

FORT FRANCES POWER CORPORATION



Customer Satisfaction Survey 2015

FFPC Customer Satisfaction Survey 2015 – Executive Summary

This report is privileged and confidential and may only be used for the purpose of providing a score for the Ontario Energy Board's Scorecard.

Results are based on a mailed survey as a bill insert and an emailed copy of the survey, for customers who are signed up for E-Billing. The survey was targeted at the hydro account holders residing within the FFPC's geographical service territory.

The survey was advertised through the following methods:

- The Fort Frances Daily Bulletin (local newspaper)
- Email sent out to E-Billing customers

The survey focused on the following key areas:

- Overall customer satisfaction regarding; services provided, reliability, conservation programs offered, communication of planned outages/overall communication and satisfaction with recent implemented changes
- Discovering customers future plans to pursue green initiatives such as purchasing a hybrid or electric vehicle or upgrading inefficient appliances.
- Discovering customers awareness of current and future programs available or becoming available to them
- Discovering customers preferred method of communication

FFPC Customer Satisfaction Survey 2015 – Executive Summary (continued)

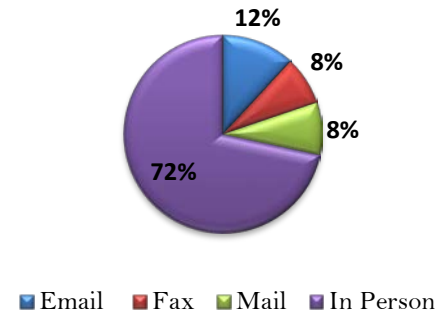
Fort Frances Power Corporation's overall customer satisfaction score is **88.5%**.

This being the 2nd year for compiling customer satisfaction statistics for an LDC's service territory population, Fort Frances Power Corporation used the same method as from two years ago which as previously mentioned was a mail out survey and emailed copy for e-billing customers.

Fort Frances Power Corporation mailed 3003 and emailed 295 customer satisfaction surveys. Of the total 3,298 surveys sent out 261 were returned completed This represents approximately 7.9% of FFPC's customer base. The below graph highlights how the survey responses were received:

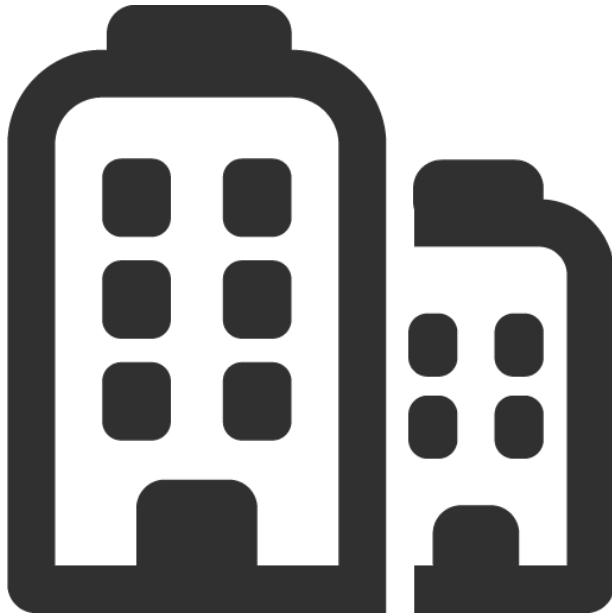
Submitted Via	Total Received	% of Total
Fax	21	8.04%
Mail	22	8.43%
Email	31	11.88 %
In Person	187	71.65%
Total	261	100.00%

Submitted Via



FFPC Customer Satisfaction Survey 2015 – Executive Summary (continued)

- ❖ Of the 261 completed surveys that Fort Frances Power Corporation received approximately 4% came from its Business customers while the remaining 96% were from Residential account holders.



