

1 **Q. (Reference Application, Customer Service Qualitative Research Report, page 6) It is**  
 2 **stated “Seventeen residential customers took part in two focus groups that were held in**  
 3 **St. John’s (9 participants) and Clarendville (8 participants) on January 27th and 28th,**  
 4 **2020. Nine commercial customers of various sizes were also selected to participate in**  
 5 **interviews that took place from January 31st and February 7th, 2020.”**

6  
 7 **a) Is this size group considered statistically significant?**

8  
 9 **b) Was any information gained from customers with respect to customer service,**  
 10 **reliability, willingness to pay for improved reliability or desirability of reduced**  
 11 **rates in exchange for minor reductions in reliability during this research. Why**  
 12 **not? Does NP believe that it already has enough information on these topics?**

13  
 14 **c) How many NP employees work in customer service qualitative research for NP?**

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 16 **A. a) No, qualitative research, such as a focus group, is not designed to be statistically**  
 17 **significant. Rather, focus groups are used to provide an in-depth understanding of**  
 18 **customers’ experiences and expectations.**

19  
 20 Newfoundland Power surveys approximately 1,800 of its customers each quarter to  
 21 understand their satisfaction with the Company’s service delivery. These surveys are  
 22 statistically significant. The survey results show a reasonable level of satisfaction  
 23 with Newfoundland Power’s service delivery.<sup>1</sup> The results also show that the 2 most  
 24 important issues to the Company’s customers are reliability and price.<sup>2</sup>

25  
 26 **b) All results of the qualitative research conducted by Newfoundland Power for this**  
 27 **project are provided in Attachment B to the Company’s *Customer Service Continuity***  
 28 ***Plan*. The focus of this research was customer service delivery. The results showed**  
 29 **that, among other items:**

- 30  
 31 (i) Customers have a desire for more access to real-time information to  
 32 understand their usage and opportunities to reduce energy consumption;  
 33 (ii) Customers support the need for personalized communication, including  
 34 outage alerts and information on available programs;  
 35 (iii) Customers want to reach Newfoundland Power via online chat; and  
 36 (iv) Customers want to reach someone who is well informed and able to  
 37 resolve their issue.

38  
 39 As detailed in Appendix B to Newfoundland Power’s *Customer Service Continuity*  
 40 *Plan*, a modern Customer Information System will better position the Company to  
 41 meet customers’ service expectations in these areas over the long term.

<sup>1</sup> See the 2021 Capital Budget Application, Volume 1, Customer Service Continuity Plan, Attachment B, page 7, Figure 1.

<sup>2</sup> See Newfoundland Power’s 2019/2020 General Rate Application, Volume 1, Section 1, page 1-2, lines 23-24.

- 1 c) Newfoundland Power does not maintain any employees working in qualitative  
2 research. The qualitative research referenced in this question was conducted by  
3 MQO Research, an Atlantic Canada market research firm.