BEFORE THE

IDAHO PUBLIC UTILITIES COMMISSION

CASE NO. IPC-E-05-28

IDAHO POWER COMPANY

LUCY MCDONALD

WORKPAPERS

CUSTOMER RELATIONSHIP INDEX
2005 Communication Plan

Audience	Method	Purpose	Completion
Idaho Power employees	News Scans articles	Report 2004 year-end CRI results Report on new Performance Compensation Program Report 1Q 2005 CRI results Report 2Q 2005 CRI results	January 18 February 28 March 14 June 20
Idaho Power leadership	Leadership Council presentation	• Provide leadership an overview of CRI methods and results; • Provide tools for sharing information; • Solicit feedback on tools they need to share information within their organizations; • Provide DRAFT copy of special edition News Scans for comment.	June 27
Idaho Power employees	Special News Scans, tabloid format, color, delivered to each employee	Educational & reference: The premise of this issue is that most employees do not know the specifics of the CRI and that it is connected to their pay. This issue will discuss the CRI,	July 1

CUSTOMER RELATIONSHIP INDEX
2005 Communication Plan

Audience	Method	Purpose	Completion
		Burke Inc., how the CRI is determined and will give tips and guidelines to employees on how to do their part to improve the CRI. Also meant as a reference piece.	
Idaho Power employees	E-mail question-and-answer mechanism	To enable employees to ask questions about customer service and their roles in serving customers as well as a way to share success stories and ideas. Initial approach will be individual responses. Forums or mass communications approaches will be explored, if necessary.	July 1
Idaho Power employees	Monthly feature in News Scans and/or e-news on customer service, how to improve it, success stories, ideas, etc.	To keep employees thinking about customer service and how to improve it.	Monthly through December
Idaho Power employees	News Scans articles	Report 3Q 2005 CRI results Report 4Q 2005 CRI results	Sept. 19 (estimate) Dec. 19 (estimate)

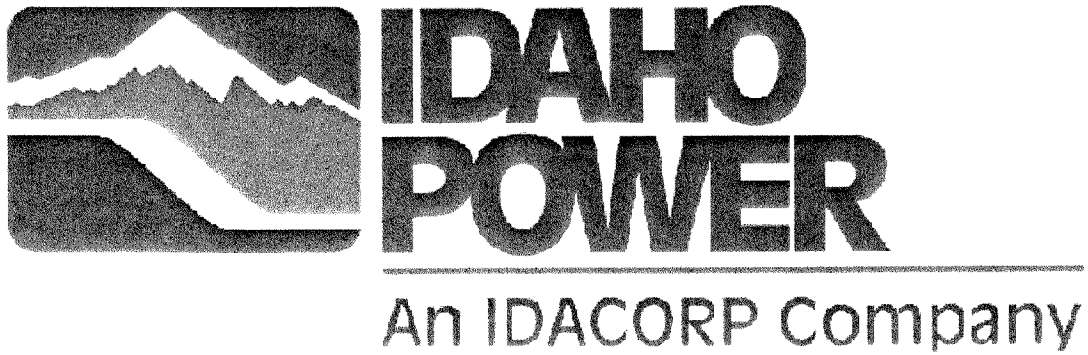
Calculating The Customer Relationship Index for Idaho Power

Burke Customer Satisfaction Associates has developed the Customer Relationship Index (CRI) in order to measure overall customer satisfaction. It is comprised of five key questions where 0 to 4 points are given for each question.

Maximum CRI = 100%
5 Questions x Maximum of 4 Points Per Question = Maximum of 20 Points Per Customer
Maximum Customer Relationship Index = 20 Points out of 20 Points = **100%**

Minimum CRI = 0%
5 Questions x Minimum of 0 Points Per Question = Minimum of 0 Points Per Customer
Minimum Customer Relationship Index = 0 Points out of 20 Points = **0%**

