

1 Q. (Re: Response to CA-NLH-52) Can we conclude from the Customer Survey results
2 that 8% of customers indicated a willingness to pay for improved reliability? Why
3 were these two questions incorporated in the Customer Survey in 2006, and then
4 dropped from the survey after 2009?

5
6

7 A. From the customer satisfaction study results for the years of 2006 through 2009
8 inclusive, Hydro can conclude that 8% of customers indicated a willingness to pay
9 for improved reliability. The two questions around “improved reliability” and
10 willingness to pay for “increased levels of reliability” were introduced beginning
11 with the 2006 customer satisfaction study to explore opinions toward improved
12 reliability and electricity costs. Customer satisfaction study results regarding
13 improved reliability and willingness to pay for increased levels of reliability
14 remained relatively consistent at 38% and 8%, respectively, from 2006 through
15 2009, as indicated in CA-NLH-052. Customer satisfaction with service reliability also
16 remained relatively consistent (95%) for the same period. From this Hydro
17 concludes that although customer satisfaction with reliability is high, and many
18 customers desire improved reliability, few are willing to pay for improved reliability.
19 The exploratory questions introduced in 2006 produced opinions as might be
20 expected, and the results of continuing with the same questions were not
21 anticipated to change, therefore the questions were removed to shorten the overall
22 length of the telephone survey. Hydro continues to monitor service reliability as a
23 KPI and to seek reliability improvements as indicated in NP-NLH-003, CA-NLH-016
24 and CA-NLH-017.