

# Results of ISO New England's Customer Survey for 2008

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# 2008 Survey Background

- ISO New England Inc. (ISO-NE) again commissioned Abt Schulman, Ronca, and Bucuvlas, Inc (Abt SRBI) to conduct a customer satisfaction survey in 2008
- The 2008 Survey has three main objectives:
  - To measure satisfaction of both the ISO-NE's performance and ISO-NE's stakeholder communications process
  - To measure satisfaction in ISO's Performance relative to FERC objectives for ISOs/RTOS
  - To solicit feedback about specific performance areas within ISO-NE

# Background

- The Survey consisted of 29 questions
  - Follow up questions for dissatisfied and less than fully satisfied respondents
- Abt SRBI completed 450 interviews with individuals selected from each of five customer segments
  - System Operations, Market Operations, Settlement and Billing, Market Support, and Market Design and Development

# Customer Segment Groups

Customer Segment	Customers whose Primary Contact with ISO-NE is in the following areas
Market Design	<ul style="list-style-type: none"> <li>• Members of the NEPOOL Participants, Markets, and Transmission Owners Committees</li> </ul>
System Operations	<ul style="list-style-type: none"> <li>• Personnel identified as the Designated Entity for a generating resource (entity authorized to receive dispatch instructions)</li> <li>• Members of the NEPOOL Reliability, Tariff, Environmental Planning, Load Forecasting, and Power Supply Planning Committees</li> <li>• Members of the NEPOOL Stability, System Design, Master Satellite Operations, Transmission, and Voltage Task Forces</li> <li>• The NEPOOL Master Satellite Heads and the NEPOOL OASIS Working Group</li> </ul>
Market Operations	<ul style="list-style-type: none"> <li>• Personnel who submit Generation Offers, Demand Bids, Increment Offers and Decrement Bids, bi-lateral transactions, Forward Reserve offers, FTR offers, and ICAP offers</li> <li>• Personnel who have access to e-Market, e-FTR, CAMS, and EES</li> <li>• Personnel who submit asset data</li> </ul>
Settlement & Billing	<ul style="list-style-type: none"> <li>• Billing contacts and Transmission Settlement Subcommittee members</li> </ul>
Market Support	<ul style="list-style-type: none"> <li>• Training contacts</li> <li>• Members of the Meter Reader Working Group and the NEPOOL Membership Subcommittee</li> <li>• Personnel designated as Security Administrators (those who administer access to ISO-NE's system at the Participant's company level)</li> </ul>

# Overall Satisfaction

# Measurement Methods

- Respondents were asked to rate their overall satisfaction in two ways:
  - On a scale of 0-100, where 70 is passing
  - On a 6-point scale:
    - Extremely satisfied, moderately satisfied, marginally satisfied, marginally dissatisfied, moderately dissatisfied, extremely dissatisfied
    - The 6-point scale provides ISO with data on shifts in levels of satisfaction that are not available via the 0-100% scale.
    - The 6-point scale also provides ISO the opportunity to gather direct feedback for potential improvement opportunities on certain questions from respondents that are less than extremely satisfied.

# Overall Satisfaction Results Summary

- Overall satisfaction with ISO-NE for 2008
  - 86.2%, when using a scale of 0-100, up one percent when compared to 85.1% in 2007
  - 93%, when using a 6-point scale, up two percent when compared to 91% for 2007
    - 46% of customers responded they were “extremely satisfied,” a statistically insignificant increase from 44 percent in 2007 and one percent below 47% in 2006 (which represents the highest “top box” rating since the survey was initiated in 1999)
  - *“This is again an extremely high level of customer satisfaction, based upon abt SRBI’s nearly three decades of customer satisfaction research in a variety of industries.”*

# Improvement Opportunities Summary

- A follow up question was asked of those survey respondents who were less than “extremely satisfied” on the 6-point scale
- The top four reasons for being less than “extremely satisfied” include:
  - Extreme is a high standard/room for improvement (22.0%)
  - Costs/Market Managing/inconsistent rule change (15%)
  - Not Familiar/involved with company/service (13.8%)
  - Pricing too high/inconsistent (11%)

