

NAVIGATOR

Customer Satisfaction Survey 2008

Presentation for IESO Stakeholder Advisory Committee

January 2009



Third year Navigator has completed the work

Second year we have broken the work up:

- On-line (quantitative)
- Individual interview (qualitative)

This year, a different focus on the survey

The survey

The background of the slide is a close-up, shallow depth-of-field photograph of a microscope. The lens and part of the body are visible, with a bright, circular light flare in the center. The overall color palette is warm, with browns and yellows, overlaid with a teal and dark blue design.

IESO is seen as:

- Competent
- Professional
- Technically superior

Customers appreciate:

- Quality of information
- Level of service
- Support from IESO

Overall findings



Desire for IESO to lead

**Administrative burden
a frustration**

**Stakeholder engagement
process still a concern;
but opinions historically
based**

Overall findings

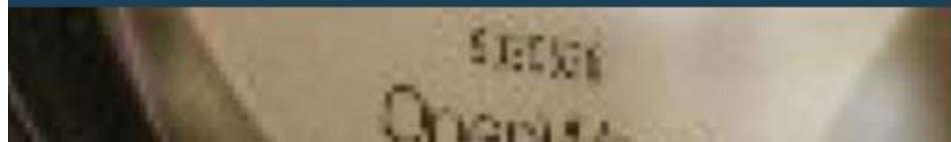


Concern around smart meter process

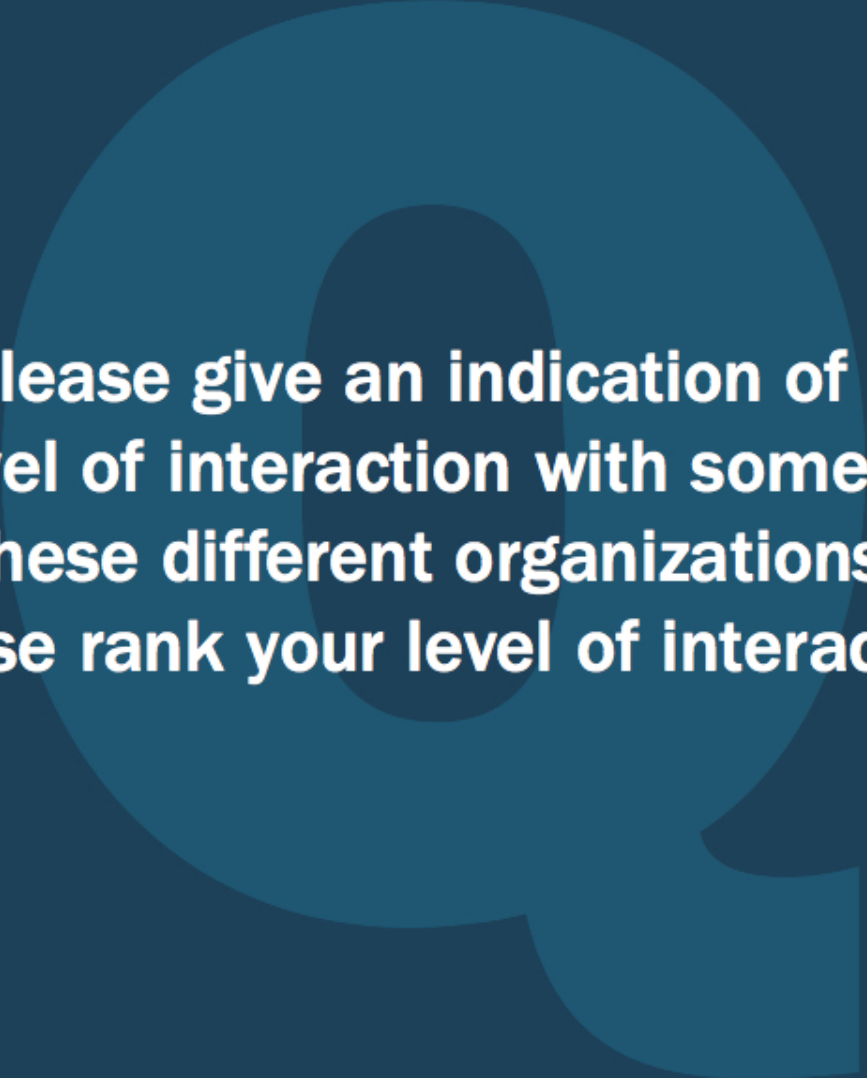
Call for more visible leadership team

In all, IESO is doing very well

Overall findings

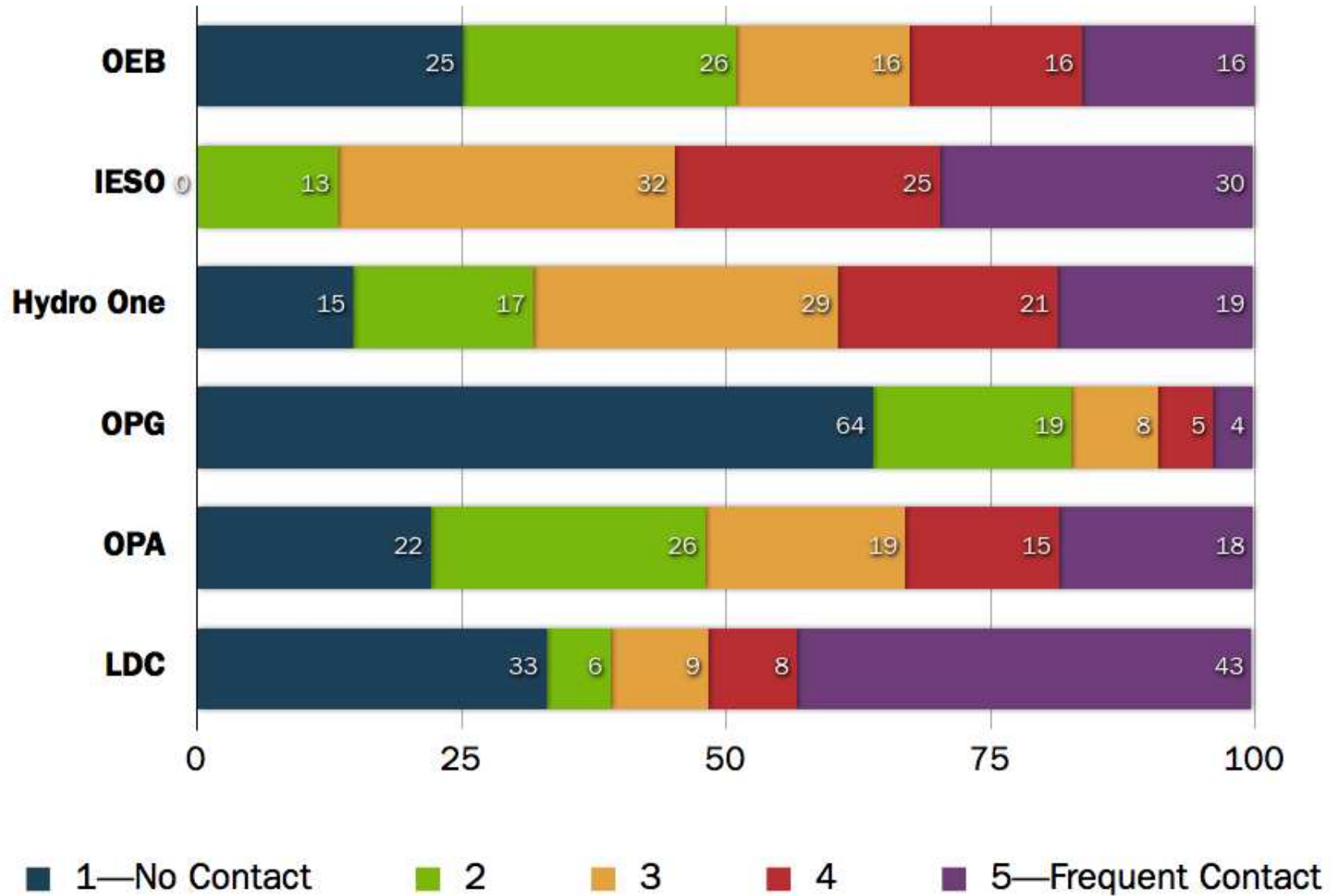


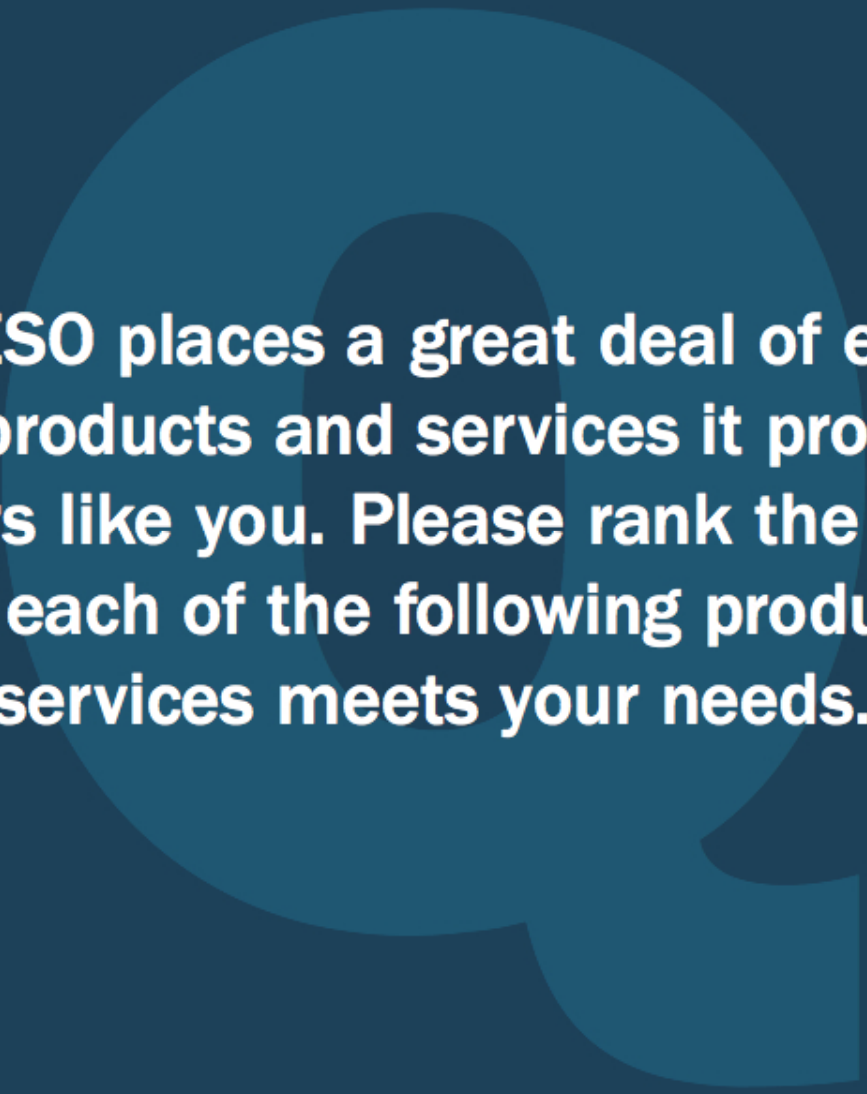
QUANTITATIVE RESEARCH



Q: Please give an indication of your level of interaction with some of these different organizations. Please rank your level of interaction.

