

1 **Q. (Application Volume 1, page 2-1) It is stated “Newfoundland Power provides service**  
2 **in the least-cost manner responsive to customers’ expectations.” Provide all**  
3 **documentation relating to customer interactions where customers were asked to**  
4 **make a trade-off between costs and service improvements.**

5  
6 A. Newfoundland Power has not surveyed or otherwise interacted with its customers to  
7 ascertain their views regarding trade-offs between costs and service improvements.

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9 The provincial power policy requires that customers be provided with reliable service at  
10 the lowest possible cost.<sup>1</sup>

11  
12 Newfoundland Power surveys approximately 1,800 of its customers each quarter. These  
13 surveys provide a broad indication of customers’ satisfaction with the Company’s service  
14 delivery. Survey results consistently indicate that the two most important issues to  
15 customers are reliability and price.<sup>2</sup>

16  
17 Customers have indicated a reasonable level of satisfaction with Newfoundland Power’s  
18 service delivery over the last decade.<sup>3</sup> Accordingly, the Company is focused on  
19 maintaining current levels of overall service reliability for its customers at the lowest  
20 possible cost.<sup>4</sup>

21  
22 See response to Request for Information PUB-NP-010 for information on how  
23 Newfoundland Power balances the cost and reliability of the service provided to its  
24 customers.

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<sup>1</sup> See section 3(b)(iii) of the *Electrical Power Control Act, 1994*.

<sup>2</sup> For example, of 44 quarterly surveys completed over the period 2010 to 2020, the lowest level of customer satisfaction recorded was during the first quarter of 2014. This survey followed #darkNL. Customer satisfaction was 82% during that quarter. This compares to average customer satisfaction of 86% over the period 2011 to 2020.

<sup>3</sup> See the *2022/2023 General Rate Application, Volume 1, Application, Company Evidence and Exhibits, Section 2: Customer Operations*, page 2-10, footnote 28.

<sup>4</sup> *Ibid.*, page 2-23.