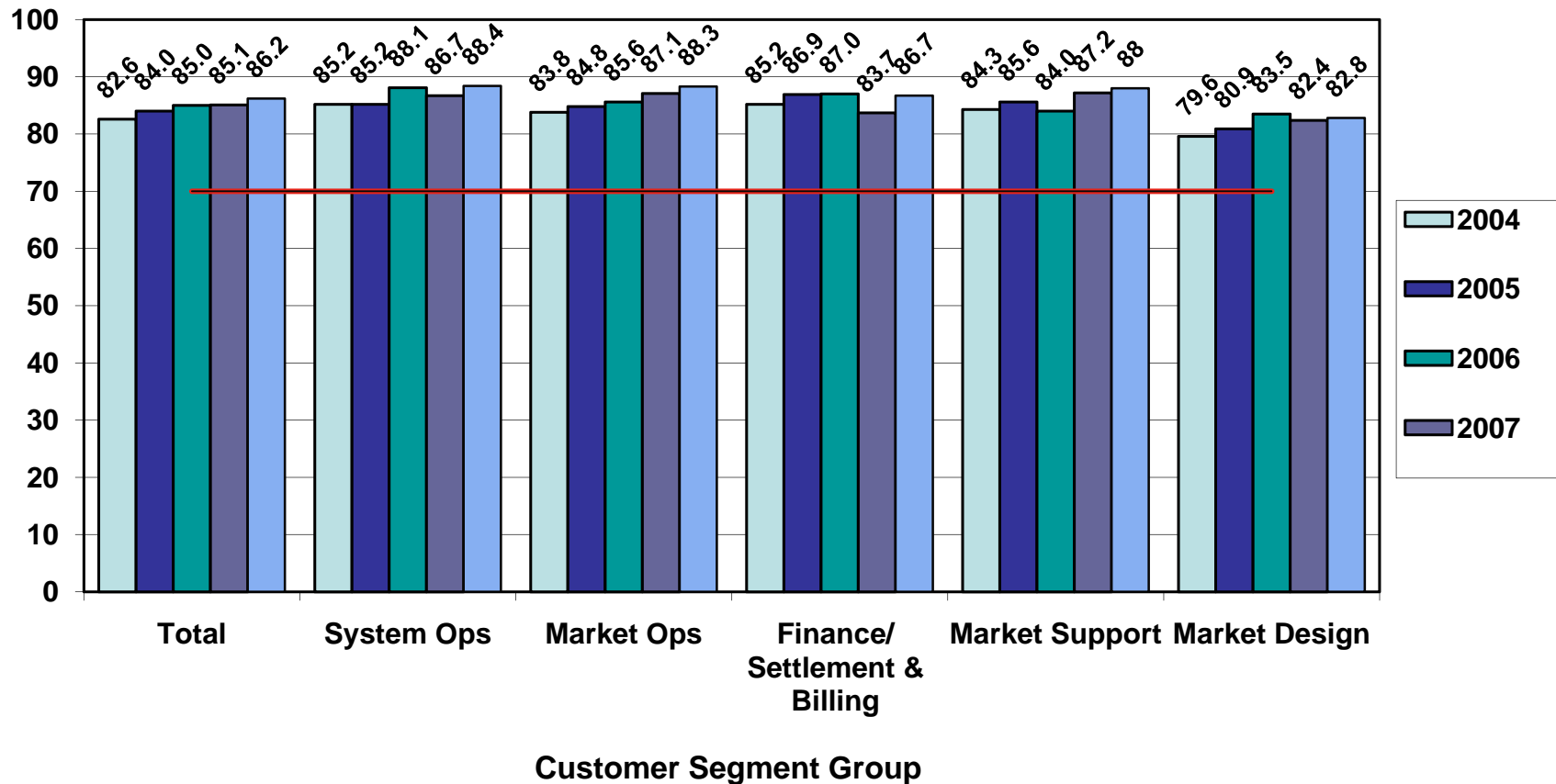


# Satisfaction with ISO-NE Stakeholder Communications

- Respondents were asked to rate their overall satisfaction on a scale of 0-100, where 70 is passing
  - Overall Satisfaction with ISO-NE Stakeholder Communications for 2008 is 85.7%, compared to 85.1% for 2007

# **Overall ISO Performance and Stakeholder Satisfaction Data**

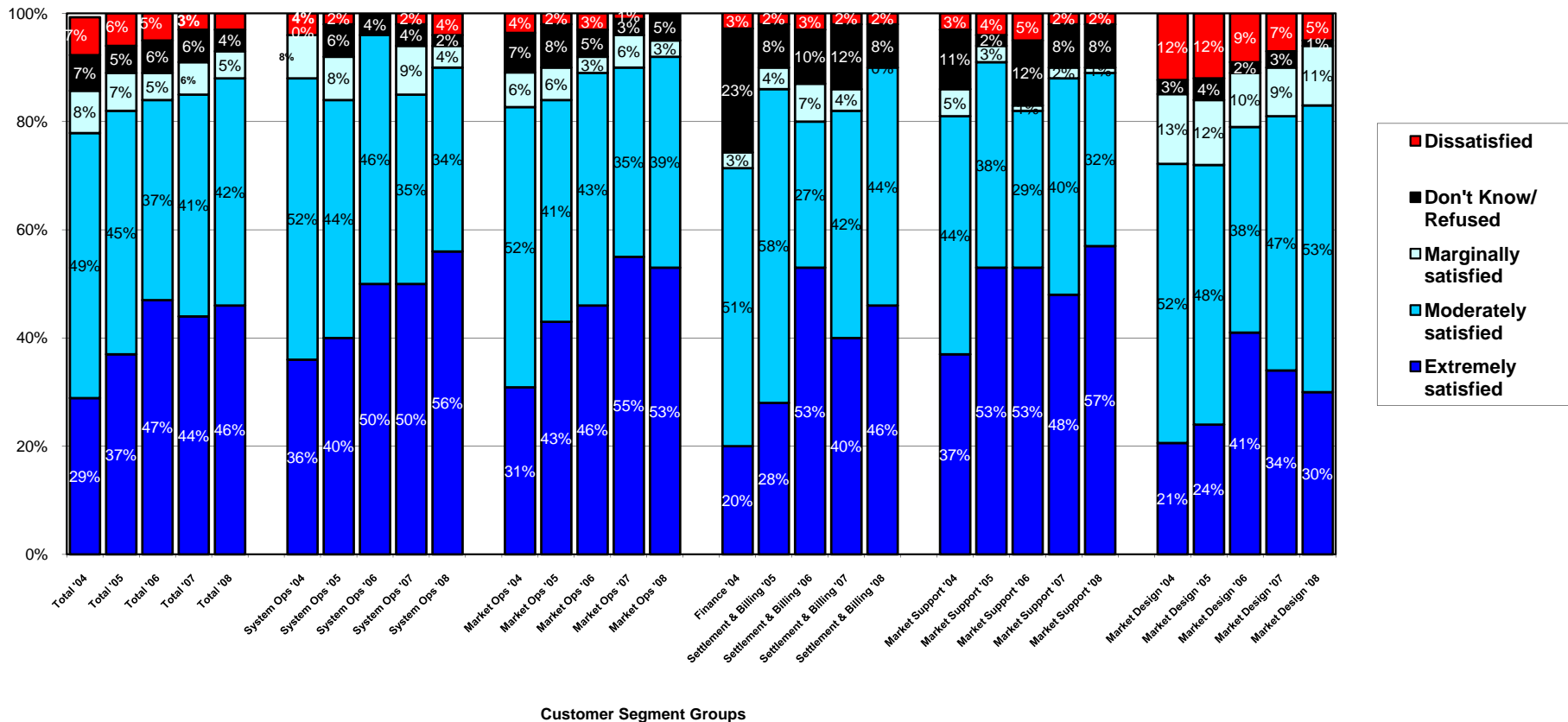
# Mean Report Card Rating of ISO-NE Overall Performance



