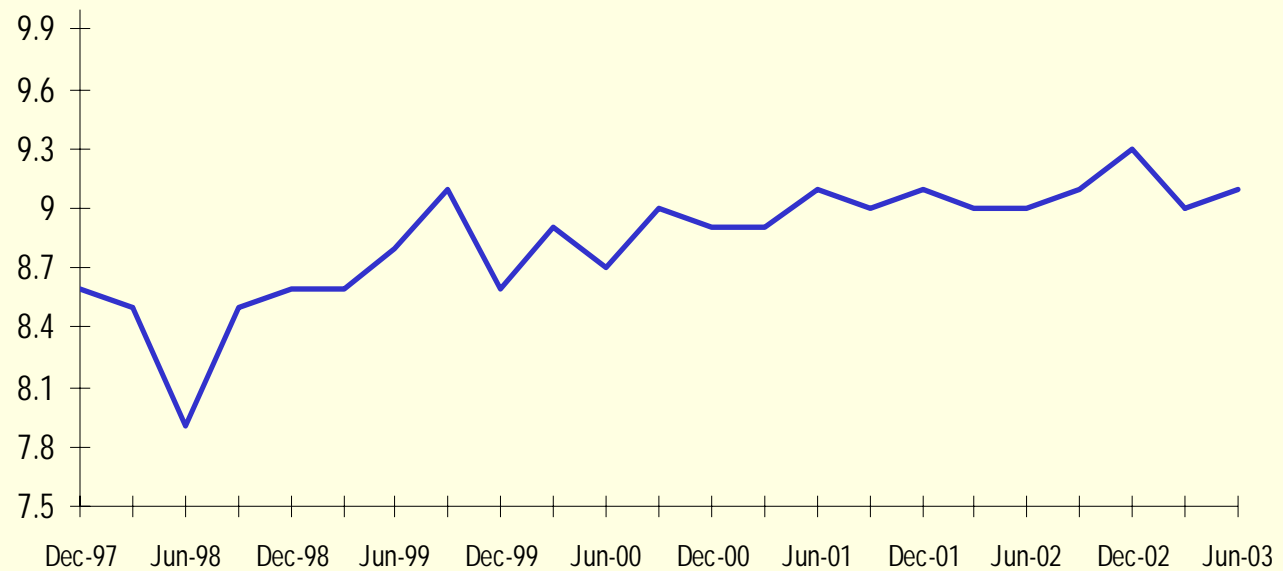
	Index Proportion	Residential Satisfaction Level	Commercial Satisfaction Level	Index Subtotal	Percentage of customers who used the service
Call Centre Service	40%	9.0	8.7	3.6	15.1%
Field Service	20%	9.7	9.4	1.9	2.2%
Cashier Service	20%	9.3	9.4	1.9	15.9%
General Satisfaction	20%	8.7	8.7	1.7	
Customer Satisfaction Index:				9.1	

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
3. Satisfaction levels for the Call Centre, Field, and Cashier Services are for customers who availed of these services within the
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'.
5. Field Service usage figure is based on those who were visited by a Customer Service Specialist, Lineperson, Technician, or Collector.

Customer Satisfaction Index

The overall index result this quarter (9.1) is consistent with results in the past few years. It is equal to the highest previous second quarter result achieved in 2001. Since the last survey, there were small increases in residential satisfaction with call centre service and field service, offsetting small decreases in general satisfaction among both residential and commercial customers.



