

# Memorandum

To: The Stakeholder Advisory Committee of the IESO  
From: Terry Young  
Date: March 31, 2010  
Re: IESO 2009 Customer Survey Results

Navigator Ltd. has performed the 2009 Customer Survey, with 107 IESO customers providing their feedback into the survey. This is the largest set of data recorded since the inception of the survey. The report from the survey is now [available](#) on the IESO website.

The results of the 2009 Customer Survey are positive, with overall values higher than last year's results. Customers appreciate the level of service they receive from the IESO, the quality of information available, and the open channels of communication. Customers have also noticed the increased visibility of senior management, a main recommendation from last year's report. The IESO is seen as a valued and trusted part of the electricity community, and viewed as an effective operator. Customers did express some concern about broader electricity issues, like the impacts of the Green Energy Act and the Global Adjustment (and their effect on the Ontario market), and, when asked, some distributors expressed skepticism over the value of smart meters and the MDM/R.

The IESO continues to be regarded highly, and is considered a leader in the Ontario electricity sector. While there is some room to improve, the results demonstrate that the IESO remains a "competent, professional and technically superior organization" with a commitment to maintaining reliability and providing good customer service.

Many thanks to our customers who took the time to participate in the survey and provide us these valuable responses. Their support in our ongoing efforts to engage customers, receive feedback and to improve the IESO is appreciated.

Terry Young