



The New York ISO Annual Customer Opinion Survey

2012 Summary of Results

Prepared by



December 2012

Methodology & Objectives

Methodology

- Surveys completed via web
 - TeleSight analyzed data using previous vendor's questionnaire
- Reminder phone calls to encourage participation
- 142 surveys completed

Surveying Period: October – November 2012

Analysis includes results of 42 partially completed surveys which increases the sample size per question (Total Sample: 184)

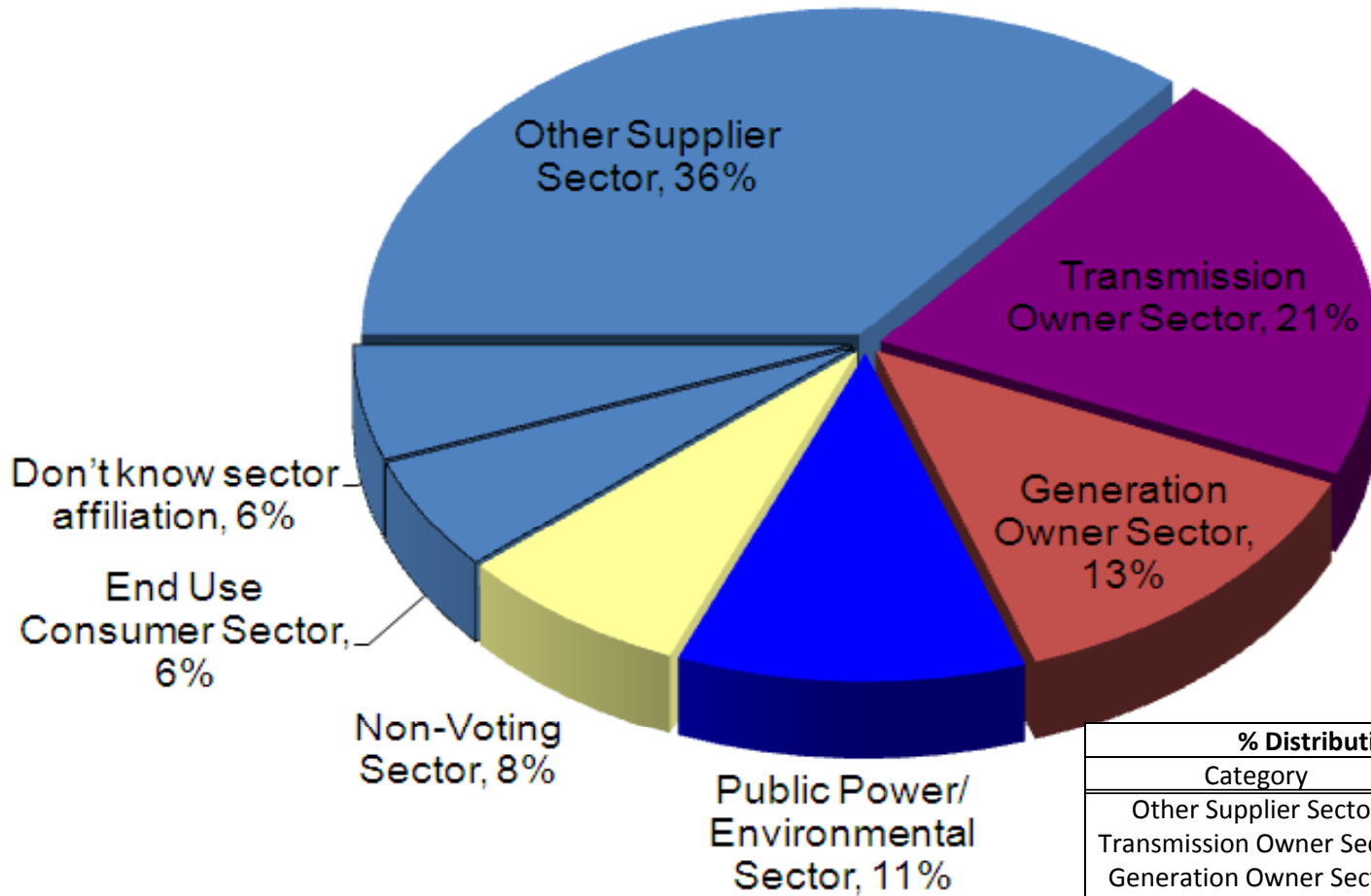
Response Rate (completed surveys considered): 15%

