

NYISO 2006 Customer Satisfaction Survey

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Draft – for discussion purposes only

Survey Objectives

- ◆ The objectives of 2006 survey were to:
 - *Obtain feedback from Market Participants on their overall satisfaction with NYISO's products and services*
 - *Develop 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 Results - Score

- ◆ Overall customer satisfaction score - 71%
 - *NYISO measures satisfaction as scores of 5 and above on a scale of 1-7*
 - Ratings of 1-3 are Negative; 4 is Neutral; 5-7 are positive
 - PJM and ISO-NE also 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

Survey Methodology

- ◆ Opinion Dynamics Corporation (ODC) conducted customer survey from Oct 16 – Nov 1
- ◆ Past surveys were reviewed, interviews held with ODC and NYISO staff to discuss 2006 survey
- ◆ ODC and NYISO staff input was compiled to develop questions with more strategic focus
 - *Emphasized performance on NYISO Strategic Plan*
- ◆ Reviewed and updated distribution lists
 - *Limited distribution lists to NYISO customers and 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 Response Rate by Sector

Survey was sent to 979 Market Participants with returns from 191 for a response rate of 20%

- ♦ Survey respondents represented a total of 107 unique customer organizations

<i>Survey Responses by Sector</i>	
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

NYISO Report to MC

- ◆ Survey results presented to Management Committee on January 23, 2007
 - *Reviewed survey development process*
 - *Presented overall satisfaction score of 71%*
 - *Profiled sample key findings*
- ◆ Solicited feedback from MC members
 - *MPs requested information on verbatim responses, additional data on respondents by committee sector, and number of MP organizations represented in results*
 - *MPs requested the NYISO track responses for future survey analysis.*

Next Steps – Market Participant Feedback

- ◆ **Verbatim Responses**
 - *A high level summary of responses is being developed*

- ◆ ***Respondents by committee sector***
 - Request submitted to ODC to provide response profile by committee sector

- ◆ ***MPs request for NYISO to track responses***
 - A major objective of the revised format initiative to a more strategic approach is to develop an overall satisfaction score based on a standard set of questions for ongoing benchmarking
 - ***Strategic approach allows for less variability in questions asked from year-to-year***