

- 1 **Q. (page 2-9, Figure 2-1) What have been the major sources of customer dissatisfaction**
2 **in recent years?**
3
- 4 A. Newfoundland Power’s primary means of receiving feedback from customers is through
5 its quarterly customer satisfaction surveys. Customers are considered *satisfied* if they
6 rank the Company’s overall service a 7 or higher on a scale of 1 to 10. The Company’s
7 overall customer satisfaction level over the past decade has averaged 87%. See the
8 responses to Requests for Information PUB-NP-003 and CA-NP-036 for additional
9 information on the Company’s customer satisfaction performance.
10
- 11 Customers choosing a ranking of 6 or less for Newfoundland Power’s overall service are
12 asked a follow up question to provide a reason for their low ranking. The two most
13 prominent reasons given by customers are (i) price, and (ii) reliability.¹

¹ Since 2016, 42% of respondents ranking the Company’s overall service level of 6 or lower indicated that price was the reason for the low ranking and 25% of respondents indicated that reliability was the reason for the low ranking.