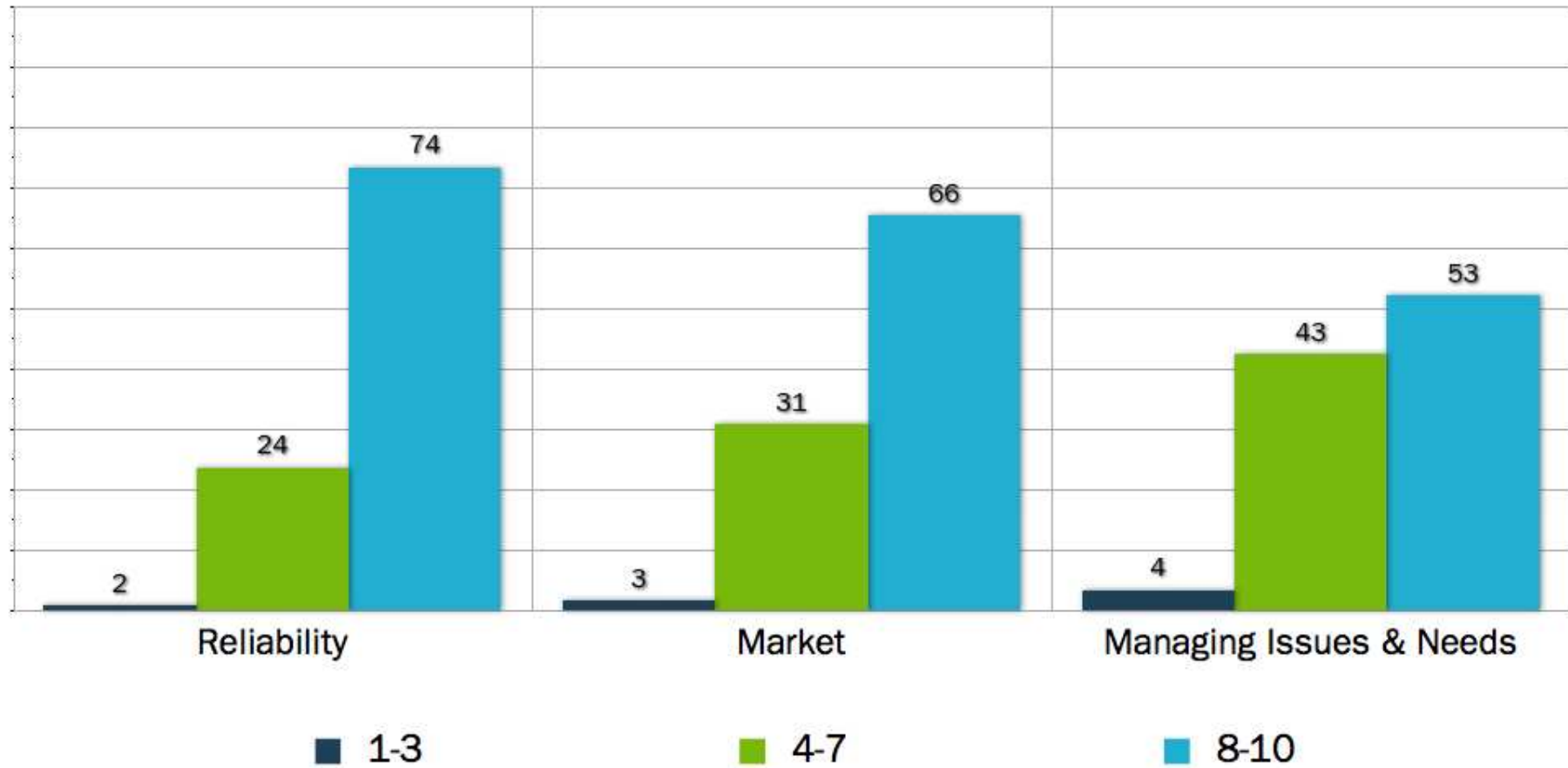
LEVEL OF INTERACTION





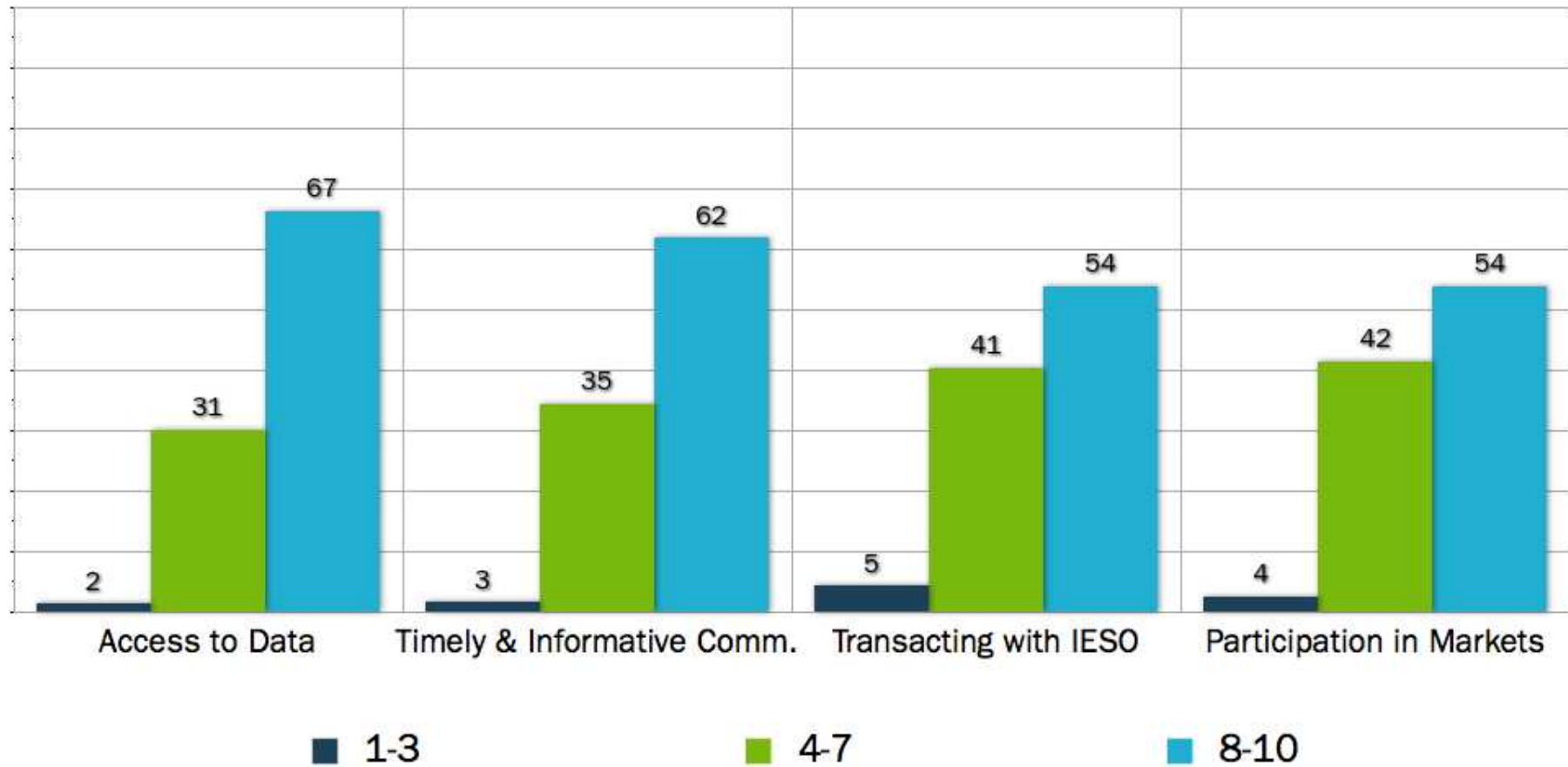
Q: The IESO places a great deal of emphasis on the products and services it provides to customers like you. Please rank the extent to which each of the following products or services meets your needs.

