

Q. **Reference: Volume 1, pages 2.1 to 2.4**

Hydro states (page 2.2, lines 4 to 7) “...Hydro regularly gathers customer feedback on reliability, outages, billing and customer support. This input informs service improvements, asset management, and long-term capital planning.” Hydro states (page 2.2, lines 14 to 15) “Hydro measures customer service performance through a combination of transactional and relationship-based surveys, as well as spot engagement surveys.” Hydro states (page 2.3, lines 1 to 2) “Hydro also conducts biennial Residential and General Service customer satisfaction surveys.”

a) Please provide the details of the transactional customer survey results from 2019 through to 2025.

b) Please provide the details of the 2024 residential biennial customer satisfaction survey.

c) Please provide the details of the 2024 digital engagement process.

d) Please summarize the feedback received from residential customers from 2019 to 2025 as part of the various surveys and describe actions taken by Hydro based on residential customer survey feedback.

A. a) Customer satisfaction results related to the transactional customer survey from 2019 to 2025 are outlined in Table 1.

Table 1: Customer Satisfaction Results

	2019	2020	2021	2022	2023	2024	2025
Total Respondents	1,912	1,638	2,151	2,456	1,994	3,550	3,572
% Satisfied	85.56%	83.70%	87.82%	87.42%	86.16%	89.72%	87.29%

b) Please refer to CA-NLH-017, Attachment 1.

- c) Please refer to Newfoundland and Labrador Hydro’s (“Hydro”) response to NP-NLH-014 of this proceeding.
- d) Overall, customer satisfaction with Hydro remained high from 2020 to 2024, as outlined in Table 2. This is reflected in the results of the residential customer surveys completed during that period.

Table 2: Overall Residential Customer Satisfaction (%)

Region	2020	2022	2024
Central	91	88	91
Northern	92	87	86
Labrador	89	93	89
Overall	90	89	89

In addition, customers have provided feedback on Hydro’s mandate. This includes noting the importance they place as well as how Hydro should best balance cost, reliability, and environmental responsibility, and gauging our performance in each of those areas of our operations.

For full findings of the 2024 digital engagement process, including responses on the topics of growth management, new technology, asset selection, and electrification, please refer to Hydro’s response to NP-NLH-014 of this proceeding.

Feedback gained during the aforementioned surveys is used to improve communications and service to customers, gauge employee and operational performance, identify information-sharing and training opportunities, and help determine areas for growth and development. Customer feedback is also used as a component of planning criteria for Hydro’s capital work, and improves internal understanding of issues, trends, shifting customer needs and priorities, and emerging topics, in relation to the provision of electricity service in the province.



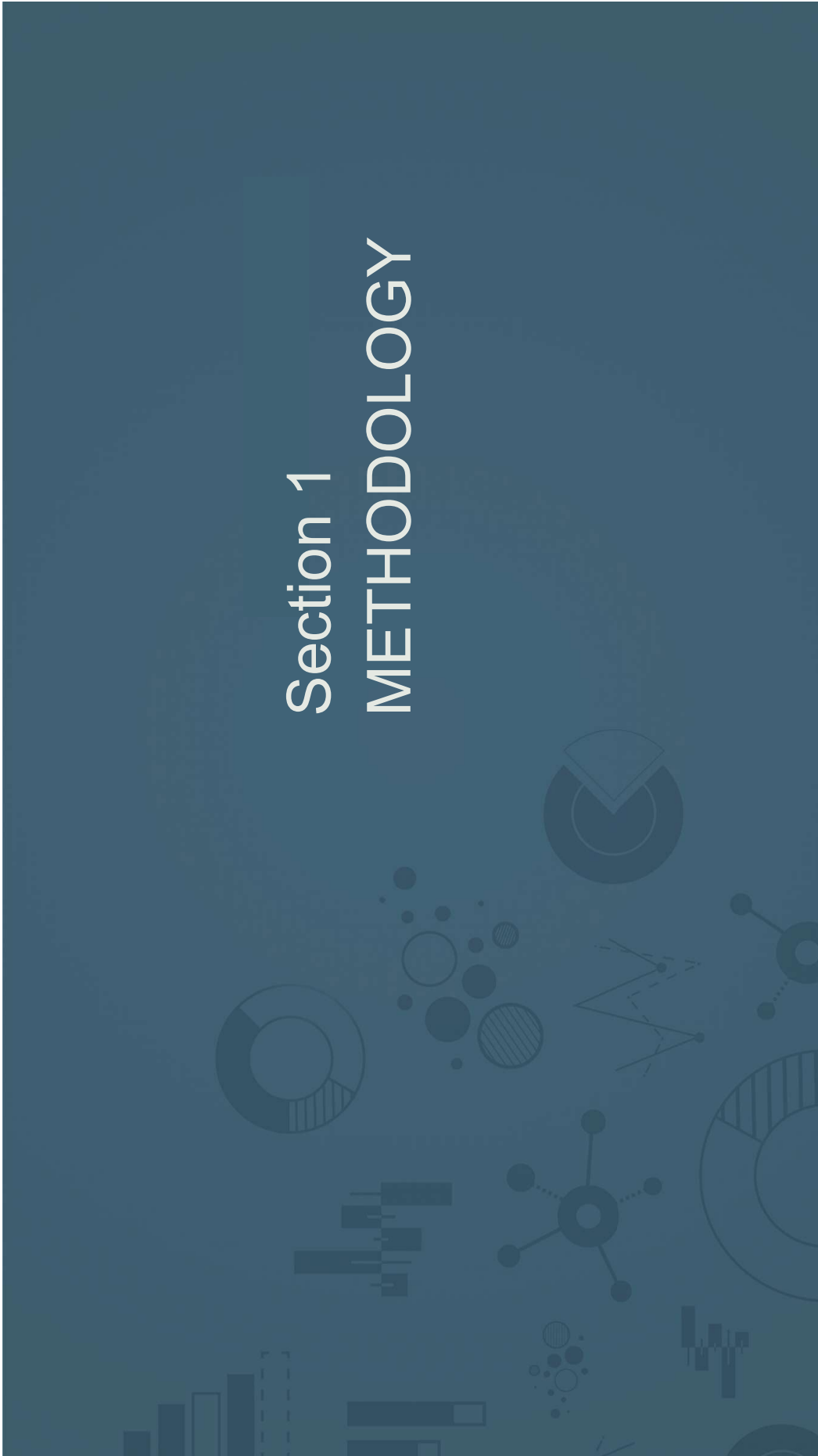
**think
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RESEARCH+STRATEGY

2024 Residential Customer Satisfaction Survey FINAL REPORT

March 2025 | **Confidential**

Section 1 METHODOLOGY



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Study Methodology

- The primary objectives of this research are to assess customer satisfaction with the services provided by Newfoundland and Labrador Hydro (herein referred to as “Hydro”) and to identify any changes in customer satisfaction over time.
- For this study, customers were surveyed by telephone.
- Interviews were conducted between December 10-19, 2024 and January 2-13, 2025.
- The sampling frame included all households within Hydro’s service area that identified Hydro as their electricity supplier. The sampling unit was the adult household member responsible for paying the electricity bill and dealing with Hydro.
- A total of 725 residential customers completed the survey, which provides an overall margin of error of 3.6% 19 times out of 20.

Study Methodology

The following table illustrates the sample size by Hydro’s service areas. The data was weighted at the overall level to reflect the proportion of customers in each region.

Area	Sample Size
Central	262
Labrador	219
Northern	245
Total	726

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Accessibility

- Overall, 10% of respondents self-identified as a person with a disability. This was consistent by region (10% in Central and Northern, 8% in Labrador).
- A total of 2% of respondents reported experiencing a barrier when interacting with NL Hydro, with the majority citing a technology (8 respondents) or language (4 respondents) related barrier.

Section 2

KEY INDICATORS



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KEY INDICATORS



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KEY INDICATORS

Service Reliability

% somewhat or very satisfied

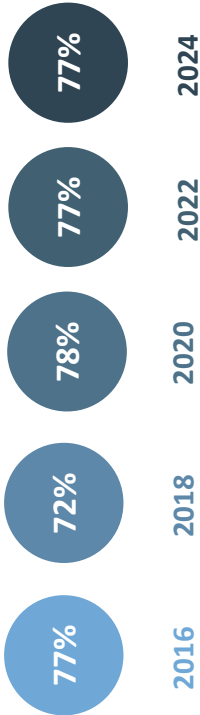


Residential customers continue to be highly satisfied with the supply of electricity provided by Hydro. Overall, ninety-three percent indicated they were somewhat (rating of 7 or 8) or very (rating of 9 or 10) satisfied.

Q5_1. On a scale of 1 to 10, where 1 means "not at all satisfied" and 10 means "very satisfied", how satisfied are you with the supply of electricity you receive from Hydro?

Overall Reputation

% good or very good reputation



Seventy-seven percent of customers rated Hydro's reputation as good (rating of 7 or 8) or very good (rating of 9 or 10). Newfoundland and Labrador's reputation score stayed consistent with 2022.

Q1. Based on what you know or have heard, how would you rate Newfoundland and Labrador Hydro overall reputation, using a scale of 1 to 10, where 1 is a very bad reputation and 10 is a very good reputation?

