NYISO 2001 Customer Satisfaction Survey

Business Issues Committee Meeting
December 13th, 2001

Introduction

> **Survey Objective & Methodology**

> **Overall Survey Results**

> **Survey Results by Topic**

> **Projects which address areas for improvement**

Survey Objective

> **To determine overall customer satisfaction and identify customer needs.**

> **To analyze, compare and rank the results obtained against last year's survey.**

> **To incorporate findings into NYISO Business Plan.**

New York Independent System Operator 3

Survey Methodology

> **Survey was administered by Opinion Dynamics to ensure confidentiality.**

> **Survey was sent to 121 Customer Organization requesting 1 representative response per organization**

> **Total of 65 Responses were received (53% response rate)**

New York Independent System Operator 4

Survey Methodology (cont')

- **The survey was conducted over the Internet and consisted of 50 questions - narrative and numeric.**

- **Numeric questions were scaled from 1 to 5 to captured responses ranging from:**
  - **"Never" to "Always"**
  - **"Poor" to "Outstanding"**
  - **"Not Satisfied" to Extremely Satisfied"**

- **Numeric questions grouped into topics**

New York Independent System Operator   5

Survey Results - Increases

Sorted by % increase	2000	2001	% increase
Communication to Customers	2.1	3.2	53.8
Administered Tariff	2.6	3.3	25.2
Customer Support	2.7	3.4	24.2
Billing	2.3	2.8	21.8
Maintain Confidentiality	3.4	4.1	19.6
NYMOC Training	2.9	3.4	16.5
Operational Data via Website	2.9	3.4	16.1
Website - MIS	3.1	3.5	13.5
Maintain System Reliability	3.4	3.8	13.0
Help Desk	3.1	3.4	11.3
Website - Public	3.2	3.4	5.4
Reports/Releases/Manuals/	3.4	3.5	2.2
Total Average:	**2.9**	**3.4**	**17.1**

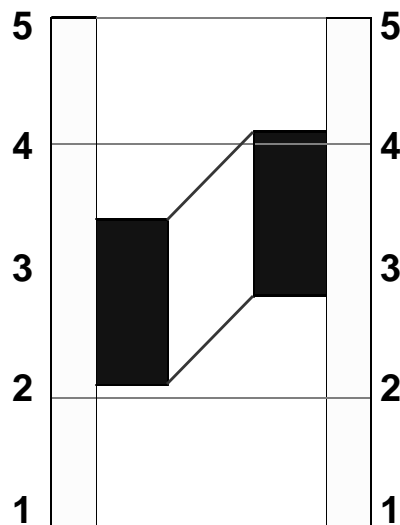*New York Independent System Operator*   6

Summary of Observations

> **All surveyed areas increased !**

> **Topic area increased from 2% to 54%**

> **Overall average went from 2.9 to 3.4 or 17%**

> **Highest 2000 score = 3.4 = Average 2001 score**

> **Spread of 2000 = spread of 2001 = 1.3**

Survey Results - Increases

Survey Results - Ranking

2000 Survey - Ranking	2000	2001	%	2001 Survey - Ranking
Maintain Confidentiality	3.4	4.1	20	Maintain Confidentiality
Maintain System Reliability	3.4	3.8	13	Maintain System Reliability
Reports/Releases/Manuals/	3.4	3.5	13	Website - MIS
Website - Public	3.2	3.5	2	Reports/Releases/Manuals/
Website - MIS	3.1	3.4	11	Help Desk
Help Desk	3.1	3.4	16	NYMOC Training
NYMOC Training	2.9	3.4	5	Website - Public
Operational Data via Website	2.9	3.4	16	Operational Data via Website
Customer Support	2.7	3.4	24	Customer Support
Administered Tariff	2.6	3.3	25	Administered Tariff
Billing	2.3	3.2	54	Communication to Customers
Communication to Customers	2.1	2.8	22	Billing
Total Average:	**2.9**	**3.4**	**17**	

New York Independent System Operator

9

Projects which address areas for improvement

- ➤ **Billing improvements:**
  - ➤ **Consolidated Invoice**
  - ➤ **Computer System Improvements**
  - ➤ **BAWG efforts**
- ➤ **Seams:**
  - ➤ **Ext.Trans.Ramp.Mgmt**
  - ➤ **Multi-Scheduling / Hour**
  - ➤ **MHBT and CSS**
- ➤ **Website:**
  - ➤ **Advanced Search facility**
  - ➤ **Data visibility: OASIS/MIS Postings**
  - ➤ **Market Analysis and charting tools**
- ➤ **Communication:**
  - ➤ **Greater awareness of NY Market through the Media**

New York Independent System Operator

10