RANKING OF IESO's PRODUCTS & SERVICES



1 = Does not meet needs, 10 = Meets needs

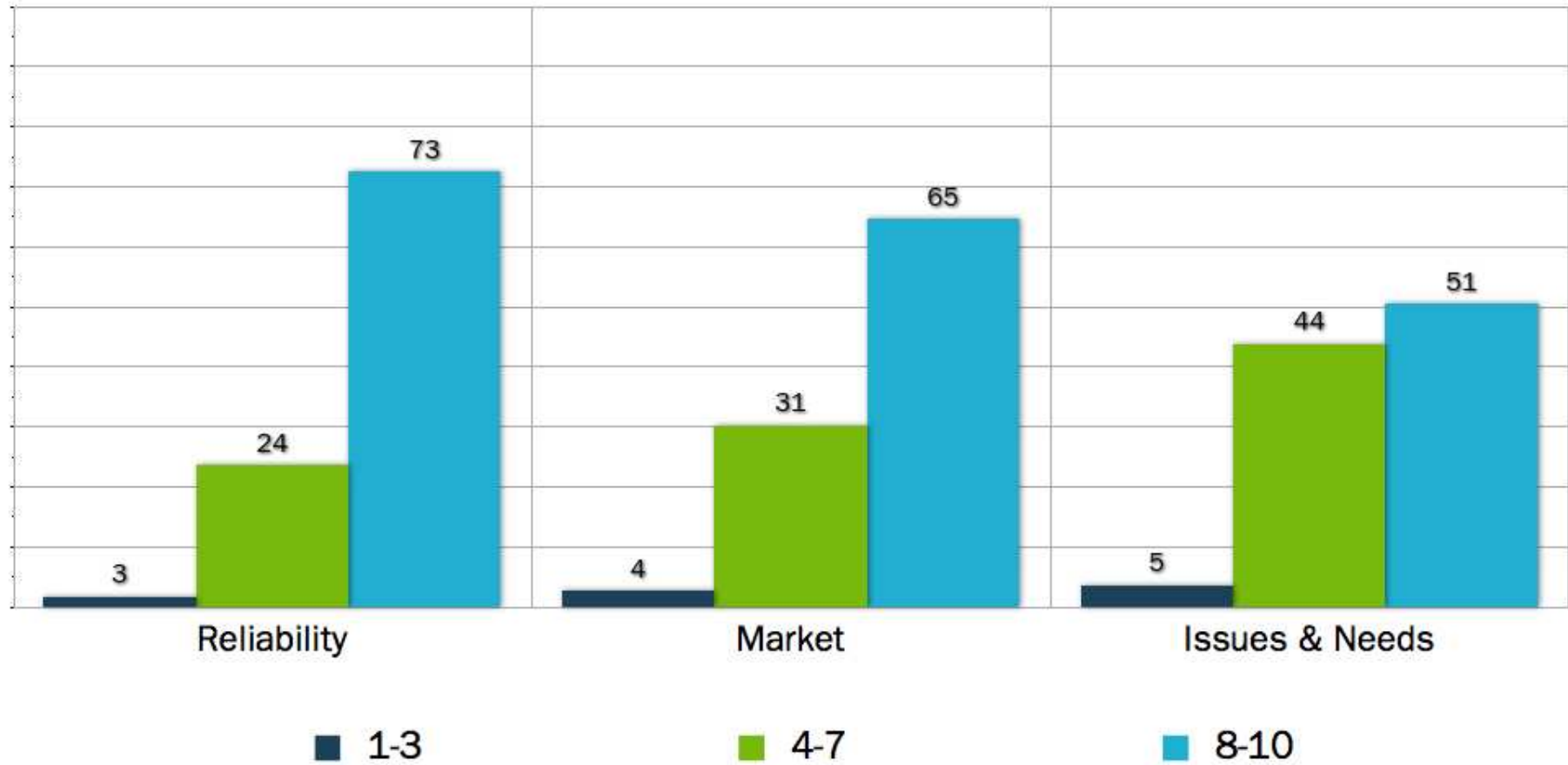
RANKING OF IESO's PRODUCTS & SERVICES



1 = Does not meet needs, 10 = Meets needs

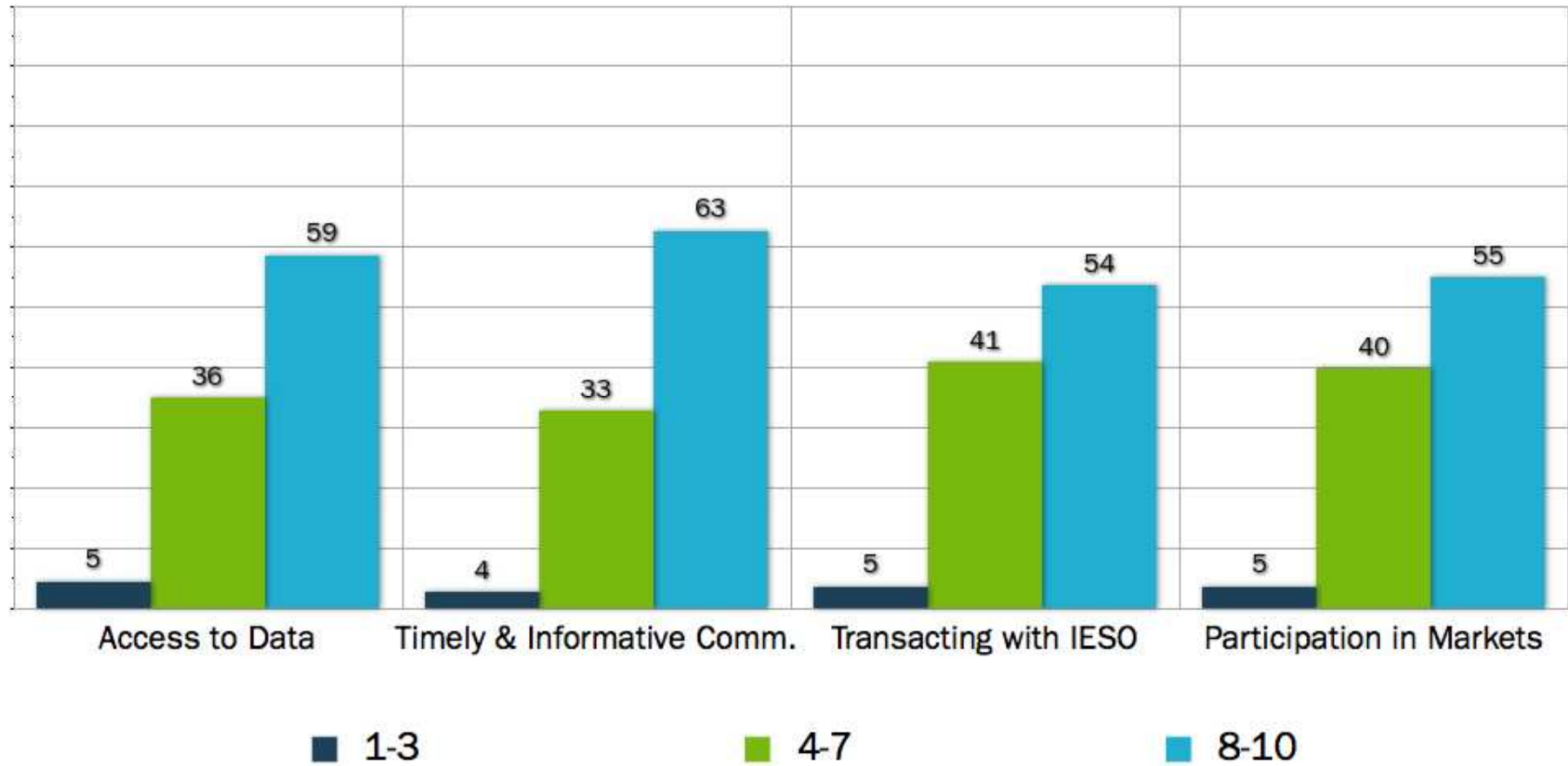
Q: The IESO has worked hard to increase the value of our products and services for our customers. Thinking about the past year, could you please indicate the extent to which the IESO is effective at delivering the following products and services.