4%



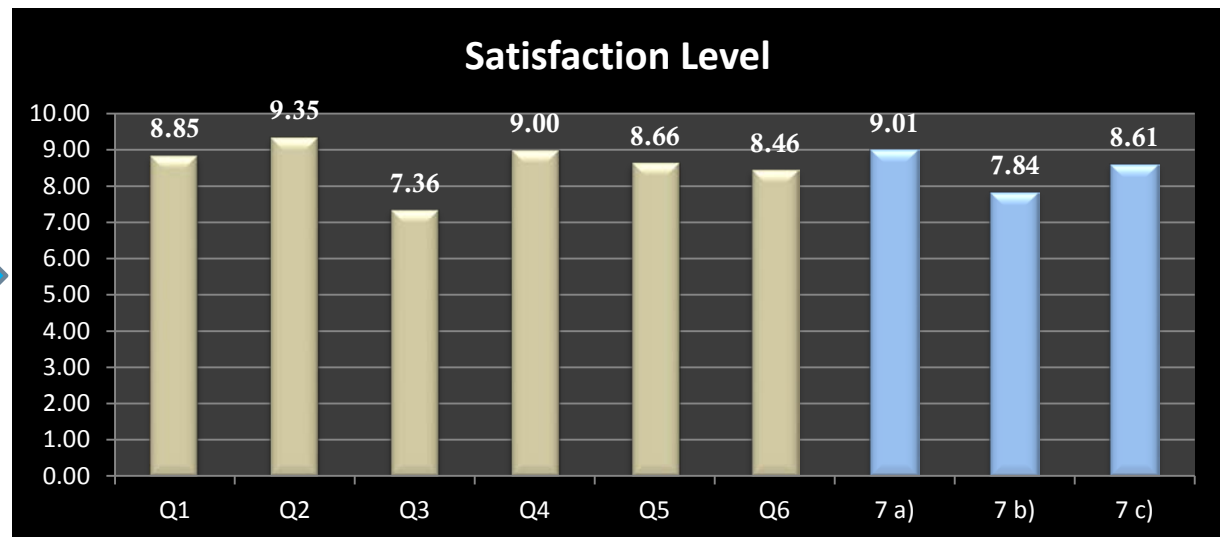
96%

FFPC Customer Satisfaction Survey 2015 – Executive Summary (continued)

Satisfaction questions Fort Frances Power Corp. asked its customers.

1	Overall, how satisfied are you with the services provided by the Fort Frances Power Corporation (FFPC)?
2	Overall, how satisfied are you with the reliability of the electricity being supplied to you?
3	How satisfied are you with the portfolio of conservation programs that are currently offered to you?
4	How satisfied are you with how FFPC communicates planned outages to you?
5	When you have contacted FFPC by telephone how satisfied were you with the customer service received?
6	Overall, how satisfied are you with how FFPC communicates with you?
7	How satisfied are you with the following changes FFPC has implemented over the last two years:
	a. Change to True Monthly Billing? (Your bill is now calculated from the first to the last day of the month)
	b. Your ability to access your electricity consumption data and billing information through the internet?
	c. Offering you the choice of receiving a paper bill or an electronic bill?

Average scoring based on above questions.



FFPC Customer Satisfaction Survey 2015 – Report

Question 1 “Overall, how satisfied are you with the services provided by the Fort Frances Power Corporation (FFPC)” [88.5%]

- ❖ Out of the 261 survey responses we received, 166 (63.60%) scored FFPC with a “10”, while 20 (7.66%) scored FFPC with a “9”. 36 (13.79%) respondents scored FFPC between “6-8” and 37 (14.18 %) between “4-5”. The remaining 2 (0.77%) respondents left the question blank. Overall FFPC has a fairly high level of customer satisfaction with the services it provides scoring an average of 88.5%, a median of 100%, and a mode of 100%. Receiving general comments from customers such as “Very happy with service”, “Good service” and “Keep up the good work” makes the FFPC feel that the customers satisfaction with the services provided is being met.



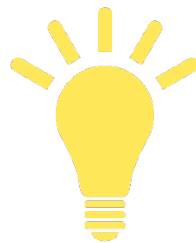
Scoring Legend (1 - 10)			FFPC Score %		
Not At All Satisfied	Neither Satisfied or Dissatisfied	Extremely Satisfied	Average	Median	Mode
1	5	10	8.85	10.00	10.00

1	Overall, how satisfied are you with the services provided by the Fort Frances Power Corporation (FFPC)?	1	5	10	8.85	10.00	10.00
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FFPC Customer Satisfaction Survey 2015 – Report

Question 2 “Overall, how satisfied are you with the reliability of the electricity being supplied to you?” [93.5%]

- ❖ Out of the 261 survey responses we received, 193 (73.95%) scored FFPC with a “10”, while 26 (9.96%) scored FFPC with a “9”. 25 (9.58%) respondents scored FFPC between “6-8” while 17 (6.51 %) scored with a “5”. Overall customers are extremely satisfied with the reliability of the electricity supplied scoring FFPC with an average of 93.5%, a median of 100%, and a mode of 100%. Receiving general comments from customers such as “Well run utility with an excellent line crew and a well maintained and reliable system.”, “Infrastructure of FFPC is in excellent shape” and “Keep up the great service. So few outages!” makes the FFPC feel that the customers satisfaction with the reliability of electricity being supplied is being met and even exceeded.



Scoring Legend (1 - 10)			FFPC Score %		
Not At All Satisfied	Neither Satisfied or Dissatisfied	Extremely Satisfied	Average	Median	Mode
1	5	10	8.85	10.00	10.00
1	5	10	9.35	10.00	10.00

1	Overall, how satisfied are you with the services provided by the Fort Frances Power Corporation (FFPC)?	1	5	10	8.85	10.00	10.00
2	Overall, how satisfied are you with the reliability of the electricity being supplied to you?	1	5	10	9.35	10.00	10.00

FFPC Customer Satisfaction Survey 2015 – Report

Question 3 “How satisfied are you with the portfolio of conservation programs that are currently offered to you?” [73.60%]

- ❖ Out of the 261 survey responses we received, 77 (29.50%) scored FFPC with a “10”, while 10 (3.83%) scored FFPC with a “9”. 32 (12.26%) respondents scored FFPC between “6-8” while 81 (31.03 %) scored with a “5”. 7 (2.68%) respondents scored FFPC below a 5 and 32 (12.26%) left the question blank. Scoring an average of 73.6%, a median of 80%, and a mode of 50% shows that there is room for improvement in this area and FFPC now has a full-time staff member onboard to promote and educate customers on conservation. FFPC believes that the reason for lower satisfaction in this area is due to the fact that majority of the conservation programs are targeted at businesses and possibly that the programs that were available were not advertised enough. A general comment that was received was as follows; *“Promote more solar, energy saving programs, led lighting coupons. Recycle compact fluorescents”*



