

# Re-focus Customer Feedback Program

**Richard P. Barlette**

*Senior Manager – External Affairs*

*New York Independent System Operator*

**Business Issues Committee**

*September 20, 2012*

*Krey Corporate Center – Rensselaer, NY*

# Why Change...

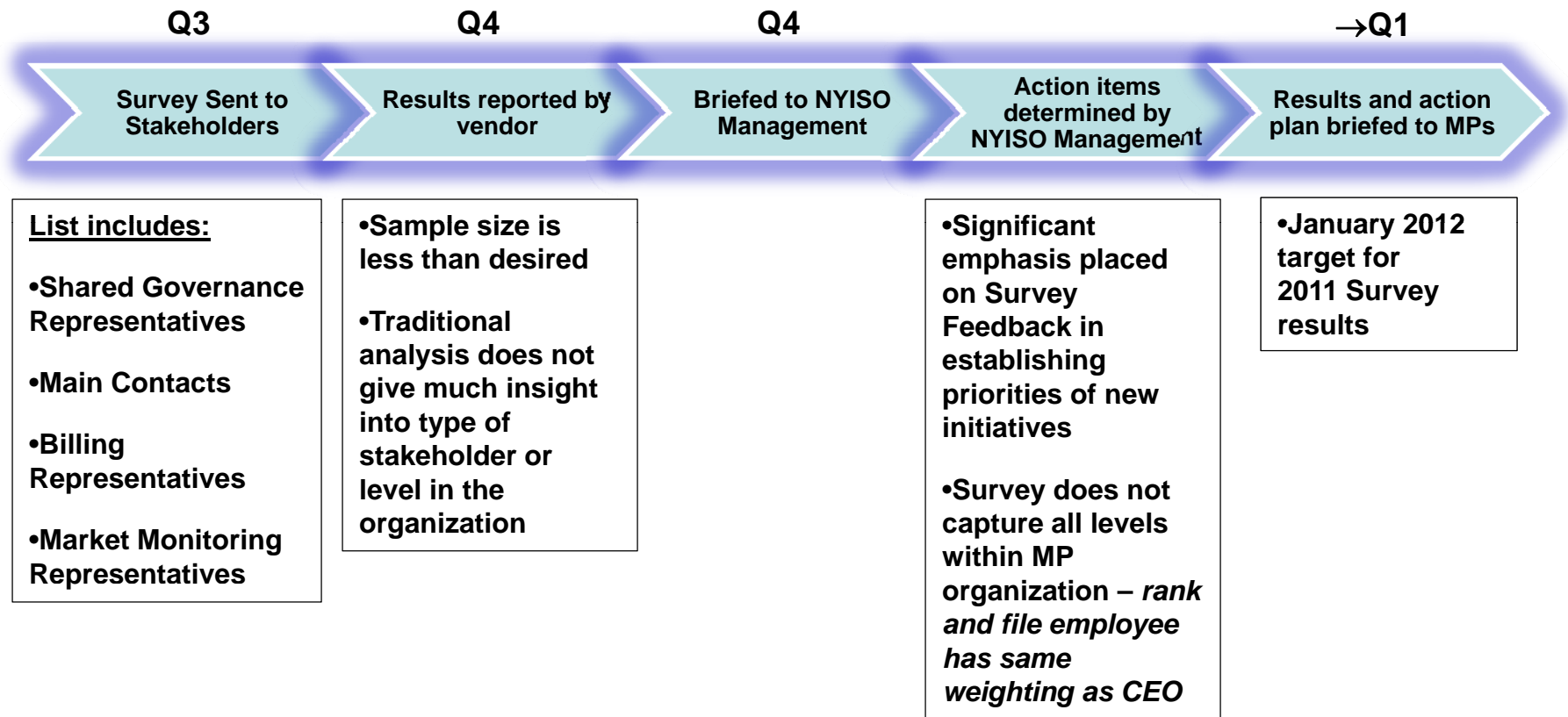
## Problem

- Since inception, the NYISO has conducted an annual Customer Satisfaction Survey -- over the past 5 years, the data have gone relatively flat
- The current format offers limited input for stakeholder feedback in both opportunities and levels of MP organizations
- Corrective action plans are retrospective (12-month lag) with no real-time improvement opportunity
- No common scale for FERC metrics report

