

1 **Section 2: Customer Operations/Operating Costs**

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3 **Q. Reference: “2025/2026 General Rate Application,” Newfoundland Power Inc.,**
4 **December 12, 2023, vol. 1, Evidence, sec. 2.2.1, p. 2-4/2–3 and p. 2-5/4–5.**

5 **Page 2-4, lines 2–3 state:**

6 **In 2022, 80% of visits to the website were driven by customers accessing**
7 **information on their accounts and outage information.**

8 **Page 2-5, lines 4–5 state:**

9 **Newfoundland Power continues to enhance its use of social media to share**
10 **information with customers, including information on outages and available**
11 **programs and services.**

12 **a) Does Newfoundland Power share information with customers through social**
13 **media in response to all outages? If not, why not?**

14 **b) How many Newfoundland Power-caused outages in 2022 and 2023 were**
15 **communicated on social media channels? Please express this as a percentage of**
16 **overall number of Newfoundland Power-caused outages.**

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18 A. a) No, Newfoundland Power does not share information with customers through social
19 media for all outage events. The Company uses several channels to communicate
20 with customers during outage events, including social media, a website with an
21 outage map, text alerts, interactive voice response, automated customer calls, and the
22 contact center. The Company’s response to system restoration, as well as its related
23 communication to customers, varies depending on the nature and extent of the outage
24 event.¹

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26 b) Newfoundland Power’s customers experienced almost 10,000 outage events in total
27 in 2022 and 2023. The vast majority of outage events affected a relatively small
28 number of customers and would not warrant broad communication across social
29 media channels. In 2022 and 2023, the Company communicated outage information
30 on 28 occasions via the social media platform X (formerly Twitter).²

¹ For example, this would include consideration of the number of customers impacted by an outage.

² The information communicated includes specific message related to a known outage, or links to Newfoundland Power’s outage website.