Exhibit No.:

Issue:

Quality of Service

Witness:

Lisa A. Kremer

Sponsoring Party:

MoPSC Staff

Type of Exhibit:

Direct Testimony

Case No.:

GR-2004-0072

Date Testimony Prepared:

January 6, 2004

# MISSOURI PUBLIC SERVICE COMMISSION UTILITY SERVICES DIVISION

**DIRECT TESTIMONY** 

FILED<sup>3</sup>

**OF** 

JUN 2 1 2004

LISA A. KREMER

Missouri Public Service Commission

AQUILA, INC. d/b/a AQUILA NETWORKS-MPS AQUILA NETWORKS-L&P

CASE NO. GR-2004-0072

Jefferson City, Missouri January 2004

\*\*Denotes Highly Confidential Information\*\*

 $\sf NP$ 

Date 3-30-04 Case the CR-2004-007:

# BEFORE THE PUBLIC SERVICE COMMISSION OF THE STATE OF MISSOURI

| In the matter of Aquila, Inc. d/b/a Aquila Networks-) MPS and Aquila Networks-L&P, natural gas ) Case No. GR-2004-0072 General Rate Increase.   |
|---|
| AFFIDAVIT OF LISA A. KREMER STATE OF MISSOURI ) ss. COUNTY OF COLE )  |
| Lisa A. Kremer, of lawful age, on her oath states: that she has participated in the preparation of the following Direct Testimony in question and answer form, consisting pages to be presented in the above case; that the answers in the following Direct Testimony were given by her; that she has knowledge of the matters set forth in su answers; and that such matters are true and correct to the best of her knowledge and belief. |
| Lisa A. Kremer  |
| Subscribed and sworn to before me this 5th day of January 2004.   |
| Notary Public   |
| TONI M. CHARLTON NOTARY PUBLIC STATE OF MISSOURI COUNTY OF COLE My Commission Expires December 28, 2004   |

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| 1  | DIRECT TESTIMONY   |
|----|--|
| 2  | OF   |
| 3  | LISA A. KREMER   |
| 4  | AQUILA, INC.   |
| 5  | d/b/a AQUILA NETWORKS-MPS  |
| 6  | AQUILA NETWORKS– L&P   |
| 7  | CASE NO. GR-2004-0072  |
| 8  | Q. Please state your name and business address.  |
| 9  | A. Lisa A. Kremer, P.O. Box 360, Jefferson City, Missouri 65102.                           |
| 10 | Q. By whom are you employed and in what capacity?  |
| 11 | A. I am the Manager of the Engineering and Management Services Department                  |
| 12 | with the Missouri Public Service Commission (Commission or MoPSC).                         |
| 13 | Q. Describe your educational and professional background.                                  |
| 14 | A. I graduated from Lincoln University in Jefferson City, Missouri in 1983 with a          |
| 15 | Bachelor of Science degree in Public Administration, and in 1989 with a Masters degree in  |
| 16 | Business Administration. I became a Certified Internal Auditor (CIA) in 1997.              |
| 17 | I have been employed for approximately 17 years by the Commission in the                   |
| 18 | Management Services Department as a Management Services Specialist and then as the         |
| 19 | Department's Manager, except for a four-month period when I was employed by the Missouri   |
| 20 | Department of Transportation. The Management Services Department was combined with         |
| 21 | the Commission's Depreciation Department in February 2000 and the newly combined           |
| 22 | department was named Engineering and Management Services. I assumed my current             |
| 23 | position at the time the departments were combined. Prior to working for the Commission, I |

- was employed by Lincoln University for approximately two and one-half years as an Institutional Researcher.
  - Q. Have you previously filed testimony before this Commission?
  - A. Yes. Please see Schedule 1 for a listing of specific cases.
  - Q. What is the purpose of your testimony?
- A. The purpose of my testimony is to provide information to the Commission regarding the quality of service being provided by Aquila, Inc. (Aquila or Company) and to request that the Commission order Aquila to report to the Staff its performance with respect to quality of service measurements. The reporting is necessary for the Staff to monitor the Company's quality of service during this period of financial difficulty being experienced by Aquila, and specifically to observe the Company's service quality with respect to its Call Center performance.
- Q. Why is Staff requesting the Commission to order service quality reporting for Aquila?
- A. Staff is requesting the institution of a formal reporting requirement for two primary purposes:
  - 1) The Company's present diminished financial condition creates an environment that could result in cost cutting measures that could negatively impact customer service. The Company's declining financial position has been well publicized throughout much of 2002 to the present. Aquila's financial difficulties were a focus in the April 30, 2003 application filed by the Company regarding the pledging of regulated assets, in Case No. EF-2003-0465, In the Matter of the Application by Aquila, Inc. for

Authority to Assign, Transfer, Mortgage or Encumber Its Franchise, Works or System. These financial problems could result in increased pressure upon its operating divisions to reduce costs, including those found in the area of customer service.

2) The service provided by the Company has experienced a decline as will be demonstrated in my testimony through the quality of service data collected by the Company.

Further, the Company has commented in interviews to the Staff its need to "stabilize" its Call Center performance and has addressed planned increases in staffing and organizational changes toward that end. The Company's Call Centers experienced considerable staffing fluctuations during 2002. The Company has discussed plans with the Staff to increase significantly the number of Customer Service Associates (CSAs) at its Call Centers and to add some managerial positions to the organizational structure. It is Staff's understanding that the Company has been in the process of hiring and training a number of CSAs for its Call Center operations.

Q. What specific areas of quality of service will your testimony address?

A. My testimony will address Aquila's Call Center operations and the associated performance measures. My testimony will also address the Company's meter reading activities.

Q. What is the purpose of service quality or customer service performance measurements?

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A. Such performance measurements are established and used by utilities to determine and monitor the level of customer service the utility is providing its customers in a variety of areas.

- Q. Why are service quality or customer service performance measurements important?
- A. Utility managements can use customer service measures to help ensure that their customers are receiving an acceptable level of service in the areas being measured. Customer service measurements can also provide some assurance to utility customers and to utility commissions that a certain level of customer service is being provided by the utility. Some aspects of service quality, however, do not lend themselves to indicators. Examples include the consistent application of credit and collection practices, detection and correction of billing errors, the effective training of Customer Service Associates (CSAs) and others.
- Q. Can the monitoring of quality of service measurements provide complete assurance that customers are receiving an adequate level of service?
- A. As described above, some aspects of service quality do not lend themselves to measurements; however, service quality measurements can be useful tools in determining some important aspects of service quality.

