

# NYISO 2003 Customer Opinion Survey

Management Committee Meeting  
NYC, February 4<sup>th</sup>, 2004

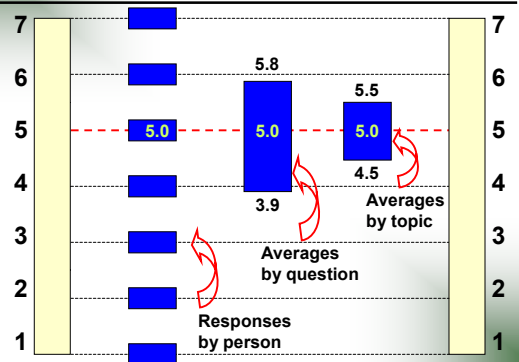
## Survey Objectives

- Measure customer satisfaction
- Identify customer needs / opinions
- Communicate findings to NYISO Staff

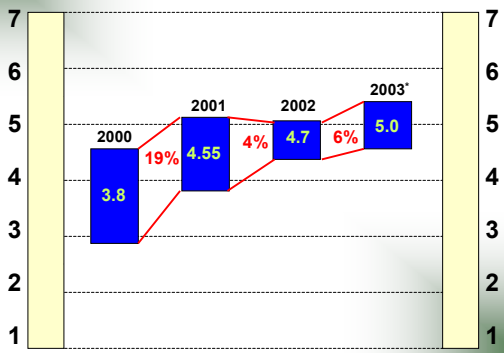
## Survey Methodology

- Internet Survey administered by Opinion Dynamics to ensure confidentiality.
- Survey was sent to ~1300 active and targeted Market Participants.
- 100 questions - narrative and numeric
- Total of 427 responses were received (33% response rate)

## Survey Results - Scale



## Survey Results – Since Startup



(\* note: without new areas)

5

## Survey Results - Increases

Sorted by % Increase	2002	2003	% change
Communication to Users	4.61	5.14	11.5
Training	5.02	5.50	9.4
Billing	4.32	4.71	9.3
Administered Tariff	4.75	5.18	9.2
Operational Data on Web	4.53	4.86	7.2
Customer Support	4.95	5.30	7.1
MIS Website	4.63	4.87	5.2
Public Website	4.70	4.73	0.6
Maintain System Reliability	5.06	4.98	-1.5
Committee & Working Groups	----	4.95	----
Corporate Objectives	----	4.79	----
Project Collaboration & Delivery	----	4.20	----
Average:	4.73	5.03	6.4
		4.93	

(\* note: average with new areas)

6

## Summary of Observations

- 8 of 9 surveyed areas increased
- Topic % changed from -2% to 12%
- Overall average went from 4.7 to 5.0 or 6%
- Most % gains in Communicating to Users, Training, Billing, & Administering the Tariff
- Highest scores in Training & Customer Support
- Lowest scores in Billing & Projects Delivery

2003  
5.0

7

## Key Findings:

- Overall, NYISO scores very well! – And there are specific areas that can be improved.
- Highest scores achieved for Trainers, Liaisons, Customer Reps, Market Monitors, etc...
- Information: MPs need vs NYISO performance
- Key behavior drivers for customer satisfaction:
  - Responsiveness, Consistency, Pro-active communication

8