Q23. Overall, on a scale of 0 to 100, where 70 is passing, where would you rate ISO-NE's overall performance?

Base: All respondents, n=450

# Satisfaction with ISO-NE Overall Performance by Customer Segment Group



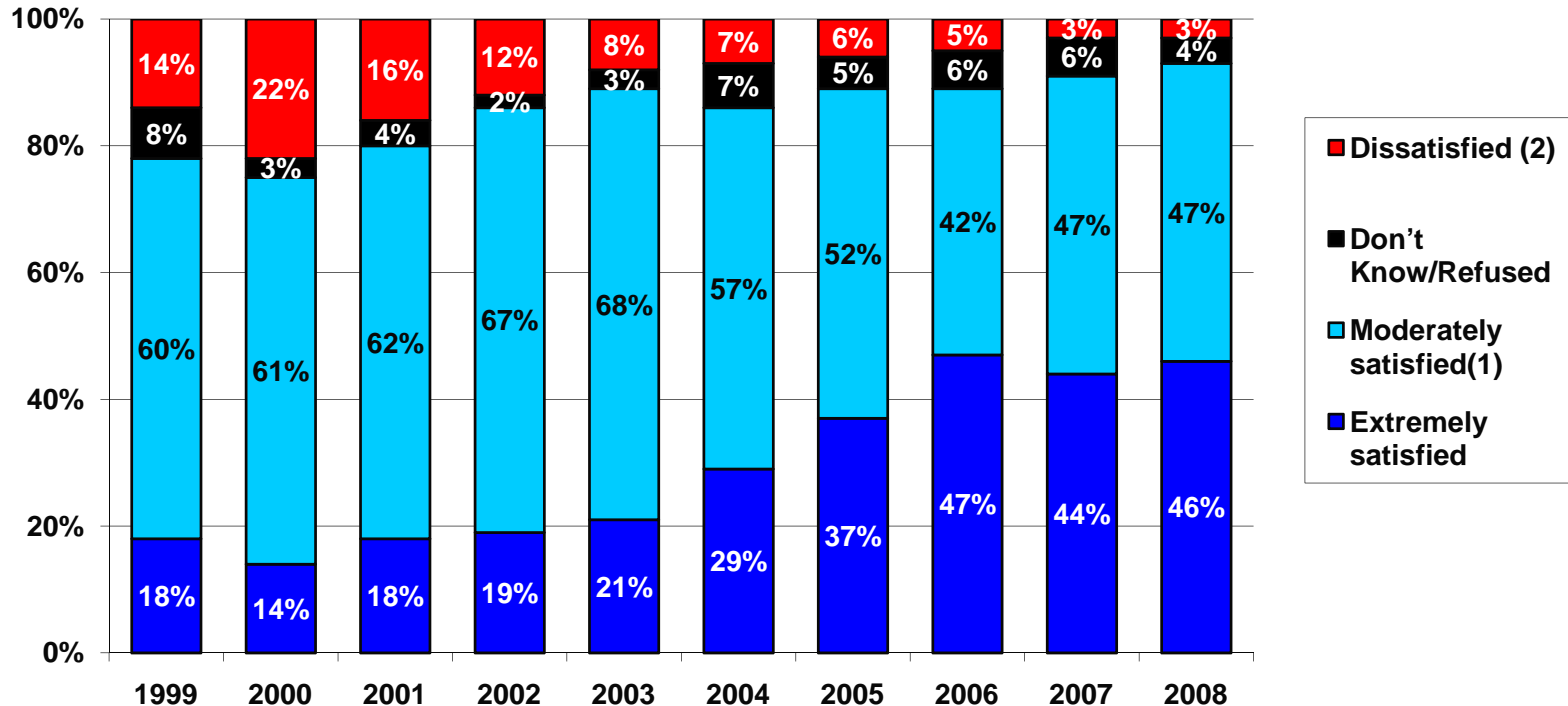
Q 22. How satisfied are you with ISO-NE's overall performance – extremely satisfied, moderately satisfied, marginally satisfied, marginally dissatisfied, moderately dissatisfied, or extremely dissatisfied?

Base: All respondents, n = 450

\*Dissatisfied includes marginally, moderately, and extremely dissatisfied.

