

1 **Q. In order to provide a record copy of document(s) already provided informally,**
2 **please provide the description of other communications channels enacted to**
3 **disseminate information before, during and after the event.**
4

5 A. Newfoundland Power's response to Request for Information PUB-NP-025 provides a
6 detailed explanation of communications that occurred with customers in December 2013
7 and January 2014.
8

9 In addition to communications channels listed in Table 1 of the response to Request for
10 Information PUB-NP-097, the following is a brief description of communication
11 channels used to disseminate information before, during, and after the event:
12

13 *Communications Hub¹*

- 14 • Responsible for the assembly, update and dissemination to key employees of
15 information relating to outage status and restoration.
- 16 • Includes information from company sources, such as the Customer Contact
17 Centre, System Control Centre and Field Operations. It also includes information
18 gathered from a diverse array of external sources, including customers, Hydro,
19 fire and emergency services, department of transportation, municipalities, critical
20 suppliers (i.e., fuel and food suppliers), school districts and senior's homes.
- 21 • See Attachment A: Customer Communications – Internal Communications Flow
22 Improvements for a diagram describing the function of the Communications Hub.
23

24 *Customer Contact Centre*

- 25 • The Customer Contact Centre is comprised of customer service representatives
26 and management staff that respond to customer inquiries.
- 27 • During major electrical system events and restoration, Newfoundland Power's
28 Customer Contact Centre operates on an around the clock basis.
- 29 • See the response to Request for Information PUB-NP-096 for a description and
30 schematic of Newfoundland Power's Customer Contact Centre infrastructure.
31

32 *High Volume Call Answering System (HVCA)*

- 33 • The HVCA is a system used to provide automated outage information to
34 customers.
- 35 • Through the HVCA, customers can report a power outage or listen to the status of
36 current outages.
- 37 • In most circumstances, the HVCA is updated regularly by the System Control
38 Centre.
- 39 • During major electrical system events and restoration, HVCA is updated by the
40 Communications Hub.

¹ See the response to Request for Information PUB-NP-125 for further information on the Communications Hub.

Stakeholder Relations

- During major electrical system events and restoration, Newfoundland Power communicates with stakeholders to inform and gather information relating to safety emergencies, the status of the electricity system, restoration efforts, the needs of customers, and conservation efforts.
- During the January 2-8, 2014 events, Newfoundland Power communicated with stakeholders including the Provincial Government, Newfoundland and Labrador Hydro, Fire and Emergency Services, Municipal Governments, hospitals, senior citizens complexes, and school boards.

Website

- Address: <http://www.newfoundlandpower.com>
- Provides customers with the ability to report outages, check customer account information, and learn about the company's conservation, safety and other programs.
- During major electrical system events, the website is configured to allow customers quicker access to the reporting of outages and obtaining information on the status of current outages.
- 947,215 visits during the January 2-8, 2014 system events.

Twitter

- Newfoundland Power communicates on Twitter via *@NFPower*
- Shares information relating to outages, safety, conservation, etc.
- Used extensively during January 2-8, 2014 to communicate to customers.

Facebook

- Newfoundland Power's Facebook address is <https://www.facebook.com/newfoundlandpower>
- Communicates information relating to outages, safety, conservation etc.
- Provides a forum for Newfoundland Power customers.

Youtube

- Newfoundland Power has a YouTube channel to educate customers about safety, customer service, and outage response activities.

**Customer Communications
Internal Communications Flow Improvements**

Customer Communications – Internal Communications Flow Improvements