Section 3

KEY INDICATORS

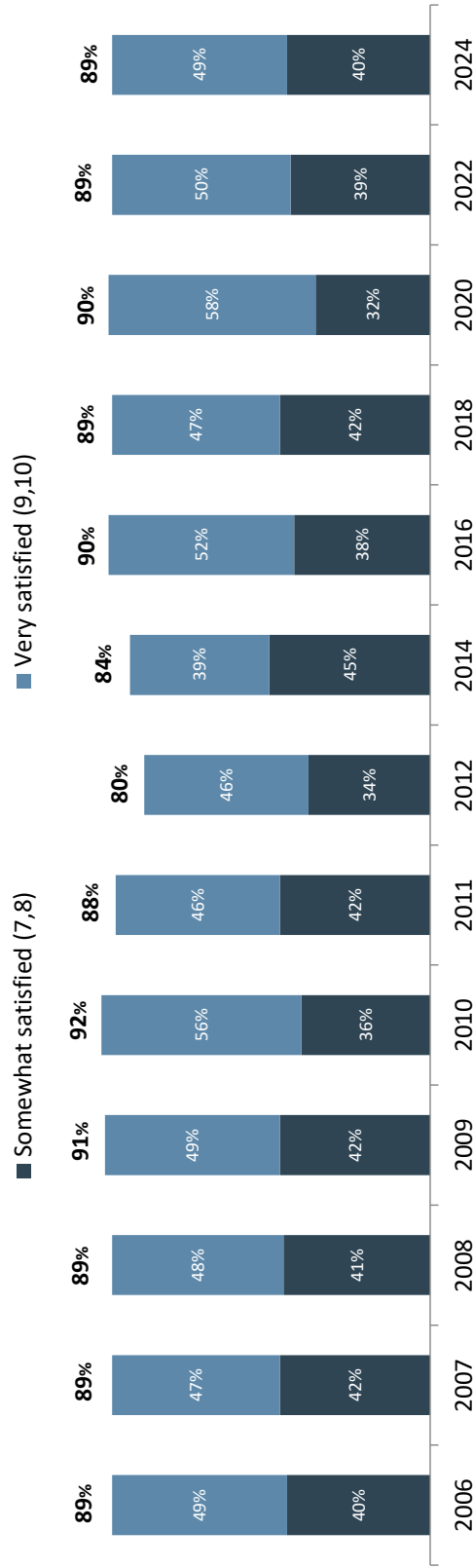
DETAILED SURVEY RESULTS



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OVERALL SATISFACTION SCORE

The vast majority of customers remain satisfied with Hydro in 2024. Eighty-nine percent (89%) are either somewhat (40%) providing a rating of 7 or 8) or very satisfied (49% providing a rating of 9 or 10), which was on par with 2022.



Q4_1. In general, how satisfied are you with Hydro's overall customer service on a scale of 1 to 10, where 1 means "not at all satisfied" and 10 means "very satisfied"?

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OVERALL SATISFACTION SCORE

The table below details the percentage of customers who provided an overall satisfaction score of 7 or higher by region. Satisfaction held relatively steady across the three key regions in 2024, with a small increase in overall satisfaction in Central, while Labrador experienced a slight decrease.

	2012 % Indicating 7+	2012 % Indicating 7+	2014 % Indicating 7+	2016 % Indicating 7+	2018 % Indicating 7+	2020 % Indicating 7+	2022 % Indicating 7+	2024 % Indicating 7+
Overall	88%	80%	84%	90%	89%	90%	89%	89%
Region								
Central	94%	77%	88%	91%	91%	91%	88%	91%
Northern	91%	83%	85%	90%	88%	92%	87%	86%
Labrador	78%	80%	77%	89%	87%	89%	93%	89%

Q4_1. In general, how satisfied are you with Hydro's overall customer service on a scale of 1 to 10, where 1 means "not at all satisfied" and 10 means "very satisfied"?

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REASONS FOR DISSATISFACTION

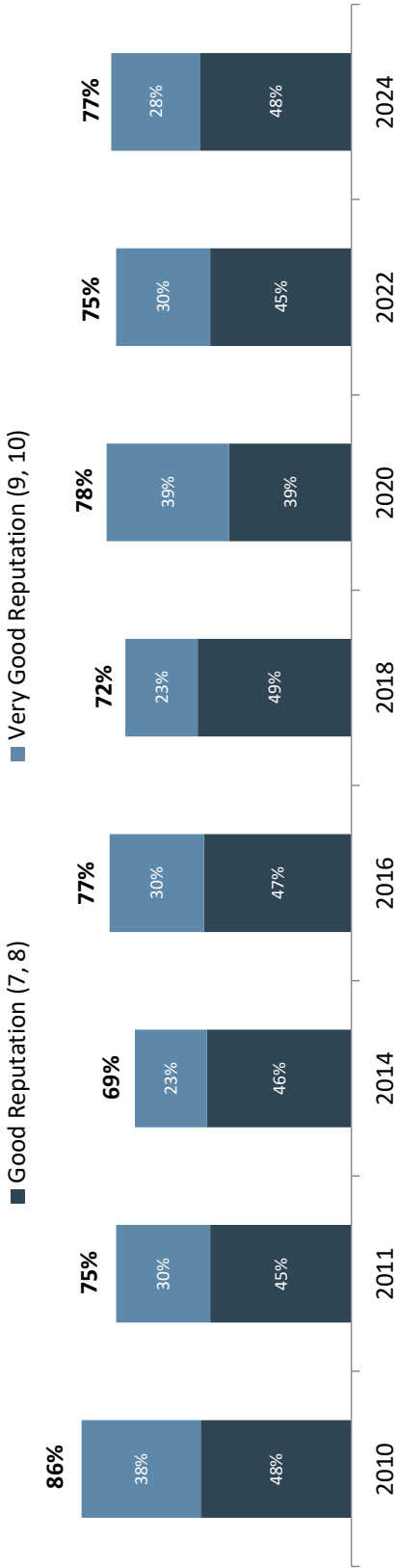
When those who provided a low satisfaction rating for 'listens and acts upon customer concerns' were asked why they provided that response, the top reasons were a negative customer service experience (27%) and it being outage related (14%).

	%
Negative customer service experience	27%
Outage related	14%
Too expensive/price increases,	12%
Not enough development in rural areas	10%
Billing issues	7%
Sustainability/environmental concerns	1%
Solar options not developed	1%
Sending power out of province	1%
No response/Don't Know	39%

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OVERALL REPUTATION SCORE

In 2024, those indicating NL Hydro's overall reputation as good or very good remained generally stable, increasing slightly to 77% compared to 75% in 2022. While the proportion of customers rating Hydro's reputation as "good" (7 or 8) increased from 45% to 48%, the percentage of those rating it as "very good" (9 or 10) showed a slight decline, moving from 30% to 28%. These results indicate a relatively consistent overall reputation with only minor shifts in the percentage of customers who feel Hydro has a good versus very good reputation.



Q1. Based on what you know or have heard, how would you rate Newfoundland and Labrador Hydro's overall reputation, using a scale of 1 to 10, where 1 is a very bad reputation and 10 is a very good reputation?

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OVERALL REPUTATION SCORE

The table below details the percentage of customers who provided an overall reputation score of 7 or higher by region. Reputation held relatively steady across the three key regions in 2024, with small increases in reputation in Central and Labrador.

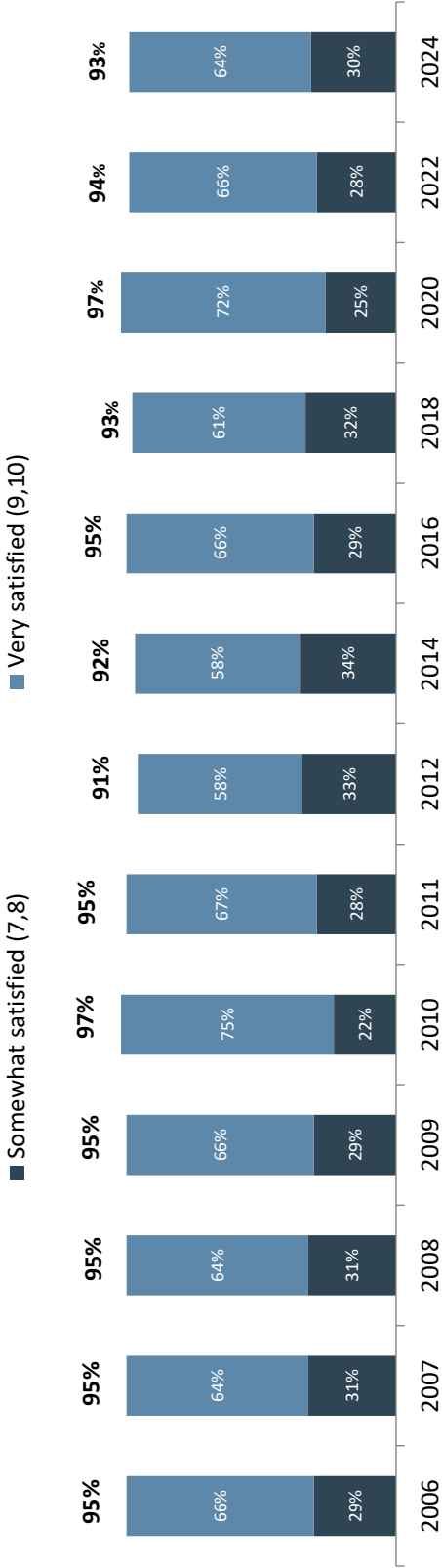
	2011	2012	2014	2016	2018	2020	2022	2024
	% Indicating 7+	% Indicating 7+	% Indicating 7+	% Indicating 7+	% Indicating 7+	% Indicating 7+	% Indicating 7+	% Indicating 7+
Overall	86%	75%	69%	77%	72%	78%	75%	77%
Region								
Central	93%	80%	74%	84%	78%	80%	77%	80%
Northern	88%	79%	72%	76%	67%	76%	72%	72%
Labrador	75%	64%	60%	69%	72%	79%	75%	77%

Q1. Based on what you know or have heard, how would you rate Newfoundland and Labrador Hydro's overall reputation, using a scale of 1 to 10, where 1 is a very bad reputation and 10 is a very good reputation?

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SERVICE RELIABILITY SCORE

In 2024, customer satisfaction with NL Hydro's reliability remained consistent with previous levels. The percentage of customers who were somewhat satisfied (7 or 8) increased slightly from 28% in 2022 to 30% in 2024, while those who were very satisfied (9 or 10) decreased marginally from 66% to 64%. These results indicate overall stability in customer perceptions of reliability, with minor shifts between satisfaction levels.