# Satisfaction with ISO-NE

## Overall Performance: Trends



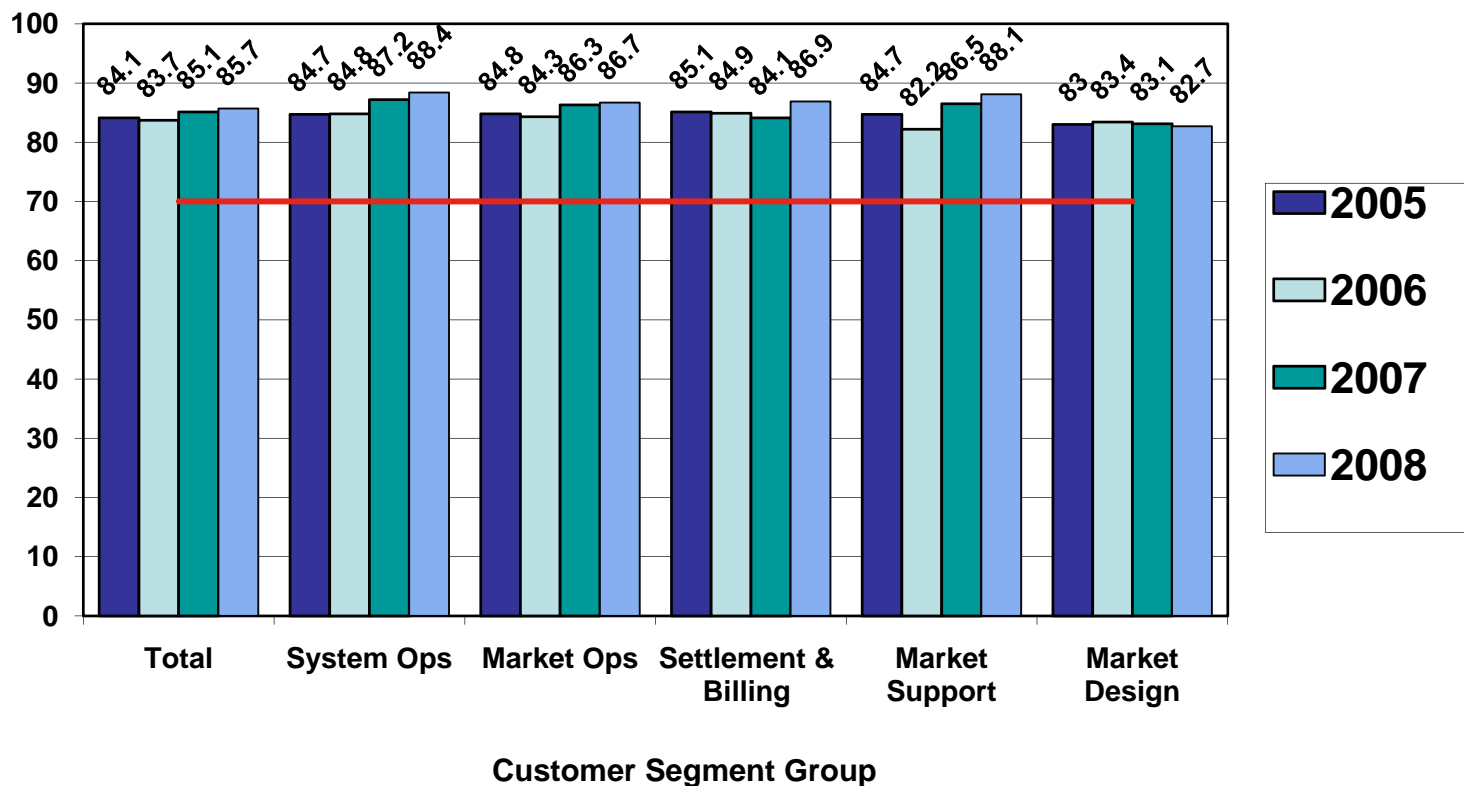
Q 23. Overall on a scale of 0 to 100, where 70 is passing, where would you rate ISO-NE's overall performance?

Base: All respondents, n = 450

(1) Moderately satisfied includes: moderately satisfied and marginally satisfied.

(2) Dissatisfied includes marginally, moderately, and extremely dissatisfied.

# Mean Report Card for Rating ISO-NE Overall Stakeholder Communications



Q21. Overall, on a scale of 0 to 100, where 70 is passing, where would you rate ISO-NE's overall communication with stakeholders?

Base: All respondents, n = 450

# FERC Objectives for ISOs/RTOs (Order 719)

# Survey Questions Related to FERC Order 719

- For the 2008 survey ISO included 5 questions focused on FERC Order 719
- Respondents were asked to rate their satisfaction with ISO performance using two methods:
  - Using 0-100% scale, where 70% is considered passing for:
    - ISO's managing congestion and operation of the bulk power system
    - ISO's Regional System Planning Process
  - A 6-point scale, for:
    - Monitoring of the New England Wholesale Markets
    - Planning Process addressing regional reliability needs
    - Regional System Planning Process providing for broad stakeholder input and consensus building

