

1 **Q. Please provide the following for each of the past five years and explain how each is**
2 **measured, and if any exclusions apply:**

3
4 **(a) Percentage of customers not reaching a company representative within 40**
5 **seconds during normal business hours, calculated as follows. What does NP**
6 **believe to be a reasonable standard of performance for this measure?**

7
8 **Number of calls not reaching a company rep within 40 seconds**
9 **Number of attempts to reach a company rep**

10
11 **(b) Percentage of calls abandoned during normal business hours, excluding outage-**
12 **related calls, calculated as follows. What does NP believe to be a reasonable**
13 **standard for this measure?**

14
15 **Number of call abandoned**
16 **Number of attempts to reach a company rep**

17
18 **(c) Percentage of attempted outage related calls not answered live on a 24-hour, 7-**
19 **day per week basis, calculated as follows. What does NP believe to be a**
20 **reasonable standard of performance for this measure?**

21
22 **Number of outage calls not answered**
23 **Number of outage calls attempted**

24
25 **(d) Percentage of calls blocked (receive a busy signal or call back message),**
26 **calculated as follows. What does NP believe to be a reasonable standard of**
27 **performance for this measure?**

28
29 **Number of calls receiving a busy signal/message**
30 **Number of calls trying to reach NP**

- 1 A.
2 (a) Newfoundland Power tracks the percentage of calls answered within 60 seconds.

3
4 Table 1 provides the percentage of total calls that are answered by the Company
5 within 60 seconds for the period 2013 to 2017, including calls answered by both
6 Customer Service Representatives and the Interactive Voice Response System.¹

**Table 1:
Percentage of Calls Answered
within 60 Seconds
(2013 to 2017)**

2013	80%
2014	80%
2015	82%
2016	81%
2017	80%

7 Newfoundland Power targets that 80% of calls be answered within 60 seconds. This
8 target is viewed as a reasonable standard of performance.

- 9
10 (b) Table 2 provides the percentage of abandoned calls, excluding outage-related calls, as
11 a percentage of total calls offered during normal business hours for the period 2013 to
12 2017.

**Table 2:
Calls Abandoned as Percentage of Calls Offered
Excluding Outage-Related Calls
(2013 to 2017)**

2013	3.2%
2014	4.2%
2015	4.0%
2016	4.2%
2017	4.5%

13 Newfoundland Power has not established a target for calls abandoned. Accordingly,
14 the Company has not considered what a reasonable standard of performance would be
15 for this metric.

- 16
17 (c) The majority of outage-related calls are answered by the Company’s automated
18 Outage Notification System (“ONS”), which provides customers with an automated
19 message explaining the reason for an outage and the estimated restoration time. This
20 information is provided 24 hours a day, 7 days a week and provides customers with

¹ The Interactive Voice Response System answers calls both during and outside normal business hours.

1 an option to speak to a company representative.

2
3 Newfoundland Power has not established a target for abandoned outage-related calls.
4 Accordingly, the Company has not considered what a reasonable standard of
5 performance would be for this metric.

6
7 (d) Table 3 provides the percentage of total calls that are blocked (i.e. calls that receive a
8 busy signal) when attempting to call the Customer Contact Centre for the period 2013
9 to 2017.

**Table 3:
Calls Blocked
(2013 to 2017)**

2013	0.3%
2014	2.7%
2015	1.4%
2016	0.6%
2017	1.1%

10 Annual variations in blocked calls reflect variations in call volume during particular
11 periods of time. Blocked calls are most likely when a high number of customers
12 experience outages at the same time. This accounts for the increase in blocked calls
13 observed in 2014, when a supply shortage from Newfoundland and Labrador Hydro
14 caused widespread outages known as #darkNL.

15
16 Since 2014, Newfoundland Power has taken measures to reduce blocked calls by
17 adding capacity to the Customer Contact Centre and enhancing the Company's
18 website. However, the Company has not established a target for blocked calls and,
19 accordingly, has not considered what a reasonable standard of performance would be
20 for this metric.