Q5.1 On a scale of 1 to 10 where 1 means 'not at all satisfied' and 10 means 'very satisfied', how satisfied are you with the supply of electricity you receive from Hydro?

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SERVICE RELIABILITY SCORE

In 2024, customer satisfaction with the supply of electricity from NL Hydro remained high, with 93% of customers rating their satisfaction as 7 or higher, compared to 94% in 2022. Sentiment was down slightly in the Northern region.

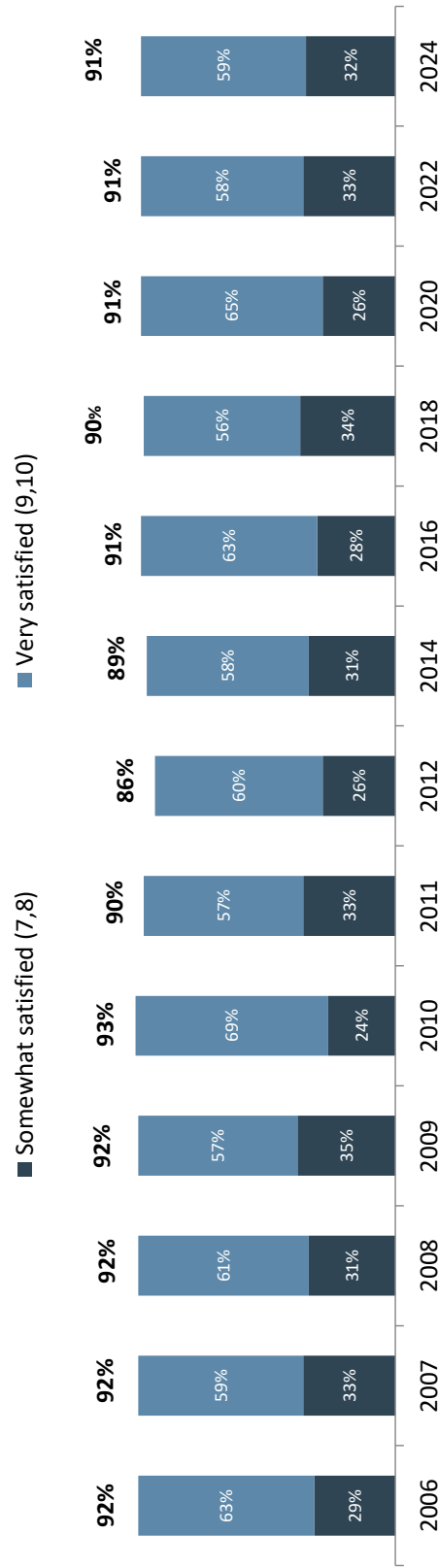
	2011 % Indicating 7+	2012 % Indicating 7+	2014 % Indicating 7+	2016 % Indicating 7+	2018 % Indicating 7+	2020 % Indicating 7+	2022 % Indicating 7+	2024 % Indicating 7+
Overall	95%	91%	92%	95%	93%	96%	94%	93%
Region								
Central	97%	93%	95%	98%	96%	98%	95%	96%
Northern	96%	96%	91%	94%	93%	94%	94%	91%
Labrador	92%	85%	88%	93%	89%	96%	91%	92%

Q5.1 On a scale of 1 to 10 where 1 means 'not at all satisfied' and 10 means 'very satisfied', how satisfied are you with the supply of electricity you receive from Hydro?

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CUSTOMER SERVICE SCORE

The vast majority of residential customers (91%) continue to be satisfied with the customer service they receive from Hydro.



Q5.2 On a scale of 1 to 10, where 1 means 'not at all satisfied' and 10 means 'very satisfied,' how satisfied are you with the overall customer service you receive from Hydro?

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CUSTOMER SERVICE SCORE

Customer service satisfaction remained largely on par with 2022 across the three Hydro service areas.

	2011	2012	2014	2016	2018	2020	2022	2024
	% Indicating 7+	% Indicating 7+	% Indicating 7+	% Indicating 7+	% Indicating 7+	% Indicating 7+	% Indicating 7+	% Indicating 7+
Overall	90%	86%	89%	91%	90%	91%	91%	91%
Region								
Central	94%	90%	92%	93%	90%	95%	93%	92%
Northern	92%	86%	90%	92%	90%	90%	90%	88%
Labrador	82%	81%	82%	88%	90%	89%	90%	91%

Q5.2 On a scale of 1 to 10, where 1 means 'not at all satisfied' and 10 means 'very satisfied,' how satisfied are you with the overall customer service you receive from Hydro?

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SERVICE ATTRIBUTES

- Customers were asked to rate 18 service attributes in terms of both **importance** and **satisfaction**.
- First, customers were asked to think about their electricity supplier and to rate the **importance** of each service attribute using a scale from 1 to 10, with 1 being '*not at all important*' and 10 being '*very important*'.
- Next, customers were asked to rate their **satisfaction** with the performance of Hydro on each attribute using a scale from 1 to 10, with 1 being '*not at all satisfied*' and 10 being '*very satisfied*'.



SERVICE ATTRIBUTES – IMPORTANCE RATINGS

Service Attributes	Mean Importance Rating							
	2010	2011	2014	2016	2018	2020	2022	2024
Concern for public safety	9.5	9.5	9.6	9.6	9.6	9.7	9.5	9.4
Accuracy of billing	9.5	9.4	9.4	9.5	9.4	9.7	9.5	9.3
Ensures a sufficient supply of electricity for the foreseeable future	9.4	9.4	9.4	9.5	9.5	9.7	9.6	9.3
Bills that are easy to read and understand	9.4	9.3	9.3	9.5	9.3	9.5	9.3	9.2
Friendly and courteous employees	9.3	9.3	9.3	9.5	9.4	9.5	9.3	9.2
Speed in restoring power when a problem occurs	9.4	9.2	9.2	9.4	9.4	9.5	9.4	9.2
The way Hydro maintains the electric system	9.3	9.2	9.3	9.4	9.3	9.5	9.3	9.1
Quality of customer service received	9.3	9.1	9.2	9.3	9.3	9.5	9.3	9.0
Good power quality free from voltage fluctuations	9.5	9.4	9.4	9.4	9.3	9.5	9.2	9.0
Operates in an environmentally responsible manner	9.3	9.2	9.3	9.4	9.3	9.4	9.2	8.9
Listens to and acts upon customer concerns	9.3	9.2	9.1	9.2	9.2	9.4	9.3	8.9
Cares about its customers	9.3	9.2	9.1	9.4	9.3	9.4	9.2	8.9
The way Hydro communicates planned outages	-	-	-	-	-	-	9.1	8.9
The way outage information is communicated during an outage.	-	-	-	-	-	-	9.0	8.9
The price you pay for electricity	9.1	9.0	9.1	9.2	9.2	9.5	9.2	8.7
The number of power outages	8.9	8.8	8.8	9.0	8.9	9.2	8.9	8.7
Encourages consumers to use electricity efficiently	8.9	8.9	9.0	9.0	8.8	9.0	8.8	8.6
Contributes back to the community	8.3	8.2	8.3	8.5	8.3	8.8	8.3	7.5

For 2024, mean importance ratings ranged from a high of 9.4 (Concern for public safety) to a low of 7.5 (That Hydro contributes back to the community).

The largest shifts in importance related to community contributions (down 0.8), the price of electricity (down 0.5) and listening to customer concerns (down 0.4).



SERVICE ATTRIBUTES – SATISFACTION RATINGS

For 2024, mean satisfaction ratings ranged from a high of 8.9 (Friendly and courteous employees) to a low of 6.0 (The price you pay for electricity).

The largest shifts in satisfaction related to the supply of electricity (down 0.4), operating in an environmentally responsible manner (down 0.4) and addressing customer concerns (down 0.4).

Service Attributes	Mean Satisfaction Rating							
	2010	2011	2014	2016	2018	2020	2022	2024
Friendly and courteous employees	9.1	8.8	8.9	9.0	8.9	9.2	8.9	8.9
Concern for public safety	9.1	9.0	9.0	9.1	8.9	9.1	9.0	8.7
Bills that are easy to read and understand	9.2	9.0	9.0	9.2	8.7	9.0	8.8	8.7
Quality of Service you receive	8.9	8.6	8.5	8.8	8.6	8.9	8.6	8.5
Accuracy of billing	8.9	8.6	8.6	8.6	8.4	8.5	8.3	8.4
Good power quality free from voltage fluctuations	8.6	8.5	8.2	8.5	8.2	8.8	8.6	8.4
Speed in restoring power when a problem occurs	8.7	8.3	8.1	8.3	8.3	8.7	8.4	8.3
Ensures a sufficient supply of electricity for the foreseeable future	8.9	8.6	8.1	8.5	8.3	8.9	8.7	8.3
Encourages consumers to use electricity efficiently	8.7	8.4	8.4	8.5	8.2	8.5	8.2	8.2
The way Hydro maintains the electric system	8.8	8.6	8.1	8.4	8.0	8.6	8.5	8.2
The way Hydro communicates planned outages	-	-	-	-	-	-	8.2	8.2
Operates in an environmentally responsible manner	8.8	8.6	8.6	8.6	8.3	8.6	8.5	8.1
Cares about its customers	8.6	8.2	8.1	8.4	8.1	8.4	8.2	7.9
The way outage information is communicated during an outage.	-	-	-	-	-	-	7.9	7.9
Listens to and acts upon customer concerns	8.4	8.2	8.1	8.4	8.1	8.4	8.1	7.7
The number of power outages	8.2	7.8	7.1	7.5	6.9	7.9	7.8	7.6
Contributes back to the community	7.4	7.1	7.2	7.7	7.4	8.0	7.4	6.7
The price you pay for electricity	7.0	6.4	6.1	6.2	6.0	6.9	6.2	6.0

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GAP ANALYSIS

- A **gap score** is the difference between the evaluation of importance and the evaluation of satisfaction with performance on any one service attribute.
- **Negative Gap Score (-):** This indicates that the importance of a service attribute is higher than the satisfaction with it. A negative gap score shows there is a gap between what customers expect (importance) and what they feel they are getting (satisfaction). These are areas where improvements may be needed to better meet customer expectations.
- **Positive Gap Score (+):** This would mean that satisfaction exceeds importance. In this case, a + score would show that Hydro was performing better than customers' expectations for that particular service attribute. This is a strength, as the organization is exceeding expectations in this area.
- Negative scores highlight potential areas for improvement, while positive scores, though rare, indicate areas of overperformance relative to expectations.



