

1 **SECTION 2: CUSTOMER OPERATIONS/OPERATING COSTS**

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3 **Q. Reference: PUB-NP-027**

4 **Does Newfoundland Power undertake research on a recurring basis of the most cost**
5 **effective and preferred methods to communicate with customers on outages?**

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7 A. Newfoundland Power uses a range of channels to communicate with customers on
8 outages. This includes a website with an outage map, text alerts, interactive voice
9 response, automated customer calls, social media and the contact center.¹ The Company's
10 approach to outage communication is informed by customer research, customer
11 participation and industry consultation. Together, these tactics help ensure outage
12 communication is delivered in a cost-effective manner that reflects customer preferences.

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14 Respondents of the Company's customer satisfaction surveys are asked about their
15 preferred methods of contact, and asked to rate satisfaction with various types of
16 interactions with Newfoundland Power. For additional information on customer surveys,
17 see the responses to Requests for Information CA-NP-004 and CA-NP-031.

18
19 Customer participation metrics for relevant outage communication channels are
20 monitored. For example, close to 96,000 customers have enrolled to receive outage
21 alerts via text and email. In addition, outage information on the Newfoundland Power
22 website received 1.3 million views in 2022.²

23
24 Newfoundland Power has regular contact with industry peers through industry groups
25 and committees. The Company stays apprised of developments in customer service
26 delivery, including outage communication, through groups such as Electricity Canada's
27 Customer Council.

¹ See Request for Information NLH-NP-010.

² See the *2025/2026 General Rate Application, Volume 1, Application, Company Evidence and Exhibits, Section 2: Customer Operations*, page 2-4, footnote 4.