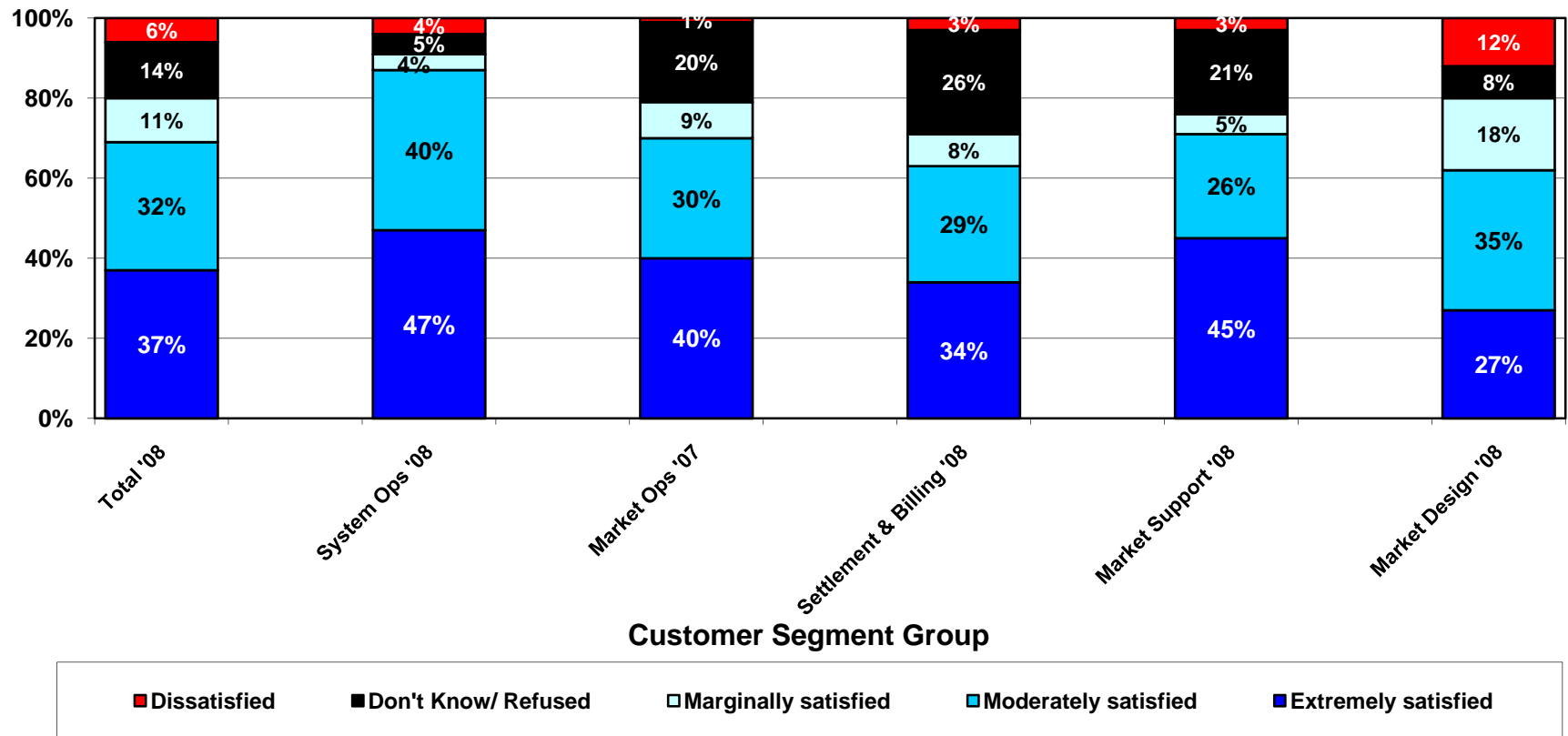


# Summary Results

- On 0-100% Scale:
  - 84.5% for “ISO’s managing congestion and operation of the bulk power system”
  - 84.2% for “ISO’s Regional System Planning Process”
- On a 6-point Scale:
  - 86% for “Monitoring of the New England Wholesale Markets”
  - 80% for “Planning Process Addressing Regional Reliability Needs”
  - 65%, with 30% having “no opinion” for “Regional System Planning Process Providing for Broad Stakeholder Input and Consensus Building”