SERVICE ATTRIBUTES – GAP ANALYSIS RATINGS

All attributes have a negative gap (more important than satisfied).

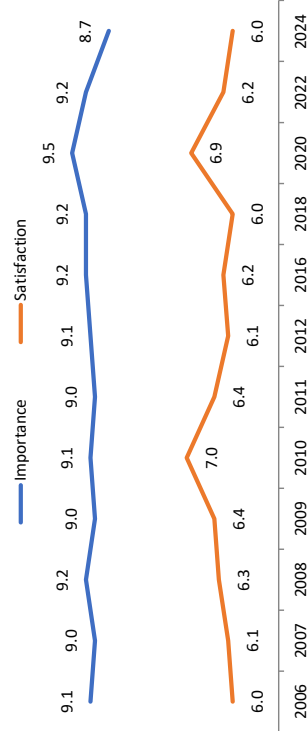
Attributes with relatively larger gaps (1.0 or higher) include the price of electricity (-2.7), addressing customer concerns (-1.2), the number of power outages (-1.1) and ensuring a sufficient supply of electricity (-1.0).

Service Attributes	Gap Score							
	2010	2011	2014	2016	2018	2020	2022	2024
Concern for public safety	-0.4	-0.5	-0.6	-0.5	-0.7	-0.6	-0.5	-0.7
Accuracy of billing	-0.6	-0.8	-0.8	-0.9	1.0	-1.2	-1.2	-0.9
Ensures a sufficient supply of electricity for the foreseeable future	-0.5	-0.8	-1.3	-1.0	-1.2	-0.8	-0.9	-1.0
Bills that are easy to read and understand	-0.2	-0.3	-0.3	-0.3	-0.6	-0.5	-0.5	-0.5
Friendly and courteous employees	-0.2	-0.5	-0.4	-0.5	-0.5	-0.3	-0.4	-0.3
Speed in restoring power when a problem occurs	-0.7	-0.9	-1.1	-1.1	-1.1	-0.8	-1.0	-0.9
The way Hydro maintains the electric system	-0.5	-0.6	-1.2	-1.0	-1.3	-0.9	-0.9	-0.9
Quality of customer service received	-0.4	-0.5	-0.7	-0.5	-0.7	-0.6	-0.7	-0.5
Good power quality free from voltage fluctuations	-0.9	-0.9	-1.2	-0.9	-1.1	-0.7	-0.7	-0.6
Operates in an environmentally responsible manner	-0.5	-0.6	-0.7	-0.8	-1.0	-0.8	-0.7	-0.8
Listens to and acts upon customer concerns	-0.9	-1.0	-1.0	-0.8	-1.1	-2.0	-1.2	-1.2
Cares about its customers	-0.7	-1.0	-1.0	-1.0	-1.2	-1.0	-1.1	-1.0
The way Hydro communicates planned outages	-	-	-	-	-	-	-	-0.7
The way outage information is communicated during an outage	-	-	-	-	-	-	-	-1.0
The price you pay for electricity	-2.1	-2.6	-3.0	-3.0	-3.2	-2.6	-3.0	-2.7
The number of power outages	-0.7	-1.0	-1.7	-1.5	-2.0	-1.3	-1.1	-1.1
Encourages consumers to use electricity efficiently	-0.2	-0.5	-0.6	-0.5	-0.6	-0.5	-0.7	-0.4
Contributes back to the community	-0.9	-1.1	-1.1	-0.8	-0.9	-0.8	-0.8	-0.8

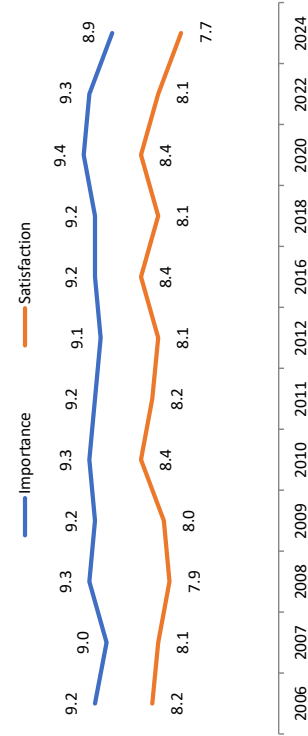


GAP ANALYSIS (CONT'D)

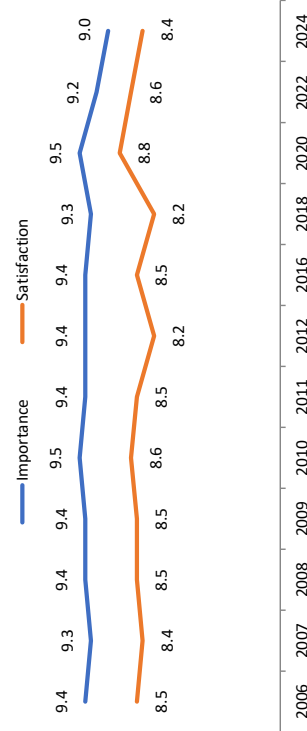
The price you pay for electricity



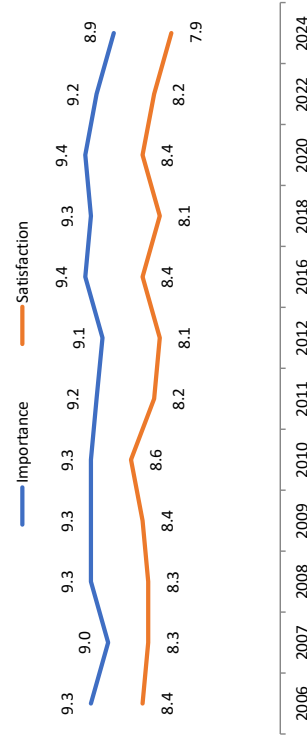
Listens to and acts upon customer concerns



Good power quality free from voltage fluctuations



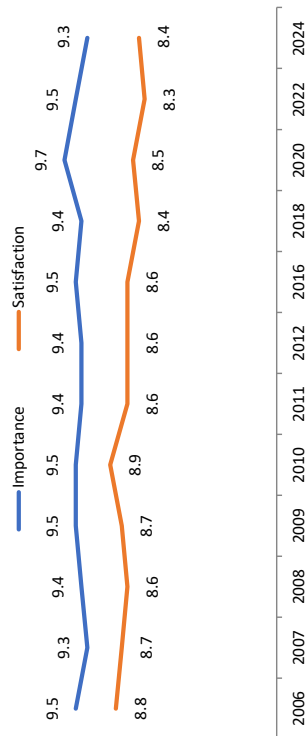
Cares about its customers



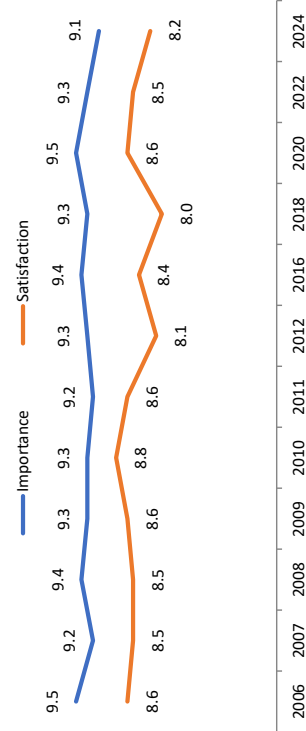


GAP ANALYSIS (CONT'D)

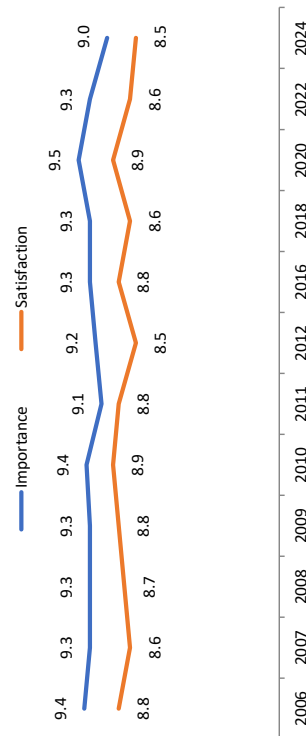
Accuracy of billing



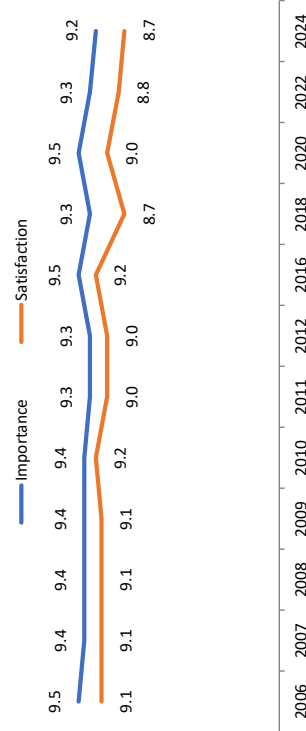
The way Hydro maintains the electric system