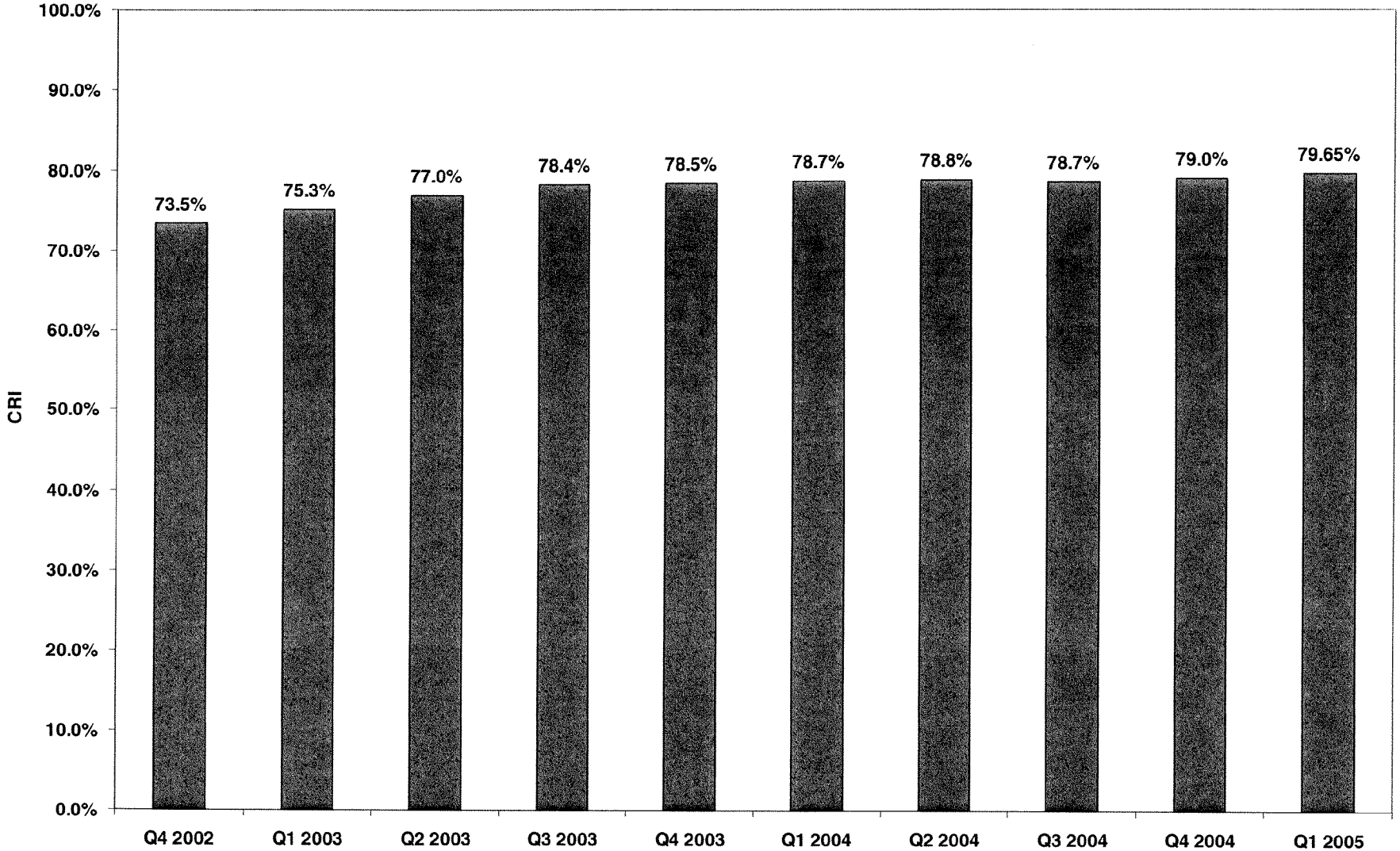
Questions	Points for Each Answer				
1. Overall Satisfaction What is your overall level of **satisfaction** with Idaho Power?	0 Very Dissatisfied	1 Somewhat Dissatisfied	2 Don't Know	3 Somewhat Satisfied	4 Very Satisfied
2. Excellent Overall Quality How much do you agree or disagree that the overall **quality** of the electricity and customer service and support you get from Idaho Power is **excellent?**	0 Disagree Strongly	1 Disagree Somewhat	2 Neither Agree Nor Disagree	3 Agree Somewhat	4 Agree Strongly
3. Excellent Overall Value Thinking about the **price** you pay, how much do you agree or disagree that the overall **value** of the electricity and customer service and support you get from Idaho Power is **excellent?**	0 Disagree Strongly	1 Disagree Somewhat	2 Neither Agree Nor Disagree	3 Agree Somewhat	4 Agree Strongly
4. Likelihood To Recommend If asked (by a neighbor new to your area, by a company that just moved into the area, by an irrigator new to your area,) how likely would you be to tell them that Idaho Power is a good company to work with?	0 Definitely Would Not	1 Probably Would Not	2 Might or Might Not	3 Probably Would	4 Definitely Would
5. Idaho Power Cares How much do you agree or disagree that Idaho Power cares about you as a customer and has done everything possible to earn your loyalty?	0 Disagree Strongly	1 Disagree Somewhat	2 Neither Agree Nor Disagree	3 Agree Somewhat	4 Agree Strongly



Customer Satisfaction Research
2004 Spring Q2, Summer Q3, Fall Q4 and 2005 Winter Q1

BURKE CUSTOMER SATISFACTION ASSOCIATES

Customer Relationship Index (CRI) Trend
12 Month Averages



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Summary of Overall Measures and Customer Relationship Index for Idaho Power