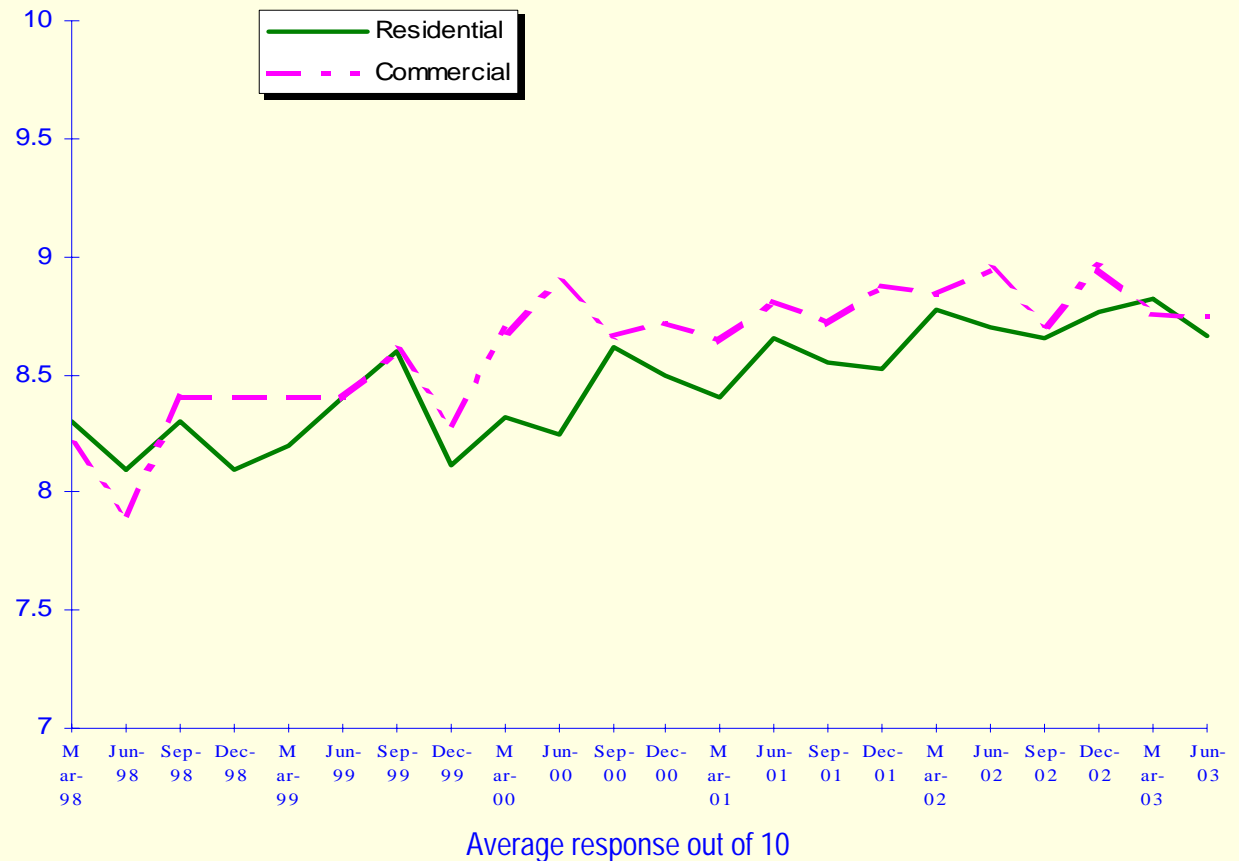
Average response out of 10

Overall Rating of Service

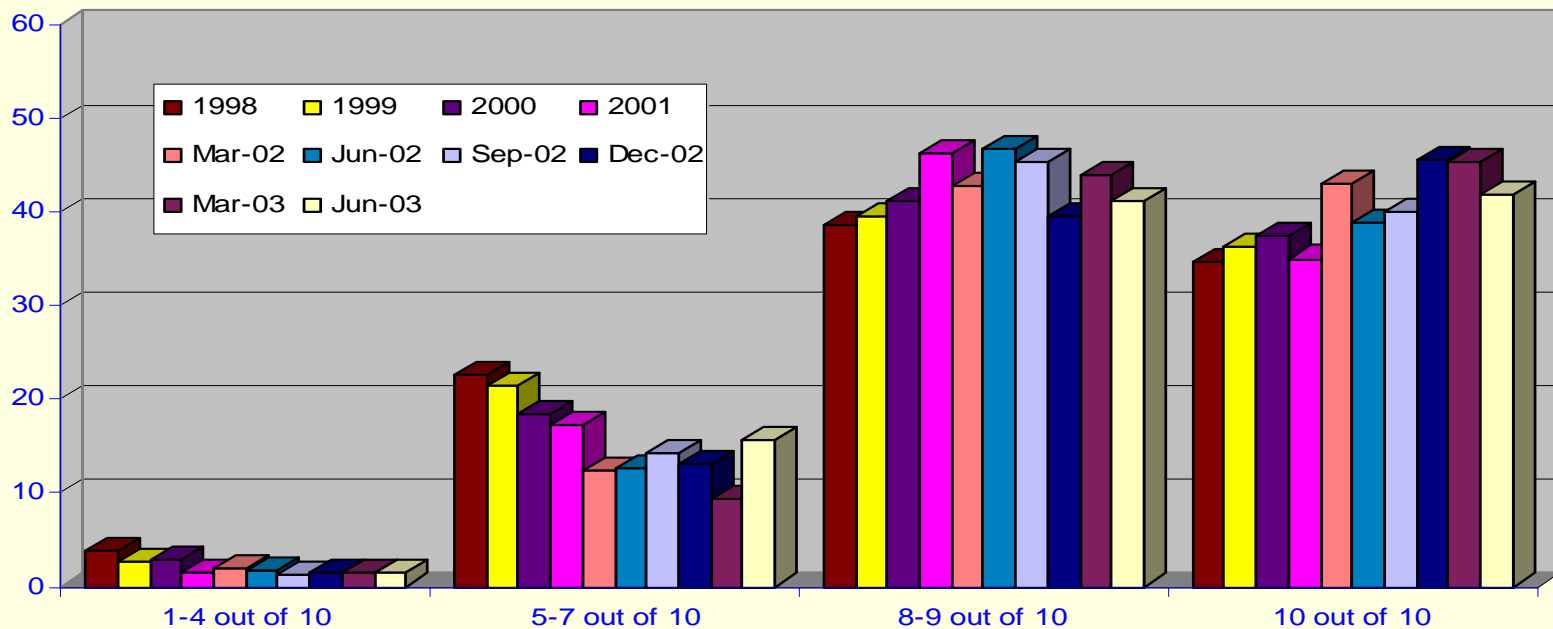


Satisfaction with Overall Service

- Satisfaction with overall service for residential customers was equal to the June 2002 result but slightly less than last quarter. Residential satisfaction has grown consistently since March 2000.
- The satisfaction result for commercial customers was marginally less than in June 2002 and equivalent to last quarter.
- Commercial customers' general satisfaction normally tracks slightly higher than that of residential customers.



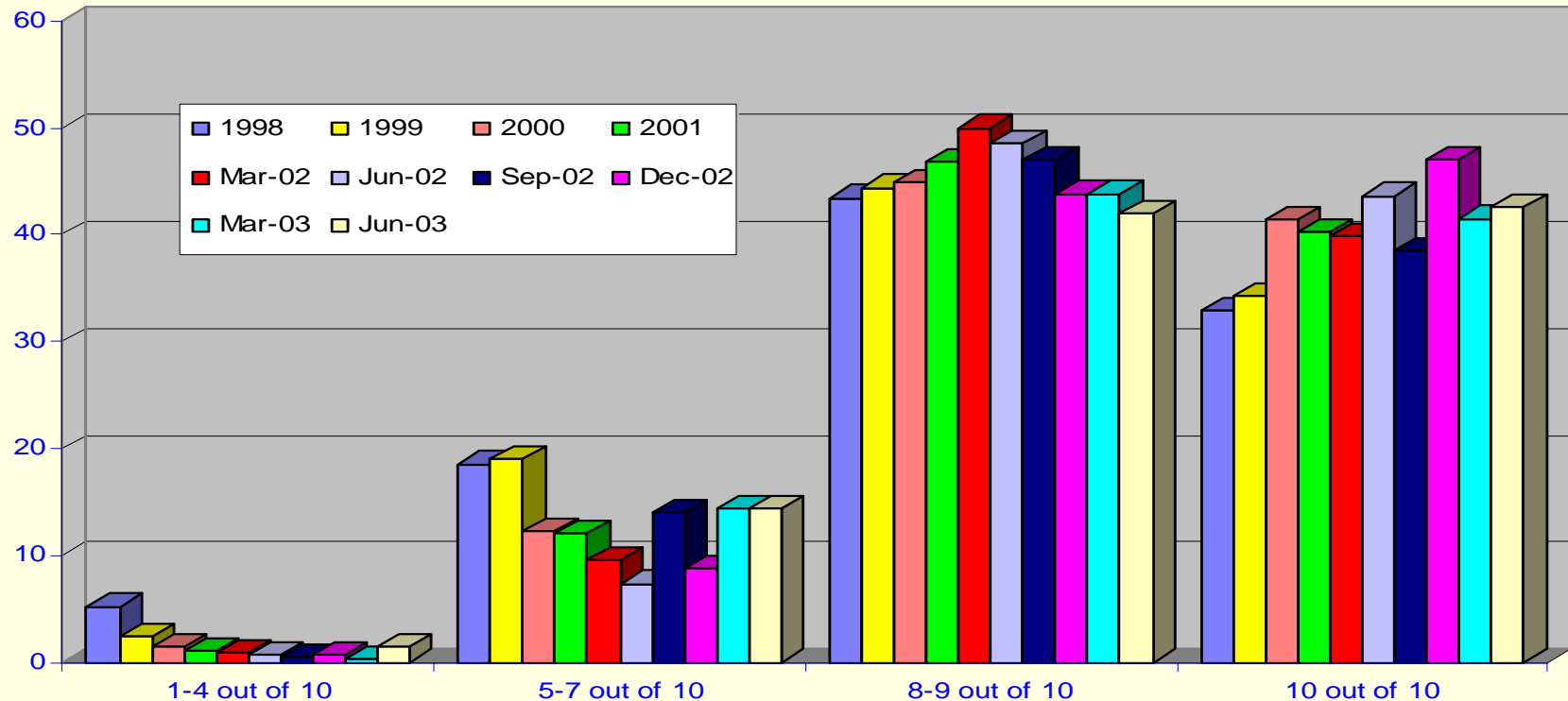
Satisfaction with Overall Service Residential Customers



- The percentage of residential customers who ranked our service ten out of ten is 41.8%, less than our highest ranking to date, which was 45.6% last quarter. The June 2002 result was higher than June 2002, which was 38.9%. The percentage ranking our service as 8 or 9 out of 10 moved from 44.0% last quarter to 41.1% in this quarter. In comparison, in June 2002 the percentage providing rankings of 8 or 9 out of 10 was 46.7%. Overall, the percentage providing rankings from 8 to 10 declined from March to June (from 89.3% to 82.9%).
- Only 1.5% 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 between 10% and 15%. It was 17.2% in June 2003 with most of these ranking at 7 out of 10.

Satisfaction with Overall Service

Commercial Customers



- This quarter, 42.5% of commercial customers ranked our service as ten out of ten, compared with 41.5% in March and 43.6% in June 2002. The total of those ranking 8,9, or 10 (84.5%) is lower than the 85.3% recorded in March – recently this figure has been fluctuating between 85% and 90%. In this survey the percentage ranking our service as 10 out of 10 increased slightly with a corresponding decrease in the percentage ranking service as 8-9 out of 10.
- The percentage of commercial customers that ranked our service as one to four out of ten increased, to 1.4% from 0.3% in March. In these results the percentage providing a ranking of 5-7 out of 10 was equal to that of March, at 14.3%.



