

Q. Please provide staffing levels supporting customer research and customer satisfaction efforts, including any management, supervisory and support personnel. Provide the number of staff for 2013, 2014YTD, and budgeted 2015.

A. Customer research and customer satisfaction efforts are included as part of the overall duties of management of the respective departments; Customer Relations, Corporate Communications; Energy Conservation; and Regulatory. Newfoundland Power conducts customer research using both external resources and internal resources.

For most customer research initiatives, Newfoundland Power uses external third party research firms.¹ In these circumstances, the Company will typically outline the specific requirements of the customer research and design a customer research survey. A third party research firm will then provide the necessary support personnel to conduct the research, compile the research data, and provide a final report detailing the findings.²

Newfoundland Power uses internal resources to conduct some of its customer research. For example, to learn about customer knowledge of mini-split heat pump systems, the Company used internal resources to organize an online survey.³ At times, internal resources also conduct research in other jurisdictions to gain an understanding of electric utility customers. For example, Newfoundland Power is currently gathering information from the Canadian Electricity Association on best practices for customer service throughout Canada.

¹ See the response to Request for Information PUB-NP-161 for a list of third party research firms used by Newfoundland Power to conduct customer research.

² In 2014, Newfoundland Power used MQO Research to conduct its 2014 Outage Survey, Q1 Quarterly Customer Satisfaction Survey, and the Reputation Management Survey.

³ Newfoundland Power directed customers to an online mini-split heat pump survey using customer bills and Newfoundland Power's Twitter account. The results were reviewed internally to gain an understanding of customer knowledge and usage of mini-split heat pump systems.

Table 1 provides a list of staff that are responsible for the Company's customer research and customer satisfaction activities.⁴

Table 1
Customer Research and Customer Satisfaction Key Personnel
2013 to 2015

Department	Title
Customer Relations	Manager, Customer Relations and Information Services Director, Customer Relations Director, Regional Customer Service
Corporate Communications	Manager, Corporate Relations and Communications ⁵ Director, Public Affairs
Energy Conservation	Manager, Human Resources and Corporate Affairs Director, Corporate Planning and Assistant Secretary
Regulatory	Manager, Revenue and Supply Director, Forecasts

⁴ The positions responsible for customer research and customer satisfaction activities in 2013 and 2014 are expected to maintain responsibility for the remainder of 2014 and in 2015.

⁵ The Manager, Corporate Relations and Communications joined the Company in October 2013.