Points For Each Answer	Questions	2004 Spring Q2 Average Points Min = 0 Max = 4		2004 Summer Q3 Average Points Min = 0 Max = 4		2004 Fall Q4 Average Points Min = 0 Max = 4		2005 Winter Q1 Average Points Min = 0 Max = 4		12 Months Total Average Points Min = 0 Max = 4	
Very Satisfied = 4	**Overall Satisfaction**	**3.39**		**3.49**		**3.49**		**3.55**		**3.48**	
Somewhat Satisfied = 3	Residential	3.23		3.45		3.38		3.44		3.38	
Don't Know = 2	Small Business	3.32		3.38		3.56		3.54		3.45	
Somewhat Dissatisfied = 1	Large Commerical & Industrial	3.72		3.71		3.80		3.83		3.76	
Very Dissatisfied = 0	Irrigation	3.44		3.40		3.18		3.46		3.37	
Agree Strongly = 4	**Excellent Overall Quality**	**3.31**		**3.38**		**3.41**		**3.36**		**3.36**	
Agree Somewhat = 3	Residential	3.26		3.34		3.36		3.30		3.32	
Neither Agree Nor Disagree = 2	Small Business	3.18		3.16		3.48		3.28		3.28	
Disagree Somewhat = 1	Large Commerical & Industrial	3.56		3.71		3.56		3.61		3.61	
Disagree Strongly = 0	Irrigation	3.26		3.34		3.18		3.28		3.27	
Agree Strongly = 4	**Excellent Overall Value**	**2.91**		**3.03**		**2.82**		**2.95**		**2.93**	
Agree Somewhat = 3	Residential	2.87		2.88		2.67		2.91		2.83	
Neither Agree Nor Disagree = 2	Small Business	2.82		2.98		3.10		3.00		2.97	
Disagree Somewhat = 1	Large Commerical & Industrial	3.44		3.48		3.04		3.22		3.29	
Disagree Strongly = 0	Irrigation	2.34		2.82		2.48		2.54		2.55	
Definitely Would = 4	**Likelihood To Recommend**	**3.15**		**3.26**		**3.25**		**3.32**		**3.24**	
Probably Would = 3	Residential	2.93		3.09		3.06		3.12		3.05	
Might or Might Not = 2	Small Business	3.22		3.10		3.18		3.42		3.23	
Probably Would Not = 1	Large Commerical & Industrial	3.60		3.71		3.76		3.72		3.70	
Definitely Would Not = 0	Irrigation	2.94		3.34		3.12		3.10		3.13	
Agree Strongly = 4	**Idaho Power Cares**	**2.82**		**3.01**		**2.92**		**2.93**		**2.92**	
Agree Somewhat = 3	Residential	2.55		2.88		2.59		2.69		2.68	
Neither Agree Nor Disagree = 2	Small Business	2.82		2.92		2.92		2.98		2.91	
Disagree Somewhat = 1	Large Commerical & Industrial	3.48		3.43		3.60		3.39		3.48	
Disagree Strongly = 0	Irrigation	2.60		2.86		2.84		2.86		2.79	
		Total Points Min = 0 Max = 20	*CRI = Total Pts Divided by 20 Possible Pts*	*Total Points Min = 0 Max = 20*	*CRI = Total Pts Divided by 20 Possible Pts*	*Total Points Min = 0 Max = 20*	*CRI = Total Pts Divided by 20 Possible Pts*	*Total Points Min = 0 Max = 20*	*CRI = Total Pts Divided by 20 Possible Pts*	*Total Points Min = 0 Max = 20*	*CRI = Total Pts Divided by 20 Possible Pts*
	Customer Relationship Index	15.58	**77.90%**	16.17	**80.85%**	15.89	**79.45%**	16.11	**80.55%**	15.93	**79.65%**
	Residential	14.84	**74.20%**	15.64	**78.20%**	15.06	**75.30%**	15.46	**77.30%**	15.26	**76.30%**
	Small Business	15.36	**76.80%**	15.54	**77.70%**	16.24	**81.20%**	16.22	**81.10%**	15.84	**79.20%**
	Large Commerical & Industrial	17.80	**89.00%**	18.04	**90.20%**	17.76	**88.80%**	17.77	**88.85%**	17.84	**89.20%**
	Irrigation	14.58	**72.90%**	15.76	**78.80%**	14.80	**74.00%**	15.24	**76.20%**	15.11	**75.55%**

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Strength of Customer Satisfaction

More Satisfied

Less Satisfied

Customer Relationship Index		2004 Spring Q2 % of Customers	2004 Summer Q3 % of Customers	2004 Fall Q4 % of Customers	2005 Winter Q1 % of Customers	12 Months Total % of Customers	A Superior Performing Firm
90%-100%	**Secure**	**36%**	**46%**	**41%**	**42%**	**41%**	**40%**
	Residential	24%	37%	30%	35%	32%	
	Small Business	36%	40%	44%	52%	43%	
	Large Commerical & Industrial	64%	71%	64%	56%	64%	
	Irrigation	30%	42%	30%	26%	32%	
80%-89%	**Satisfied**	**23%**	**21%**	**23%**	**26%**	**23%**	**30%**
	Residential	27%	26%	19%	17%	22%	
	Small Business	24%	22%	30%	20%	24%	
	Large Commerical & Industrial	20%	14%	28%	44%	26%	
	Irrigation	16%	16%	16%	36%	21%	
60%-79%	**Favorable**	**27%**	**23%**	**25%**	**20%**	**24%**	**20%**
	Residential	31%	24%	35%	33%	31%	
	Small Business	26%	26%	14%	12%	20%	
	Large Commerical & Industrial	16%	14%	8%	0%	10%	
	Irrigation	34%	28%	40%	26%	32%	
40%-59%	**Vulnerable**	**8%**	**5%**	**8%**	**9%**	**8%**	**10%**
	Residential	12%	8%	13%	10%	11%	
	Small Business	8%	2%	10%	16%	9%	
	Large Commerical & Industrial	0%	0%	0%	0%	0%	
	Irrigation	12%	12%	4%	6%	9%	
0%-39%	**Alienated**	**5%**	**5%**	**3%**	**3%**	**4%**	**0%**
	Residential	6%	5%	3%	5%	5%	
	Small Business	6%	10%	2%	0%	5%	
	Large Commerical & Industrial	0%	0%	0%	0%	0%	
	Irrigation	8%	2%	10%	6%	7%	