Telephone Service



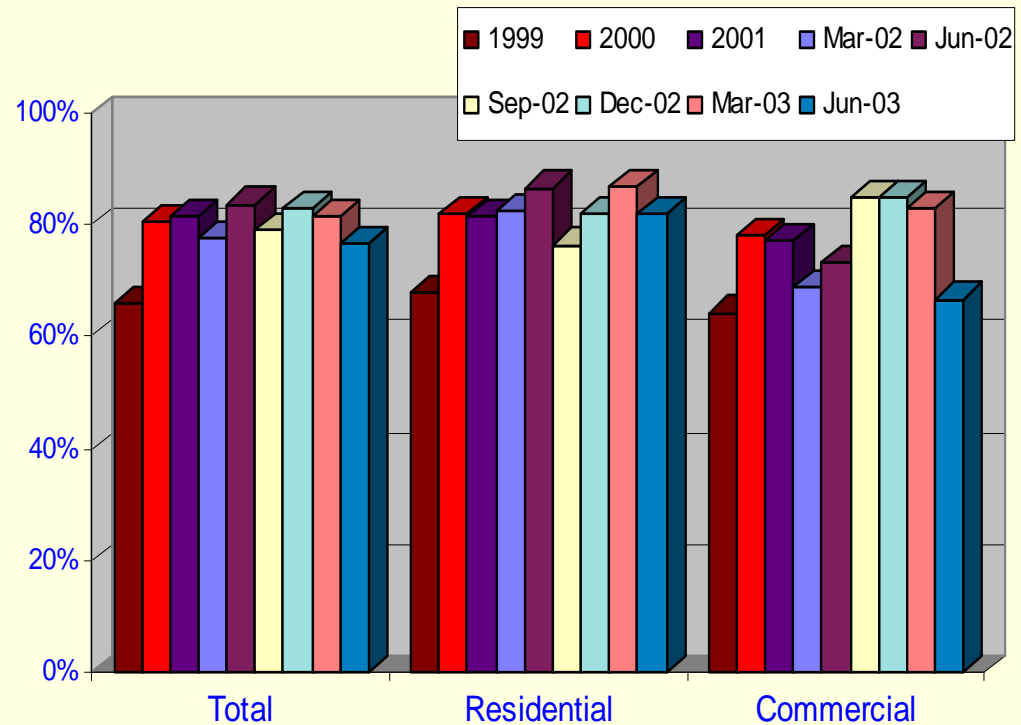
Main Reason for Calling

	<u>Residential</u>	<u>Commercial</u>	<u>Total</u>
Balance on Account	25.6%	15.6%	22.7%
Power Interruption	10.3%	40.6%	19.1%
Connect a New Service	19.2%	12.5%	17.3%
Payment Arrangements	14.1%	6.3%	11.8%
Name Change / Final Read	9.0%	15.6%	10.9%
Meter Reading Inquiry	9.0%	6.3%	8.2%

- Top six overall responses are shown. The above percentages are of customers who have called in the past six months.
- 14.4% of residential and 16.5% of commercial customers indicated they had called us in the past six months.
- 83% of residential customers indicated they had called to speak to a Customer Account Representative, 10% had called to obtain their account balance from the automated service, and 7% had called the trouble/emergency number. For commercial customers, 82% had phoned to speak to a representative, 4% the automated account balance service, and 14% the trouble/emergency number.

Percentage of Inquiries Resolved on the First Call

- 76% of customers who called in the past six months indicated their inquiry was handled on the first call. While 82% of residential customers reported first call resolution, a result comparable to recent surveys, the result for commercial customers was 66%, less than the 83-85% range in recent surveys.
- Very few customers whose inquiry was not handled on the first call indicated why this was the case. Of multiple-time callers who did indicate a reason, outages and calls for the status of field work were the most common themes along with landlords with multiple changes in tenants, as well as persons checking on the status of bill accounts and/or payment arrangements.

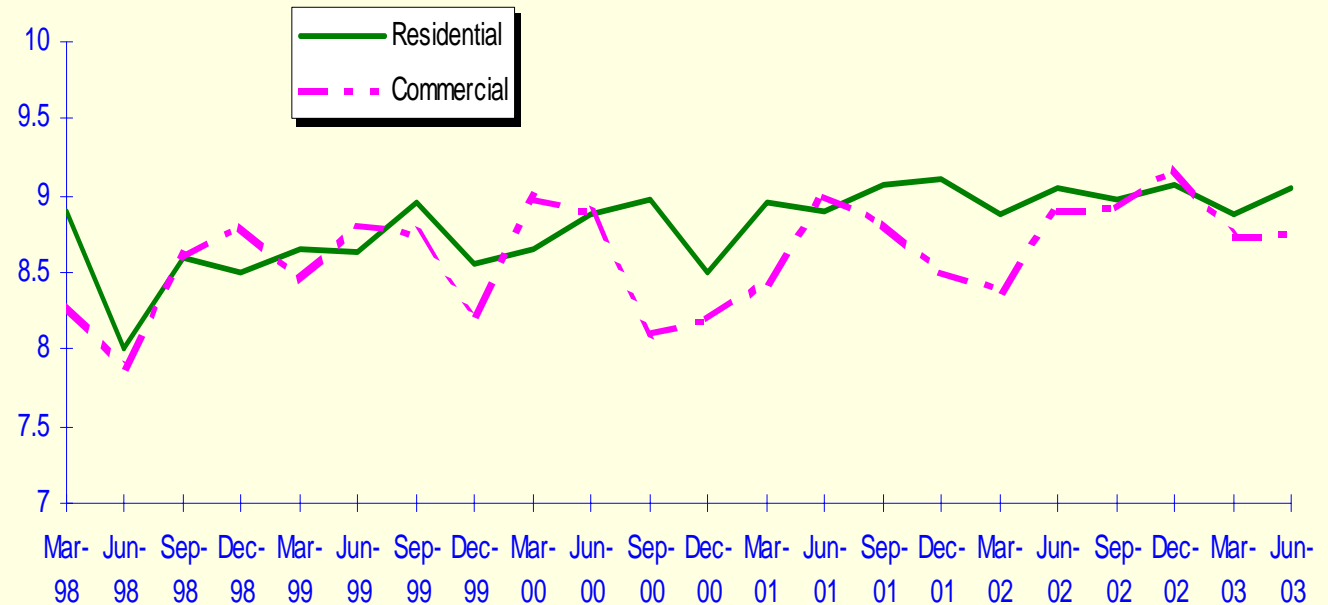


Percentage of customers who called only once.

- The above percentages relate only to customers who spoke to Customer Account Representatives; survey results for this question prior to June 2002 included customers who used our automated services.

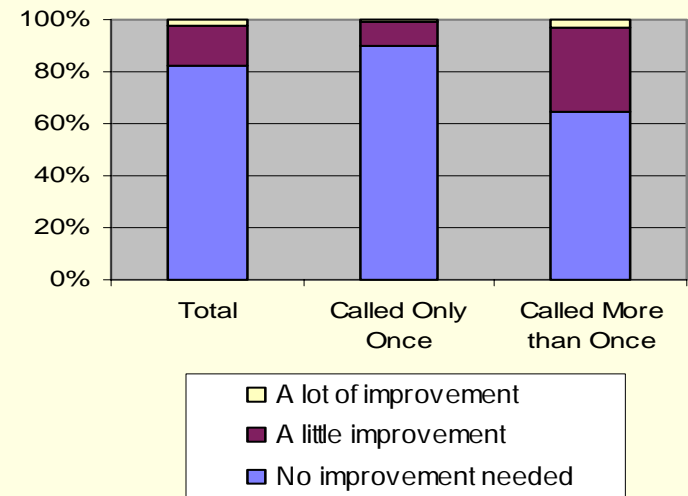
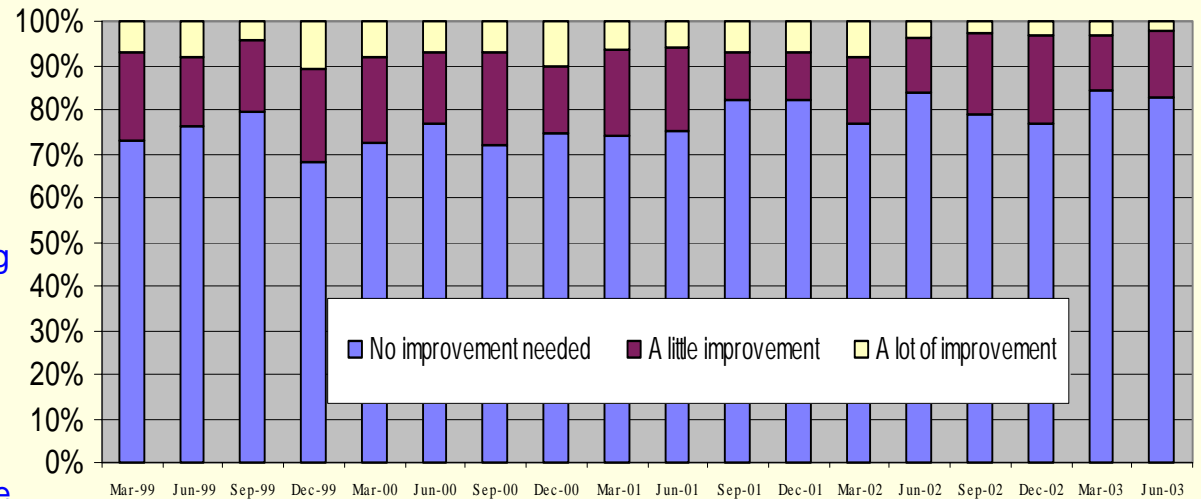
Satisfaction with Telephone Service

- Residential customers' ranking of our telephone service has been generally consistent over the period shown. It is presently 9.04 out of 10, a minor increase from last quarter.
- Commercial customers' rankings generally fluctuate between 8 and 9 out of 10. The ranking is presently 8.74.
- There was no significant difference in the rankings, for either residential or commercial customers, based on whether the customer had spoken to a representative or used either of the automated services.



