



The New York ISO Annual Customer Opinion Survey

2011 Survey Findings

January 2012

Agenda

- About ODC and this Survey
- Action Item Update (based on 2010 Survey Results)
- Summary of Results
 - Strengths
 - Opportunities for Improvement
- 2012 Action Item Plan (based on 2011 Survey Results)

About ODC and this Survey

- Opinion Dynamics specializes in energy efficiency program evaluation and strategic consulting for energy industry
- Customer satisfaction surveys:
 - With the NYISO since 2000
 - With other ISOs for nearly a decade
- Survey designed to:
 - Obtain feedback from market participants on perceptions of, and satisfaction with, the NYISO's products and services
 - Identify potential opportunities for improvement
- Questions are revised annually as needed
- Data is tracked and compared to prior year benchmark results for statistical differences

Update of NYISO Actions from Last Year's Survey - 2010

Area for Improvement	NYISO Action and Status
Commitment to Customer Satisfaction	
Responsiveness of Customer Support	Training for all NYISO Staff, Customer Focus Group Reinstated, Enhanced incentive goals for timeliness and accuracy/completeness of customer responses
Ownership by Customer Support Reps	Dedicated Customer Reps assigned
Client Relations and Services	
Evaluate Changes that Ease and Increase Participation in the Stakeholder Process	"Piggy backing" of meetings (AM/ PM) set up in 2012 schedule Scheduled joint meetings of WGs/ TFs when synergies of topics exist 10% reduction in number of meeting days in 2011
Timely posting of meeting materials by the NYISO	Update of Posting Policy - Increased compliance from 78% timely posting to 91%
Market Product Development	
Improve search capability and features of the NYISO Website	Evaluated Microsoft SharePoint for posting storage and indexing capabilities approved for 2012 implementation
Corporate Objectives	
Improve the Shared Governance process related to sector alignment and voting	A meeting of the By-Laws Subcommittee was convened to discuss this topic. A discussion was held but no specific plans or proposals have been brought forth.

Summary of Results – Core Satisfaction

- Based on 2011 survey responses, the NYISO earned a core satisfaction rating of 5.25 on a scale of 1 to 7
 - No change from 5.25 in 2010
- 90% of respondents provided a rating of 4 or greater and 76% provided a rating of 5 or greater
- The overall core satisfaction scores for 2011 are similar to previous year's with no significant differences from 2010

Summary of Results – continued

- Market participants believe the NYISO's biggest strength involves maintaining system reliability
 - 9 out of 10 respondents perceive the NYISO as having a strong focus on and effectively operating the New York bulk power system
- High satisfaction with data available on the website despite continued requests for improvement of the search and navigation features
- Satisfaction with customer support increased significantly with the shift from the two-tiered system to customer representatives

Corporate Objectives

➤ Strengths

- Maintaining system reliability
- Providing pricing enhancements
- Shared Governance Process

➤ Opportunities for Improvement

- Offering services that promote the efficient operation of competitive electricity markets
- Ongoing commitment to customer satisfaction
- Maximizing price transparency

Market Product Development

➤ **Strengths**

- Website's up-to-date information and ease of use
- High quality of new products and enhancements
- Effectiveness of the stakeholder process for developing new products and enhancements

➤ **Opportunities for Improvement**

- Search capabilities for all areas of the NYISO website
- Effectiveness of the delivery and overall quality of Reference Level Software

Client Relations and Services

➤ **Strengths**

- Responsiveness, communication, and administration by the NYISO Committee Support Staff
- Technical accuracy of all NYISO publications
- Type and timeliness of information, and ease of use of the website's pricing and load data
- Effective communication regarding new products and enhancements
- Responsiveness and accuracy of the NYISO's Customer Support
- Ownership of inquiries and responsiveness of customer representatives

Client Relations and Services

➤ Opportunities for Improvement

- Timely posting of meeting materials by the NYISO Committee Support Department
- Responsiveness of the NYISO Subject Matter Experts
- Responsiveness with Customer Support regarding market products
- NYISO closes tickets quickly, but without fully answering question.

Billing

➤ **Strengths**

- Overall support of settlement process
- Data provided in support of settlement process needs
- Usefulness of the new BPCG Enhancement
- Product features and availability of the NYISO's Data Warehouse (DSS)

➤ **Opportunities for Improvement**

- User friendliness and support documentation of the Data Warehouse

Market Monitoring

➤ **Strengths**

- Effectiveness of supporting competitive outcomes in the NYISO's Day Ahead mitigation efforts

➤ **Opportunities for Improvement**

- Timeliness, responsiveness, and clarity of the Market Mitigation and Analysis Department
- Data and information provided by the NYISO in response to inquiries

2011 Action Items Plan

Area for Improvement	NYISO Action Plan
Market Product Development	
Improve search capability and features of the NYSIO Website	Implement Microsoft SharePoint for committee documents, evaluate tagging and tracking of documents by key topic, Explore options for enhancing the search engine based on budget and priorities
Effective delivery of reference level software	Initiative underway to improve the efficiency of the Reference Level Consultation Process including standardized templates, stricter communication protocols and the creation of a Market Monitoring & Analysis Taskforce.
Efficient operation of the capacity market	NYISO is developing a study to assess future needs and design alternatives for the capacity markets. Will get Market Participant input on the scope of this study in early 2012.
Client Relations and Services	
Timely posting of meeting materials by the NYISO	Continued focus by the NYISO to maintain and build upon 2011 results. Report progress and results at all committee meetings.
Full / Complete answers to customer inquiries	<p>Reps call each customer 2 times per year to do a individual assessment and track results.</p> <p>Customer Support Group will work with customers to develop specs and ultimately a budget for an improved Customer Support System.</p> <p>NYISO will evaluate ways to make it simple for MPs to continue the conversation if the feel a ticket is not completely resolved.</p>
Market Monitoring	
Perception that mitigation efforts do not lead to efficient or competitive market outcomes	State of the Market Reports will address the impact of mitigation efforts on market outcomes.

Thank You!

Adam Burke, Senior Project Manager

617-301-4630

aburke@opiniondynamics.com

Jake Millette, Senior Analyst

617-301-4623

jmillette@opiniondynamics.com