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First Quarter 2005 CRI Rises To 79.65 Percent

Idaho Power's first quarter 2005 Customer Relationship Index (CRI) was 79.65 percent, up from 79 percent at the end of 2004 (please refer to accompanying graph).

"This first quarter reflects positively our customers' experience with the company," said Customer Satisfaction Measurement Coordinator Becky Andersohn. "Some of the positive reflections may be in the *value* portion of the survey and attributable to the mild winter we've had and the resulting lower electrical bills our customers have had to pay when compared to a normal winter. However, the mild winter likely doesn't account for all of the increase in the CRI. The positive impact from contacts our customers have had with the utility either through a company representative or someone they are associated with who is an employee also contributes to the increase in customer satisfaction."

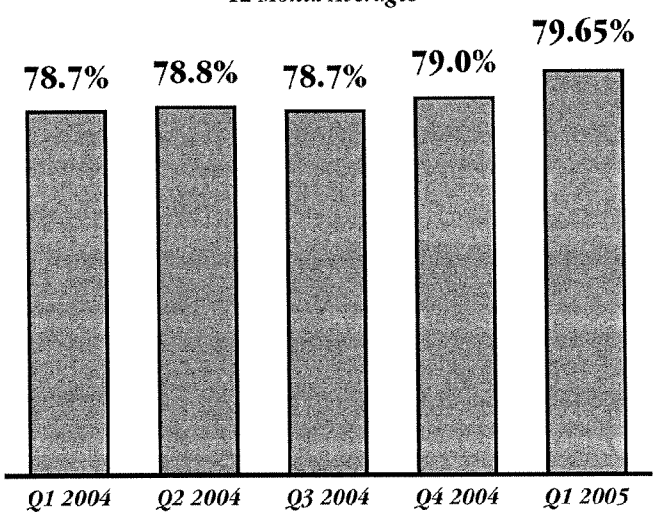
CRI surveys, which are conducted each quarter, encompass responses to five questions related to overall satisfaction, quality and value, the likelihood of customers to recommend the company and Idaho Power's level of caring. The index is based on a minimum of 0 points and a maximum of 100 points.

In 2005 for the first time, part of the incentive component of the employee incentive compensation program will be based on the four-quarter average of the CRI, with the level of achievement determined based on 2005's annual results.

The goals and payout percentages for the year are listed below. For more detailed information please refer to the Feb. 28 *News Scans*.

Customer Relationship Index (CRI) Trend

12 Month Averages



CRI Incentive Levels

	Goals	Payout
Threshold	78.50%	1.00%
Target	79.25%	1.75%
Maximum	80.00%	2.50%

CHQ Safety Meetings Tuesday, Wednesday

Corporate Safety Meetings for CHQ, Plaza One and Plaza Two employees will be conducted Tuesday and Wednesday (March 15 & 16) in the CHQ Auditorium at 9 and 10:30 a.m. each day.

The theme of the meetings is "Relax and Laugh a Little with Loretta LaRoche" in the *Humor Your Stress* video.

There will be door prizes.

Training

Desktop applications classes with registrations below the required minimum will be cancelled by 5 p.m. five business days prior to the scheduled class start date. Please register early! Need assistance or information? Call the LMS Message Line @ 5588.

March 29 — *MS Excel Intermediate* ***(001100)***, 8:30 a.m. to 3:30 p.m. @ Records Center #3

March 30 — *MS Word Introduction* ***(000800)***, 8:30 a.m. to 4:30 p.m. @ Records Center #3

March 31 — *PC Basics* ***(001610)***, 8:30 a.m. to 3:30 p.m. @ Records Center #3

April 7 — *PC Basics* ***(001610)***, 8:30 a.m. to 3:30 p.m. @ Twin Falls Office Computer Training Room

April 12 — *PC Basics* ***(001610)***, 8:30 a.m. to 3:30 p.m. @ Payette Operations Center

April 14 — *Performance Management Software Training for Employees* ***(PERF07)***, 7:30 to 11 a.m. @ Pocatello Operations Center

April 19 — *MS Excel Advanced* ***(001200)***, 8:30 a.m. to 3:30 p.m. @ Records Center #3

April 20 — *MS Project 2002 Comprehensive Certification* ***(029300)***, 8:30 a.m. to 4:30 p.m. @ Records Center #3

ProClarity Training

ProClarity 6.0 will be pushed via SMS to existing users' desktops at the end of this month. There will be three one-hour sessions offered on March 21, and again on March 22 giving an overview of the differences between the existing and new version.