Improvements in Telephone Service

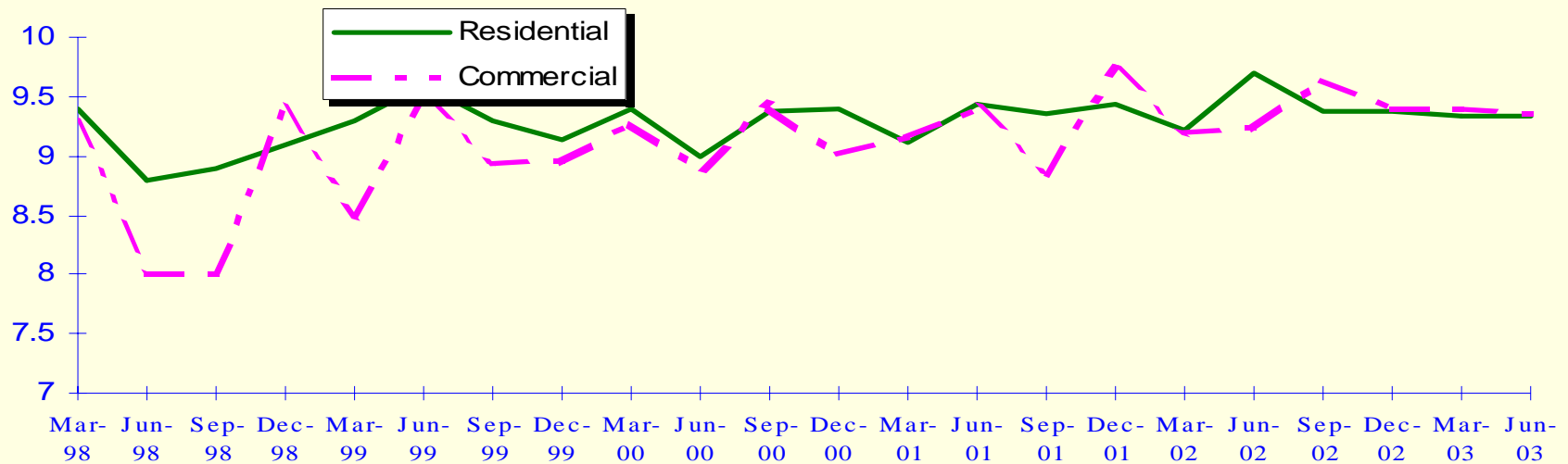
- The percentage of customers who feel we can improve our phone service remains fairly consistent with past quarters.
- In total, 81% of customers responding believe we need no improvement in the quality of our telephone service, 15% of customers think we can improve our telephone service a little and 2% think we can improve it a lot.
- 19% of commercial customers believe we can improve our telephone service a little and 1% believe we can improve our telephone service a lot. This compares to 12% and 3% respectively for residential customers.
- The particular service the customer called (representative v.s. automated account balance v.s. power outage line) had no significant effect on the percentage of customers who thought we could improve our telephone service. Likewise, there was no significant difference based on the reason the customer called.
- 8% of customers who called only once about a particular issue thought we could improve service a little or a lot as compared to 31% of customers who called more than once.



Cashier Services



Satisfaction with Cashier Services

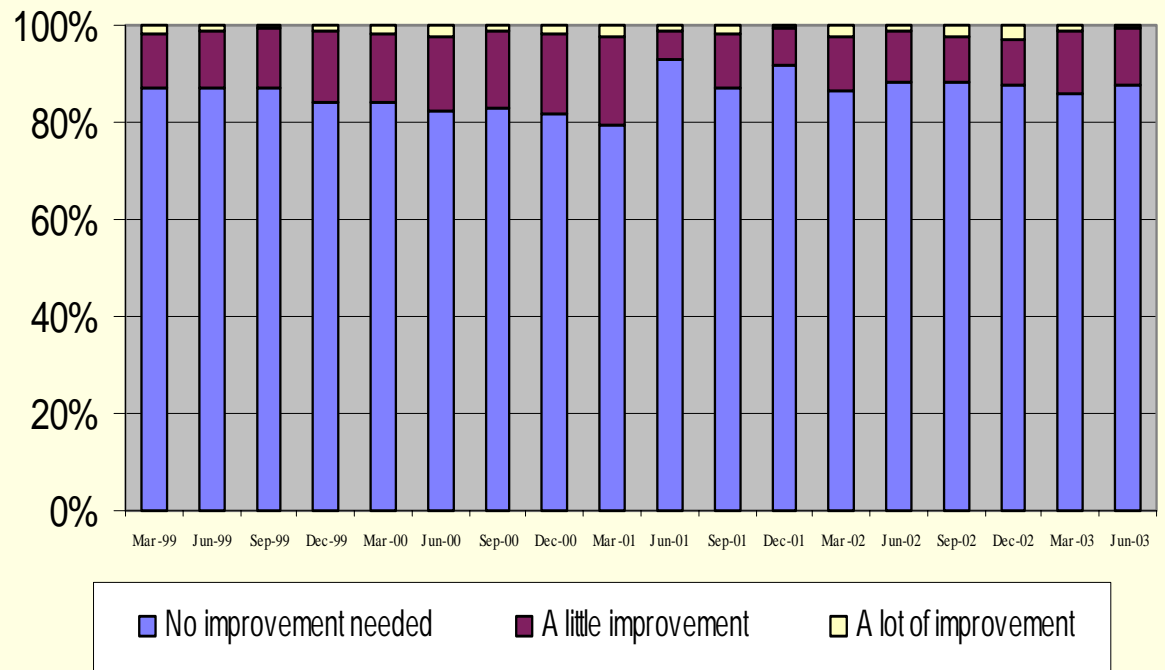


Average response out of 10

- 17% of residential customers and 14% 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, 12% of all customers believe we can improve a little and only 0.5% believe we need to improve a lot.
- 87% of commercial customers and 86% 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 all customers, or 6% of customers who actually used the cash service.