Quality of customer service received



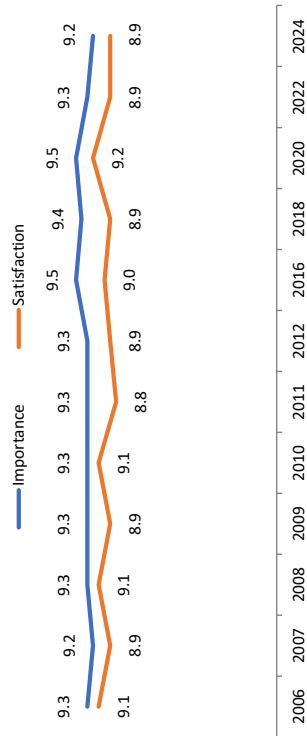
Bills that are easy to read and understand



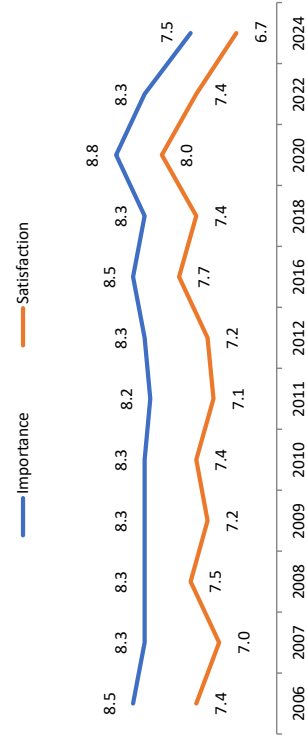


GAP ANALYSIS (CONT'D)

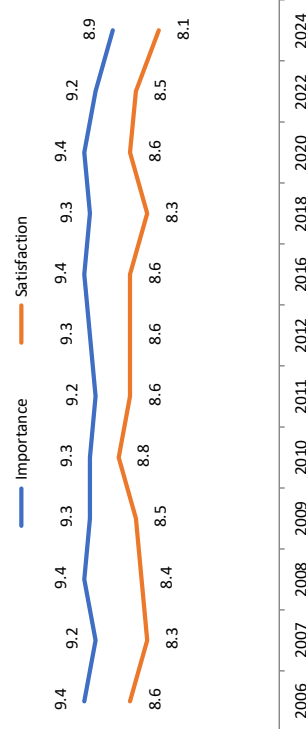
Friendly and courteous employees



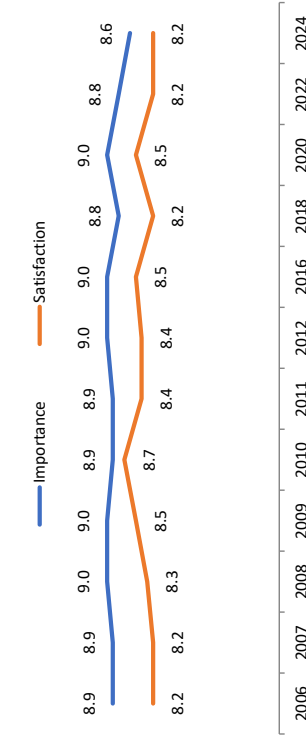
Contributes back to the community



Operates in an environmentally responsible manner



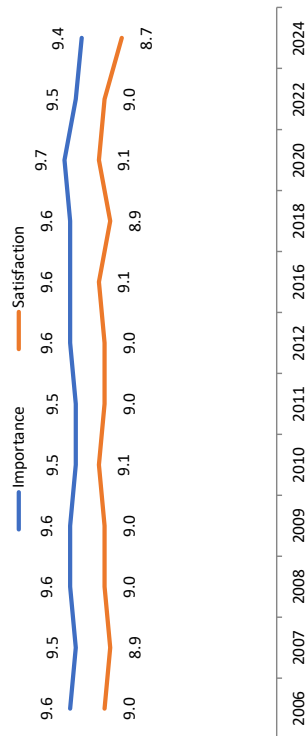
Encourages customers to make more efficient use of electricity



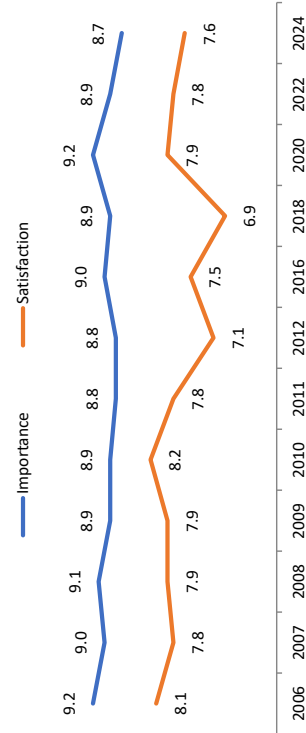
GAP ANALYSIS (CONT'D)



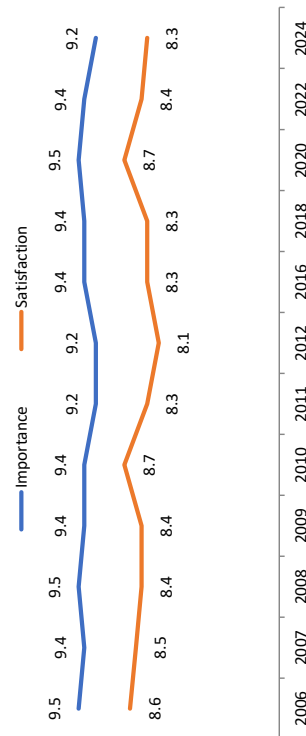
Concern for public safety



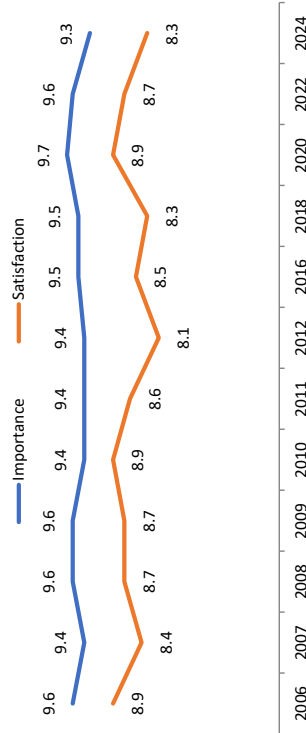
The number of power outages



Speed in restoring power



Ensuring a sufficient supply of electricity



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CUSTOMER SATISFACTION DRIVERS

- To identify the drivers of satisfaction, specialized statistical techniques were employed including a factor analysis and regression analysis.
- A factor analysis was initially conducted. This statistical technique compares each of the statements and then the ones that are most similar (in that people have answered them in a similar manner) are grouped together.
- Even though the factors “replace” all the individual statements for analysis and reporting, it is always possible to move back to the root questions.

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CUSTOMER SATISFACTION DRIVERS

Customer Concern

- Hydro listens to and acts upon customer concerns
- Hydro cares about its customers
- Hydro's concern for public safety

Price

- Price you pay for electricity

Supply of Electricity

- Hydro ensures a sufficient supply of electricity for the foreseeable future
- The way Hydro maintains the electric system

Power Restoration

- Speed in restoring power when a problem occurs

Customer Service

- Quality of customer service you receive from Hydro
- Friendly and courteous employees

Reliability

- Number of power outages
- Good power quality that is free from voltage fluctuations

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CUSTOMER SATISFACTION DRIVERS

Billing

- Hydro providing bills that are easy to read and understand
- Accuracy of Hydro's billing

Environmentally Responsible

- Hydro operates in an environmentally responsible manner

Efficient Use of Electricity

- Hydro encourages consumers to make more efficient use of electricity

Community Investment/Involvement

- Hydro contributes back to the community through initiatives such as community sponsorship programs and volunteerism

Outage Communication

- The way Hydro communicates planned outages
- The way outage information is communicated during an outage (e.g. estimated restoration time)

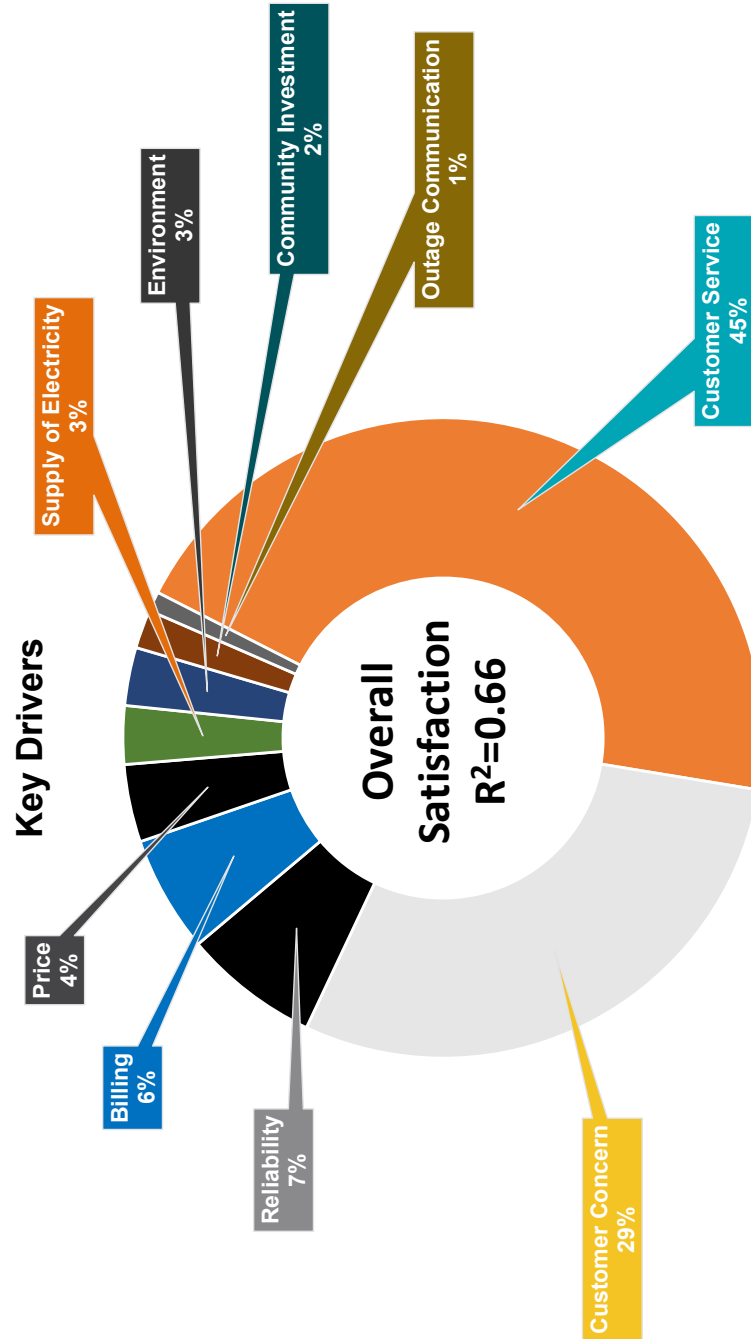
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CUSTOMER SATISFACTION DRIVERS