Scoring Legend (1 - 10)			FFPC Score %		
Not At All Satisfied	Neither Satisfied or Dissatisfied	Extremely Satisfied	Average	Median	Mode
1	5	10	8.85	10.00	10.00
1	5	10	9.35	10.00	10.00
1	5	10	7.36	8.00	5.00

1	Overall, how satisfied are you with the services provided by the Fort Frances Power Corporation (FFPC)?	1	5	10	8.85	10.00	10.00
2	Overall, how satisfied are you with the reliability of the electricity being supplied to you?	1	5	10	9.35	10.00	10.00
3	How satisfied are you with the portfolio of conservation programs that are currently offered to you?	1	5	10	7.36	8.00	5.00

FFPC Customer Satisfaction Survey 2015 – Report

Question 4 “How satisfied are you with how FFPC communicates planned outages to you?” [90.00%]

- ❖ Out of the 261 survey responses we received, 182 (69.73%) scored FFPC with a “10”, while 24 (9.20%) scored FFPC with a “9”. 23 (8.81%) respondents scored FFPC between “6-8” while 25 (9.58%) with a “5”. 6 (2.30%) respondents scored FFPC below a 5 and 1 (0.38%) left the question blank. FFPC is very pleased with its scoring of an average of 90%, a median of 100%, and a mode of 100% on communication for planned outages. Customers seem pleased with the fact that any planned outages are well advertised. Some general comments that were received were as follows; *“Don’t plan power outages for 7 am on Sundays.”*, *“Better notice re: power outages (even if it is due to HONI). Direct notice with bill or by phone. Thanks! You guys are great! :)”* and *“Update your website sooner rather than later - power outages are hard to find on website”*. As FFPC has no control over the days and times HONI plans its outages FFPC will continue to advertise well the times and days of planned outages. Currently the FFPC advertises outages through local newspapers and the radio. On top of this FFPC calls/emails all business customers. We realize that residential customers that do not read the paper or listen to the radio may be missing this information. For this reason the FFPC has recently updated its website and has begun directing its customers there for more information on outages.



Power Outage

Scoring Legend (1 - 10)			FFPC Score %		
Not At All Satisfied	Neither Satisfied or Dissatisfied	Extremely Satisfied	Average	Median	Mode
1	5	10	8.85	10.00	10.00
1	5	10	9.35	10.00	10.00
1	5	10	7.36	8.00	5.00
1	5	10	9.00	10.00	10.00

1	Overall, how satisfied are you with the services provided by the Fort Frances Power Corporation (FFPC)?	1	5	10	8.85	10.00	10.00
2	Overall, how satisfied are you with the reliability of the electricity being supplied to you?	1	5	10	9.35	10.00	10.00
3	How satisfied are you with the portfolio of conservation programs that are currently offered to you?	1	5	10	7.36	8.00	5.00
4	How satisfied are you with how FFPC communicates planned outages to you?	1	5	10	9.00	10.00	10.00

FFPC Customer Satisfaction Survey 2015 – Report

Question 5 “When you have contacted FFPC by telephone how satisfied were you with the customer service received?” [86.60%]

- ❖ Out of the 261 survey responses we received, 130 (49.81%) scored FFPC with a “10”, while 10 (3.83%) scored FFPC with a “9”. 21 (8.05%) respondents scored FFPC between “6-8” while 34 (13.03%) with a “5”. 5 (1.92%) respondents scored FFPC below a 5 and 1 (0.38%) left the question blank. FFPC is very pleased with its scoring of an average of 86.60%, a median of 100%, and a mode of 100% on customer service received when contacting FFPC by telephone. FFPC takes pride in the fact that all calls are answered by a live agent and redirected to the appropriate parties. Although there were no specific comments in regards to satisfaction with customer service received by telephone FFPC did receive many general customer service comments, such as; “I am very happy with the service that FFPC provides, very quick, efficient and knowledgeable staff.” The only concern that FFPC sees is that approximately 1 in 4 people left the question blank, however this may just be due to the fact that they have never had to contact FFPC by telephone. FFPC will continue to focus on maintaining high level of customer satisfaction and will look to continually improve the customer experience.



