

# **The New York ISO Annual Customer Opinion Survey**

## **2010 Survey Findings**

**April 27, 2011**

# Agenda

- About ODC/Survey Background
- Summary of Results
  - Strengths
  - Areas for Improvement
- NYISO Management Response to Follow ODC

# About ODC/Survey Background

- Opinion Dynamics specializes in energy efficiency program evaluation, market research, customer satisfaction and strategic consulting for energy industry.
- Working with other ISOs for nearly a decade on customer satisfaction surveys, with the NYISO since 2000
- Designed to:
  - Obtain feedback from market participants regarding their perceptions of, and overall 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 at 95% level

# Summary of Results – Core Satisfaction

- Based on 2010 survey responses, the NYISO earned a core satisfaction rating of 5.25 on a scale of 1 to 7
- 92% of respondents provided a rating of 4 or greater and 76% provided a rating of 5 or greater
- The overall core satisfaction scores for 2010 are similar to previous years with no significant differences from 2009

# Summary of Results – continued

- Market participants continue to believe the NYISO's biggest strength involves maintaining system reliability
  - 9 out of 10 respondents perceive NYISO as having a strong focus on and effectively operating the New York bulk power system
- Five of the seven new products and enhancements are rated “high quality” by 80% or more of respondents
- Market participants feel the NYISO needs to improve the search and navigation features of its website
- Perceived usefulness of the NYISO Customer Relations Department's CRITaR tool dropped in 2010

# Corporate Objectives

## ➤ Strengths

- Maintaining system reliability:
  - Effectively operates the NY bulk power system to maintain system reliability
  - Focuses on maintaining bulk power system reliability
  - A catalyst in the development of a comprehensive planning process to identify reliability needs
- Providing pricing enhancements:
  - Effectively improving price accuracy
  - Effectively improving price certainty

# Corporate Objectives

## ➤ Areas for Improvement

- Shared Governance Process related to sector alignment and voting
- Ongoing commitment to customer satisfaction

# Market Product Development

## ➤ Strengths

- Website's up-to-date information and ease of use
- High quality of new products and product enhancements
- Effectiveness of the stakeholder process for developing new products and enhancements, particularly for:
  - The NYISO public website redesign
  - Virtual transactions in the credit management system
  - Trading hubs



# Market Product Development

## ➤ Areas for Improvement

- Search capabilities for all areas of the NYISO website
- Ease of use of the Services and Market Data sections of the website

# Client Relations and Services

## ➤ Strengths

- Both remote access tools (teleconference service and the WebEx meeting service) are supportive of high participation
- Communication provided by the NYISO on committee activities and facilitation of meetings
- Responsiveness of the NYISO Committee Support Staff
- High satisfaction with quality of publications and data provided

# Client Relations and Services

## ➤ Areas for Improvement

- Participation in committee and working group meetings continues to decrease compared to prior years
- Timely posting of meeting materials by the NYISO Committee Support Department
- Tier 1 (6060 Hotline) customer support
  - Ownership of inquiries
  - Responsiveness

# Questions for Opinion Dynamics?

- NYISO Management Response to Follow ODC

## Thank You!

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