Objectives

- Obtain feedback from market participants regarding their perception of products and services provided by the NYISO
- Identify which factors drive satisfaction scores for the NYISO's Corporate Objectives via Regression analysis (Derived Importance)
- Review verbatim feedback to identify issues that are also of importance to market participants (Stated Importance)

Distribution of 2012 Respondents by Sector

3



% Distribution by Sector		
Category	2012	2011
Other Supplier Sector	36%	26%
Transmission Owner Sector	21%	33%
Generation Owner Sector	13%	20%
Public Power/ Environmental Sector	11%	9%
Non-Voting Sector	8%	1%
End Use Consumer Sector	6%	6%
Don't know sector affiliation	6%	6%
Count Responses	54	86

Summary of Results | Core Satisfaction

4

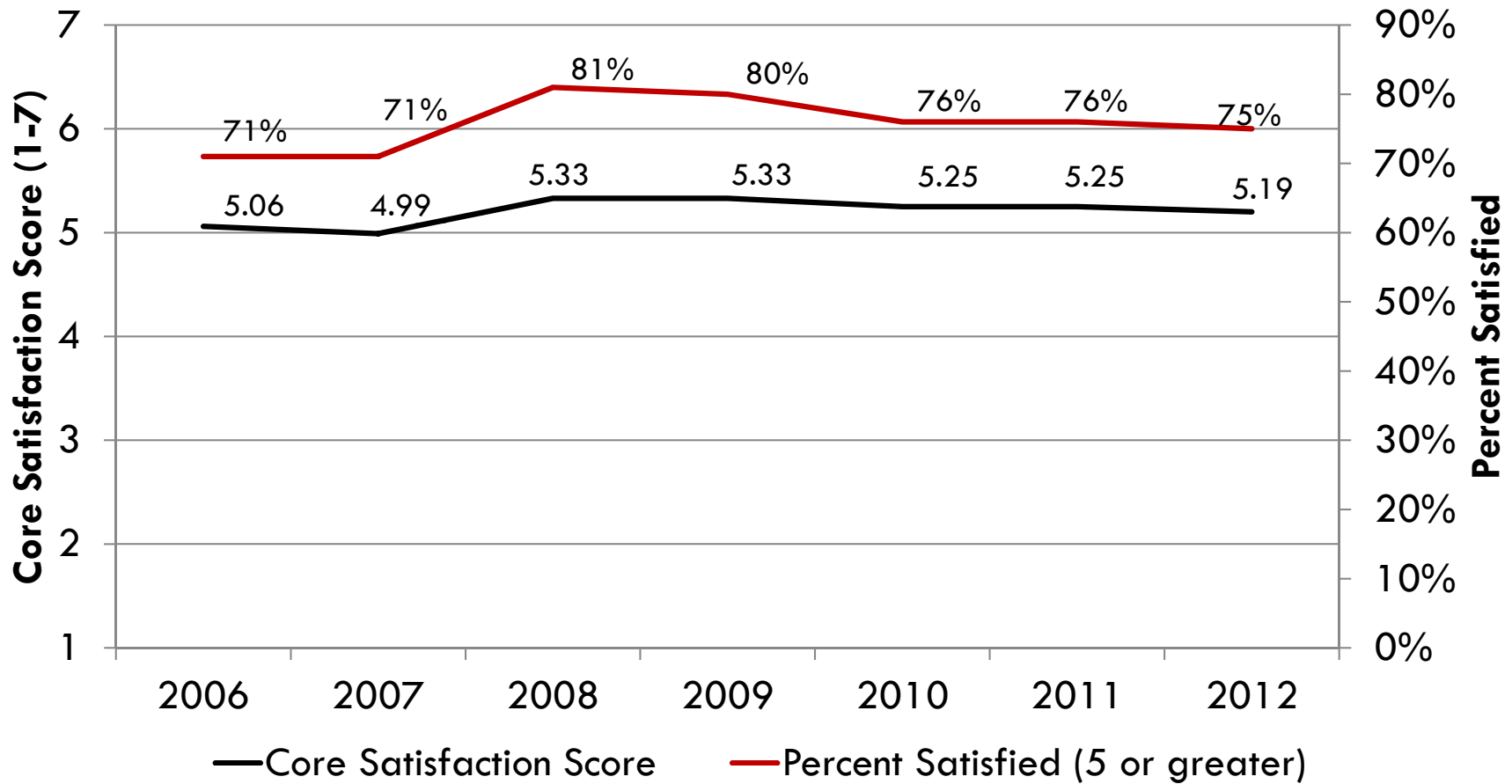
Core Satisfaction

- 2012 Results: Core Satisfaction score of 5.19 on a scale of 1-7 (7 point scale, 1 is Poor and 7 is Excellent)
- 2011 Core Satisfaction score: 5.25
Difference between 2011 and 2012 scores is **not** statistically significant
- 2012 Results: 86% of respondents provided ratings of 4 or greater and 75% provided ratings of 5 or greater