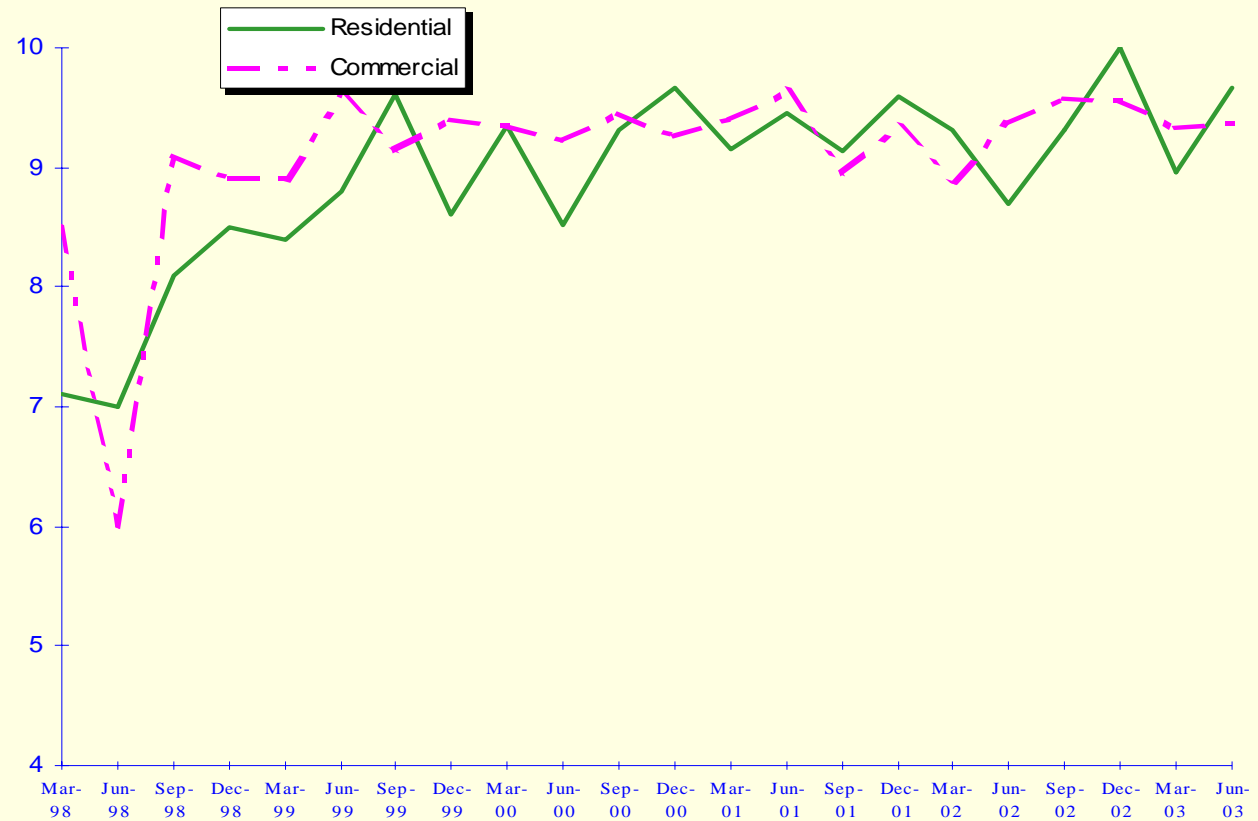


Field Services



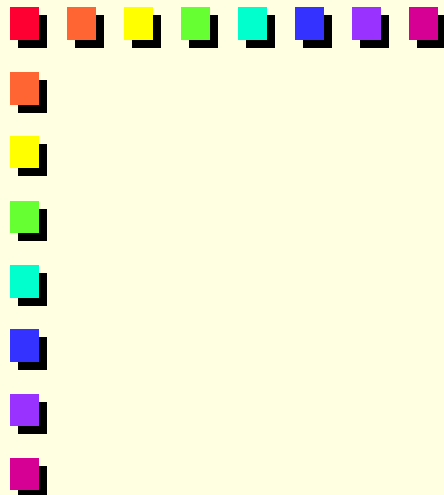
Satisfaction with Field Service

- 2% of the customers indicated they had been in contact with an employee making some form of field visit in the past six months. This excludes regular visits by meter readers.
- The quality of service rating given for our field services has remained fairly stable over the past three years.
- The number of customers rating the field visits was quite small, being only 9 residential and 19 commercial customers.

