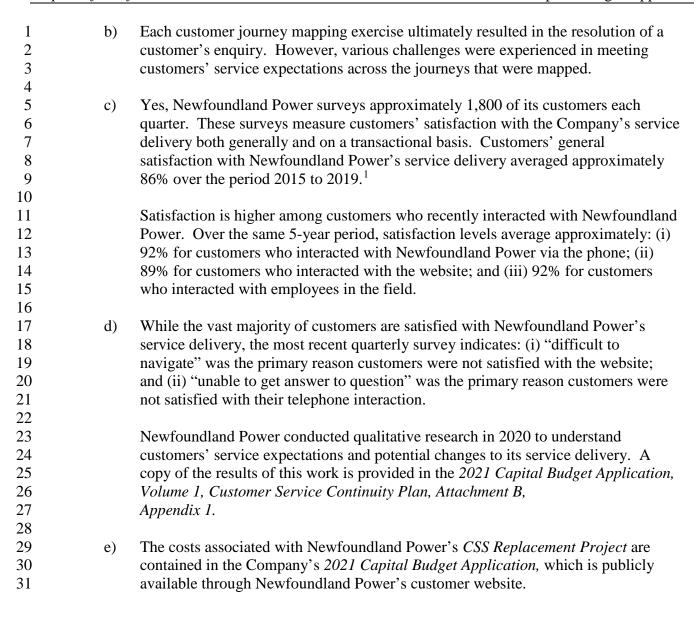
2	Ų.	App	behalk B. Customer Journey Mapping.
2 3 4 5		a)	The persona are said to be "representative of a specific customer segment" (page 5). What percentage of customers correspond to each of the fictional personas.
6 7 8		b)	For each of the customer journeys considered, is NP's existing CSS unable to resolve the fictional customers' issues adequately?
9 10		c)	Has NP done a survey of actual customers to ascertain their satisfaction with their interactions with NP when making such inquiries?
11 12 13 14 15 16 17		d)	Does NP have a record of complaints from customers who were dissatisfied actual customer journeys such as those illustrated in Appendix B? If so, please provide a quantitative summary. Does NP regularly receive requests from customers for new features to be added to the CSS? If so, please provide quantitative information in that regard.
18		e)	Did NP at any time disclose to ratepayers the cost of this new system?
19 20 21 22 23	A.	a)	Customer journey mapping is an industry standard methodology aimed at assessing the customer experience. The 8 personas used in the customer journey mapping exercise were developed to provide a broad representation of Newfoundland Power's customer base.
<ul><li>24</li><li>25</li><li>26</li><li>27</li><li>28</li></ul>			Each customer persona includes a variety of characteristics. This includes preferred methods of communication and enrollment in a variety of different programs and services. As a result, it is not feasible to assign a percentage of customers to correspond to each persona.
29 30 31 32			However, the following provides examples of key data that corresponds to the various personas used:
33 34 35			<ul> <li>(i) Approximately 58% of customers prefer digital channels and do not call the Company. This corresponds to the personas of Mike, Cory, Mel and Nick.</li> <li>(ii) Approximately 47% of customers' calls relate to credit issues. This</li> </ul>
<ul><li>36</li><li>37</li><li>38</li></ul>			corresponds to the personas of Carl and Donna.  (iii) Approximately 48% of customers are enrolled in ebills. This corresponds to the personas of Donna, Mel, Stella and Nick.
39 40			(iv) Approximately 28% of customers are enrolled in MyAccount. This corresponds to the personas of Donna, Mike and Nick.
41 42			(v) Approximately 17% of customers are enrolled in the Equal Payment Plan. This is consistent with the personas of Thelma and Stella.



General satisfaction is measured based on surveys of customers who recently interacted with Newfoundland Power and customers with no recent interactions with the Company.