#### **CALL CENTER DESCRIPTION**

- Q. Describe the purpose of a utility Call Center.
- Call Centers perform a critical function in that they often serve as the primary A. means for customers to contact their utilities. Customers require contact with their utilities regarding a wide range of issues including: reporting emergencies and service outages;

Direct Testimony of Lisa A. Kremer

beginning, discontinuing, transferring or restoring service; asking questions about bills and delinquent accounts; and to make payment arrangements.

During the winter months, when the Commission's Cold Weather Rule<sup>1</sup> is in effect, Call Centers may actually be a "life line" for some customers who are nearing service disconnection and need to make payment arrangements. It is always imperative, but particularly so during emergencies and in times of unusually cold and hot weather, that Call Centers function in an effective manner. As utilities close or consolidate business offices that once accommodated walk-in traffic and provided customers with a utility presence in their community, the role of the Call Center becomes increasingly important as the primary point of contact for utility customers.

Call Centers may function in a variety of ways with varying degrees of performance. The sophistication of a company's customer information system (CIS); the Call Centers' recruitment, selection and hiring processes; the thoroughness of the training of the Call Center's CSAs; the number of experienced staff and sufficient staffing levels; and the continual monitoring and review of call handling are all factors that contribute to a Call Center's success. CSA training is particularly important in that these individuals should be prepared to answer a variety of customer questions regarding company policies and procedures including questions regarding the company's tariffs and Commission rules. The recruitment, training and retention of a quality workforce that must address a multitude of customer calls and correctly document customer information is a critical element within the utility customer service function.

<sup>&</sup>lt;sup>1</sup> This rule, 4 CSR 240-13.055, protects the health and safety of residential customers receiving heat-related utility service by placing restrictions on discontinuing and refusing to provide heat-related utility service from November 1 through March 31 due to delinquent accounts of those customers.

### Direct Testimony of Lisa A. Kremer

Many factors should be monitored continually in an efficient and effective Call Center operation and be addressed should a decline in service be determined. Abandoned Call Rate (ACR) and Average Speed of Answer (ASA) are two indicators that provide quantifiable and measurable criteria with which to determine how well a utility Call Center is serving the utility's customers. Both ACR and ASA are defined and discussed later in this testimony.

- Q. Describe Aquila's Call Centers.
- A. As reported in the December 2002 Missouri Public Service Commission's Staff Report on Aquila, Inc., Aquila utilized three Call Centers during years 1998 through 2001. In 2001, the Company reduced the number of its Call Centers to two after closing the Monroe, Michigan Call Center. The two remaining Call Centers are located in Lincoln, Nebraska and in Raytown, Missouri. Both Call Centers answer customer calls in all of the seven states Aquila operates in, including Missouri. The other states are Kansas, Colorado, Nebraska, Iowa, Michigan and Minnesota. The Company's 2002 annual report indicated that the Company served approximately 438,000 electric customers in three states (Missouri, Kansas and Colorado) and 891,000 gas customers in the seven states within its service territories.
  - Q. How many Call Center employees does Aquila employ?
- A. The following are the number of Full Time Equivalent positions (FTE) for each year for Aquila from 1998 through October 31, 2003 for all of its Call Centers combined:

| 20 | 1998 | (3 Centers) | 175.50 FTEs |
|----|------|-------------|-------------|
| 21 | 1999 | (3 Centers) | 193.20 FTEs |
| 22 | 2000 | (3 Centers) | 187.90 FTEs |
| 23 | 2001 | (3 Centers) | 222.41 FTEs |

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2002 (2 Centers)

143.00 FTEs

 $2003^{2}$ (2 Centers) 136.00 FTEs<sup>3</sup> (As of September 1, 2003)

2003<sup>4</sup> (2 Centers) 178.00 FTEs (As of October 31, 2003)

Q. What specific analysis did you perform to analyze the Company's Call Center operations?

Α. Staff reviewed a variety of data requested from the Company including historical performance of its Call Centers and made two on-site visits to discuss customer service, the Company's Call Centers and Meter Reading activities. Staff also performed some call monitoring during the course of this case. Call monitoring involves sitting with a Company CSA and listening to incoming calls as well as Company responses to inquiries. Call monitoring also includes the review of customer histories and documentation on the Company's computer information system as calls are being responded to.

As part of Staff's review in Case No. EF-2003-465, Staff submitted numerous data requests and participated in transcribed interviews that included customer service concerns. I, along with a member of my department, conducted these interviews relating to customer service. In instances in this testimony when I have relied upon data request responses from the Company that were provided in Case No. EF-2003-465, I have attempted to indicate such. Data request responses cited but not referenced to a particular case may be assumed to have been provided in the Company's present rate proceedings.

I was directly involved in the previously mentioned informal Staff investigation relating to Aquila's financial situation and the implications that situation had on Aquila's

<sup>&</sup>lt;sup>2</sup> As of September 1, 2003; source: Staff Data Request No. 0348.

Number does not include 33 CSAs in training at that time and scheduled to commence taking calls in mid-

The Company indicated that an additional 27 CSAs would begin employment with the Company on November 3, 2003.

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regulated operations in Missouri. The resulting December 2002 report was entitled: Missouri Public Service Commission's Staff Report on Aquila, Inc.

I filed testimony in the merger pursued by Aquila with Empire District Electric Company in Case No. EM-2000-369 concerning customer service issues. In addition, my department has been responsible for reviews of customer service matters of a number of large and small utilities for several years, of which I have been either directly involved in or have had oversight responsibilities.

Specifically, I have participated in the analysis of or had oversight responsibilities for reviews of the customer service processes at Associated Natural Gas Company, AmerenUE, Missouri Gas Energy, Atmos Energy Corporation and most recently Laclede Gas Company. The Review of Laclede Gas Company - Customer Service and Gas Supply Operations report is presently being finalized. At the direction of the Commission approximately two and onehalf years ago, the Engineering and Management Services Department began reviewing the customer service practices of small water and sewer utilities when they request rate increases. The Department has performed approximately 20 reviews of this type since that time.