- The data was then analyzed using a regression analysis to determine which factors most influence perceptions of overall satisfaction with Hydro.
- A calculation is made of how much of the overall variable is explained by the model (R-squared value). To be clear, the analysis shows which factors/statements have the most influence in terms of changing the overall satisfaction score, however it does not mean that the other factors are not important to customers.
- The graphic on the following slide shows the key drivers of overall satisfaction. This analysis has an R-squared value of 0.66, which is moderate and means that the model includes variables that explain 66% of the variance in the overall measure of satisfaction.
- The percentages show the relative contribution of each factor with higher numbers meaning there is more influence on the overall measure of satisfaction.
- In 2024, the regression analysis indicates that five drivers significantly contribute to overall satisfaction with Hydro.



KEY DRIVERS OF CUSTOMER SATISFACTION





PERFORMANCE ON KEY DRIVERS

Similar to 2022, the key drivers of satisfaction were customer service and customer concern.

While satisfaction with the customer service attributes remained stable, those related to customer concern trended downward.

Performance of Key Drivers (rating 7+ on satisfaction)*	2014	2016	2018	2020	2022	2024
Customer Concern						
Hydro listens to and acts upon customer concerns	32%	32%	24%	27%	23%	29%
Hydro cares about its customers	82%	86%	84%	87%	83%	76%
Hydro's concern for public safety	82%	87%	82%	86%	84%	78%
	-	-	-	-	-	91%
Customer Service						
Quality of customer service you receive from Hydro	9%	30%	37%	39%	47%	45%
Friendly and courteous employees	89%	92%	90%	93%	89%	90%
Supply of Electricity	94%	96%	94%	96%	94%	93%
Ensures a sufficient supply of electricity for the foreseeable future	27%	12%	-	-	8%	3%
The way Hydro maintains the electric system	82%	86%	85%	92%	91%	86%
Community Investment/Involvement	82%	88%	83%	89%	90%	84%
Contributes back to the community through initiatives and volunteerism	-	11%	-	-	-	2%
Price	51%	74%	71%	79%	74%	56%
Price you pay for electricity	13%	7%	7%	-	13%	4%
Power Restoration	49%	49%	48%	62%	50%	48%
Speed in restoring power when a problem occurs	11%	8%	-	8%	-	-
Reliability	84%	87%	87%	90%	89%	87%
Number of power outages	8%	-	22%	13%	-	7%
Good power quality that is free from voltage fluctuations	66%	73%	66%	79%	78%	77%
Billing	83%	89%	83%	91%	90%	87%
With Hydro providing bills that are easy to read and understand	-	-	11%	13%	-	6%
With the accuracy of Hydro's billing	-	-	92%	93%	92%	91%
Outage Communication	-	-	88%	86%	86%	84%
The way Hydro communicates planned outages	-	-	-	-	9%	1%
The way outage information is communicated during an outage	-	-	-	-	84%	84%
Environment	-	-	-	-	81%	80%
Hydro operates in an environmentally responsible manner	-	-	-	-	-	3%
Hydro encourages consumers to use electricity efficiently	-	-	-	-	-	81%
	-	-	-	-	-	84%

*NOTE: Don't knows and refusals have been removed from this analysis.

Legend			
Excellent	Good	Fair	Poor

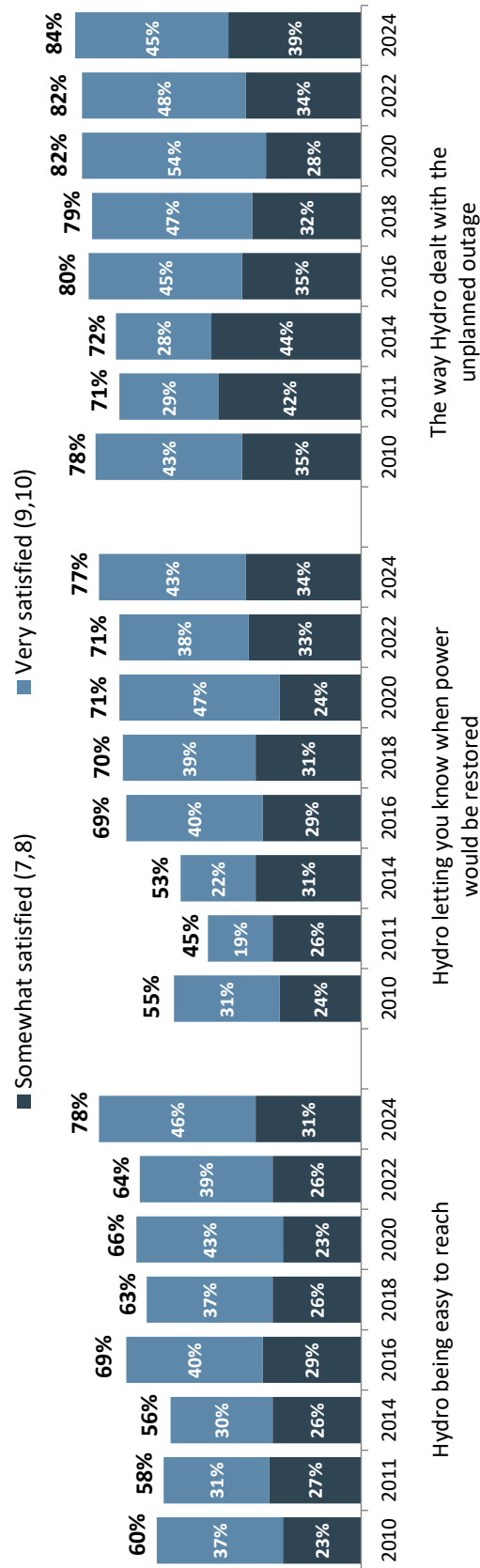
Section 4 OTHER TOPICS DETAILED SURVEY RESULTS



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UNPLANNED POWER OUTAGE

When thinking about the most recent unplanned power outage, between seven in ten and eight in ten residential customers were satisfied with Hydro being easy to reach, letting them know when power would be restored, and how the unplanned outage was dealt with. Satisfaction improved across all three indicators compared to 2022.



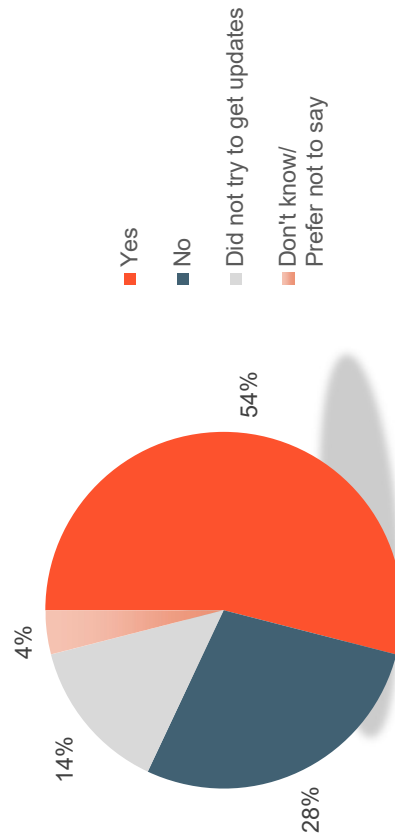
Q6. How satisfied are you with...?

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UNPLANNED POWER OUTAGES

Over one-half (54%) of respondents were able to get regular updates from Hydro during their most recent outage, consistent with 2022. However, there was a slight increase in those who were unable to get updates (28% in 2024 compared to 26% in 2022). Additionally, fewer respondents reported that they did not know or preferred not to say (4% in 2024 compared to 7% in 2022), indicating a slight improvement in clarity regarding the availability of updates.

Q7. Still thinking about the most recent unplanned power outage at your home, were you able to get regular updates from Hydro during the outage?

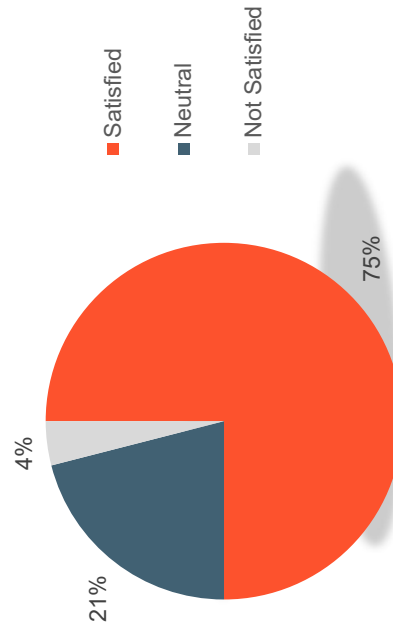


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EQUAL PAYMENT PLAN

When asked to rate their satisfaction on a scale from 1 to 10, where 1 is "not at all satisfied" and 10 is "very satisfied," 75% of respondents who use the EPP reported being satisfied (scores of 7 or higher), including 48% who were very satisfied (scores of 9-10) and 27% who were somewhat satisfied (scores of 7-8). Approximately 25% of respondents were less satisfied, with 21% providing a neutral score (5-6) and 4% reporting scores in the not satisfied range (1-4).