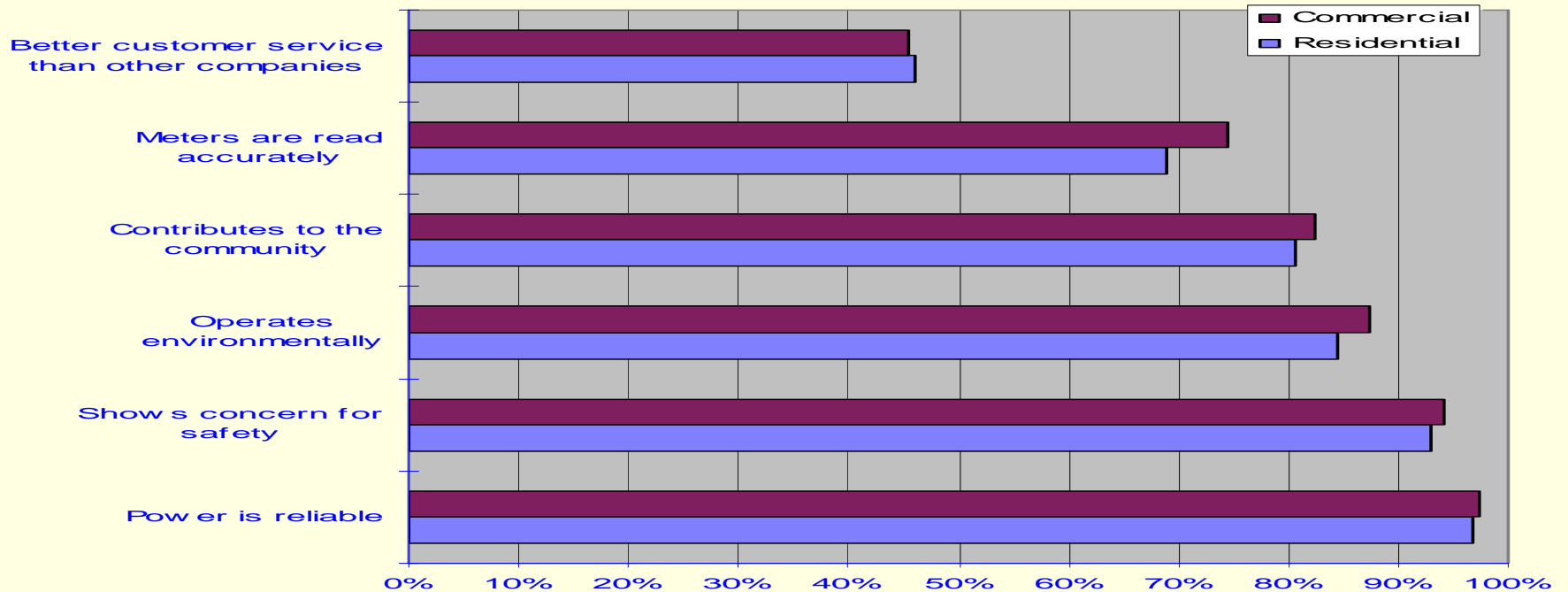


Average response out of 10

Ranking of Service Attributes



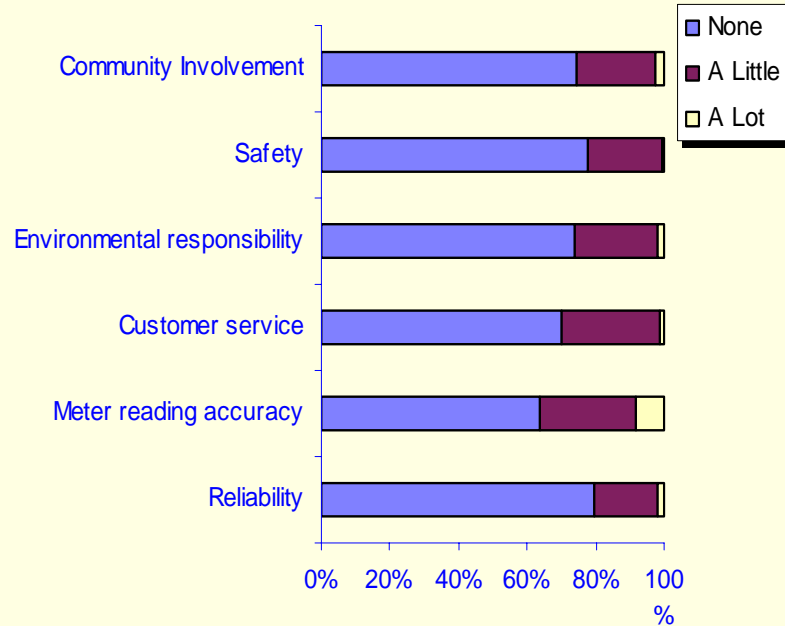
How Well We are Doing



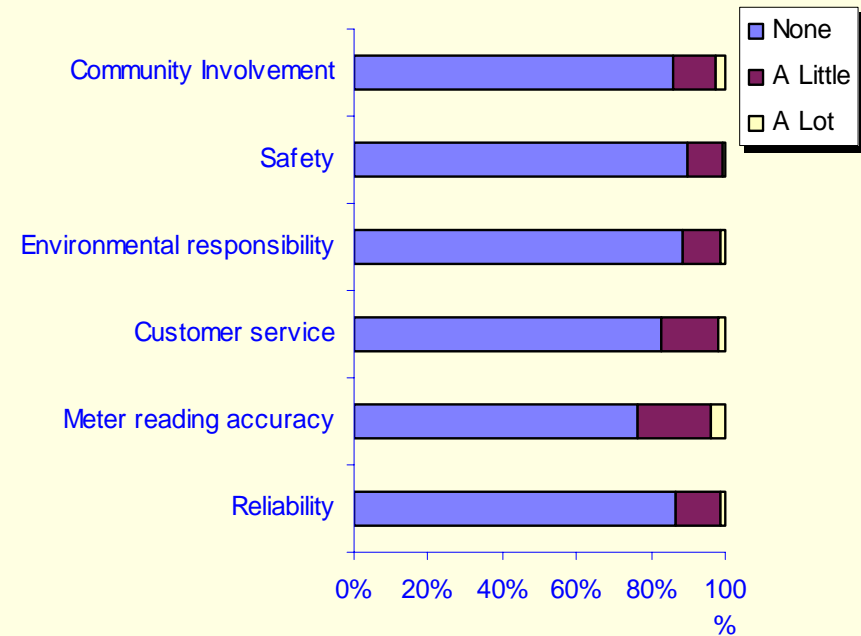
- The graph represents the percentage of customers who either strongly agree or somewhat agree with the statement.
- The degree of agreement expressed by customers to these statements has remained generally constant in the last number of surveys. This quarter we have seen a slight increase in residential customers' agreement that NP contributes to the community, and small decreases in both residential and commercial customers' agreement that meters are read accurately and that NP provides better service than other companies.

How We Can Improve

Residential Customers



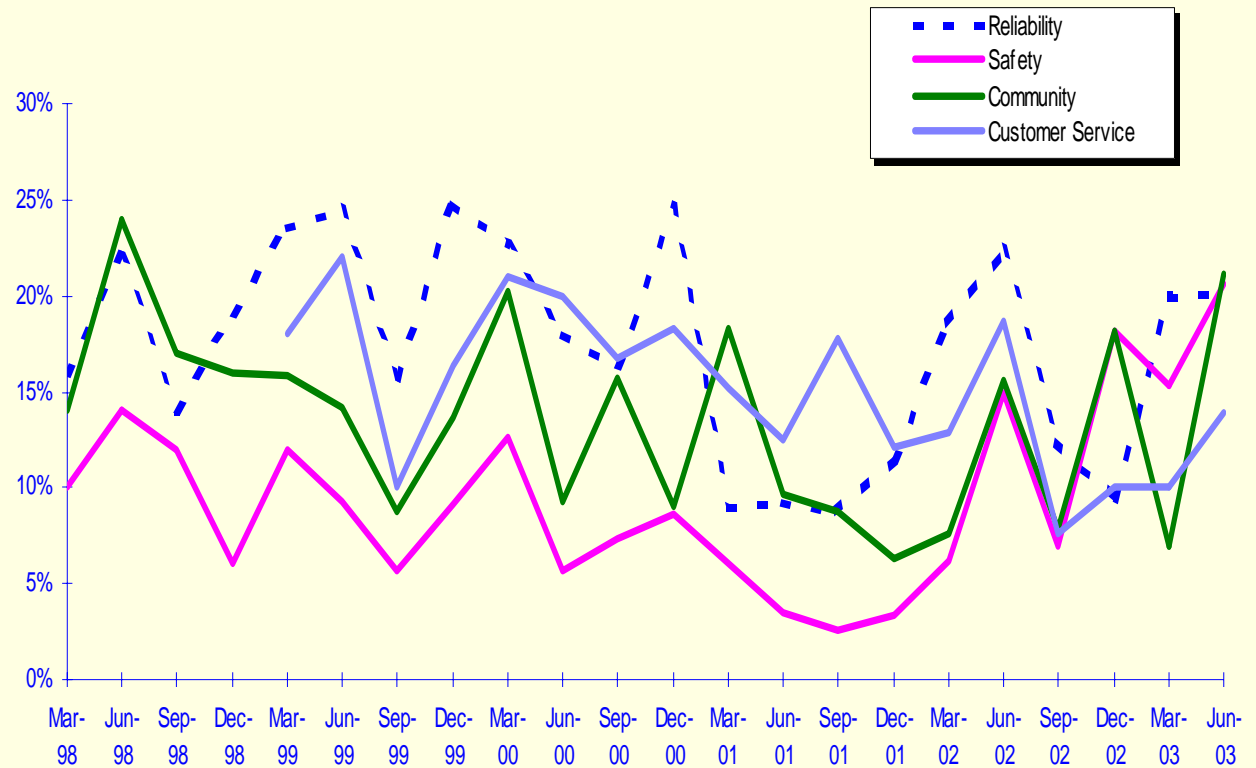
Commercial Customers



- Residential customers who felt that “a lot” of improvements were needed, identified these as required in meter reading accuracy (6.1%), then community involvement (2.0%). There are larger percentages of residential customers who feel there is “a little” room for improvements, particularly in relation to meter reading accuracy and environmental responsibility. Commercial customers who felt “a lot” of improvements were needed said this most often in relation to meter reading accuracy (2.8%), then community involvement (2.3%); only small percentages of customers felt this degree of improvement was needed and more feel there is room for “a little” improvement, in relation to meter reading accuracy and reliability.
- Customers in St. John’s, Burin, and Clarendville expressed greater need for a “little” improvement in reliability. St. John’s, Gander, and Grand Falls customers expressed the greatest need for “a lot” of improvement in meter reading accuracy, while those in St. John’s, Clarendville, and Burin expressed the greatest need for “a little” improvement in this regard.

Change in Residential Customers' Perceptions

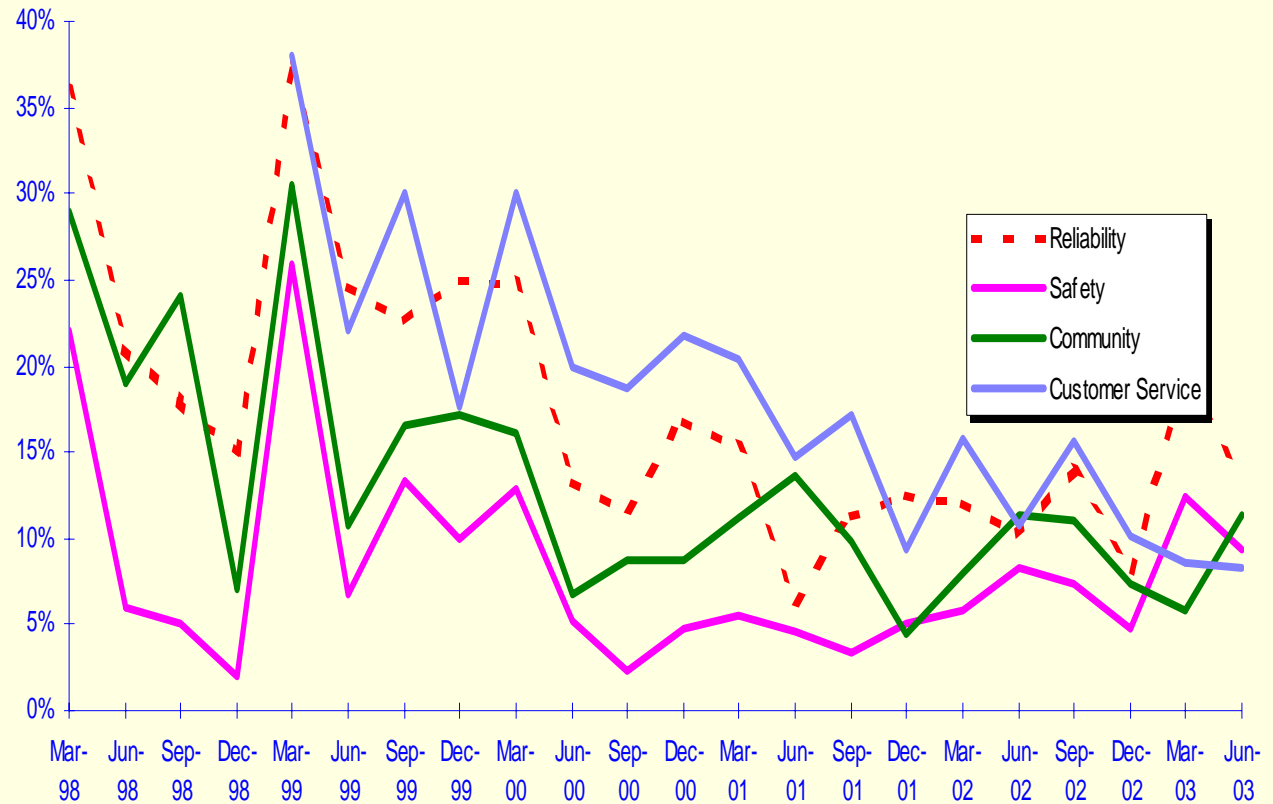
- The percentage of residential customers who believe we can improve reliability a little or a lot is stable at 20%. This is within the normal range for this indicator.
- The percentage of customers who feel we can improve on our concern for public safety a little or a lot is 21%, which is higher than the normal range of responses.
- The percentage of customers who believe we can improve our contributions to the community has increased from 6.9 % last quarter to 21.1%. This result has been quite volatile over time as the graph indicates.
- The percentage of customers who believe we can improve our customer service is 14%, an increase from 10% in March and December. This has ranged from 10% to 22% within the past three years.