- Q. With respect to customer service analysis performed by the Engineering and Management Services Department, what interaction does that Department have with the Consumer Services Department?
- A. The Consumer Services Department serves as the location at the Commission where Staff process the day-to-day consumer complaints and inquiries received by the Commission. Consumer Services Staff perform investigations and analysis of individual customer complaints and work with utilities and consumers toward complaint resolution. The Consumer Services Department also monitors and tracks complaint issue trends by utility

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company and communicates with the Engineering and Management Services Department areas of concern as they relate to consumer quality of service. The customer service investigations and analysis performed by the Engineering and Management Services Department is intended to review and assist in the development of management practices, processes, programs and projects designed to provide quality services to customers. The review and analysis performed by the Department are focused upon the effective and efficient provision of service to utility customers. The Engineering and Management Services Department and the Consumer Services Department work together and share utility and customer information in order to ensure that an acceptable level of service is received by Missouri's regulated utility customers.

- Q. Two Call Center indicators were specifically mentioned previously in your direct testimony, Abandoned Call Rate (ACR) and Average Speed of Answer (ASA). Define Abandoned Call Rate and explain how the Company calculates this indicator.
- A. Abandoned Call Rate refers to the percentage of customers' calls terminated after being placed into the network queue, but prior to the call being answered by a CSA.

All calls that come into the Company's Call Centers are routed through the IVR (Interactive Voice Response) system that allows the customer to make choices of inquiry dependent upon the nature of his/her call. If the customer has need or prefers to speak to a CSA, he/she may select that option and will be placed into the network queue. The network queue is the holding point at which calls are waiting to be answered by a CSA.

In response to Staff Data Request No. 3940 in Case No. EF-2003-0465, the Company indicated that its ACR is:

> The percentage of calls that are pathed to agents but end with the caller hanging up. This information is tracked by the call management

|    | Direct Testimony of Lisa A. Kremer   |
|----|--|
| 1  | Call Centers with various supervisory personnel and those with lead responsibilities reporting |
| 2  | to the Senior Manager. The Company presently has no Director position in either Center.        |
| 3  | **   |
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| 6  | **   |
| 7  | Schedule 2, absent the names of the individuals which the Staff does not believe necessary to  |
| 8  | be shown, provides Company data regarding turnover of Manager and Director positions           |
| 9  | within its Call Centers since January 2001.  |
| 10 | The Company indicated to the Staff on October 15, 2003 that it does have plans to              |
| 11 | increase the number of its Call Center management personnel in 2004. Such plans include the    |
| 12 | filling of a Director position that would have responsibilities for both Call Centers, and     |
| 13 | individual Manager positions for each Call Center. The Company further indicated that it       |
| 14 | planned to increase the number of supervisors at its Lincoln Call Center from three to four    |
| 15 | and increase its number of supervisors at its Raytown Call Center from five to seven. The      |
| 16 | Company has also indicated that its budget for 2004 supports the additional expenditures that  |
| 17 | are required for these positions and other positions involving increased staffing for the Call |
| 18 | Centers.   |
| 19 | Q. Does the Staff have any concerns about the proposed staffing increases?                     |

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- g increases?
- Yes. While the Staff believes that additional management staff may be A. necessary, it has concerns that the Company may not follow through with the planned increases due to a desire to save costs. It is also possible that the Company might initially



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follow-through with the creation of positions and hiring, and then subsequently eliminate some or all those positions.

Further, as will be addressed subsequently in my testimony in the section regarding Call Center Turnover, Staff is generally concerned about the Company's past management decisions to use outside temporary employment services for its Call Centers beginning in 2000 through the third quarter of 2003 at a cost of approximately \*\* \_\_\_\_\_ \*\*. While the Company has identified the use of such outside services as being responsible for high Call Center turnover and a resulting decline in service performance, the decision to use such services was initially driven, in part, by a desire to control costs.<sup>6</sup> Staff is concerned about financial pressures upon the Company that may cause it to divert financial resources away from planned service improvements, including the future hiring and retention of a qualified workforce.

In its response to Staff Data Request No. 534, the Company indicated its rationale to close the Monroe, Michigan Call Center was:

- ... to more cost effectively provide customer service ... as the call center function was centralized in our Raytown, MO and Lincoln, NE offices. ... The Monroe facility had a staff of 30 the majority of which took severance (see Staff Data Request No. 533).
- O. If the Company has planned for an increased number of positions in its budget, does that guarantee that it will hire and retain the positions?
- A. No. While a budget is a formal financial projection and plan for future events, it does not guarantee that, in an effort to save costs, Aquila management will not fill positions. Budgets are valuable management tools but do not provide assurance that a Company will follow-through with plans presented and previously agreed to.

<sup>6</sup> Company Response to Staff Data Request No. 522.



<sup>&</sup>lt;sup>5</sup> Company Response to Staff Data Request Nos. 538 and 519-corrected supplemental response.

|      | Testimony of Kremer | of |
|------|---------------------|----|
| CALL | CENTER              | ΡF |

#### CALL CENTER PERFORMANCE

- Q. What has been the Company's historical performance for its ASA and ACR?
- A. Presented in the following charts is the Company's Call Center performance for all centers for years 2000, 2001, 2002 through September 2003 for the indicators described previously, Average Speed of Answer and Abandoned Call Rate. Also presented are the Company's targets for each of these indicators: \*\* \*\* for ASA and \*\* for ACR.

Average Speed of Answer – All Other Calls (ASA) 2000-2003 (Number of Seconds)

Company Target: \*\* \_\_\_\_\_ \*\*

Average Abandoned Call Rate (ACR) 2000-2003 (As a Percentage)

\*\*

Company Target: \*\* \_\_\_ \*\*

Q. What does this data demonstrate?

<sup>&</sup>lt;sup>7</sup> Sources: Missouri Public Service Commission's Staff Report on Aquila, Inc., December 2002 and Aquila Customer Service quarterly reports to Staff.

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A. The data presented demonstrates longer call answer wait times and higher abandoned call rates for much of 2002 and 2003. Further, the data demonstrates general performance deterioration and a significant gap or disconnection between the Company's actual performance and its established targets.