Sign-up is available through the Learning Management System. Dates and times are listed below.

March 21 — *ProClarity New Version Overview* (FIN100), 8:30 a.m., 9:30 a.m. and 1:30 p.m. @ Records Center #1.

March 22 — *ProClarity New Version Overview* (FIN100), 8:30 a.m., 9:30 a.m. and 1:30 p.m. @ Records Center #1.

Draft

Customer Relationship Research

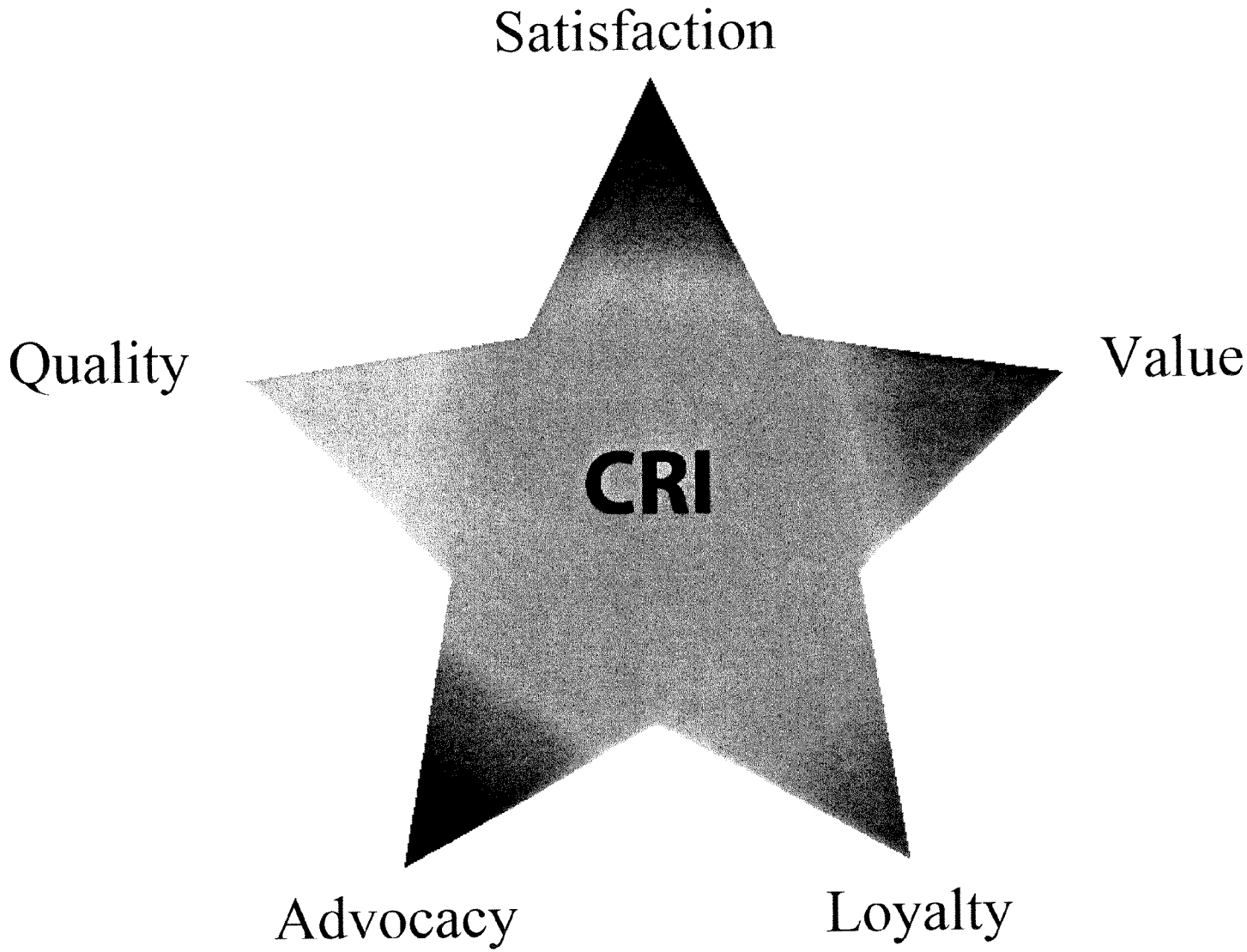
Leadership Council

June 27, 2005

Customer Relationship Research Background

- Relationship Study – not based on recent transaction
- Measuring since 1995
- Random Customer Selection
- Telephone Surveys
- Survey Quarterly (removes seasonality issues)
- Four Customer Segments — 900 Annually
  - Residential — 400 Annually
  - Commercial (Rate 7, 9S) — 200 Annually
  - Large Commercial & Industrial (Rate 9P, 19) — 100 Annually
  - Irrigation — 200 Annually

Customer Relationship Index



Customer Relationship Index (CRI)

- What does the CRI measure?
  - Overall level of **satisfaction**
  - **Excellent** overall **quality** of electricity and customer service
  - **Excellent** overall **value** of electricity and customer service for price
  - Would **recommend** Idaho Power as a good company to work with
  - Idaho Power **cares** about customers and does everything possible to earn **loyalty**

How is the CRI Calculated?

