

NYISO 2006 Customer Satisfaction Survey

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Survey Objectives

- ◆ Obtain feedback from Market Participants on their overall satisfaction with NYISO's products and services
- ◆ Revise survey methodology to obtain more targeted feedback on NYISO's products and services
- ◆ Develop an overall satisfaction score for measurement of 2006 Customer Focus Goal performance

Survey Development Process

- ◆ Engaged Opinion Dynamics Corporation (ODC) to conduct a customer survey via internet from October 23 – November 10.
 - *Experienced with NYISO surveys*
 - *Provided assistance in developing meaningful tailored questions*
 - *Impartial and confidential*
 - *Least impact on internal resources*

Survey Development Process

- ◆ Reviewed past NYISO surveys
- ◆ Conducted interviews with ODC and NYISO staff to discuss 2006 survey
 - *Compiled ODC and NYISO staff input to develop questions with more strategic focus*
 - *Emphasized performance on NYISO Strategic Plan*
- ◆ Reviewed and updated distribution lists
 - *Limited distribution lists to NYISO customers, committee members*

Survey Methodology

- ◆ Survey contained 66 total questions – numeric and narrative
- ◆ Survey Topics:
 - *Corporate Objectives*
 - *Operations/IT/ Market Product Development*
 - *Committees and Working Groups*
 - *Communications*
 - *Training*
 - *Customer Relations*
 - *Billing*
 - *Market Monitoring*

Survey Rating System

- ◆ Scores were assessed on a scale of 1-7
 - *All metric questions were rated on a scale with “one” indicating a low rating and “seven” indicating a high rating*
 - *Also requested verbatim input for additional feedback opportunities*

Survey Response Rate by Sector

Survey was sent to 979 Market Participants with returns from 191 for a response rate of 20%
- *up from 2005 response rate of 17%.*

Survey Responses by Sector	
Sector	Number of Responses
Generation Owners	51
Load Serving Entities	40
Marketers	34
Transmission Owners	20
Demand Response	14
Public Power Entities	11
Virtual Transactions	9
Other	12
TOTAL	191

Survey Results

- ◆ **Overall customer satisfaction score: 71%**
 - NYISO measures satisfaction as scores of 5 and above
 - *Note: Other ISO/RTOs use 1-7 scales on their satisfaction survey vehicles, but assess a satisfied customer as one providing a score of 4 – 7.*
 - Respondents giving a rating of 4 or above: 87%
 - Mean score: 5.06

Key Findings

Survey Section/Question	% of Respondents giving 4 or above	% of Respondents giving 5 or above
<i>Corporate Objectives</i>		
The NYISO effectively operates the NY bulk power system to maintain system reliability.	97%	91%
The NYISO provides services that promote the efficient operation of competitive electricity markets.	89%	77%
<i>Training</i>		
Satisfaction with NYISO's overall effectiveness at meeting training needs.	96%	84%
<i>Communications</i>		
Satisfaction with the information that the NYISO provides to support organizational needs.	90%	70%
<i>Operations/IT/Market Product Development</i>		
Effectiveness of NYISO's communications regarding new market products and product enhancements.	88%	64%

Key Findings

Survey Section/Question	% of Respondents giving 4 or above	% of Respondents giving 5 or above
<i>Market Monitoring - Effectiveness of NYISO's mitigation efforts in supporting competitive outcomes in the following markets:</i>		
Day Ahead	88%	77%
Virtual Bidding	84%	72%
TCC	86%	71%
Real Time	88%	67%
ICAP	67%	54%
<i>Committee Support</i>		
Satisfaction with how the committee and working group meetings are facilitated.	92%	71%
Satisfaction with the NYISO's shared governance process.	85%	65%

Key Findings

Survey Section/Question	% of Respondents giving 4 or above	% of Respondents giving 5 or above
<i>Customer Relations</i>		
Accessibility	87%	79%
Helpfulness	85%	70%
Responsiveness	80%	67%
Accuracy	82%	66%
<i>Billing</i>		
Overall satisfaction with the NYISO's support of your organization's settlement process.	84%	63%

Next Steps

- ◆ Review departmental results with NYISO Managers and staff.
- ◆ Follow up presentation with BPWG
- ◆ Solicit Management Committee input for future surveys:
 - Format improvements
 - Number of questions
 - Volume of surveys