- 2011 Ratings: 90% of respondents provided ratings of 4 or greater and 76% provided a rating of 5 or greater
Difference between 2011 and 2012 scores is **not** statistically significant

2012 Overall Performance		
%6-7	%5-7	%4-7
51%	75%	86%

Historic Core Satisfaction

5



Core Satisfaction Score by Survey Section

6

SURVEY SECTION	2009	2010	2011	2012
Overall	5.33	5.25	5.25	5.19
Corporate Objectives	5.36	5.28	5.37	5.28
Market Product Development	4.53	4.65	4.78	5.14
Committees and Working Groups	5.51	5.28	5.21	5.33
Communications	5.25	5.23	5.13	5.17
Customer Support	5.32	5.28	5.31	5.18
Billing	5.47	5.29	5.54	5.50
Market Monitoring	5.05	4.89	4.78	4.91

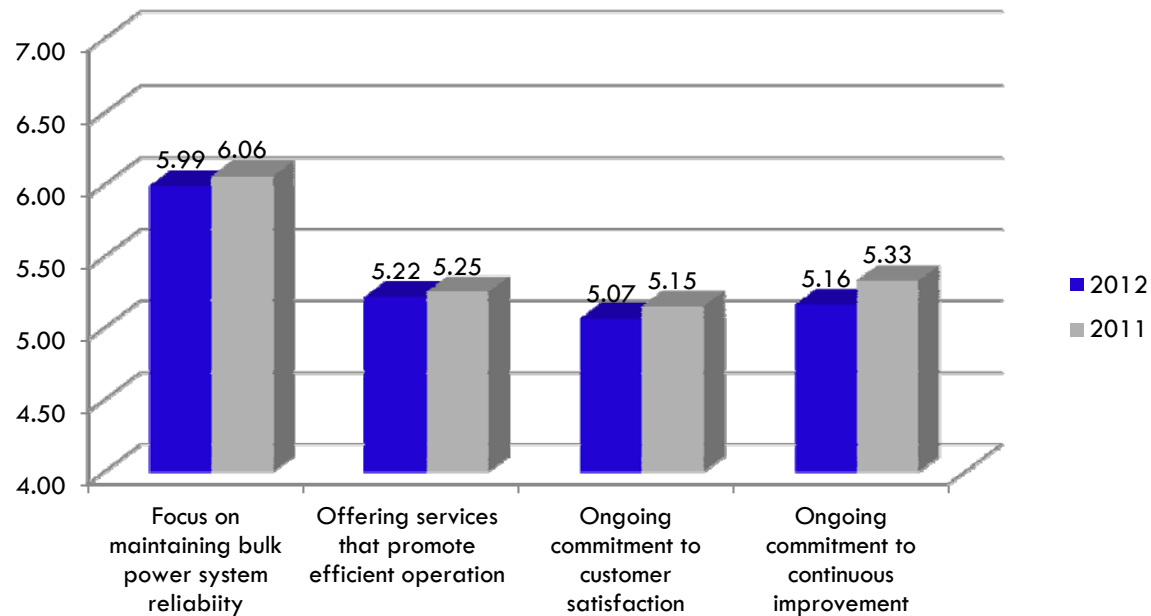
Key Metrics: Primary Corporate Objectives Mean Scores

7

Based upon the four primary objectives outlined in the NYISO's Strategic Plan, please rate your level of satisfaction with the NYISO's performance for each of the following (7 point scale, 1 is Poor and 7 is Excellent):

- No statistically significant differences detected between 2011 and 2012
- For both 2011 & 2012 the scores for focus on maintaining bulk power system reliability are statistically higher than the scores for the remaining objectives