VALUE OF IESO PRODUCTS & SERVICES

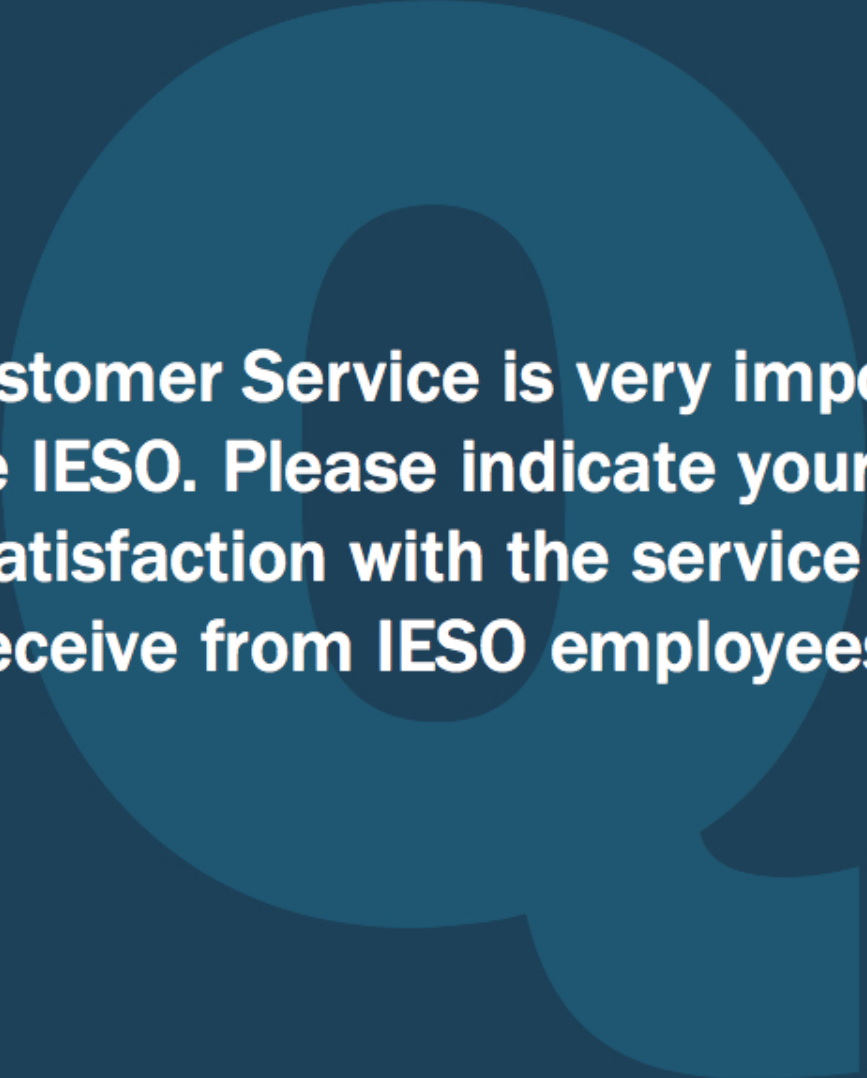


1 = Strongly disagree, 10 = Strongly agree

VALUE OF IESO PRODUCTS & SERVICES

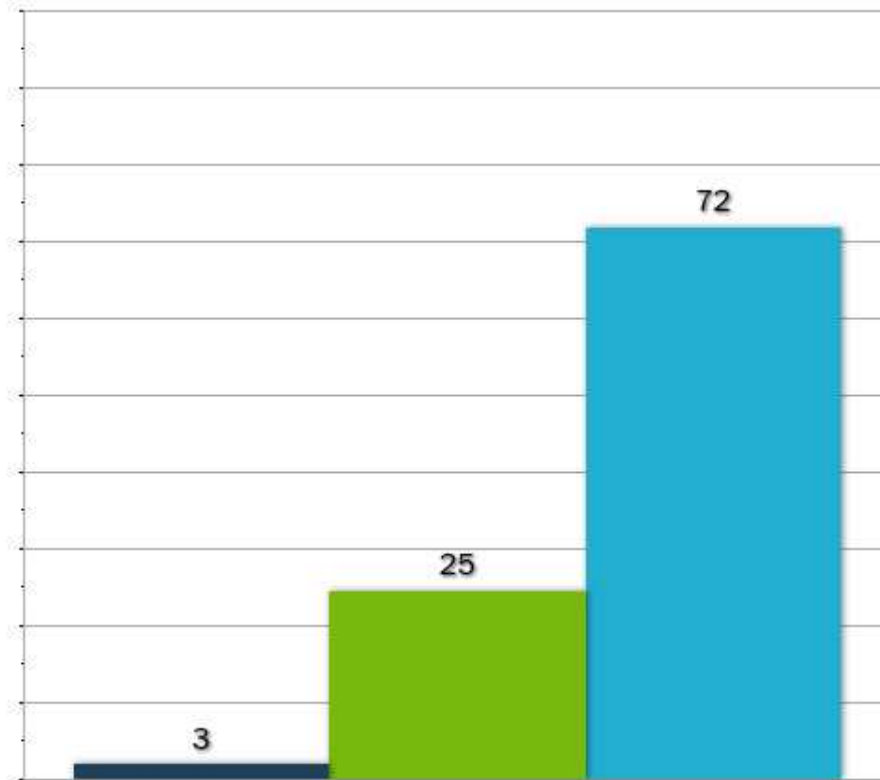


1 = Strongly disagree, 10 = Strongly agree



Q: Customer Service is very important to the IESO. Please indicate your level of satisfaction with the service you receive from IESO employees.