# FERC Objectives for ISOs/RTOs Data

# Satisfaction with Planning Addressing Regional Reliability Needs

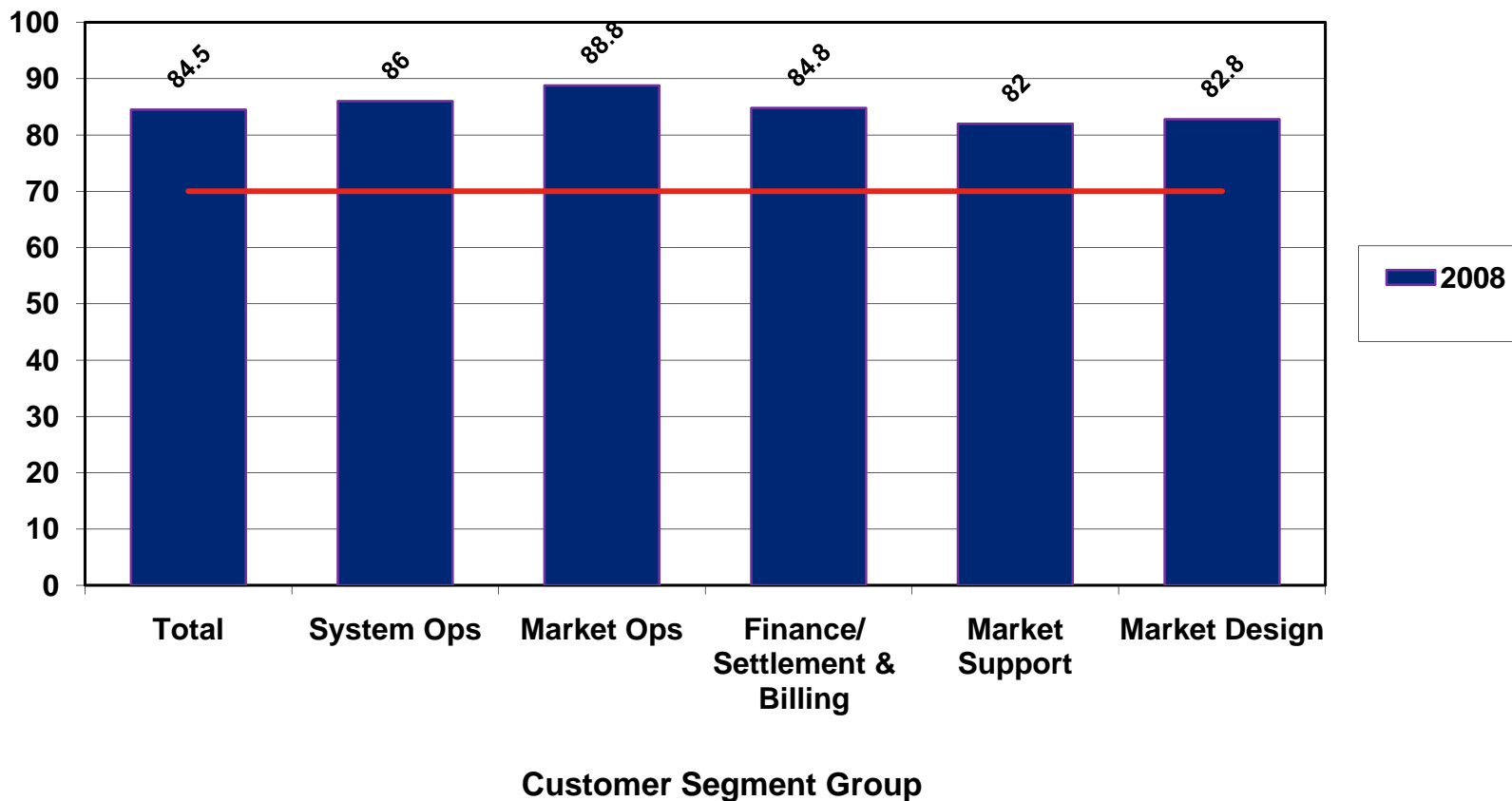


Q4.How satisfied are you that ISO's planning process is addressing regional needs-extremely satisfied, moderately satisfied, marginally satisfied, marginally dissatisfied, moderately dissatisfied, or extremely dissatisfied?

Base: All respondents, n = 373

\*Dissatisfied includes marginally, moderately, and extremely dissatisfied.

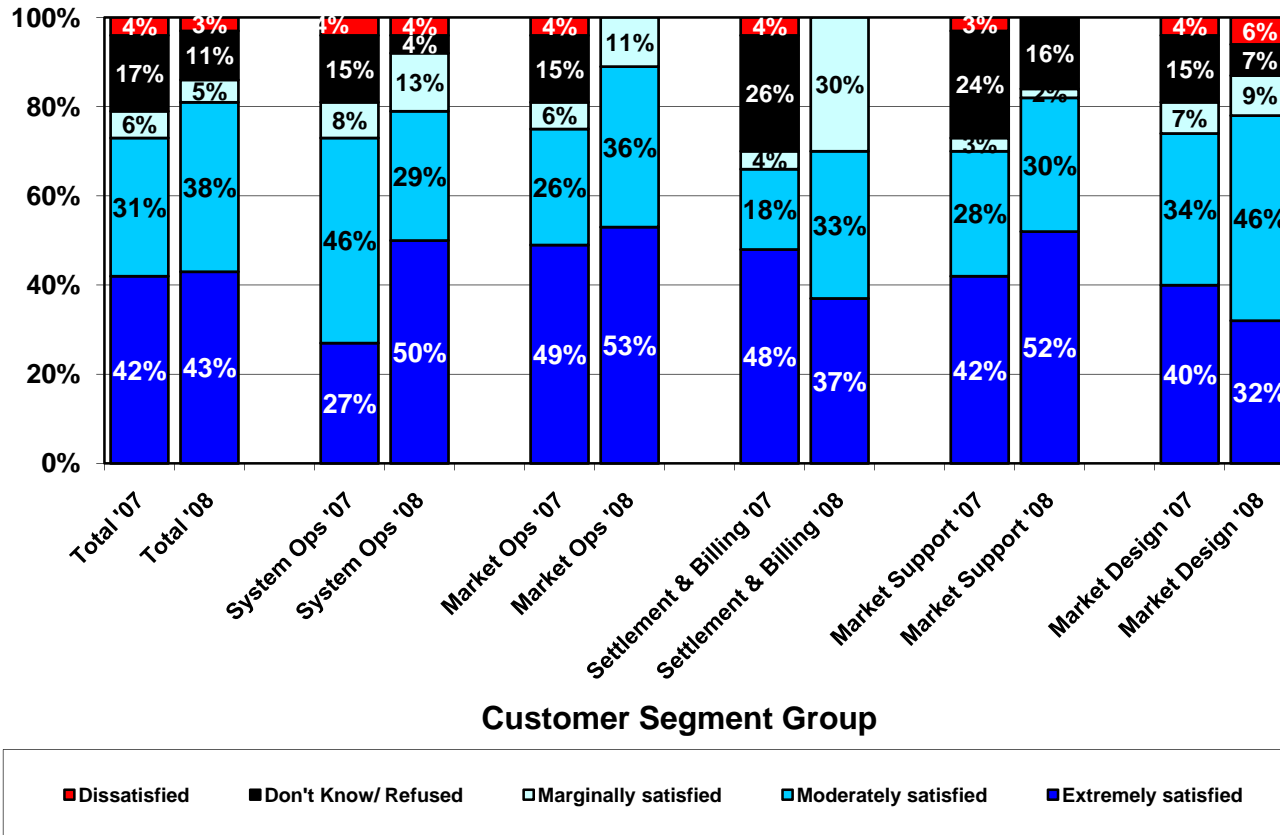
# Mean Report Card for Rating ISO-NE Managing Congestion and Operation