- Q. Has the data above been normalized or adjusted for occurrences such as ice storms, high gas prices, tornadoes or other abnormal events?
- A. Not to my knowledge. The data was provided by the Company and it is Staff's understanding that the data represents actual monthly performance with no adjustments.
- Q. Has the Company raised any concerns or questions regarding Staff not adjusting Call Center data in performing its analysis of Aquila's customer service indices?
- A. Yes. In the evidentiary hearings of Case No. EF-2003-0465, Aquila's Company attorney questioned whether yearly Call Center data presented in Staff witness J. Kay Niemeier's testimony should have been normalized to account for spring tornadoes that swept through Missouri in May 2003 and a major January 2002 ice storm. The Call Center data is for the seven (7) states combined in which Aquila provides utility service. The tornadoes, which the Company attorney was referring to, occurred in early May in Missouri, and while they may have had great impact on Missouri customer calls to Aquila Call Centers, the Staff is not advised by Aquila, unless the Staff inquires, as to what abnormal events may have occurred in the other states in which Aquila provides utility service. Customer calls from all seven states Aquila operates in are represented in the monthly Call Center table above. Aquila has advised the Staff that it intends to begin disaggregating or aggregating its Call Center data by state in the near future.

#### Direct Testimony of Lisa A. Kremer

As can be seen from the table above, the Company's Call Center performance for May 2003, the month of the Missouri tornadoes, was still considerably better than it was in April 2003. Further, January 2002, the month of the severe ice storm in Missouri, found Aquila's Call Center performance within the bounds of reason with an abandoned call rate of approximately \*\* \_\_\_ \*\* and an average speed of answer of \*\* \_\_\_ \*\*.

Other events, such as high gas prices or public statements by a utility regarding an intention to raise rates, may increase call volumes in a specific period, but Aquila's performance clearly demonstrates higher abandoned call rates and longer wait times for many of the months of 2002 and 2003. The winter of 2000 – 2001 that was documented as setting record high gas prices, found Aquila's Call Center performing far superior than it did in subsequent years and much closer to its established targets.

- Q. What are the Company's established targets for these two indicators?
- A. The Company indicated in response to Staff Data Request No. 3904, in Case No. EF-2003-0465, that it had established targeted performance at \*\* \_\_\_\_\_ \*\* for its Average Speed of Answer (All Other Calls) indicator and a target of \*\* \_\_\_ \*\* for its Abandoned Call Rate. Two graphs, attached as Schedules 3 and 4, present the Company's actual performance with respect to these indicators.
- Q. Has the Company described how all service quality targets were developed including its ASA and ACR?
- A. Yes. In Staff Data Request No. 181, Staff asked the Company to describe how all Company service quality targets were developed including ACR and ASA and requested that the Company provide its targets for 2000 through year to date 2003. The Company



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and that the targets were based upon industry norms. O. Does the Staff have any concerns with respect to the Company's service

- quality performance as compared to its targets?
- A. Yes. The Staff is concerned about the extent to which and the length of time for which the Company has not achieved its targeted performance as well as the overall level of service decline the Company has experienced. For example, from January through September 2003, the Company did not reach its targeted performance for ACR, and experienced a significant gap between its performance target and its actual performance, with an ACR high of \*\* \*\* in April 2003.
- Does the Staff advocate the Company revising its targets to levels that would Ο. be more attainable or representative of its recent performance?
- No. The Company has indicated<sup>8</sup> that it based its targets on industry norms A. and its performance data demonstrates that in the years 2000 and 2001 it had significantly greater success achieving them.
- Has the Company established performance targets for the other Call Center O. indicators?
- A. Yes. The Company indicated in its response to Staff Data Request No. 3904 in Case No. EF-2003-0465 that it had established the following targets for performance for its Call Center indicators, including those for the Company's Average Speed of Answer -Emergency Calls, Service Level – All Other Calls, Service Level – Emergency Calls, as well as Average Speed of Answer (also referred to as Average Speed of Answer - All Other Calls and Average Speed of Answer - Other) and Abandoned Call Rate:



<sup>&</sup>lt;sup>8</sup> Company Response to Staff Data Request No. 176.

|                | Direct Testim<br>Lisa A. Kreme |                                    |               |              |            |            |             |                    |             |
|----------------|--------------------------------|------------------------------------|---------------|--------------|------------|------------|-------------|--------------------|-------------|
| 1              |                                | ** *                               | *             |              |            | **         | *           | *                  |             |
| 2              |                                | <del></del>                        |               |              |            |            |             |                    |             |
| 3 4            | **                             |                                    |               | <del></del>  | **         | **         | <del></del> | **<br><del>-</del> |             |
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| 13             | **                             |                                    |               |              | **<br>-    | **         | <del></del> | **<br>             |             |
| 14<br>15<br>16 | ļ                              | Average Speed<br>explained earlier | in your test  | timony. Ple  | ase expla  | in the ind | licators S  | Service L          | evel-       |
| 1 /            | Cans.                          |                                    |               |              |            |            |             |                    |             |
| 18             | A.                             | The Service L                      | evel - All (  | Other Calls  | indicator  | refers to  | the per     | centage            | of all      |
| 19             | non-emergeno                   | cy calls being a                   | nswered wi    | thin **      | *          | * by a C   | Call Cen    | ter Asso           | ciate.      |
| 20             | The Service I                  | Level - Emerger                    | ncy Calls in  | dicator refe | rs to the  | percentag  | ge of en    | nergency           | calls       |
| 21             | answered with                  | hin **                             | ** by a (     | Call Center. | Associate  | .9 Avera   | ge Spee     | d of Ans           | wer -       |
| 22             | Emergency (                    | Calls refers to t                  | he answer     | time for er  | nergency   | calls by   | a Cust      | omer Se            | rvice       |
| 23             | Associate.10                   |                                    |               |              |            |            |             |                    |             |
| 24             | Q.                             | What has been                      | the Compa     | any's succe  | ss in achi | eving its  | targeted    | l perform          | nance       |
| 25             | with respect t                 | o Average Speed                    | d of Answer   | – Emergen    | cy Cails,  | Service L  | .evel – A   | dl Other           | Calls       |
| 26             | and Service L                  | evel – Emergen                     | cy Calls.     |              |            |            |             |                    |             |
|                |                                |                                    |               |              |            |            |             |                    |             |