## Goal

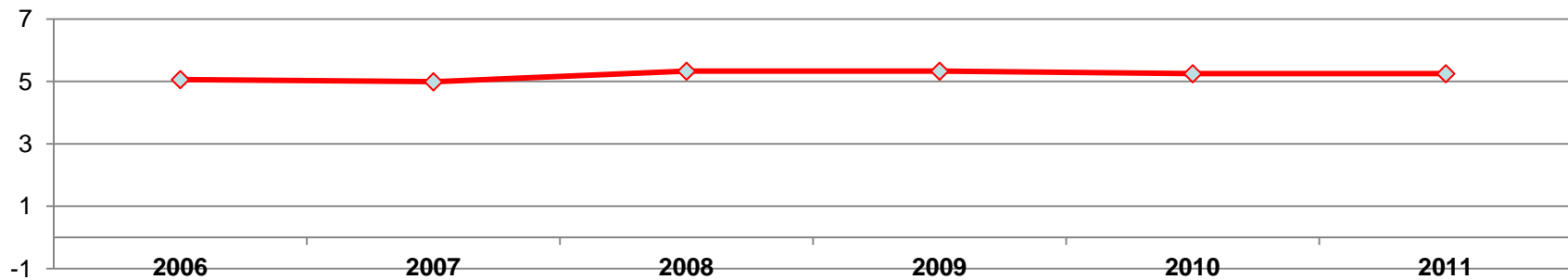
- Develop a continuous feedback process that incorporates a streamlined survey, real-time feedback and reporting as well as reaching all levels of our customers
- **Provide “best in class” in Customer Satisfaction!**

# Current Process

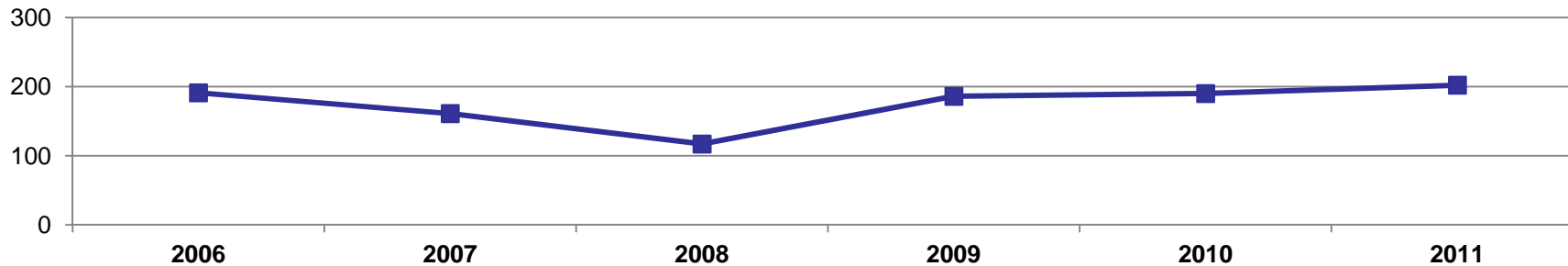


# Performance: 2006-2011

## Core Satisfaction Score



## Number of Survey Respondents



**Limited “actionable” data or trends**

# Structure, People, Process/Tools ...

- **Benchmarking of “best in class” customer service and peer organizations...provided insight on structure, tools and process improvements**
- **Reorganization provided opportunity to address numerous issues and opportunities for our employees**
- **Leverage new survey vendor (*Telesight*) and benchmarking results to indentify additional survey tools and processes to develop an industry leading survey process**

