

To: Stakeholder Advisory Committee

From: Terry Young, VP Corporate & Employee Relations

Date: March 13, 2014

Subject: 2013 Customer Survey Results

Information Item

The IESO conducts an annual survey asking market participants to share their feedback on their customer experience. It measures how well the IESO is meeting the needs of its customers and identifies areas where improvements can be made. The IESO thanks all customers who participated in the 2013 survey.

The results of the 2013 survey show that 61 per cent of market participants remain very satisfied with the IESO. Customers provided an average rating of 7.57 on their satisfaction with the IESO's administration of the electricity market, a slight increase compared to the 2012 average rating of 7.47.

IESO customers responded that managing the electricity market, engaging market development initiatives and facilitating customers' ability to participate in markets are the top drivers in determining market participant satisfaction.

Customer service, in particular, also continues to be an important driver for market participant satisfaction. The IESO scored high grades in timeliness of information and publications as well as timeliness in responses in customer inquiries.

Stakeholder engagement scores improved this year, specifically related to timeliness of information regarding IESO initiatives and changes and posting all relevant material to the web. The responses do show that there is an opportunity for the IESO to demonstrate how all stakeholder input is considered in decisions. The growing readership of the weekly bulletin and the IESO website are two opportunities to demonstrate how stakeholder input has been considered in decisions.



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The IESO will focus on the two main recommendations made in the final report:

- Close the feedback loop in the stakeholder engagement process, particularly in relation to making the decision making process clearer
- Focus on the top drivers of: managing the electricity market, engaging market development initiatives and facilitating customers' ability to participate in the market

The full report is posted at: <http://www.ieso.ca/Pages/About-the-IESO/Corporate-Accountability.aspx>