Company response to Staff Data Request No. 176.
 Company response to Staff Data Request No. 3940 in Case No. EF-2003-0465.



|    | Direct Testimony of Lisa A. Kremer   |
|----|--|
| 1  | A. The Company's performance with respect to its Average Speed of Answer -   |
| 2  | Emergency Calls was ** ** for 2001, ** ** for 2002 and   |
| 3  | ****12 for January through October 2003. Average Speed of Answer –   |
| 4  | Emergency Calls data was not available prior to 2001.  |
| 5  | With respect to Service Level - Emergency Calls, the Company's performance was   |
| 6  | ** ** for 2002 and ** ** <sup>13</sup> for January through October 2003. Service Level –   |
| 7  | Emergency Calls data was not available prior to 2002.  |
| 8  | The Company's performance with respect to its Service Level - All Other Calls, was   |
| 9  | ** ** for 2000, ** ** for 2001, ** ** for 2002 and ** ** for January   |
| 10 | through October 2003.  |
| 11 | As can be seen from the data above, the Company has had difficulty in reaching   |
| 12 | targeted performance for these indicators.   |
| 13 | Q. Does the Company track all of these indicators on a monthly basis?  |
| 14 | A. Yes. It is Staff's understanding that these indicators are presently tracked by   |
| 15 | Aquila on a monthly basis.   |
| 17 | CALL CENTED TUDNOVED   |
| 16 | CALL CENTER TURNOVER   |
| 17 | Q. What is Staff's evaluation of the Call Centers?   |
| 18 | A. The staffing of Company's Call Centers including the staffing of management   |
| 19 | personnel, requires stabilization by Aquila as does the performance of the Call Centers. The   |
|    | 11 Company response to Staff Data Request No 3903 in Case No. EF-2003-0465. 12 Information from Aquila's third quarter Customer Service Quarterly Report and Company response to Staff Data Request No. 568. 13 Company response to Staff Data Request No 3903 in Case No. EF-2003-0465 and Company response to Staff Data Request No. 568. 14 Company response to Staff Data Request No 3903 in Case No. EF-2003-0465 and Company response to Staff Data Request No. 568. |



### Direct Testimony of Lisa A. Kremer

Company has indicated to Staff that employee turnover in its Call Centers has been high and has contributed to a decline in the performance of the Call Centers.

Information provided by Aquila in both the context of its recent financing case, Case No. EF-2003-0465, and the present proceeding, indicates substantial fluctuations and turnover in its Call Center staffing, including the loss of experienced Call Center personnel and reductions of Call Center management positions. The Company has indicated to the Staff that it plans to create or reinstate some management positions in 2004 and has determined that an appropriate level of Call Center staffing is 175 FTE. The existing Call Center staffing is 178 FTE as of October 31, 2003, substantially increased from a low of 136 FTE on September 1, 2003.



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Direct Testimony of Lisa A. Kremer

These \*\* \_\_ \*\*employees represented approximately \*\* \_\_ \*\* years of service. 15 These figures do include CSAs from the Michigan Call Center that stopped taking in-bound calls in August 2001 but still performed outbound calling. 16

- Q. With respect to Call Center turnover, has the Company indicated to the Staff why turnover has been high?
- A. Yes. The Company has indicated that its use of temporary employment services, used to perform recruitment for Aquila's Call Centers, brought many individuals to the Call Centers that did not continue employment with the Company beyond a short time period. The Company stated that in some cases, it was Aquila's preference to terminate the employment of certain of these individuals provided by the temporary employment services. In other cases, certain of these individuals found they were not suited to Call Center work and voluntarily left the Company. According to the Company, the temporary employment services it utilized often did not provide good employment candidates to its Call Centers.

The Company indicated in discussions with the Staff on October 15, 2003, that it had recently discontinued the use of temporary employment services and had begun recruiting, selecting and hiring Call Center staff itself just as the Company did prior to the Company's use of temporary employment agencies. The Company provided the following explanation for this decision in Staff Data Request No. 534:

In September of 2003, we moved from temp to direct hiring for the call center to direct hiring only. This was to address the costs of high turnover both in dollars and in service level.

Q. Why should anyone be concerned about the level of turnover?

Company Response to Staff Data Request No. 3950 in Case EF-2003-0465.
 Company information verified to Staff by telephone December 5, 2003.

# Direct Testimony of Lisa A. Kremer

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| 1                          | A.              | A high level of turnover is damaging to the effective and efficient operations of   |
|----------------------------|-----------------|---|
| 2                          | any organizat   | ion. The costs including time in recruitment, selection, hiring and training are  |
| 3                          | considerable a  | as well as the fact that even after a formal training period has expired, it may  |
| 4                          | take months     | or even years before an employee has reached his/her maximum state of   |
| 5                          | productivity.   | Mr. Brett Carter, Vice President of Central Service, states on page 7 of his  |
| 6                          | surrebuttal tes | timony in Case No. EF-2003-0465:  |
| 7<br>8<br>9<br>10          |                 | Establishing a class of candidates takes several weeks and the training following the hiring takes months. Once a Call Center CSA is hired and trained, their level of productivity increases to what we define as maximum capability over two years  |
| 11                         | Q.              | How many temporary agencies has the Company utilized?   |
| 12                         | A.              | Since 2000, the Company has utilized the services of the following five   |
| 13                         | temporary age   | encies, ** **   |
| 14                         | Q.              | Has the Company provided information as to why it chose to use the temporary  |
| 15                         | services of the | ese companies?  |
| 16                         | A.              | Yes. The Company indicated in response to Staff Data Request No. 522 that:  |
| 17<br>18<br>19<br>20<br>21 |                 | The decision to utilize employment, recruitment or placement services for call center personnel was made by call center management in place at that time. The decision was made based upon presentations from vendors and a belief that service quality could be retained while controlling cost increases. |
| 22                         | Q.              | Has the Company provided the fees it paid for the temporary services?   |
| 23                         | A.              | Yes. In response to Staff Data Request No. 519, the company provided the  |
| 24                         | fees it paid to | the temporary agencies that it utilized. (See Schedule 5). The following are  |

total fees paid by year to temporary employment services for the Company's Call Centers:

|    | Direct Testim<br>Lisa A. Krem |                     |             |                  |                 |                  |          |
|----|-------------------------------|---------------------|-------------|------------------|-----------------|------------------|----------|
| 1  | **                            | <del></del>         |             |                  |                 | **               |          |
| 2  |                               | **                  | **          | **               | **              |                  |          |
| 3  |                               | **                  | **          | **               | **              |                  |          |
| 4  |                               | ** _                | **          | . **             | **              |                  |          |
| 5  |                               | ** _                | **          | **               | **              |                  |          |
| 6  | :                             | **                  | **          | **               | **              |                  |          |
| 7  | METER RE                      | <u>ADING</u>        |             |                  |                 |                  |          |
| 8  | Q.                            | How does the Con    | npany perf  | orm its meter i  | eading respons  | sibilities?      |          |
| 9  | A.                            | The Company use     | es a combi  | nation of in-h   | ouse and cont   | ract meter rea   | ders to  |
| 10 | read its electr               | ic and gas meters.  |             |                  |                 |                  |          |
| 11 | Q.                            | Has the Compar      | пу ехрегіс  | enced any di     | fficulties with | its meter r      | eading   |
| 12 | contractor?                   |                     |             |                  |                 |                  |          |
| 13 | Α.                            | Yes. The Staff is   | aware of a  | a curbing prob   | lem (the meter  | reader indicat   | tes that |
| 14 | the meter has                 | been read but the   | meter read  | er does not ac   | tually read the | meter; the rea   | ding is  |
| 15 | estimated but                 | is represented as l | oeing an a  | ctual reading)   | the Company     | experienced v    | vith its |
| 16 | meter reading                 | contractor.         |             |                  |                 |                  |          |
| 17 | Q.                            | How was Staff ma    | de aware o  | of the curbing p | problem?        |                  |          |
| 18 | A.                            | When the Compar     | y became    | aware of the c   | urbing problem  | ı, it informed S | Staff of |
| 19 | the problem a                 | nd how the Compar   | ny intended | to handle the    | problem.        |                  |          |
| 20 | Q.                            | What has the Com    | pany done   | to correct this  | meter reading   | problem?         |          |
| 21 | A.                            | Initially, the Comp | pany made   | certain that a   | ll meters on th | e routes that c  | urbing   |
| 22 | occurred were                 | read by a Compan    | y meter rea | ader. For any    | customer accor  | unts for which   | actual   |



meter readings were inconsistent, the Company then performed a recalculation of the bills.

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Mr. Jim Alberts stated that the Company was providing the vendor with control reports to assist in the identification of curbings more quickly. (Transcript of Informal Interviews, Volume 3, p. 705, 1l. 4-7). Staff met with the Company on October 7, 2003, to discuss the Company's meter reading operations. The Company indicated at that time that the occurrence of curbing has resulted in the termination of the meter reader that had engaged in the curbing.

During the informal interview on July 18, 2003 in Case No. EF-2003-0465,

- Q. What meter reading performance levels does the Company measure?
- A. The Company currently measures, on a monthly basis, its percentage of electric and gas meters read each month. The Company also tracks the number of consecutive meter readings that are estimated.
  - Q. What is the importance of tracking consecutive estimated meter readings?
- A. The estimated bill is likely over or under the actual amount due. If the meter is estimated for several consecutive months, a substantial balance due from the customer or credit due to the customer may be created.

Commission Rule 4 CSR 240-13.020 states that the utility shall clearly and conspicuously note on the customer's bill that it is based on estimated usage. Further, this rule states "A utility shall not render a bill based on estimated usage for more than three (3) consecutive billing periods or one (1) year, whichever is less, except under conditions described in subsection (2)(A) of this rule."

Whenever a customer's meter is estimated for more than three consecutive months, there is greater potential for a billing problem to occur and go undetected.

### **COMPANY STATEMENTS REGARDING ITS SERVICE QUALITY**

- Q. What statements has the Company made with respect to the level of service it has been providing its customers?
- A. The Company has acknowledged needed improvements in its Call Center performance. Page 6, beginning on line 23 of Mr. Brett Carter's surrebuttal testimony in Case No. EF-2003-0465 provides the following:

...Admittedly the call center service level statistics have not been where we wanted them to be in the past. Currently, we are using industry benchmark data to ensure appropriate service level targets and staffing levels...We are committed to improving on our call center metrics and we would be willing to share information as we continue rolling our improvement plans... Improving on processes through standardized business rules while maintaining and/or improving customer service will continue to be a balancing act for the next couple of years.

Further, the Company indicated in response to Staff's June 3, 2003 Data Request No. 3904 in Case No. EF-2003-0465, attached as Schedule 6, that:

| **          |                   |    |  |
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|             | <br>· <del></del> |    |  |
| <del></del> | <br>              |    |  |
|             | <br>              |    |  |
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|             | <br>              |    |  |

During discussions held with Company personnel on October 15, 2003 regarding its Call Center, the Company addressed the need to "stabilize" the Call Center.

### IMPORTANCE OF MONTHLY REPORTING FOR AQUILA

- Q. Has the Staff previously requested that Aquila submit to the Staff quality of service data?
- A. Yes. The Company was ordered to report specific quality of service measurements as a result of Case No. EM-2000-292, the merger application case of UtiliCorp United Inc. and St. Joseph Light & Power Company for a period of one year. The Company



also agreed to quality of service reporting of ACR and ASA in a settlement agreement in Case

Nos. ER-2001-672 and EC-2002-265, UtiliCorp's request for a rate increase and Staff's

3 earnings complaint case against UtiliCorp:

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#### 10. Reliability and Call Center Reporting.

A. UtiliCorp agrees to maintain the Raytown Call Center indicators of Abandoned Call Rate and Average Speed of Answer on a monthly basis, and report these to the Staff on a quarterly basis for the calendar years 2002 and 2003.

- B. UtiliCorp agrees to maintain the SAIFI, SAIDI, and CAIDI for its MPS and SJLP divisions on a monthly basis, and to report these indices to the Staff on a quarterly basis, for the calendar years 2002 and 2003. UtiliCorp agrees to maintain MAIFI for its MPS and SJLP divisions, and to report these indices to the Staff on a quarterly basis, for the calendar years 2002 and 2003. UtiliCorp will submit the quarterly reports in an electronic format within 45 days of the end of each quarter.
- C. After the above reliability and call center reports have been submitted for the calendar years 2002 and 2003 as specified in this Stipulation and Agreement, the Staff or UtiliCorp or Public Counsel or any other interested party may petition the Commission to continue or modify any of the reporting requirements.