# What Others Are Doing...

	CAISO	SPP	PJM	MISO	ISO NE	NYISO	ERCOT
Satisfaction Rating	93%	90%	92%	65%	92%	76%	
Point Scale	1-6		0-10	1-7	1-6	1-7	
Satisfaction Score			6-10	6-7	4-6	5-7	
Response Rate			16%	20%		27%	
	Annual survey on Stakeholder process, board effectiveness, and customer service	Annual Fall Survey to Committee, Working Group, and Board Members	Annual Customer Survey	Annual Customer Survey	Annual Customer Survey	Annual Customer Survey	Customer Survey every other year
	Periodic targeted surveys of specific initiatives	Annual Stakeholder satisfaction survey to measure member, customer, and other stakeholder opinions of SPP Services	Facilitator feedback forms - for feedback on experience at stakeholder meetings - available on website	Stakeholder process improvement meetings and questionnaire	Dedicated Stakeholder WG to obtain feedback on Customer Satisfaction		
	Stakeholders and Industry Affairs group sets Annual Responsiveness Goals	Holds an Annual follow-up meeting with organizational group chairs and secretaries to discuss improvements	Forms to evaluate individual Customer Service Reps on Website				
	Staff does lessons learned following stakeholder meetings						

# New Feedback Channels

## Timing

## Audience

## Channel

### *Daily*

Back Office,  
Main Contacts,  
Alternates,  
Billing, Credit,

### Customer Tickets

~8,000 tickets closed annually...1% currently provide feedback...goal is 10 - 12% with Telesight conducting ticket follow-up (100 per month).

### *Monthly*

Back Office,  
Main Contacts,  
Alternates,  
Billing, Credit,  
Committee,  
Middle  
Management

Online surveys administered by Telesight (100 per month)

Weighted according to Shared Governance Sector allocations

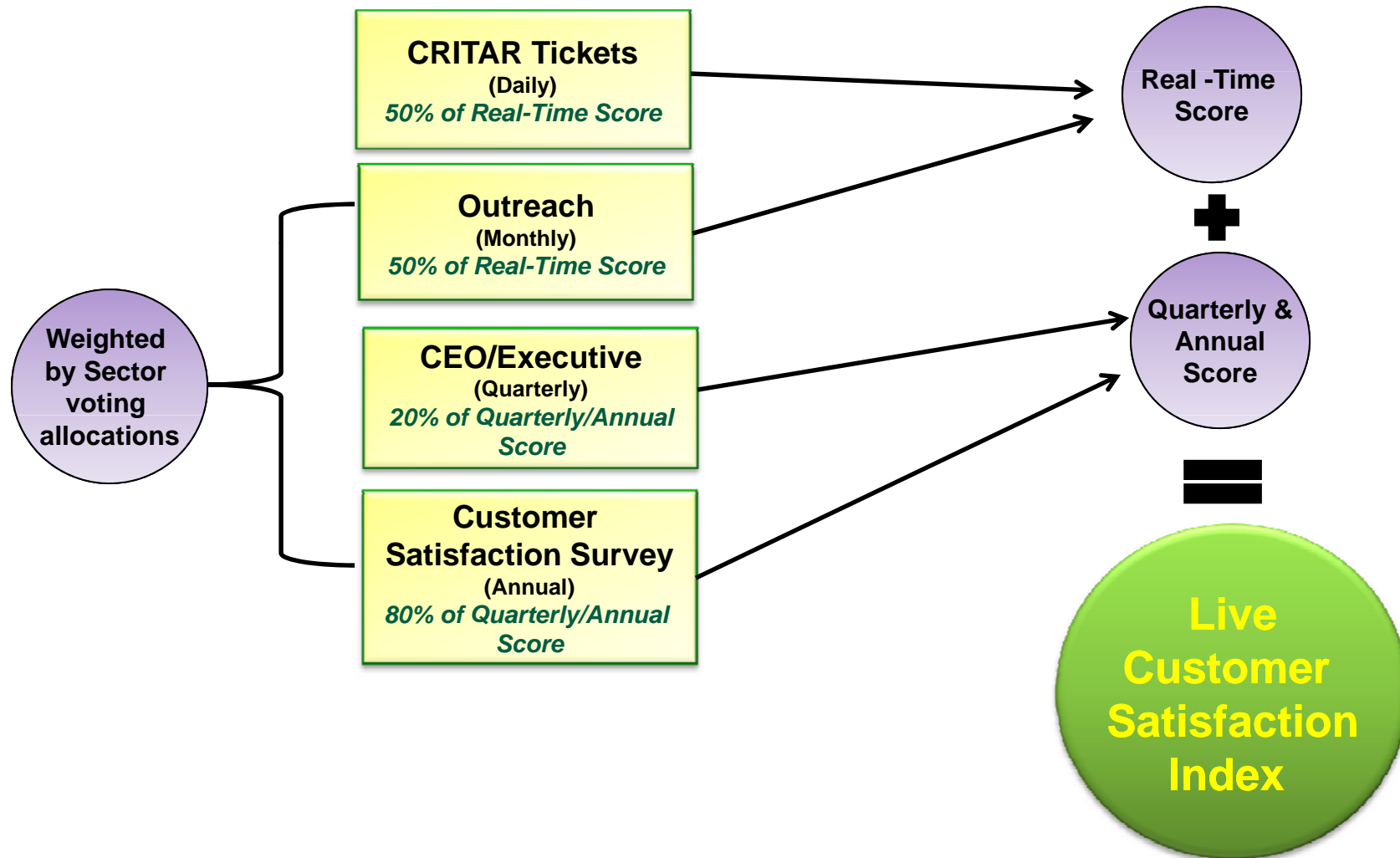
# Feedback Channels (Cont.)

