

1 Q. **2017 General Rate Application - Customers**

2 Pages 2.6-2.8 – How has Hydro evaluated the effectiveness of the customer  
3 education and communication policy and process changes implemented since 2014  
4 other than through the 2016 residential customer survey?  
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7 A. As noted in Hydro’s response to PUB-NLH-020, the 2016 residential customer  
8 service survey did not include specific questions to evaluate Hydro’s customer  
9 education and communication processes. However, Hydro utilizes other methods  
10 to gauge the success of the initiatives implemented since 2014 as well as ongoing  
11 customer education about the system and outages/events. Evaluation methods  
12 include media monitoring, social media metrics, number of calls to the customer  
13 service centre, website analysis, the number of requests for media interviews, and  
14 the use of customer education materials by news media. In addition, ongoing  
15 discussions and feedback from stakeholders and post-event reviews between  
16 communications officials from both utilities are used to identify the effectiveness of  
17 materials and messaging, and potential areas for improvement.  
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19 Hydro notes that the Joint Storm/Outages Communication Plan permits Hydro and  
20 Newfoundland Power to undertake joint research with the assistance of an external  
21 research supplier, if further research is deemed necessary by both utilities.