In addition, the Staff has an informal quarterly reporting understanding with the Company that was established subsequent to the December 2002 Staff report entitled: *Missouri Public Service Commission's Staff Report on Aquila, Inc.* This understanding covers the reporting of other information on a quarterly basis to the Staff including estimated meter reads, consecutive estimated meter reads, total calls offered or received by the Company and non-pay disconnects.

- Q. Did Staff always receive the information in a timely manner?
- A. Not always. On occasion, Staff made contact with the Company to inquire about the information when it had not been received. The Company has indicated in the past

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that personnel changes within its Call Center organization resulted in the delay of information.

- Q. Why is the Staff requesting that the reporting of service quality measurements be ordered?
- Α. Staff believes that formally ordered reporting by the Commission will provide greater assurance that the Company will submit the requested data, even in the event of personnel changes or force reductions that could result from a diminished financial position or cost cutting measures.
  - Q. Has the Staff had a similar reporting relationship with other Missouri utilities?
- A. Yes. The Staff presently has a similar reporting relationship with Missouri Gas Energy that originated in Case No. GM-2000-43, a merger case between Southern Union and Pennsylvania Enterprises, Inc. Quality of service reporting was also implemented in Case No. GM-2000-312 in the merger of Atmos Energy Company and Associated Natural Gas Company. Quality of service reporting was implemented in Case No. WM-2001-369, a request by Missouri-American Water Company to merge St. Louis County Water and Jefferson City Water Works into Missouri-American Water Company.

In addition, the Staff has filed testimony in other proceedings to request that companies be ordered to report their service quality measurements. These cases include Case No. EM-97-515, the merger of Western Resources, Inc. and Kansas City Power & Light Company, and Case No. EM-2000-369, the proposed merger of UtiliCorp United Inc. and Empire District Electric Company; both of these mergers were not consummated.

Q. Why is the Staff requesting monthly reporting of data as opposed to quarterly for Aquila?

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A. Various factors support the Staff's request for monthly reporting which would provide it the opportunity for more timely: (a) analysis of the Company's provision of customer service; and (b) action by the Staff, and ultimately, the Commission if the Company's provision of customer service is inadequate or inappropriate. The Company's financial position compels the Staff to request that greater scrutiny be placed upon the level of customer service Aquila is presently providing its customers and will provide in the future. A distressed financial condition results in additional pressure upon Company management to seek cost reductions that could negatively affect the Company's ability to provide adequate and appropriate customer service.

Information reported by the Company indicates that Call Center employment instability has contributed to a decline in the service Aquila has been providing. Given the information Staff has received regarding the service the Company has been providing to its customers, Staff believes that monthly reporting is in the best interest of Aquila's customers.

- Q. What will Staff do with the Company's monthly reporting if that is what the Commission orders?
- Staff will review the information as it is received to monitor the Company's A. service quality in a timelier manner than what is presently being done on a quarterly basis. The Staff could more timely initiate follow-up and inquiry with the Company and request formal action by the Commission. Monthly reporting is necessary to keep up with the issues surrounding Aquila's unstable Call Center operations and other matters that appear to have resulted in a decline in customer service.

Monthly reporting will enable Staff, and ultimately, the Commission to more quickly act to resolve customer service problems. Any negative trend that might continue to occur O.

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utilities?

Staff had service quality concerns?

Yes.

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STAFF'S RECOMMENDATION

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Q. What is the Staff's recommendation in this case?

Commission in as timely a manner as Staff believes is necessary.

could be addressed on a more timely basis. Reporting on a quarterly basis results in months

of delay before problems can be identified and appropriately addressed by the Staff and the

Commission. As an example, if a problem in the Call Center occurs in early January, the

reporting wouldn't take place until sometime in April or May. Once it was determined that

Staff needed to take action, a problem that commenced or occurred in January would be

Energy (MGE) was necessary to provide closer monitoring of the customer service MGE was

providing, Staff requested it. Staff requested and the Commission ordered MGE in Case

No. GO-95-177 to provide monthly reporting regarding a variety of customer service

indicators. Staff pursued monthly reporting with MGE because of service concerns for which

the nature of Aquila's circumstances are not ordinary and, as a consequence, Staff believes

quarterly reporting will not identify the Company's performance for Staff and the

Has the Staff received monthly reporting from another utility for which the

Has the Staff ordinarily requested monthly quality of service reporting from

No. Staff most often has requested quarterly quality of service reporting but

When the Staff believed monthly reporting from Missouri Gas

months old, due to untimely reporting requirements.

Staff believed quarterly reporting was not sufficient.

A. The Staff is requesting that Aquila, Inc. be ordered by the Commission to provide the following information to the Staff on a monthly basis, twenty-one (21) days after

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Total Calls Offered to the Call Center

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Call Center Staffing including Call Center Management Personnel

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Average Speed of Answer – All Other Calls

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Average Speed of Answer - Emergency Calls

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Abandoned Call Rate

the last day of the month for which the information covers:

9

Service Level - All Other Calls

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Service Level - Emergency Calls

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Number and Percentage of Total Electric and Gas Meters Read

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Number of Consecutive Estimated Gas and Electric Meters Read

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No. All of the information Staff is requesting is maintained by the Company

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Q. Is Staff requesting information that the Company presently does not track or

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maintain on a monthly basis?

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on a monthly basis. The Company has indicated to Staff that the Call Center information is

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generated by the Company within ten days following the end of the month. It is further

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Staff's understanding that the meter reading information that it is requesting be provided on a

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monthly basis is also compiled and maintained on a monthly basis. Has the Company made any statements that Staff's request would place Q.

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additional burden on the Company?

A.

A. Yes. One of the Company's witnesses in Case No. EF-2003-0465, Mr. Brett Carter, made such a statement beginning on page 2, line 19 of his surrebuttal testimony:

Tracking and reporting the numbers, especially related to service quality are important to our overall improvement process and plans. Monitoring trends on a quarterly basis, however, is a more effective way to communicate about our service levels especially given the plans we have to improve or maintain the current levels. A change to monthly reporting would create additional and unnecessary work under these circumstances.