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

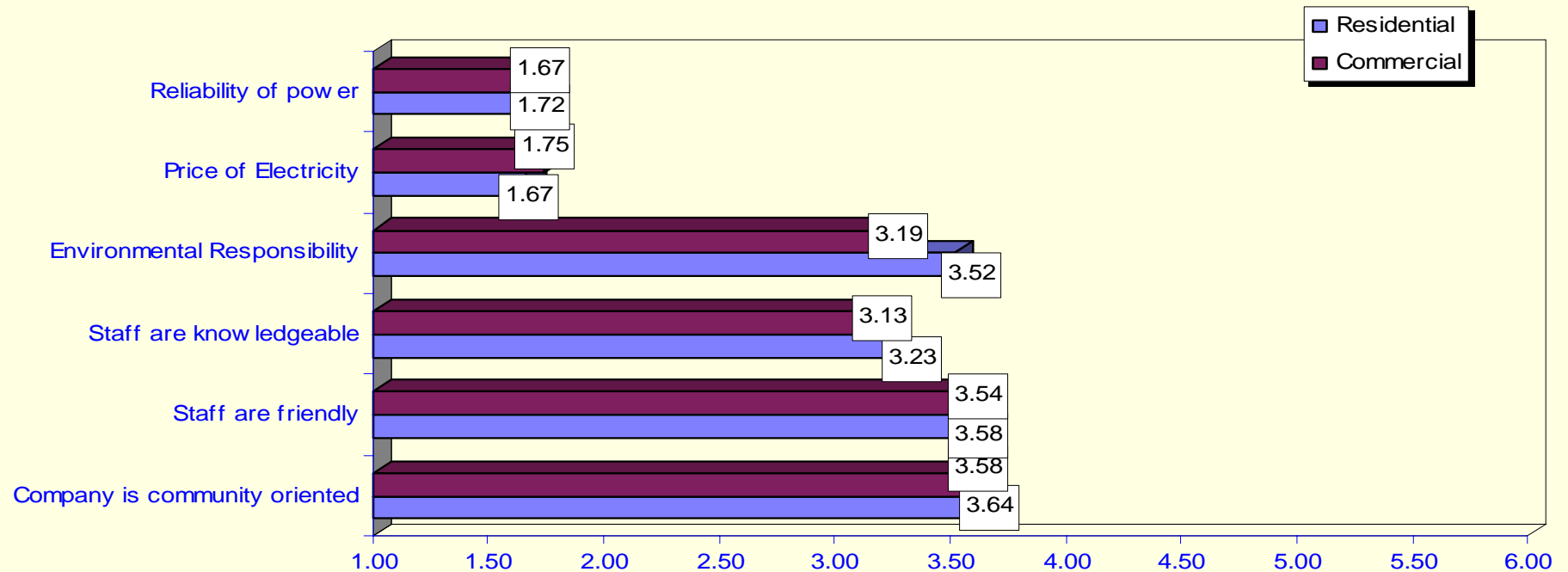
Change in Commercial Customers' Perceptions

- The percentage of commercial customers who believe we can improve our reliability of supply is 13% this quarter compared to 19% in March and 10% in June 2002.
- The percentage of commercial customers who believe we can improve our concern for public safety is 9.3% this quarter compared to 12.4% last quarter and 8.3% in June 2002.
- The percentage of commercial customers who believe we can improve our community contribution is 11.3% this quarter compared to 5.9% in March and equal to 11.3% in June of 2002.
- 8.3% of commercial customers believe we can improve our customer service. This is a decrease from 8.6% last quarter and the 10.8% result of June 2002.



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

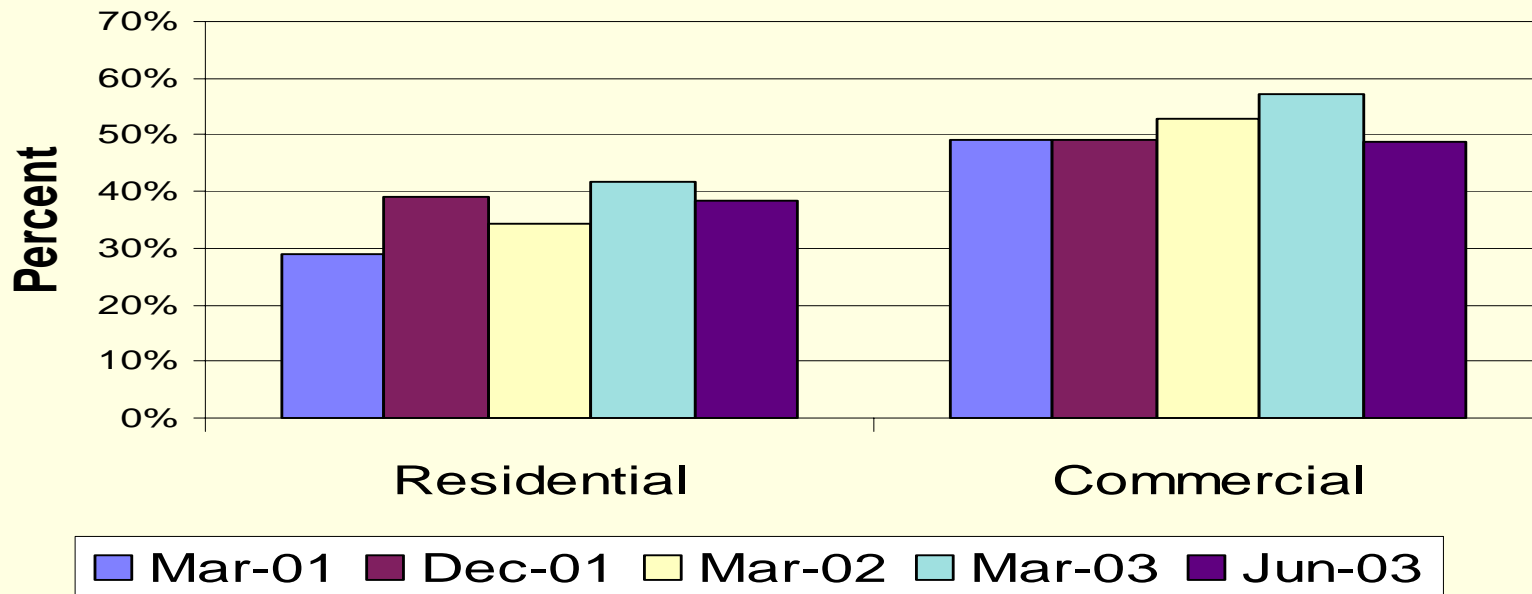
Ranking of Importance



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, but the two considerations are very close. Knowledgeable staff is next in importance, with environmental responsibility, friendly staff, and community orientation following in descending order of importance.
- Residential customers ranked price as marginally more important than reliability, with knowledgeable staff, environmental responsibility, friendly staff, and community orientation following in descending order of importance.