SERVICE FROM IESO EMPLOYEES

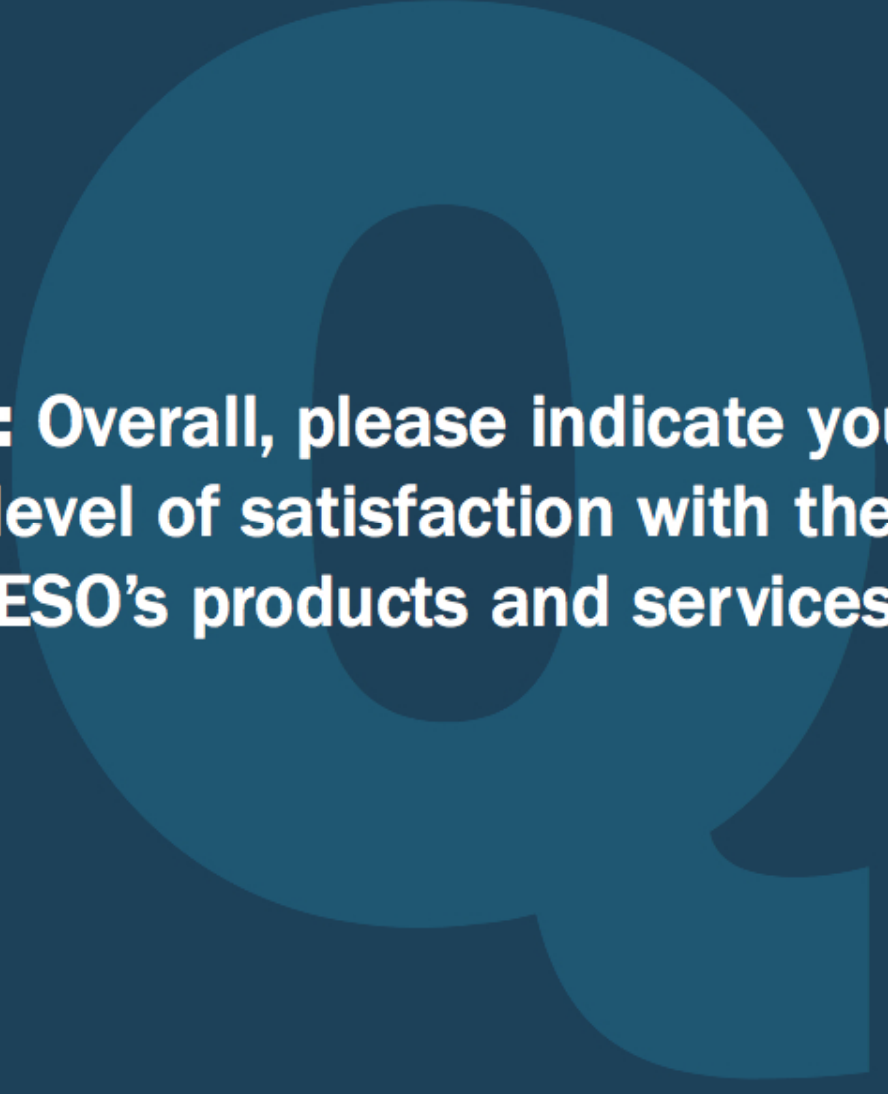


■ 1-3

■ 4-7

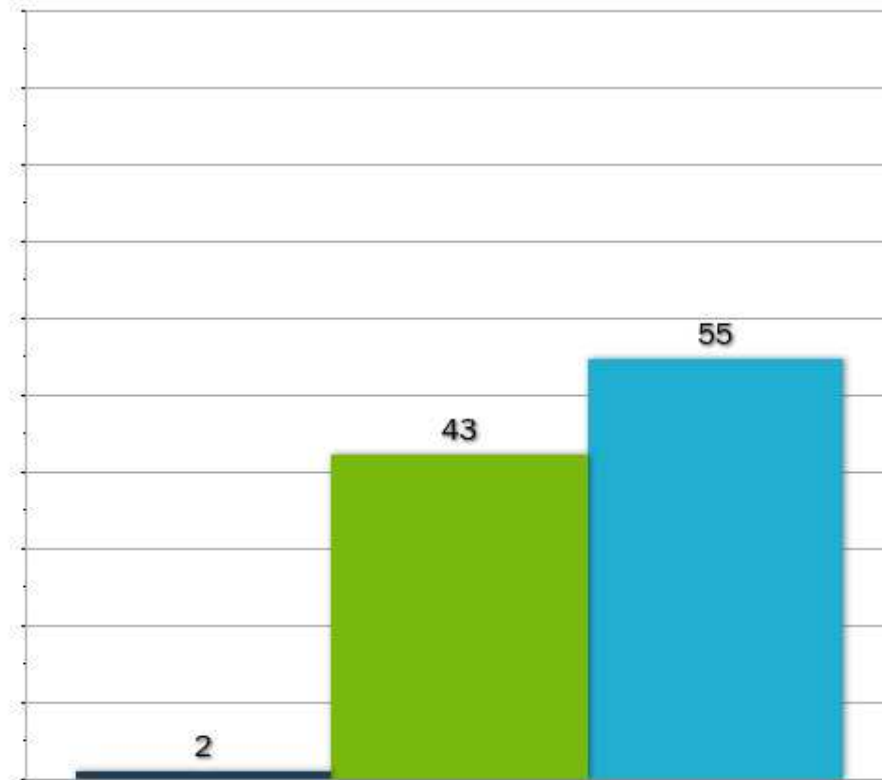
■ 8-10

1 = Very unsatisfied, 10 = Very satisfied



Q: Overall, please indicate your level of satisfaction with the IESO's products and services.

IESO PRODUCTS & SERVICES



■ 1-3

■ 4-7

■ 8-10

1 = Very unsatisfied, 10 = Very satisfied

QUALITATIVE RESEARCH



**Market seen as
non-existent**

**Desire to see Leadership
Team more**

Customer visits

Qualitative work

An overhead photograph of a meeting around a light-colored table. Three people are visible: a man in a white shirt and tie sitting in a black chair on the left, another man in a white shirt leaning over the table at the top, and a woman with reddish hair at the bottom. A clipboard with a bar chart is on the table. A dark blue vertical bar on the right side of the image contains white text. The bottom of the image has a dark blue horizontal bar with white text.

Opinions historically based

Generator bias

Outcome pre-determined

Still a negative feeling

Stakeholder process



Continues to be of particular interest

Three general groups:

- Not a concern
- Noticed and applauded changes
- On-line \neq Reduction

Administrative burden



**High degree of concern
around renewables**

- Feeling IESO could face issues with reliability

**Sector evolution
not revolution**

**Smart meter data
repository an issue**

Looking forward

NAVIGATOR

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