Scoring Legend (1 - 10)			FFPC Score %		
Not At All Satisfied	Neither Satisfied or Dissatisfied	Extremely Satisfied	Average	Median	Mode
1	5	10	8.85	10.00	10.00
1	5	10	9.35	10.00	10.00
1	5	10	7.36	8.00	5.00
1	5	10	9.00	10.00	10.00
1	5	10	8.66	10.00	10.00

1	Overall, how satisfied are you with the services provided by the Fort Frances Power Corporation (FFPC)?	1	5	10	8.85	10.00	10.00
2	Overall, how satisfied are you with the reliability of the electricity being supplied to you?	1	5	10	9.35	10.00	10.00
3	How satisfied are you with the portfolio of conservation programs that are currently offered to you?	1	5	10	7.36	8.00	5.00
4	How satisfied are you with how FFPC communicates planned outages to you?	1	5	10	9.00	10.00	10.00
5	When you have contacted FFPC by telephone how satisfied were you with the customer service received?	1	5	10	8.66	10.00	10.00

FFPC Customer Satisfaction Survey 2015 – Report

Question 6 “Overall, how satisfied are you with how FFPC communicates with you?” [84.60%]

- ❖ Out of the 261 survey responses we received, 135 (51.72%) scored FFPC with a “10”, while 22 (8.43%) scored FFPC with a “9”. 32 (12.26%) respondents scored FFPC between “6-8” while 53 (20.31%) with a “5”. 2 (0.77%) respondents scored FFPC below a 5 and 17 (6.51%) left the question blank. FFPC is pleased with its scoring of an average of 84.60%, a median of 100%, and a mode of 100% on customers overall satisfaction with how FFPC communicates with them. Although there is always room for improvement the FFPC is generally pleased with the positive response received from its customers. Some general comments in regards were as follows; “I have always found your department very well run.”, “Thank you for allowing us the opportunity to give input. We are new to town and therefore have a number of "Don't Know" answers. So far our visits to the office have been pleasant. :)”, FFPC will continue to strive for 100% customer satisfaction in our communication to customers. To aid with this FFPC has recently redesigned their website to make it more user friendly.



Scoring Legend (1 - 10)			FFPC Score %		
Not At All Satisfied	Neither Satisfied or Dissatisfied	Extremely Satisfied	Average	Median	Mode
1	5	10	8.85	10.00	10.00
1	5	10	9.35	10.00	10.00
1	5	10	7.36	8.00	5.00
1	5	10	9.00	10.00	10.00
1	5	10	8.66	10.00	10.00
1	5	10	8.46	10.00	10.00

1	Overall, how satisfied are you with the services provided by the Fort Frances Power Corporation (FFPC)?	1	5	10	8.85	10.00	10.00
2	Overall, how satisfied are you with the reliability of the electricity being supplied to you?	1	5	10	9.35	10.00	10.00
3	How satisfied are you with the portfolio of conservation programs that are currently offered to you?	1	5	10	7.36	8.00	5.00
4	How satisfied are you with how FFPC communicates planned outages to you?	1	5	10	9.00	10.00	10.00
5	When you have contacted FFPC by telephone how satisfied were you with the customer service received?	1	5	10	8.66	10.00	10.00
6	Overall, how satisfied are you with how FFPC communicates with you?	1	5	10	8.46	10.00	10.00

FFPC Customer Satisfaction Survey 2015 – Report

Question 7 **“How satisfied are you with the following changes FFPC has implemented over the last two years:”**

a. Change to True Monthly Billing? (Your bill is now calculated from the first to the last day of the month) [90.10%]

b. Your ability to access your electricity consumption data and billing information through the internet? [78.40%]

c. Offering you the choice of receiving a paper bill or an electronic bill? [86.61%]

- ❖ Overall customers were very pleased with the changes FFPC has implemented over the last two years. Lower scores were awarded to the question “b” which was regarding “Your ability to access your electricity consumption data and billing information through the internet.” FFPC believes that the lower scoring on this question stems from the fact that less than 10% of FFPC customers have signed up for e-billing so 90% of our customers may be unaware of this feature. The following comment received points to this; “I would like to see a current power usage option through the internet”, an example of other general comments received were as follows; “We would like to see FFPC not change the way it is doing business. The new monthly billing and ability to pay electronically are big plusses.”



Scoring Legend (1 - 10)			FFPC Score %		
Not At All Satisfied	Neither Satisfied or Dissatisfied	Extremely Satisfied	Average	Median	Mode
1	5	10	9.01	10.00	10.00
1	5	10	7.84	9.00	10.00
1	5	10	8.61	10.00	10.00

7	How satisfied are you with the following changes FFPC has implemented over the last two years:	Not At All Satisfied	Neither Satisfied or Dissatisfied	Extremely Satisfied	Average	Median	Mode
	a. Change to True Monthly Billing? (Your bill is now calculated from the first to the last day of the month)	1	5	10	9.01	10.00	10.00
	b. Your ability to access your electricity consumption data and billing information through the internet?	1	5	10	7.84	9.00	10.00
	c. Offering you the choice of receiving a paper bill or an electronic bill?	1	5	10	8.61	10.00	10.00

FFPC Customer Satisfaction Survey 2015 – Report

- Question 8 **“What fuel source(s) do you currently use to heat your home? Please select all that apply:”**
- a. **Wood, Electric, Natural Gas, Oil, Propane, Other (please specify:)**
 - b. **Are you planning on replacing or upgrading your home heating source within the next 5 years?**