<u>Timing</u>	<u>Audience</u>	<u>Channel</u>
<i>Quarterly</i>	CEOs/SVPs	Currently there are ~400 MPs Different MP Executives surveyed per quarter
<i>Annual</i>	Back Office, Main Contacts, Alternates, Billing, Credit, Committee, Middle and Senior Management	Comprehensive Annual survey Sector Meetings MP BOD meetings







**Multiple channels and customer segmentation will provide the feedback we need to improve!**



# Feedback Process

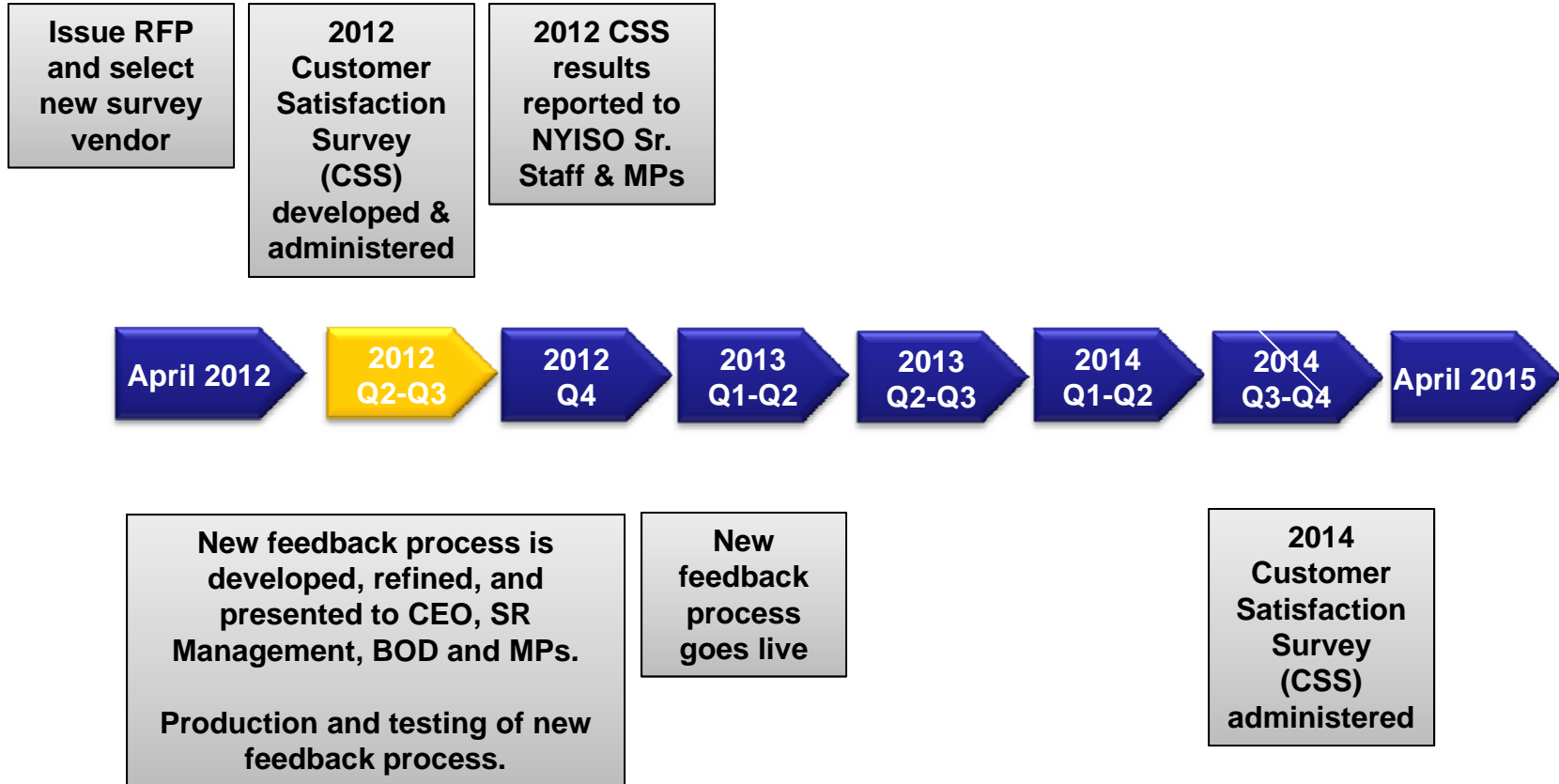


# Next Steps...

- Customer Service training for ALL NYISO employees 
- Negotiation training for all CSD staff 
- Issue RFP and select new survey vendor 
- Re-org of CRD and CSD 
- Revamp and streamline current survey for 2012 
- Refine scope with NYISO staff 