Q5. Overall on a scale of 0 to 100, where 70 is passing, where would you rate ISO New England's overall performance in managing congestion and operation of the bulk power system?

Base: All respondents, n = 450

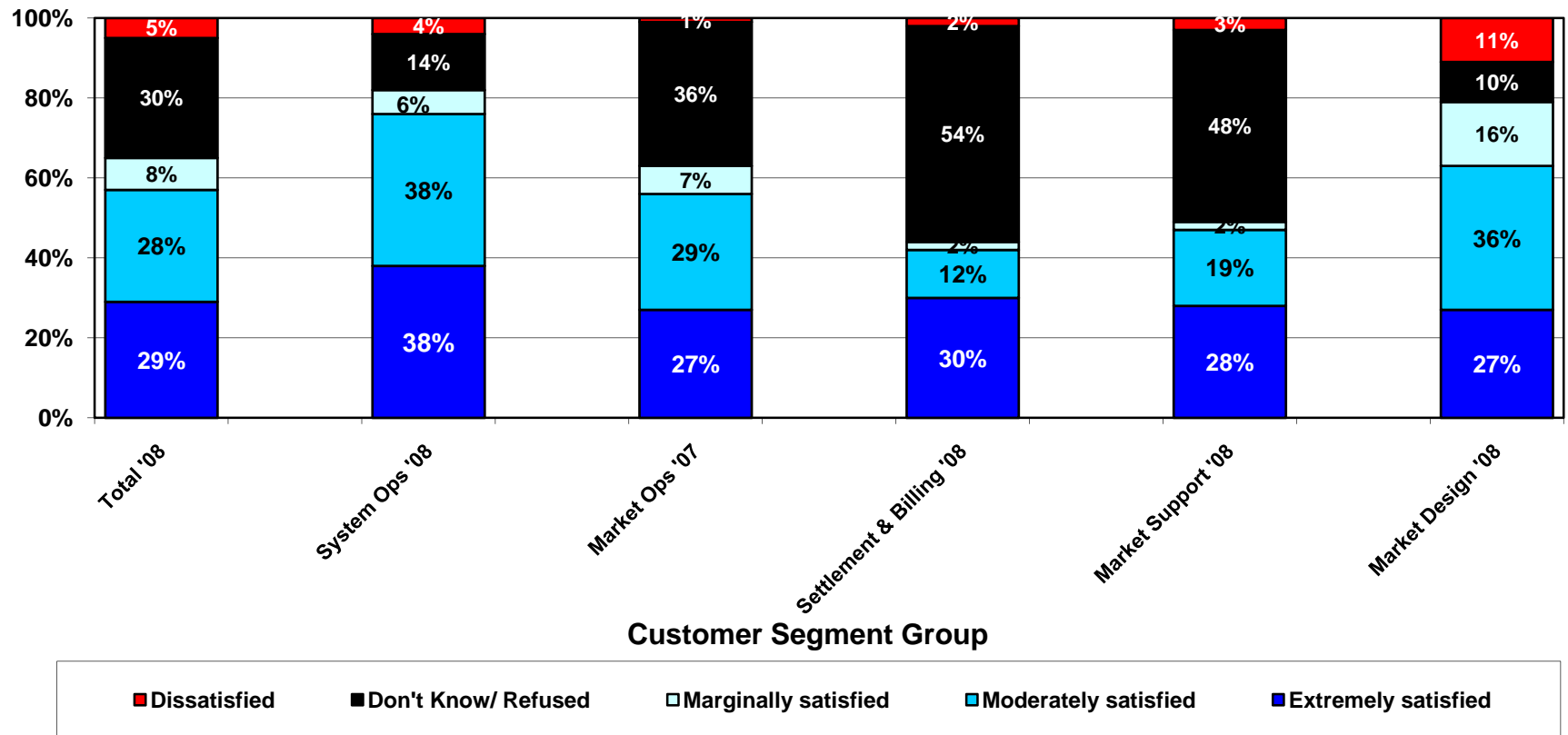
# Satisfaction with Monitoring of the New England Wholesale Markets



Q9.How satisfied are you with ISO-New England's monitoring of the New England Wholesale Markets - extremely satisfied, moderately satisfied, marginally satisfied, marginally dissatisfied, moderately dissatisfied, or extremely dissatisfied?