8	What fuel source(s) do you currently use to heat your home? Please select all that apply a. Wood, Electric, Natural Gas, Oil, Propane, Other (please specify:)		Heat Source Used
	<ul style="list-style-type: none"> ❖ The majority of FFPC customers are now using natural gas as their main source of heat. With the rising cost of electricity prices and fairly low cost of natural gas, FFPC sees this trend continuing in the near future. A few general comments related to heating were as follows; “Most people are using natural gas for heating their homes. Hydro should encourage people to install electric furnaces with lower rate.” 		<ul style="list-style-type: none"> 57.47% Natural Gas 17.62% Natural Gas & Electric 17.24% Electric 3.83% Don't Know 1.92% Wood & Electric 0.77% Natural Gas & Wood 0.38% Wood, Electric & Oil 0.38% Wood, Electric & Natural Gas 0.38% Oil 100.00% Total

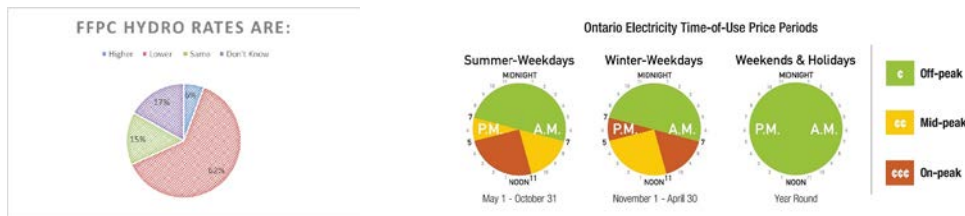
	Scoring Legend	FFPC Score %			
Replacing or upgrading your home heating source	Total %	Yes	No	No, Been done	Don't know
b. Are you planning on replacing or upgrading your home heating source within the next 5 years?	100.00%	16.09%	68.97%	2.68%	12.26%

- ❖ With a further 16+ percent planning to replace their existing heat source in the next 5 years FFPC is expecting a further slight decrease in electrically heated homes.

FFPC Customer Satisfaction Survey 2015 – Report

Question 9 “Thinking of FFPC electricity rates and service:”

- Do you believe that FFPC’s hydro rates are higher, lower, or the same as the rates offered by other distributors?
- Are you satisfied with the value that you receive for the cost of your electricity?
- Are you satisfied with the billing and payment options that FFPC offers?



9 Thinking of FFPC electricity rates and service:	Total %	FFPC Score %			
		Higher	Lower	Same	Don't Know
a. Do you believe that FFPC's hydro rates are higher, lower or the same as the rates offered by other distributors?	100.00%	5.75%	62.45%	14.94%	16.86%
	Total %	Yes	No	Somewhat	Don't Know
b. Are you satisfied with the value that you receive for the cost of your electricity?	100.00%	75.86%	16.86%	0.38%	6.90%
c. Are you satisfied with the billing and payment options that FFPC offers?	100.00%	91.95%	4.60%	0.00%	3.45%

- Majority (62.45%) of FFPC customers do believe that their hydro rates are lower than those offered by other distributors and 75.86% are satisfied with the value they receive for the cost. FFPC customers were very satisfied (91.95%) with the billing and payment options that FFPC offers. FFPC will continue to keep rates as low as possible while maintaining a reliable grid with excellent service. FFPC will maintain its current billing and payment options to satisfy the needs of both young and old.

FFPC Customer Satisfaction Survey 2015 – Report

Question 10 **“FFPC attempts to answer all phone calls with a dedicated staff member instead of using an automated answering system.”**



Is this service of value to you?

10	FFPC attempts to answer all phone calls with a dedicated staff member instead of using an automated answering system.	Total %	Yes	No	Somewhat	Don't Know
	Is this service of value to you?	100.00%	89.27%	2.30%	0.00%	8.43%

- ❖ 89.27% of FFPC customers appreciate the fact that customers can speak directly with a staff member instead of being directed by an automated answering system. As FFPC’s has a fairly aged customer base who prefer speaking directly to a live agent, FFPC will continue to answer all calls as they come in. FFPC has recently updated their phone system allowing for better management of phone calls and call record keeping/statistics.



Question 11 **“What is a reasonable amount of time to be placed on hold before speaking to a telephone agent?”**

		Answer in Minutes	Average Minutes	Median Minutes	Mode Minutes
11	What is a reasonable amount of time to be placed on hold before speaking to a telephone agent?	x Minutes	3.44	3	2

- ❖ FFPC customers believe that approximately 3 ½ minutes is a reasonable amount of time to be placed on hold. With a mode of 2 minutes, FFPC goal will be to have customers on hold for no more then 2 minutes.