  - *Include NYISO Audit Department*
- Obtain MP feedback on weighting decisions
- Obtain MP feedback on Annual Survey timing
- Develop, test, and implement new feedback process by January 2013

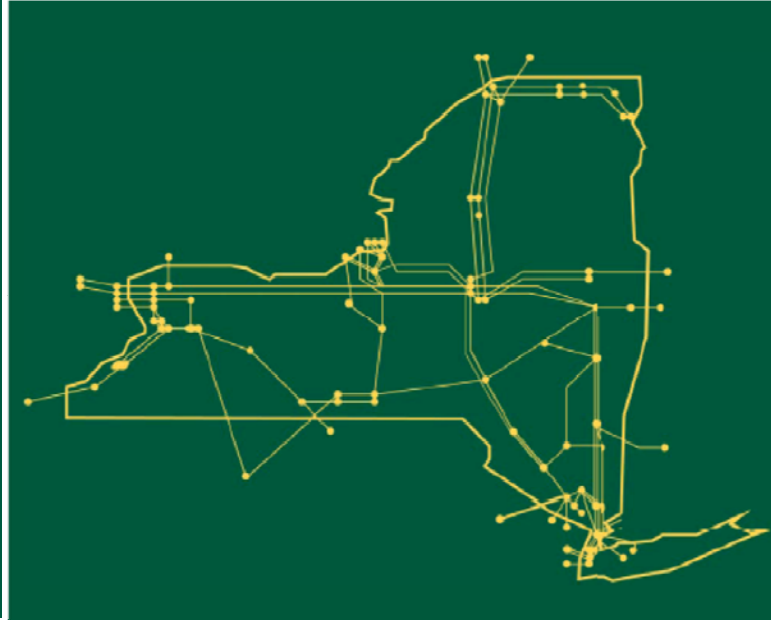
**Plug the dam...while developing the future**

# Timeline



**Go live in 2013 with an ISO/RTO leading program**

The New York Independent System Operator (NYISO) is a not-for-profit corporation responsible for operating the state's bulk electricity grid, administering New York's competitive wholesale electricity markets, conducting comprehensive long-term planning for the state's electric power system, and advancing the technological infrastructure of the electric system serving the Empire State.



[www.nyiso.com](http://www.nyiso.com)