Base: Respondents familiar with administration of New England markets, n = 309

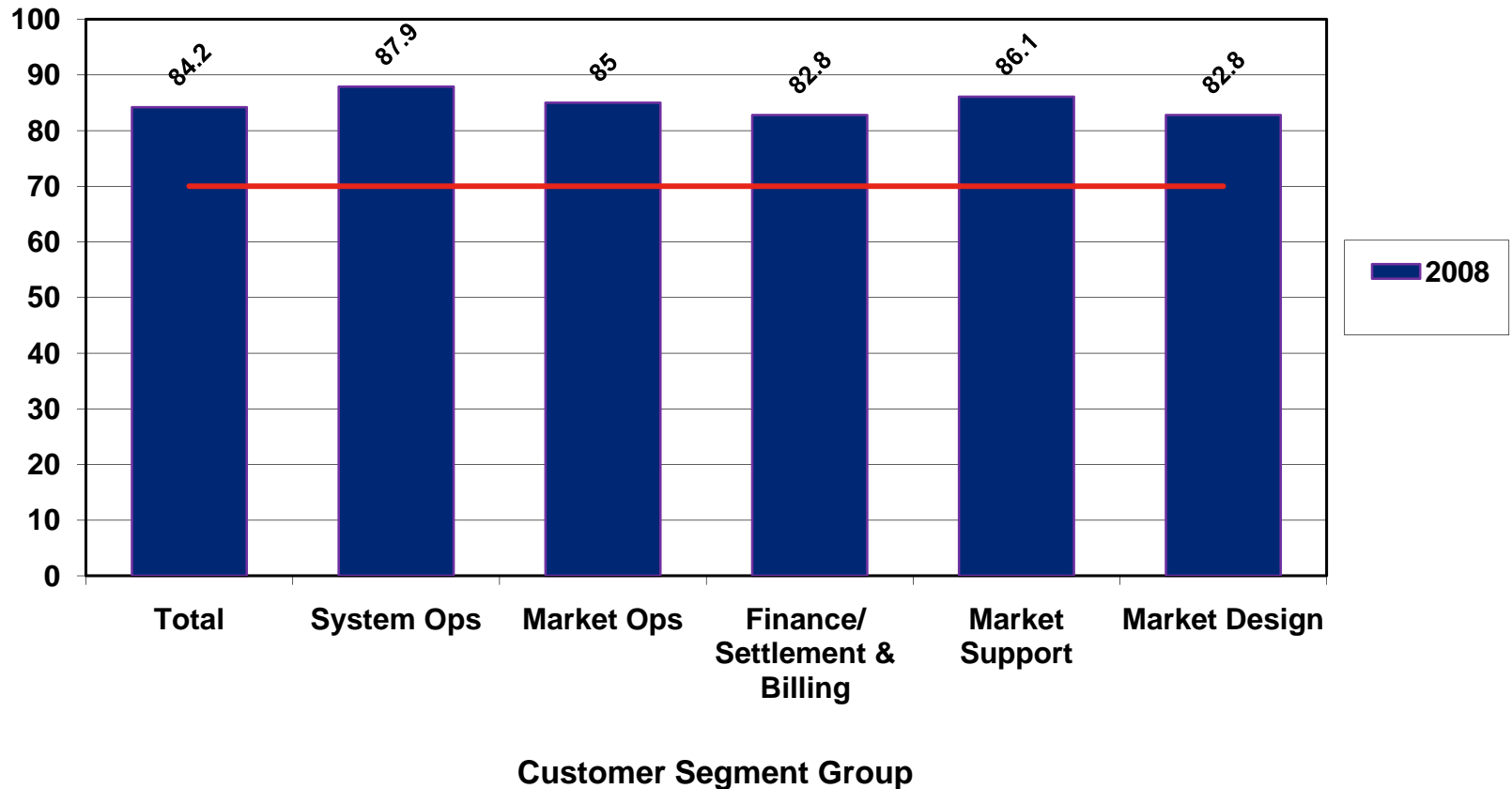
# Satisfaction with Regional System Planning Process



Q18.How satisfied are you that the regional system planning process allows for broad stakeholder input and consensus building in developing regional solutions?

Base: All respondents, n = 450

# Mean Report Card for Rating ISO-NE Regional System Planning Process



Q19. Overall on a scale of 0 to 100, where 70 is passing, where would you rate ISO New England's regional system planning process?

Base: All respondents, n = 450

# Service Areas (Dimensions)



# 2008 Service Areas (Dimensions) Satisfaction

- The objective is to focus on the customer's satisfaction with a variety of different service areas within ISO-NE
  - For several of these areas follow-up questions were asked if a response of less than “extremely satisfied” was given
- Summary results among the ratings of the specific service areas are as follows:
  - net positive satisfaction was highest at :
    - Call center responsiveness (96%)
    - Overall administration of the New England markets (92%)
    - Administration of the New England bulk power market in accordance with Market Rule 1 and the NEPOOL Manuals (90 %)
      - up 2% from 2007
    - Settlement of the New England Markets (90%)
      - up 7% from 2007
  - Dissatisfaction levels are relatively low for each of the service dimensions, ranging from one to eight percent. The highest dissatisfaction levels are with:
    - finding information on ISO's web site
    - responsiveness in dealing with issues that impact the efficiency and competitiveness of the New England markets

# 2008 Service Areas (Dimensions) Satisfaction (cont'd)

- The survey results indicate the percentage of customers who are “extremely satisfied” with many of the service dimensions is improving, while at the same time the percentage of dissatisfied customers continues to decline
- Specific service dimensions that impact overall satisfaction and report card ratings (strongest relationships)
  - Administration of markets
  - ISO-NE’s responsiveness in dealing with issues that impact the efficiency and competitiveness of the New England markets
  - Stakeholder processes used to gather information about issues that affect the bulk power system
  - Regional System Plan Stakeholder process