FFPC Customer Satisfaction Survey 2015 – Report

Question 12 **“In the next five years, is your household planning to pursue any of the following green initiatives:”**

- a. Purchasing a hybrid or electric vehicle?**
- b. Installing a renewable energy system, such as solar or wind?**
- c. Replacing inefficient appliances (refrigerator, air conditioner, TV, etc.)?**
- d. Conducting electrical retrofits such as upgrading lighting, installing occupancy detectors etc.?**
- e. Improving your home heat loss by replacing windows, adding insulation, weatherproofing, etc.?**



12	In the next five years, is your household planning to pursue any of the following green initiatives:	Total %	Yes	No	No, Been done	Don't Know
	a. Purchasing a hybrid or electric vehicle?	100.00%	3.83%	88.51%	0.00%	7.66%
	b. Installing a renewable energy system, such as solar or wind?	100.00%	2.68%	86.59%	0.38%	10.34%
	c. Replacing inefficient appliances (refrigerator, air conditioner, TV, etc.)?	100.00%	46.36%	40.23%	3.83%	9.58%
	d. Conducting electrical retrofits such as upgrading lighting, installing occupancy detectors etc.?	100.00%	21.46%	62.45%	2.30%	13.79%
	e. Improving your home heat loss by replacing windows, adding insulation, weatherproofing, etc.?	100.00%	45.59%	41.00%	6.51%	6.90%

- ❖ Almost 50% of FFPC’s customer base is planning to do some type of home/ business energy efficiency improvement in the next 5 years. Whether it be replacing inefficient appliances or improving home heat loss by replacing windows, adding insulation, etc. about half of FFPC customers has these plans in mind. This could mean a further reduction in power consumption for the FFPC. Currently there is not much interest in other green initiatives such as installing a renewable energy system or purchasing a hybrid or electric vehicle, however, this could all change as the government starts to provide financial incentives to do so. FFPC can expect a further decrease in annual consumption as approximately a ¼ of the customer base plans to complete electrical retrofits such as lighting upgrades, etc..

FFPC Customer Satisfaction Survey 2015 – Report

Question 13 “Are you aware of the following changes that have been legislated and will be mandated by Government?”

- a. Are you aware of the Ontario Electricity Support Program (OESP) being offered beginning January 1st, 2016 that gives assistance to qualifying low income households?**
- b. Are you aware of the Debt Retirement Charge removal as of January 1st, 2016?**
- c. Are you aware of the 10% Ontario Clean Energy Benefit credit removal as of January 1st, 2016?**

13	Are you aware of the following changes that have been legislated and will be mandated by Government?	Total %	Yes	No	Somewhat	Don't Know
	a. Are you aware of the Ontario Electricity Support Program (OESP) being offered beginning January 1st, 2016 that gives assistance to qualifying low income households?	100.00%	14.94%	81.23%	0.00%	3.83%
	b. Are you aware of the Debt Retirement Charge removal as of January 1st, 2016?	100.00%	12.26%	83.52%	0.00%	4.21%
	c. Are you aware of the 10% Ontario Clean Energy Benefit credit removal as of January 1st, 2016?	100.00%	9.20%	86.97%	0.00%	3.83%

- ❖ The majority of FFPC’s customer base is unaware of the following changes that will be implemented in the near future. This is most likely due to the fact that these changes have not yet been widely advertised. To aid in the promotion/advertisement of upcoming changes FFPC is in the process of updating its website to make these news releases, program changes, or new program announcements easier to find. Along with a new updated website FFPC will open a twitter account to promote relevant information to its customer base.

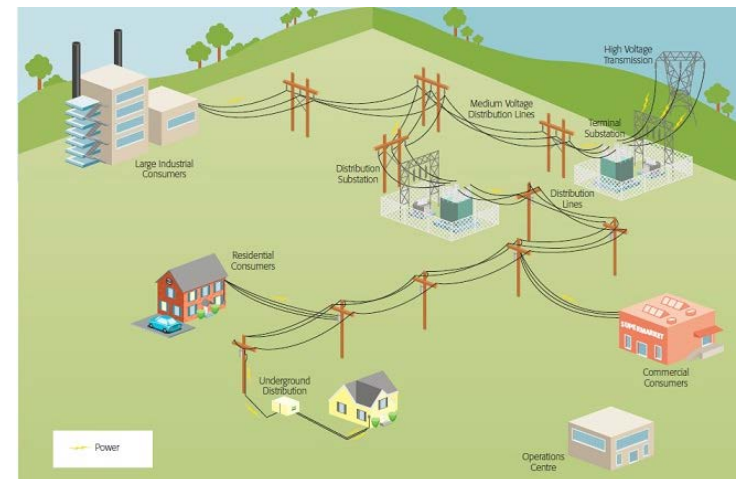


FFPC Customer Satisfaction Survey 2015 – Report

Question 14 **“FFPC's distribution rates, which account for roughly 20% of your bill, are currently set to allow FFPC to replace its distribution system assets (poles, cables, transformers, fleet vehicles, etc.) at the same rate at which they are deteriorating.”**
a. Do you agree with this approach?

14	FFPC's distribution rates, which account for roughly 20% of your bill, are currently set to allow FFPC to replace its distribution system assets (poles, cables, transformers, fleet vehicles, etc.) at the same rate at which they are deteriorating.	Total %	Yes	No	Somewhat	Don't Know
	a. Do you agree with this approach?	100.0%	77.39%	6.90%	0.77%	14.94%
		Total %	Increase	Decrease	Keep the Same	Don't Know
	b. If you answered "No" to 14(a) do you believe that FFPC should increase or decrease the level of investment into its distribution system?	100.0%	1.92%	9.20%	73.56%	15.33%

- ❖ 77.39% or the majority of FFPC customer base agrees with the approach of replacing distribution system assets at the same rate at which they are deteriorating. Of those that answered no to the question, 73.56% said that FFPC should keep their level of investment into its distribution system the same. Approximately 10% asked for a decrease of investment while around 2% asked for an increase. FFPC will continue to operate its distribution system in the best interests of its customers.



