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Request from: Public Utilities Regulatory Authority

Question:

Reference Ex. CLP-Customer-1, p. 42. Explain the basis for assigning equal weight to each of the five Customer PIM Suite components when calculating the Composite Index, given the different performance measures, customer interactions, and proposed targets represented by the components.

Response:

There are numerous dimensions to the customer experience that no single performance measure can capture, nor that would provide PURA and other stakeholders with an accurate indicator of the level of service that the Company is actually delivering in relation to the Customer Experience. Therefore, the Customer PIM Suite is designed to provide a holistic assessment of the Company's performance across a variety of customer engagement points to ensure focus on continuing to provide a high-level of customer service across its breadth of customers while the Company pursues cost efficiencies during the PBR term. The Company selected a composite PIM structure for its customer metrics, with equal weight across the components, because customer experience is multi-dimensional and more appropriately evaluated through a balanced set of performance measures rather than singularly measuring customer metrics in isolation. Giving each component an equal weight recognizes the importance of the individual interaction points, while avoiding placing disproportional emphasis on a single customer facing operational measure.