- Each question scored dependent on customer's response.

  0 points = lowest score possible per question

  4 points = highest score possible per question
- 5 questions
- Maximum CRI = 20 pts (5 X 4) or 100%
- Minimum CRI = 0 pts or 0%
- Example :

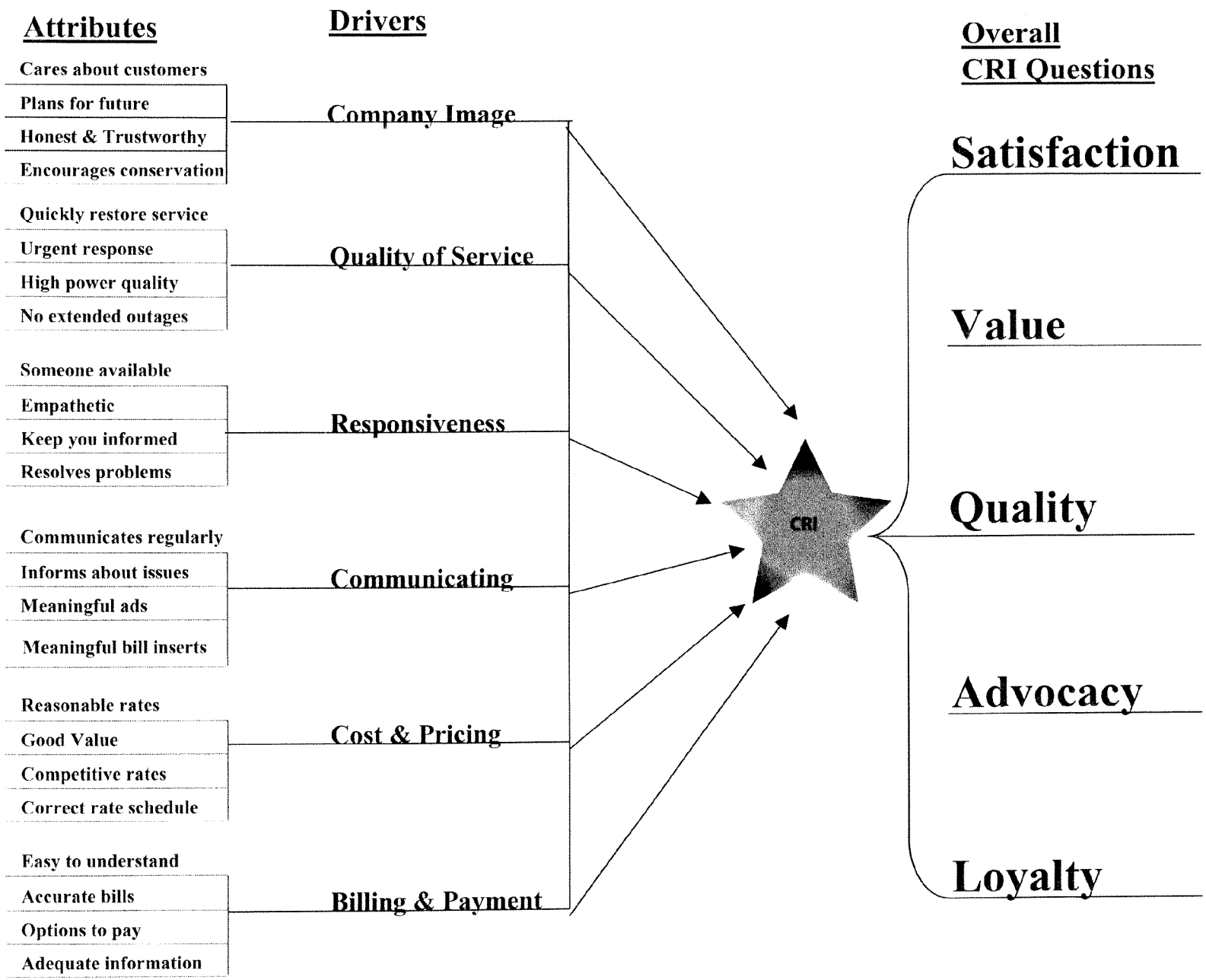
  CRI = 18 pts / 20 pts (maximum) = 90%

Value of CRI

- What does the CRI provide?
  - Customer's overall attitudes toward company
  - Statistically reliable measurement of customer opinions
  - Historical trend
  - One number for all employees to focus on
- What doesn't the CRI provide?
  - Specific customer issues
  - How to improve
  - What to improve
- So…. How do we figure out how to increase the CRI?

Customer Relationship Drivers

- In addition to rating Idaho Power overall in the CRI questions, customers provide feedback about Idaho Power's performance in six different customer relationship drivers.
- Information from the customer relationship drivers and inherent attributes provides feedback how to improve and what to improve in the way we serve our customers.