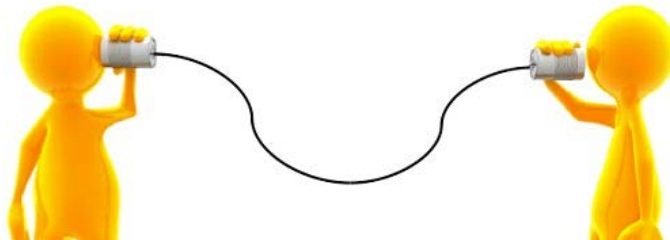
FFPC Customer Satisfaction Survey 2015 – Report

Question 15 **“What is your preferred method of communication from FFPC? Other (please specify) Email, Radio Ad, Newspaper Ad, Through our website, Phone call”**

		Scoring Legend	FFPC Score %
15	What is your preferred method of communication from FFPC? Other (please specify) Email, Radio Ad, Newspaper Ad, Through our website, Phone call	Preferred Method of Communication from FFPC	

- ❖ FFPC’s customer base preferred method of communication is through a newspaper ad, with email a close second and phone call not far behind in third. Mail, website and social media are currently the least preferred methods of communication. However with younger and older generations using electronics more and more FFPC predicts that website and social media use will continue to rise. For these reasons FFPC is redesigning its website to make it more user friendly, attractive and simple to update/make changes by dedicated office staff.

30.79%	Newspaper Ad
26.55%	Email
21.75%	Phone Call
13.56%	Radio Ad
2.82%	Mail
2.54%	Website
1.13%	Don't Know
0.56%	Social Media
0.28%	Office visit
100.00%	Total



FFPC Customer Satisfaction Survey 2015 – Report

Question 16 **“Would it be of value to you if FFPC sent out media releases, such as a Newsletter, on topics regarding programs available to you, etc.?”**

If Yes, how often should this be done?

Annually, Bi-Annually, Monthly, Bi-Monthly, Other, please specify:

		Total %	Yes	No	Don't Know
16	Would it be of value to you if FFPC sent out media releases, such as a Newsletter, on topics regarding programs available to you, etc.?	100.00%	90.42%	8.05%	1.53%
If Yes, how often should this be done? Annually, Bi-Annually, Monthly, Bi-Monthly, Other, please specify:		How often should we Communicate			
		43.64%	Bi-Annually		
		25.42%	Monthly		
		14.41%	Bi-Monthly		
		10.59%	Annually		
		5.93%	As programs become available		
		100.00%	Total		

- ❖ 90.42% of FFPC’s customer base found it of value when FFPC sends out media releases. Approximately half of the customer base preferred that we send these out Bi-Annually while approximately a quarter preferred them sent out monthly. FFPC will keep its customer base up to date on changes through various methods of communication. FFPC will add a What’s New link on their website as well as send out information on any new programs or changes affecting its customers.



FFPC Customer Satisfaction Survey 2015 – Report

Question 17 **“Would it be of value to you if FFPC were to contact you on programs regarding: Conservation, Renewable Generation, Ontario Electricity Support Program, Other, please specify:”**

17 Would it be of value to you if FFPC were to contact you on programs regarding: Conservation, Renewable Generation, Ontario Electricity Support Program, Other, please specify:	Programs of Interest														
<ul style="list-style-type: none"> ❖ Ontario Electricity Support Program and Conservation were the two programs FFPC’s customer base would be most interested in being contacted about. FFPC will make a list of potential/interested customers and then contact them on the various programs that may be available to them. 	<table border="1"> <tr> <td>30.55%</td> <td>OESP</td> </tr> <tr> <td>27.15%</td> <td>Conservation</td> </tr> <tr> <td>18.28%</td> <td>Renewable Generation</td> </tr> <tr> <td>12.53%</td> <td>Left Blank</td> </tr> <tr> <td>11.49%</td> <td>None</td> </tr> <tr> <td>0.26%</td> <td>Other</td> </tr> <tr> <td>100.00%</td> <td>Total</td> </tr> </table>	30.55%	OESP	27.15%	Conservation	18.28%	Renewable Generation	12.53%	Left Blank	11.49%	None	0.26%	Other	100.00%	Total
30.55%	OESP														
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11.49%	None														
0.26%	Other														
100.00%	Total														

Ontario Energy Board

NEW ONTARIO ELECTRICITY SUPPORT PROGRAM

The Ontario Electricity Support Program helps reduce electricity bills for low-income households with a monthly on-bill credit.

The amount of the credit will depend on how many people live in your house and your combined household income. Find out if you are eligible and how to apply.

THERE'S HELP FOR LOW-INCOME HOUSEHOLDS

OntarioElectricitySupport.ca / 1-855-831-8151 (toll-free within Ontario)

SAVE ON ENERGY
POWER WHAT'S NEXT

FFPC Customer Satisfaction Survey 2015 – Report

Question 17 “Are there any ways FFPC could serve you better or do you have any general comments?”

