

- 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 who are satisfied or completely satisfied following**  
5 **customer-initiated contact with the company (report, request, inquiry, customer**  
6 **requested work and complaint resolution). What does NP believe to be a**  
7 **reasonable standard of performance for this measure?**  
8  
9 **(b) Percentage of customers satisfied or completely satisfied with the Company.**  
10 **What does NP believe to be a reasonable standard of performance for this**  
11 **measure?**  
12  
13 A. Since 2014, Newfoundland Power’s customer satisfaction surveys have included two  
14 components: (i) the traditional customer satisfaction survey used by Newfoundland  
15 Power since the late 1990’s; and (ii) a more detailed transactional focused customer  
16 survey. The transactional survey is used to gain additional insight into Newfoundland  
17 Power’s performance relating to the Company’s Customer Contact Center, field visits  
18 from Company employees, and website transactions. The traditional customer  
19 satisfaction survey does not have detailed questions concerning *specific* customer  
20 interactions. Newfoundland Power’s customer satisfaction surveys are conducted on a  
21 quarterly basis.<sup>1</sup>  
22  
23 Newfoundland Power measures the combined results of its traditional customer  
24 satisfaction survey and its transactional focused customer survey to determine overall  
25 customer satisfaction levels. The Company’s overall customer satisfaction level over the  
26 past decade has averaged 87%.<sup>2</sup> In Newfoundland Power’s view, this reflects reasonable  
27 levels of customer satisfaction.<sup>3</sup>

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<sup>1</sup> Newfoundland Power employees and family members living within their household are excluded from the Company’s customer satisfaction surveys.

<sup>2</sup> Customer satisfaction results ranged from 84% to 90% over the 2007–2017 period. The overall customer satisfaction level of 84% occurred in 2014. This coincides with the widespread outages that occurred on the Island Interconnected System during the January 2-8, 2014, period.

<sup>3</sup> See the response to Request for Information PUB-NP-003 for additional information relating to the Company’s customer satisfaction.

- 1 (a) Table 1 shows customer satisfaction levels relating to customer interactions from  
2 2014 to 2017.<sup>4</sup>

**Table 1**  
**Customer Satisfaction – Transactional Survey**  
**(2014 – 2017)**

	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
<b>Customer Contact Center</b>	93%	93%	94%	94%
<b>Field Visit</b>	92%	93%	93%	93%
<b>Website</b>	87%	89%	89%	89%

- 3 (b) Table 2 shows overall customer satisfaction levels from 2013 to 2017.

**Table 2**  
**Customer Satisfaction**  
**(2014 – 2017)**

	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
<b>Customer Satisfaction</b>	86%	84%	86%	86%	87%

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<sup>4</sup> Annual results of the Company’s transactional customer satisfaction survey are not available prior to 2014.