Attributes
Drivers
Overall CRI Questions
Cares about customers
Plans for future
Honest & Trustworthy
Encourages conservation
Company Image
Quickly restore service
Urgent response
High power quality
No extended outages
Quality of Service
Someone available
Empathetic
Keep you informed
Resolves problems
Responsiveness
Communicates regularly
Informs about issues
Meaningful ads
Meaningful bill inserts
Communicating
Reasonable rates
Good Value
Competitive rates
Correct rate schedule
Cost & Pricing
Easy to understand
Accurate bills
Options to pay
Adequate information
Billing & Payment
CRI
Satisfaction
Value
Quality
Advocacy
Loyalty

Customer Relationship Survey Map

Drivers	Focus	Attributes
Company Image	Community Involvement	Commitment to community
	Conservation / DSM	How to save energy
	Environmental	Protect the environment
	Business Practices	Cares about customers, plans for future, honest & trustworthy
Responsiveness to Customers	Responsiveness	Informs customer, resolves to satisfaction, resolves on time
	Accessibility	Easy to contact, someone available
	Cust./Emp. Interactions	Empathetic, authority to make decisions
Quality of Service	Reliability	No outages, high power quality, urgent response, quick restoration
	Outage Communication	Notify in advance for planned, adequate/timely info, resolve outages
Cost & Pricing	Rates	Reasonable rates, reasonable line fees
	Perceived Value	Good value for money paid
Communicating	Communication	Communicates regularly, inform of changes
	Meaningful Information	Meaningful advertisements, meaningful inserts
Billing & Payment	Presentation	Accuracy, readability, timeliness
	Flexibility	Convenience, options

Relationship Between CRI and Customer Relationship Drivers

- Information gathered from Customer Relationship Drivers helps us understand why customers respond to the CRI questions the way they do.
- Statistical correlations between attributes and CRI help determine what areas to work on.
- Identify targeting opportunities based on impact to CRI and whether or not we are meeting customers needs.

Questions?
Please call:

Theresa Drake
Manager, Customer Relations & Research
Ext. 6445

OR

Becky Andersohn
Customer Research Coordinator
Ext. 2869

IDACORP®

Sept. 19, 2005

NEWS SCANS

Third Quarter CRI: 80.75%

Idaho Power's third quarter 2005 Customer Relationship Index (CRI) is 80.75 percent, up from 80.65 in the second quarter and 79.65 percent in the first quarter. (Please refer to accompanying graph.)

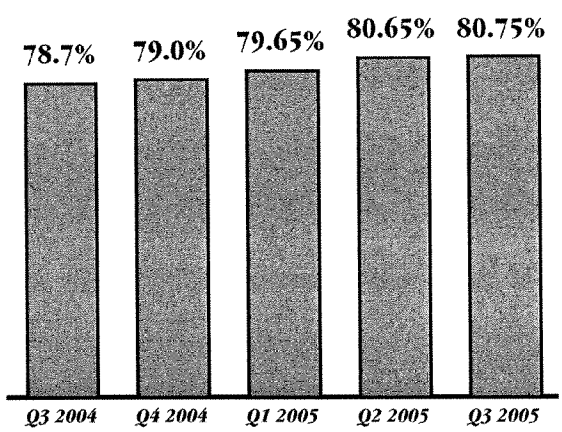
"We experienced slight decreases in the CRI for large commercial and industrial customers and irrigation customers in this most recent quarter," said Customer Research Coordinator Becky Andersohn. "But at the same time we saw increases in the residential and small business segments which resulted in the increase in the overall CRI."

Idaho Power collects information from customers in four distinct segments — residential; small and medium business; large commercial and industrial; and irrigation.

To get that information, each year Burke surveys 400 residential customers, 200 small and medium business customers, 200 irrigation customers and as many large commercial and industrial customers as possible up to 160.

Customer Relationship Index (CRI) Trend

12 Month Averages



The numbers are large enough to supply statistically valid results. An average survey takes approximately 15 minutes.

The customers' responses to the questions on the survey determine the quarterly survey results.

The company provides a data file of randomly selected accounts to Burke for each of these customer segments. Because accounts are randomly selected, it is not a requirement that a customer have had a recent transaction with Idaho Power to participate in the survey.

As part of the survey, however, customers are asked if they have had a transaction with the company in the last 12 months and if they have, they are asked to evaluate that transaction.

In 2005, for the first time, part of the incentive component of the employee incentive compensation program will be based on the four-quarter average of the CRI, with the level of achievement determined based on 2005's annual results.

The goals and payout percentages for the year are shown in the chart below.

CRI 2005 Levels

	Goals	Payout
Threshold	78.50%	1.00%
Target	79.25%	1.75%
Maximum	80.00%	2.50%

Company Earns Environmental Excellence Award

Idaho Power last week was presented the 2005 Environmental Excellence Award for Corporate Achievement for "excellence in promoting environmentally effective policies."

The annual award was given at a luncheon in Pocatello, Tuesday (Sept. 13), during the 2005 Intermountain Conference on the Environment, sponsored by Idaho State University College of Engineering, Geoscience/ Biological Science Departments and GIS Center.