Q7_3_NEW: How would you rate your level of satisfaction with the EPP - Equal Payment Plan section of the bill in terms of being easy to understand? - Don't knows excluded

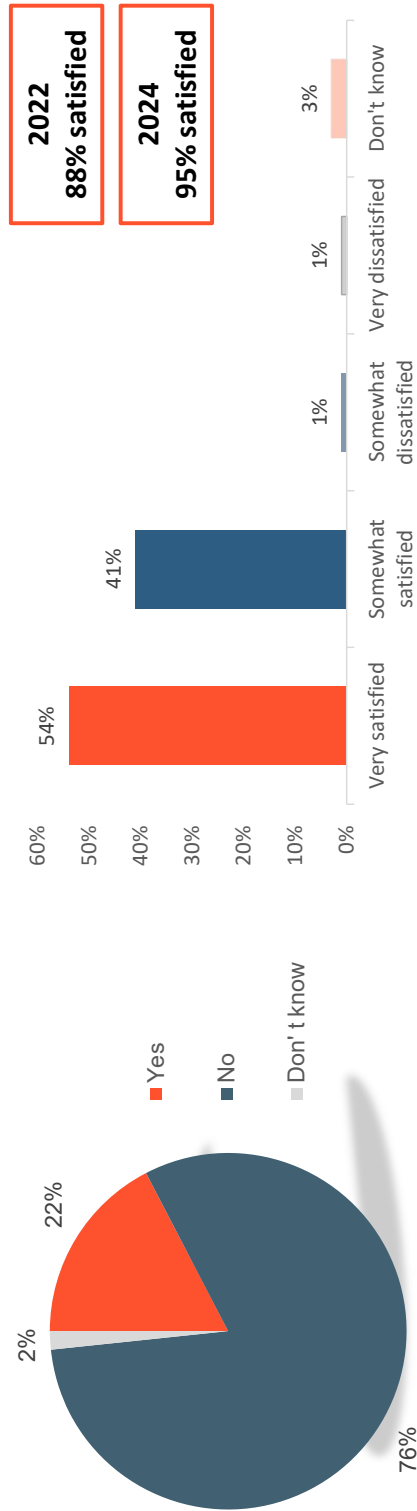


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myHYDRO APPLICATION

Twenty-two percent (22%) of residential customers reported registering for the myHydro application. This was up from 17% in 2022.

Among this group, 95% were satisfied with myHydro, an increase from 2022 (88%).

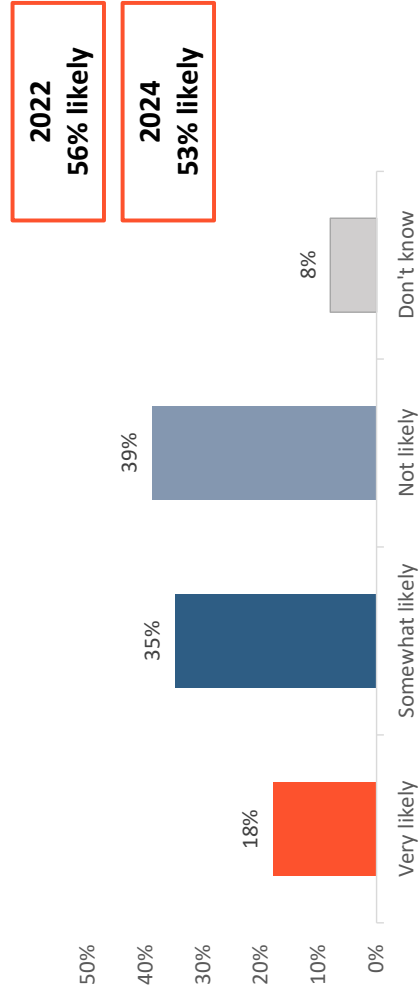


Q8_1. Have you registered for the myHydro application?
Q22_1. How satisfied are you with the myHydro application
Subset: Those who have registered for the myHydro application

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myHYDRO APPLICATION

Among those who had not registered for the myHydro application, fifty-three percent (53%) were likely to register for the myHydro application, which was down slightly from 56% in 2022.



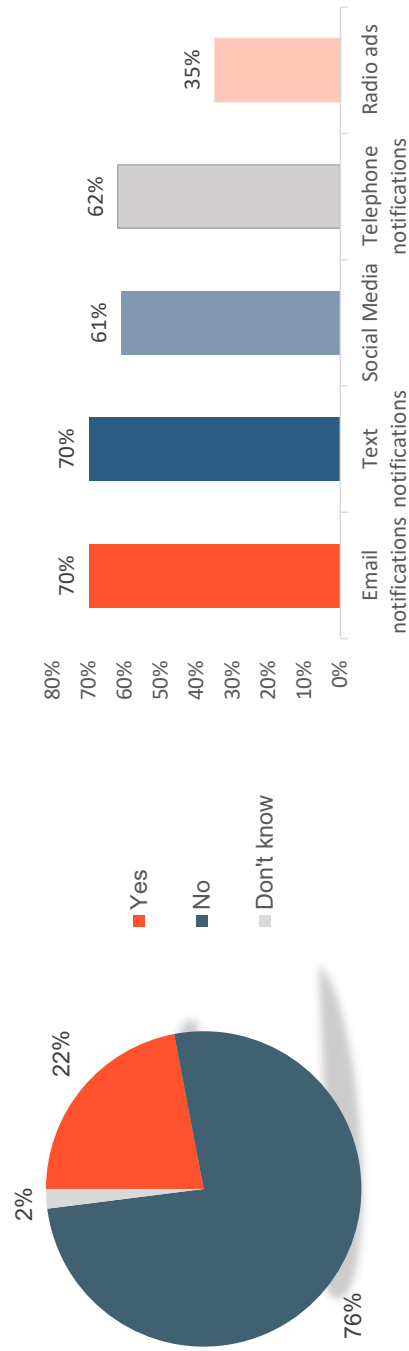
Q21_2. How likely are you to register for the myHydro application?
Subset: Those who have NOT registered for the myHydro application

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OUTAGE NOTIFICATION

Among those that are registered for the myHydro application, 22% had registered for the outage notification system. Among those who had not signed up for outage notifications, 54% were interested.

Customers were most interested in email and text notifications.



Q22_1. Are you interested in registering for Hydro's online outage notification system through myHydro?

Q8_3. How interested would you be in the following types of outage notifications?

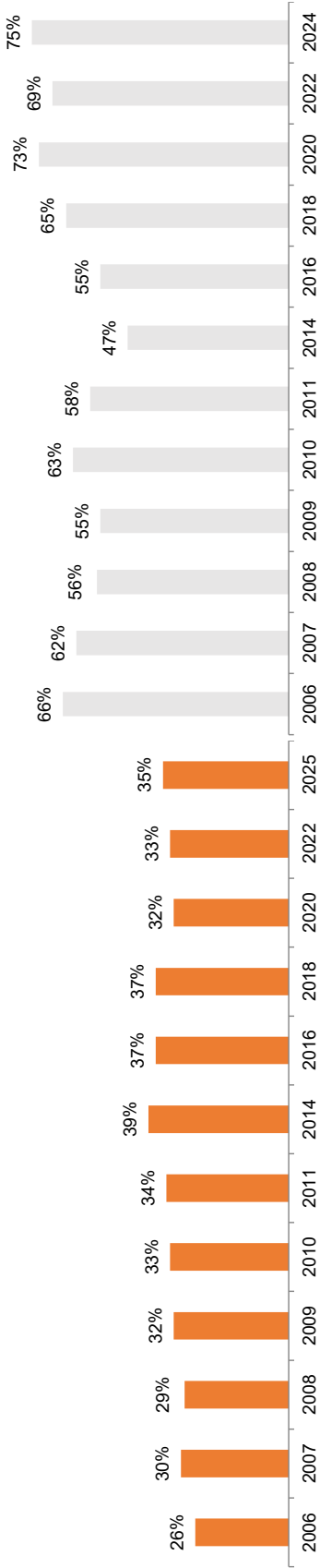
Subset: Those who have registered for the myHydro application

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AUTOMATED TOLLFREE NUMBER

One-third (35%) of residential customers reported calling Hydro’s automated toll-free number within the past year, which was a small increase from 2024 (33%). Among this group, 85% were able to get the information they needed. This is up from 80% in 2022.

In 2024, 75% of customers who called the line reported needing to speak with a customer service agent during their call.



Q9. Have you called Hydro’s automated toll-free number within the past year?

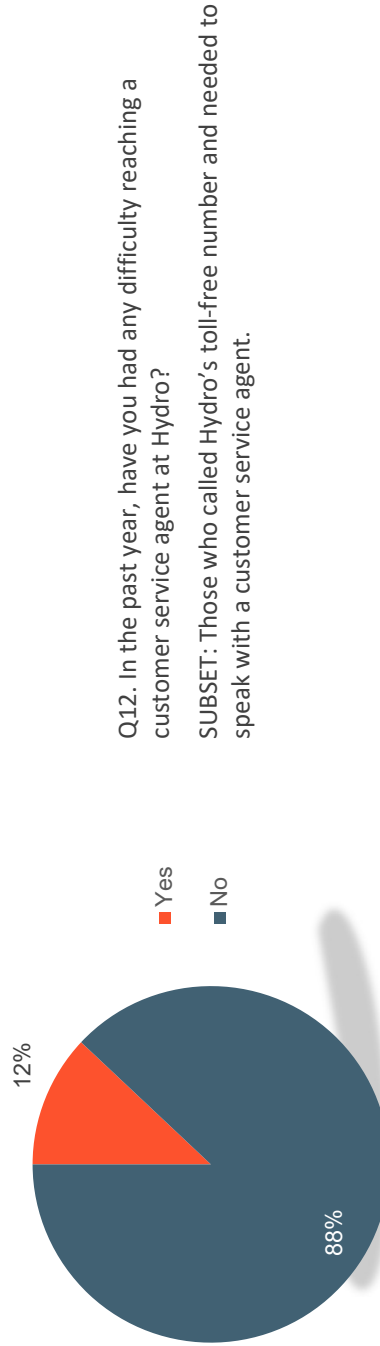
Q11. In the past year, have you called Hydro’s automated toll-free number and needed to speak with a customer service agent?
SUBSET: Those who called Hydro’s toll-free number.