18	Are there any ways FFPC could serve you better or do you have any general comments?			Most Common Comments Received														
<p>❖ 37.5% of FFPC’s customer base left the comments/suggestions section blank with 20.96% giving FFPC some sort of a compliment and 20.96% saying they had no comments or suggestions. 17.28% did offer some suggestions or had various questions. Only 2.21% left a negative comment or complaint and 1.1% left a general comment. Some examples of comments, suggestions, and complaints are shown below and on the following page.</p>				<table border="1"> <tr><td>37.50%</td><td>Blank</td></tr> <tr><td>20.96%</td><td>Compliments</td></tr> <tr><td>20.96%</td><td>No or None</td></tr> <tr><td>17.28%</td><td>Suggestions/Questions</td></tr> <tr><td>2.21%</td><td>Complaints</td></tr> <tr><td>1.10%</td><td>General</td></tr> <tr><td>100.00%</td><td>Total</td></tr> </table>	37.50%	Blank	20.96%	Compliments	20.96%	No or None	17.28%	Suggestions/Questions	2.21%	Complaints	1.10%	General	100.00%	Total
37.50%	Blank																	
20.96%	Compliments																	
20.96%	No or None																	
17.28%	Suggestions/Questions																	
2.21%	Complaints																	
1.10%	General																	
100.00%	Total																	

Examples	Compliments (out of responses received)
	33.53%Total
"Keep up the good work." "Doing a good job!" "I am quite happy with current service." "No, very happy with service." "No, Thank you :)" "All is good - Quite happy with the service provided"	71.93%General
"Good Service! Crews are very professional and safety conscious, mobile equipment is always well maintained and clean." "FFPC has always had that - Down Home - Personal Contact appeal. Keep it up."	15.79%Business
"I appreciate being included in this survey, thank you." "Communication through such things as this survey + pending results are appreciated." "Thank you for allowing us the opportunity to give input."	12.28%Survey
	100.00%Total

Examples	No or None concerns (out of responses received)
	33.53%Total
"No" "None" "Don't think so" "No don't know" "Nil" "N/A"	

FFPC Customer Satisfaction Survey 2015 – Report

Examples	Suggestions, Questions, Requests, Comments (out of responses received)
	27.65% Total
"Keep the rate increases at the same rate as the inflation rate (CPI) for Ontario" "Keep FFPC going & out of the hands of Hydro One!" "Don't ever sell out to Ont. Hydro. PLEASE, PLEASE, PLEASE!!! Don't ever, ever, ever sell out!!!" "Lobby the government to keep energy rates reasonable in the northern communities"	46.81% Rates, Utility takeover
"Off peak could go a little longer? would be very nice." "Off peak should be from 5 pm to 8 am year around not when people are getting up + getting off work + making supper + breakfast."	17.02% General Suggestions
"I would like to pay using visa or debit online." "Your website is hard to navigate" "I would like to see a current power usage option through the internet" "Be able to view monthly bills online sooner."	14.89% Suggested improvements
"Promote more solar, energy saving programs, led lighting coupons. Recycle compact fluorescents" "A list of holidays so we are sure what is a low peak day (eg. Nov. 11 & Family day)"	12.77% Suggested Marketing, etc.
"Has any thought been given to a credit for senior citizens?" "Do you have an emergency plan??" "I noticed we only have 116-117 volts on our street is that a problem using a bit more amps?"	8.51% Questions

100.00% Total

Examples	Complaints (out of responses received)
	3.53% Total
"The electric bills are hard to understand if you are on equal billing."	33.33% Billing
"Remove the smart meters in Fort Frances. Our monthly charges have increased a lot since these meters were installed (no increase in actual usage)."	33.33% Technology
"From 2011 - 2015 - First 10 mos. of year price has increased by 39%"	16.67% Rates
"I had a very bad experience when I first signed up for FFPC. I felt they were not willing to help me, it was very unprofessional & their customer service was lacking. My issue never got resolved, it is disappointing."	16.67% Business

100.00% Total

Examples	General (out of responses received)
	1.76% Total
"We are so happy not to be paying the debt retirement charge!!" ""Time of use" pamphlets very educational. We are very conscious of the on-peak, off-peak times of the day."	

FFPC Customer Satisfaction Survey 2015 – Conclusion

- Fort Frances Power Corporation's second bi-annual customer satisfaction survey was deemed a success with an almost 8% response from its customer base. The 88.5% customer satisfaction score shows that FFPC is meeting customer needs and providing excellent service.
- FFPC will continue to focus on areas where it can continually improve, these areas include but are not limited to customer interaction and customer service. With a growing population of technologically savvy customers FFPC will invest in its website to make it more user friendly and use it as a tool to update customers on upcoming changes. FFPC will also join the social media platform so that it can post relevant information that its customer base may find helpful or useful.
- FFPC will review all customer comments, suggestions and complaints to look for other areas where it can improve or build on. FFPC will look to implement some of these suggestions received in the near future if they are beneficial to the customer base as a whole. FFPC will continue to engage with its customer base so that there is good communication between the two which will hopefully continually keep/improve overall customer satisfaction.