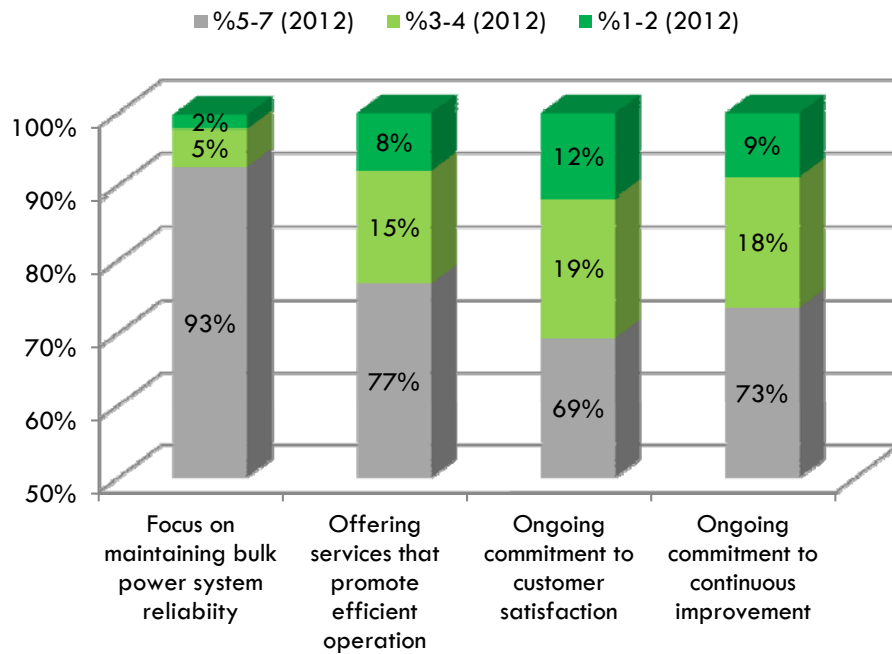
Corporate Objectives | Mean Scores



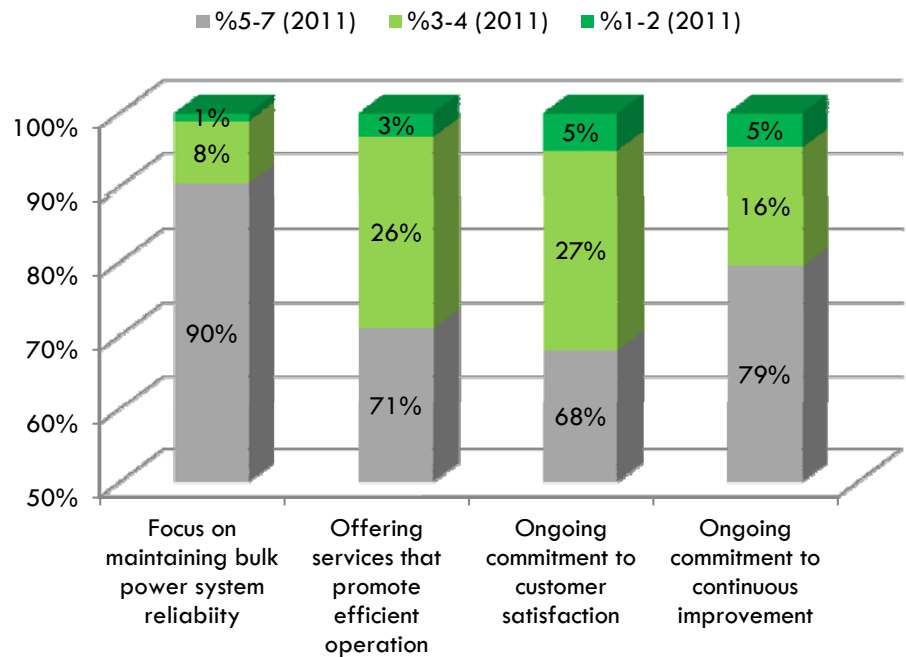
Key Metrics: Primary Corporate Objectives Score Distribution

Based upon the four primary objectives outlined in the NYISO's Strategic Plan, please rate your level of satisfaction with the NYISO's performance for each of the following:

Corporate Objectives | 2012 Score Distribution



Corporate Objectives | 2011 Score Distribution



7 point scale, 1 = Poor and 7 = Excellent

2012 vs. 2011 Comparison

9

2012 survey results are aligned with previous years' results:

Highest rated corporate objectives for both years concern bulk power system reliability

Focus on maintaining bulk power system reliability

2012 results: 93% provided scores of 5-7 (Mean: 5.99)

2011 results: 90% provided scores of 5-7 (Mean: 6.06)

Effectively operating the NY bulk power system to maintain system reliability

2012 results: 94% provided scores of 5-7 (Mean: 5.94)

2011 results: 92% provided scores of 5-7 (Mean: 5.98)

Summary of Results

Strengths & Opportunities

10

Strengths

Corporate Objectives

- Focus on maintaining bulk power system reliability (Mean: 5.99)
- Effectively operating the NY bulk power system to maintain system reliability (Mean: 5.94)

Communication

- Satisfaction with Pricing Data on NYISO's website
 - Type of Information (Mean: 5.84) & Timeliness of Information (Mean: 5.78)
- Satisfaction with Reports & Info on NYISO's website
 - Type of Information (Mean: 5.68) & Timeliness of Information (Mean: 5.67)
- Satisfaction with Power Grid Info on NYISO's website
 - Timeliness of Information (Mean: 5.47)

Billing & Settlements

- Satisfaction with DSS
 - Availability (Mean: 5.49)
 - Product Features (Mean: 5.49)

Opportunities

Corporate Objectives

- Responsiveness to stakeholder issues (Mean: 4.75)
- Effectiveness in supporting competitive outcomes in ICAP markets (Mean: 4.53)

Communication

- Satisfaction with Info on NYISO's website
 - Pricing Data: Respondents were least satisfied with Ease of Use (Mean: 5.34)
 - Reports & Info: Respondents were least satisfied with Ease of Use (Mean: 5.20)
 - Power Grid Data: Respondents were least satisfied with Ease of Use (Mean: 4.93)

Considering all attributes evaluated in the Market Monitoring section, satisfaction scores are lower, on average, than most sections of the survey

- However, we detected no significant differences between attributes measured within this section

Verbatim Feedback

11

Verbatim Feedback

- **174 actionable comments provided by respondents**
- **Comments covered wide range of topics and were, for the most part, not actionable**
- **Approximately 25% of comments fell into these categories:**
 - Customer Support (specifically responsiveness & accuracy)
 - NYISO website's search function
 - Requests for additional training regarding how to use/interpret data on the website
 - Taking steps to eliminate bias/increase transparency

Recommendations for the Annual Survey

12

Increasing interest in the Annual Survey

- Reduce the length of the questionnaire to encourage participation
- Focus on questions relating to corporate objectives

TeleSight will develop an Annual Survey questionnaire that allows the NYISO to determine what factors drive market participant satisfaction for each Corporate objective

- Doing so will allow NYISO to set priorities so that resources can be allocated to more quickly and effectively improve customer satisfaction
- Current survey questions explain (at best) 60% of the variation in satisfaction for any of the Corporate

Next Steps

13

NYISO is improving its overall process of obtaining feedback from market participants.

- A variety of surveys reach various levels within member organizations
- More frequent measurements allow quicker reaction to problems/issues
- Survey processes are designed to mitigate survey fatigue by offering surveys no more frequently than once a quarter
- Surveys are short and easy to complete

Customer Inquiry Follow-up (Stakeholder Services) Survey – launched in September 2012

- Addresses feedback provided in the Annual Survey regarding dissatisfaction with the accuracy of responses provided to inquiries
- Email Notifications sent in *real time* when any respondent reports dissatisfied with the accuracy of the response from Stakeholder Services (*Real Time Notifications launched in November 2012*)

On-Going Performance Assessment – Launch in 1st Quarter 2013

- *Focus on roles of NYISO departments*
- *Measurement of key services provided*

CEO/Executive Strategic Outreach Survey – Launch in 1st Quarter 2013

- *Focus on strategic issues to market participant top executives*

Measurement

14

NYISO will develop a Customer Satisfaction Index comprised of key metrics captured in the various survey instruments (Launch 1st Quarter 2013)

- Survey results will be weighted by sector to ensure equitable scoring regardless of variation in participation rates by sector
- Results for each of the surveys will be available to market participants via a Web-based reporting tool (Launch 1st Quarter 2013)
- A Red Alert process for all surveys will allow NYISO to take more immediate action to improve member satisfaction