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AUTOMATED TOLLFREE NUMBER

Among those who needed to speak with a customer service agent, 12% reported having difficulty reaching an agent, a slight increase from 10% in 2022.

Most customers who experienced difficulty cited being unable to reach an agent/no answer (75%), long delays (17%) and no follow-up (17%) as the primary reasons. Among those who experienced difficulty, the majority were inquiring about billing/account (50%) or power outage (29%) information.



Q12. In the past year, have you had any difficulty reaching a customer service agent at Hydro?

SUBSET: Those who called Hydro's toll-free number and needed to speak with a customer service agent.

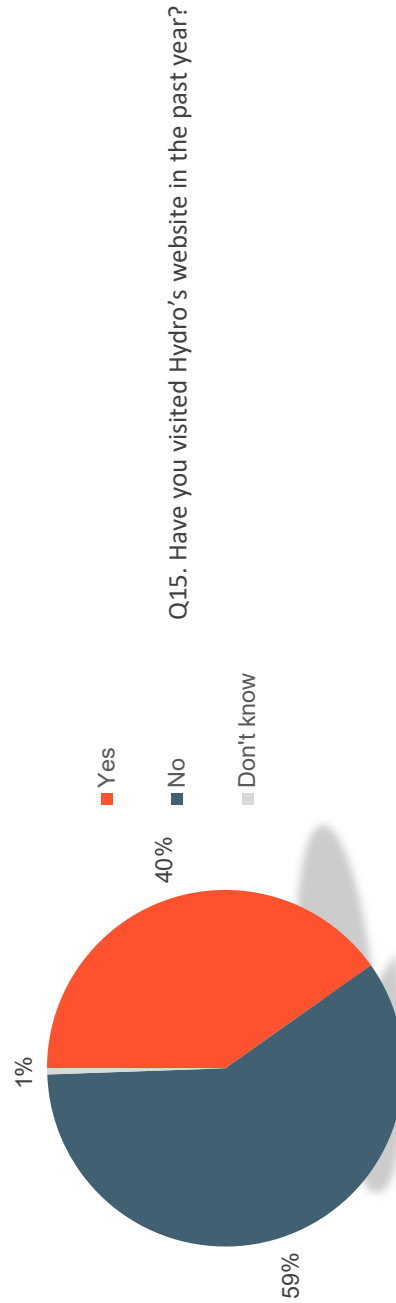
* Attention: Interpret results with caution due to low sample size (n=17)

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HYDRO's WEBSITE

Forty percent (40%) of residential customers reported visiting Hydro's website at least once in the past year. This is up from 2022 (36%). Visitors to the Hydro website rated the navigation (83%), information (84%) and quality of the site (86%) positively (rating of 7+).

Customers who visited Hydro's website were most commonly seeking account or billing (46%), power outage (41%), or energy efficiency (13%) information. The large majority were able to find the information they were looking for on the website (87%). Information most commonly cited as difficult to find related to power outages (50%) and account/billing (29%).

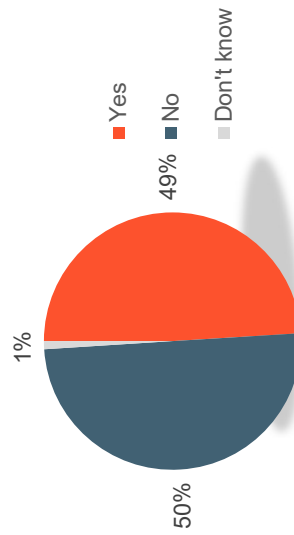


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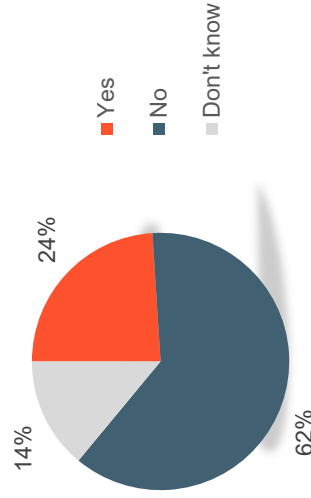
ELECTRONIC BILLING

Forty-nine percent (49%) of residential customers noted that they currently use electronic billing, which was up from 44% in 2022. Meanwhile, among those who are not currently using electronic billing, two in ten (24%) plan to sign up for this service over the next 6 months.

When asked why they hadn't signed up, the top mentions included preferring the paper option (37%), no cell service/internet or not being comfortable with computers (18%), can't be bothered/not interested (12%) or they weren't sure why (19%).



Q23. Do you currently use electronic billing from Hydro?



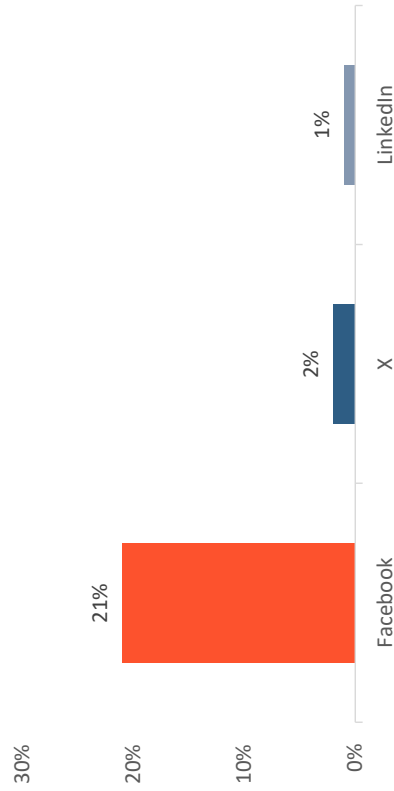
Q24. Thinking ahead, over the next 6 months, do you plan to sign up for electronic billing with Hydro?

SUBSET: Those who do not currently use electronic billing.

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SOCIAL MEDIA

Twenty-one percent (21%) of customers reported visiting Hydro's Facebook page over the past year, while just 2% had visited Hydro's X page (formerly Twitter). Reported visitation for both platforms has stayed consistent since 2022. Eight-in-ten rated the timeliness and relevance of the information on Hydro's Facebook page as "good" or "excellent".



Q25. Over the past twelve months have you visited Hydro's social media site...?

Section 5 SUMMARY



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KEY FINDINGS

Customer Satisfaction Overview

The 2024 survey results demonstrate that Newfoundland and Labrador Hydro continues to maintain strong customer satisfaction levels, with 89% of residential customers reporting they are 'somewhat' or 'very' satisfied. This stability reflects the organization's consistent efforts to meet customer needs and uphold service quality.

Sentiments toward Hydro's reputation also held steady in 2024. When asked to rate Hydro's overall reputation using a 10-point scale with 1 being a 'very bad reputation' and 10 being 'a very good reputation,' 77% gave a rating of 7 or higher, representing a slight increase from 2022. While the proportion of customers rating Hydro's reputation as 'good' rose, there was a minor decline in the number of 'very good' ratings, highlighting an opportunity to further enhance customer perceptions.

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KEY FINDINGS

Key Strengths

- **Service Reliability**
Satisfaction with the reliability of electricity supply remains a cornerstone of Hydro's performance, with 93% of customers expressing satisfaction with this service element. This consistency underscores Hydro's effective management of its electricity supply infrastructure.
- **Customer Service**
Residential customers remain highly satisfied with Hydro's customer service, with 91% providing favorable ratings. Friendly and courteous staff continue to significantly contribute to these strong ratings.

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SUMMARY

Key Opportunities for Improvement

- **Service Gaps**

While satisfaction scores remain high, gaps between the importance and satisfaction of key service elements persist, notably regarding electricity pricing, responsiveness to customer concerns, and billing accuracy. Addressing these gaps could further enhance customer satisfaction.

- **Digital Engagement**

Registration for the myHydro application and visitation to Hydro's website and social media platforms have shown declines or minimal growth since 2022. Increasing awareness and utilization of these digital tools could strengthen customer engagement and enhance service access.

SUMMARY

Trends in Customer Feedback

While overall satisfaction levels are robust, the distribution of high ratings (9 or 10) has seen slight shifts towards mid-range scores (7 or 8). This subtle redistribution highlights a need to sustain exceptional service standards to prevent potential erosion of satisfaction levels in the future.

There has been a noticeable decline in the level of satisfaction related to community contributions (6.7 mean rating in 2024, 7.4 mean rating in 2022). Further investigation into this shift in sentiment might be warranted.

Improvements in Specific Areas

Satisfaction with Hydro's handling of unplanned outages has improved, with over 70% of customers expressing favorable opinions on communication and resolution. These advancements suggest Hydro's efforts in this domain are resonating with customers.

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SUMMARY

Conclusion

The 2024 results highlight Hydro's strong performance in key areas such as service reliability and customer service. However, emerging gaps in pricing, digital engagement, and mid-tier satisfaction scores indicate areas for targeted improvement. By focusing on these areas and enhancing digital and service innovation, Hydro can build on its strengths, further enhance customer satisfaction and loyalty, and sustain high satisfaction levels while strengthening its reputation in the years to come.