

# **2003 Customer Opinion Survey**

**Business Issues Committee  
1/21/04**

# Survey Objective

---

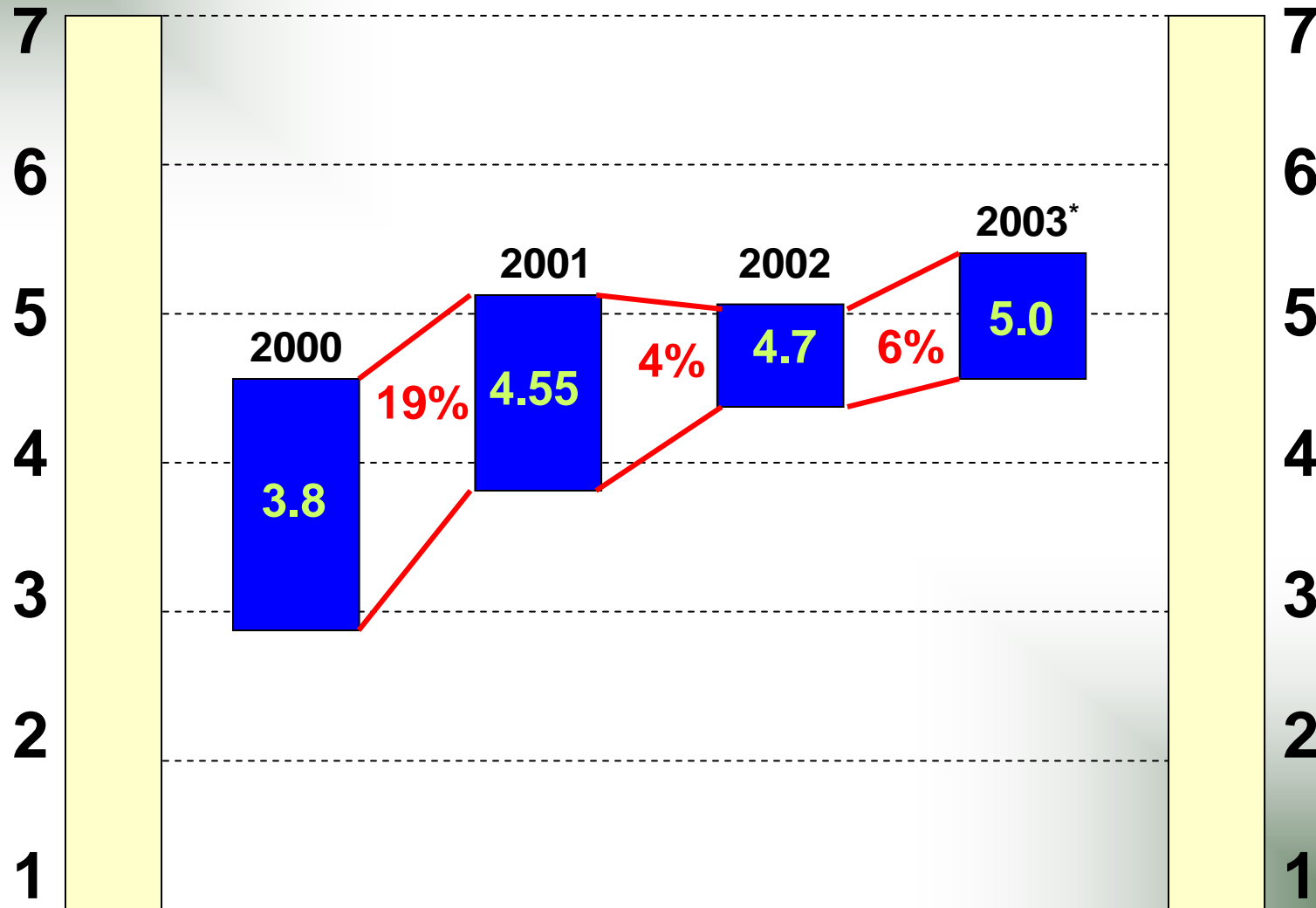
- **Measure customer satisfaction**
- **Identify customer needs**
- **Capture customer opinions**
- **Communicate findings to NYISO Staff**

# Survey Methodology

---

- Internet survey administered by Opinion Dynamics to ensure confidentiality.
- Sent to ~1300 targeted Market Participants.
- 427 responses = *33% response rate*
- Responses to questions covering NYISO performance, customer satisfaction and issue importance were scaled from 1-7 to capture ratings of:
  - “Poor” to “Excellent”
  - “Extremely dissatisfied” to “Extremely satisfied”
  - “Not important at all” to “Very important”

# Survey Results – Since Startup



(\* note: without new areas)

# Survey Results - Scores

Sorted by Score

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

(\* note: average with new areas)

# Survey - Communication Plan

---

- **Provide detailed feedback and action items to NYISO Staff**
- **Continue the “Customer Service Focus” conversation.**
- **Targeted groups:**
  - *Senior Management Team*
  - *Individual Dept. Managers*
  - *NYISO Employees*
  - *Market Participants at MC, BIC, PPT*
  - *Insider Recipients*