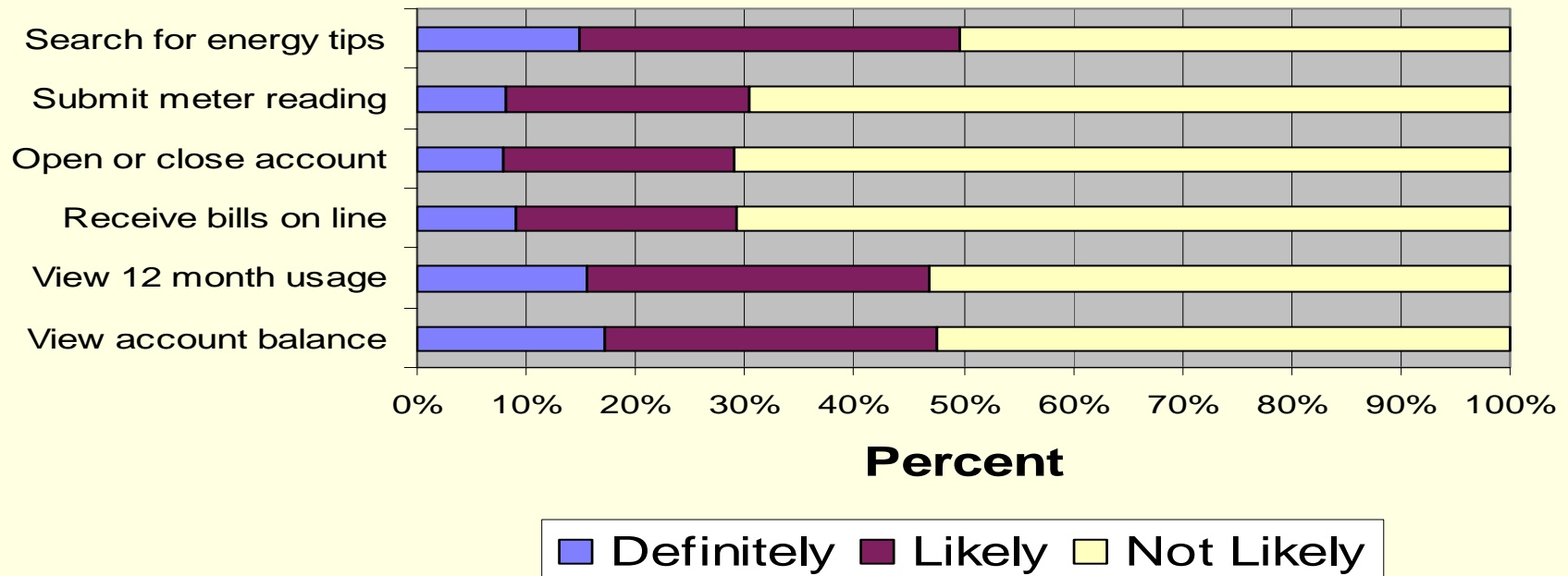
Internet Access & NP site visits



- The above chart shows the percentage of customers who reported having Internet access at their home computer. This question has been asked a number of times in recent surveys as shown. Both residential and commercial customers showed declines in Internet access; just under 50% of commercial customers have access compared with just less than 40% of residential customers.
- Of those having access, 14.3% of residential customers and 12.8% of commercial customers report having visited the Newfoundland Power Web site in the past six months. Comparable percentages for Web site visits are:
 - March 2003: 16% of residential and 13% of commercial customers
 - March 2002: 13% of residential and 7% of commercial customers
 - December 2001: 9.1% of residential customers and 7.4% of commercial customers
 - March 2001: 10.9% of residential and 8.2% of commercial customers

Likelihood of Use of Web site features

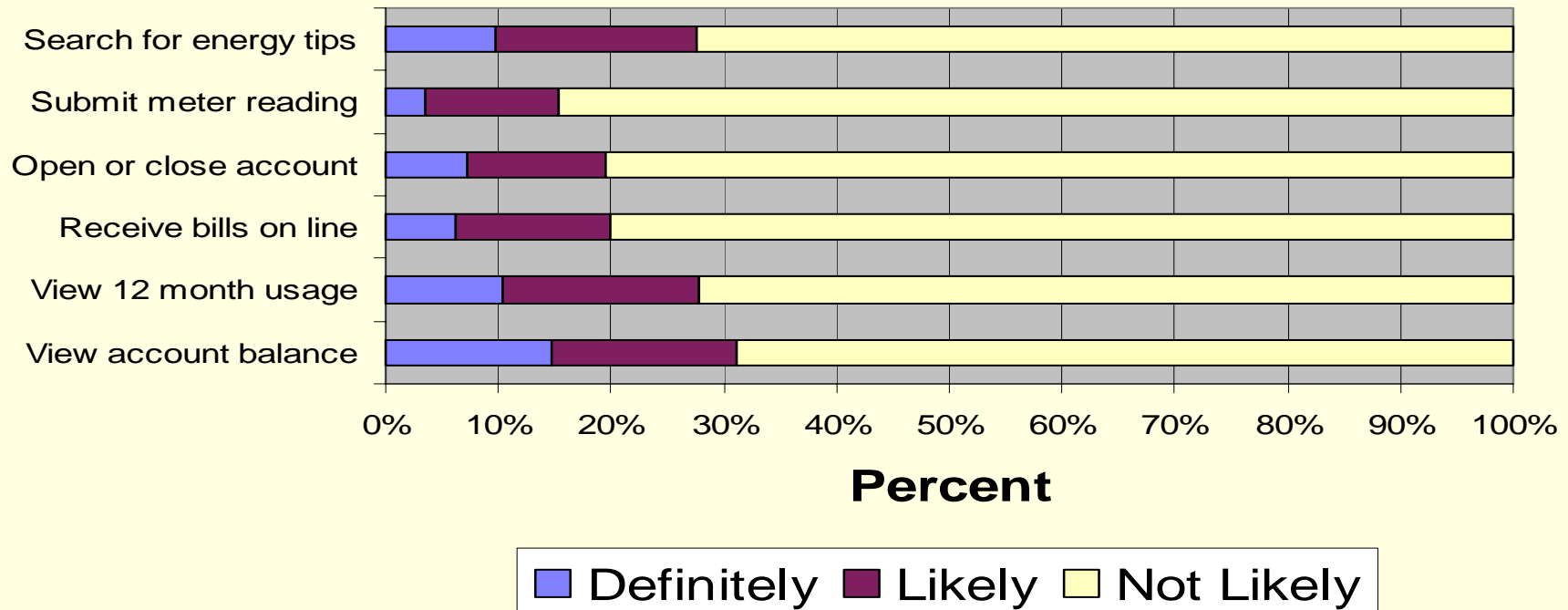
Residential



- The above chart indicates the percentages of residential customers with Web access and their reported likelihood of using various services offered on the Newfoundland Power Web site. Many of these customers have not actually visited our site in the last six months.
- Among residential customers who have visited the Web site in the last six months, the percentages who are “definitely” or “likely” to use the services ranges from a low of 50% (submitting meter readings) to 57% for opening/closing accounts and receiving bills online, 77% for viewing 12 months usage, 80% for researching energy tips, and 82% for accessing account balance.

Likelihood of Use of Web site features

Commercial



- The above chart indicates the percentages of commercial customers with Web access and their reported likelihood of using various services offered on the Newfoundland Power Web site. Many of these customers have not actually visited our site in the last six months.
- Among customers who have visited the Web site in the last six months, the percentages who are “definitely” or “likely” to use the services ranges from a low of 24% (submitting meter readings) to 40% for opening/closing an account, to 48% for receiving bills online, 52% for searching for energy tips, 60% for researching their 12 month usage, and 72% for accessing their account balance.