- Q. Did the Staff previously receive any indication from the Company that monthly reporting would not be a burden?
- A. Yes. When Staff requested additional information quarterly from the Company after it had developed the December 2002 *Missouri Public Service Commission's Staff Report on Aquila, Inc.*, Staff received an e-mail communication on February 25, 2003 from Denny Williams, Director Missouri Electric Regulatory, which states the following:

Since our reports come out monthly, it is just as easy to prepare this monthly. If you want me to hold the information until the end of the quarter, I will do so – but it is available now on a monthly basis. Your choice.

The above e-mail correspondence is presented in Schedule 7. Staff's response in the e-mail indicates that quarterly reporting was acceptable at that time. For reasons that have been previously addressed in my testimony, including a continued decline in service quality and a distressed financial condition, the Staff believes that monthly data should be provided within 21 days after the end of each month.

Q. Is Staff's request for monthly reporting essentially the same as it requested in the context of Case No. EF-2003-0465?

# Direct Testimony of Lisa A. Kremer

Yes, with a few differences. Staff is requesting the monthly reporting of the identical Call Center indicators it requested in Case No. EF-2003-0465 but has added the addition of Call Center staffing and calls offered (or received by the Company). Staff believes this information is important to monitor the number of Call Center staff the company is employing, particularly given the staffing fluctuations the Company has experienced during the past two years. The number of Calls offered will also convey to the Staff increases or decreases in call volumes which may account for rises in Call Center performance such as the ACR and ASA.

Also, subsequent to the filing of Ms. Niemeier's rebuttal testimony, the Staff held discussions with Company personnel, including Mr. Glenn Keefe, Operating Vice President, regarding its meter reading function including a previous curbing issue. The Company discussed the increased monitoring it had placed over its contract meter readers. The Staff is encouraged by the actions that Aquila is taking in this area, but given remaining concerns and other factors, it is premature for the Staff to determine that monthly reporting is no longer necessary regarding any of the areas Staff has addressed.

- Q. Is the Staff proposing that should the Commission require monthly reporting that the Company will have to provide monthly reporting even if the Company successfully addresses its present problems?
- A. No. Staff's request for monthly reporting is based upon Aquila's recent history and present circumstances including diminished service quality, Call Center instability, high Call Center turnover, the elimination of \*\* \_\_\*\* Customer Service Associate positions, the closing of its Michigan Call Center, the decision to engage five "temporaries" businesses over an approximate two year period at a cost of approximately \*\* \_\_\_\_\_\*\* to fill vacant



Direct Testimony of Lisa A. Kremer

Call Center positions and its subsequent decision to discontinue using these services of these

"temporaries" businesses. Staff recommends that the monthly reporting requirements

continue until Aquila's financial condition reaches investment grade and Staff determines

Aquila's customer service performance no longer requires monthly reporting of monthly data.

However, Staff would want no less than quarterly reporting from Aquila at that time.

- Q. Does this conclude your direct testimony?
- A. Yes.

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# CASE PROCEEDING PARTICIPATION

# LISA A. KREMER

| PARTICIPATION  |   | TESTIMONY                          |  |
|--|---|------------------------------------|--|
| COMPANY  | CASE NO.  | ISSUES                             |  |
| Aquila, Inc.<br>d/b/a Aquila Networks-MPS and<br>Aquila Networks-L&P | GR-2004-0034<br>&<br>HR-2004-0024<br>(consolidated) | Direct – Quality of Service        |  |
| Laclede Gas Company  | GR-2002-356   | Rebuttal – Expense Decommissioning |  |
| Missouri Gas Energy  | GR-2001-292   | Rebuttal - Customer Service        |  |
| UtiliCorp United Inc. / Empire District Electric Company             | EM-2000-369   | Rebuttal - Customer Service        |  |
| Atmos Energy Company /<br>Associated Natural Gas Company             | GM-2000-312   | Rebuttal - Customer Service        |  |
| Raytown Water Company  | WR-94-211   | Rebuttal - Management Audit        |  |

# SCHEDULES 2 THROUGH 6

# **DEEMED**

# HIGHLY CONFIDENTIAL

IN THEIR ENTIRETY

#### Kremer, Lisa

From:

Kremer, Lisa

Sent:

Wednesday, February 26, 2003 8:10 AM

To:

'Denny.Williams@aquila.com'

Subject:

RE: Book2.xls

Denny,

Providing the data on a monthly basis would be fine - thank you.

----Original Message-----

From: Williams, Denny (mailto:Denny.Williams@acuila.com)

Sent: Tuesday, February 25, 2003 5:35 PM

To: Kremer, bisa

Subject: RE: Book2.xls

Since our reports come out monthly, it is just as easy to prepare this monthly. If you want me to hold the information until the end of the quarter, I will do so - but it is available now on a monthly basis. Your choice.

If you would like the information monthly, I will formalize what I sent to you electronically and include our organization charts. Thanks for your response.

----Original Massage----

From: Kremer, Lisa [mailro:lisakremer@psc.state.mo.us]

Sent: Tuesday, February 25, 2003 3:50 PM

To: Williams, Denny Co: Schallenberg, Bob Subject: RE: Book2.xls

Dear Denny,

I apologize for the delay in responding to your message below: the information looks very fine. thank you for providing - if agreeable, we would like you to provide the monthly data on a quarterly basis which would include February and March data reported at the end of April, 2003. (The Company does not need to include January data again unless it is easier to do that way). The reporting period will and with October, November and December 2003 data, reported at the end of January 2004.

Flease call with any questions - my phone number is 5730751-7441.

Thank you again. Sincerely, Lisa Kremer

----Original Message-----

From: Williams, Denny [mailto:Denny.Williams@aquila.com]

Sent: Friday, February 21, 2003 4:57 PM

To: lisakremerêpsc.state.mo.us .

Subject: Book2.xls

Lisa,

Actached is a draft report of the information you had requested be provided for the next year. Please look it over and let me know if it meets your needs. If it does, I will set this up to be provided on a monthly basis. Note that the organizational charts will have to be provided in hard copy form.

Also, I have attached our reliability statistics for the fourth quarter of 2002. I have lost track of who wants to review those. Would you please convey them to the appropriate party?

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