"We are honored to receive this prestigious award," said Idaho Power General Manager for Relicensing and Environmental Affairs Dave Meyers.

"It is public recognition of Idaho Power's overall commitment to environmental stewardship."

The nomination, in part, reflected the company's long-standing anadromous fish conservation program. Idaho Power annually spends more than $3 million on its system of fish hatcheries.

Q4 2004 Opportunity Identification Summary
12 Months Total

More Impact	Impt Strength	Targeting Opp
Less Impact	Less Impt Strength	Less Critical
	Better Perform	Worse Perform

Imp to cust.

< than acceptable

Classifications are based upon the solid crosshairs shown on the quadrant maps. Solid crosshairs represent the average impact and average performance results from 2002 and 2003.

Att #		Residential	Small Business	Large C&I	Irrigation
12	Reasonable rates for energy used	Targeting Opp	Targeting Opp	Targeting Opp	Targeting Opp
24	Provides helpful tips & suggestions	Targeting Opp	Targeting Opp	Targeting Opp	Targeting Opp
25A	Answer question or resolve problem on first call	Targeting Opp	Targeting Opp	Targeting Opp	Targeting Opp
2	Cares about customers	Targeting Opp	Targeting Opp	Impt Strength	Targeting Opp
13	Energy & services are good value for money	Targeting Opp	Targeting Opp	Impt Strength	Targeting Opp
17	Easily in contact with rep when have specific need	Targeting Opp	Targeting Opp	Impt Strength	Targeting Opp
18	Rep available to help when need assistance	Targeting Opp	Targeting Opp	Impt Strength	Targeting Opp
20	Resolves problems & issues to satisfaction	Targeting Opp	Targeting Opp	Impt Strength	Targeting Opp
22	Empathetic & takes concerns seriously	Targeting Opp	Targeting Opp	Impt Strength	Targeting Opp
23	Reps have authority to make immediate decisions	Targeting Opp	Targeting Opp	Impt Strength	Targeting Opp
21	Resolves issue in the time frame promised	Targeting Opp	Targeting Opp	Impt Strength	Less Impt Strength
3	Honest & trustworthy	Targeting Opp	Impt Strength	Impt Strength	Impt Strength
19	Informs if problem can't be solved immediately	Targeting Opp	Less Critical Issue	Impt Strength	Targeting Opp
1	Plans for future energy needs	Less Critical Issue	Less Impt Strength	Targeting Opp	Impt Strength
9	High power quality, no spikes, surges, fluctuations	Less Critical Issue	Less Critical Issue	Targeting Opp	Less Critical Issue
28	Advertisements provide meaningful info	Less Critical Issue	Less Critical Issue	Targeting Opp	Less Critical Issue
26	Communicates regularly with customers	Less Critical Issue	Less Critical Issue	Less Critical Issue	Targeting Opp
5A	Supports local community activities	Less Critical Issue	Less Critical Issue	Impt Strength	Less Critical Issue
10	Adequate, timely info for question about outage	Less Critical Issue	Less Impt Strength	Less Critical Issue	Less Critical Issue
5	Info on how to save energy, reduce bill	Less Critical Issue	Less Impt Strength	Targeting Opp	Less Critical Issue
4	Takes action to protect environment	Less Critical Issue	Less Impt Strength	Impt Strength	Less Impt Strength
5B	Encourages energy conservation	Less Critical Issue	Less Impt Strength	Impt Strength	Less Impt Strength
6	Does not have extended power outages	Less Critical Issue	Less Impt Strength	Less Impt Strength	Less Impt Strength
7	Quickly restores service after power out	Less Impt Strength	Impt Strength	Impt Strength	Less Impt Strength
25	Assist cust to find cost effective energy solutions	n/a	Impt Strength	Less Critical Issue	Targeting Opp
27	Informs cust of issues that may affect service, bill	Less Impt Strength	Less Impt Strength	Impt Strength	Less Impt Strength
16A	Rates are competitive with other utilities	Less Impt Strength	Less Impt Strength	Impt Strength	Less Impt Strength
14	Helps you qualify for best rate schedule	n/a	n/a	Impt Strength	n/a
29	Billing inserts, brochures provide meaningful info	Less Impt Strength	Less Impt Strength	Targeting Opp	Less Impt Strength
8	Notifies in advance of planned power outages	Less Impt Strength	Less Impt Strength	Less Impt Strength	Less Impt Strength
11	Urgent response to line, equipment problem	Less Impt Strength	Less Impt Strength	Less Impt Strength	Less Impt Strength
29A	Adequate info on bill regarding account	Less Impt Strength	Less Impt Strength	Less Impt Strength	Less Impt Strength
29B	Easy to understand bills	Less Impt Strength	Less Impt Strength	Less Impt Strength	Less Impt Strength
29C	Accurate bills	Less Impt Strength	Less Impt Strength	Less Impt Strength	Less Impt Strength
29D	Options for how and where to pay bill	Less Impt Strength	Less Impt Strength	Less Impt Strength	Less Impt Strength

Q4.2004

First Quarter 2005 CRI Rises To 79.65 Percent

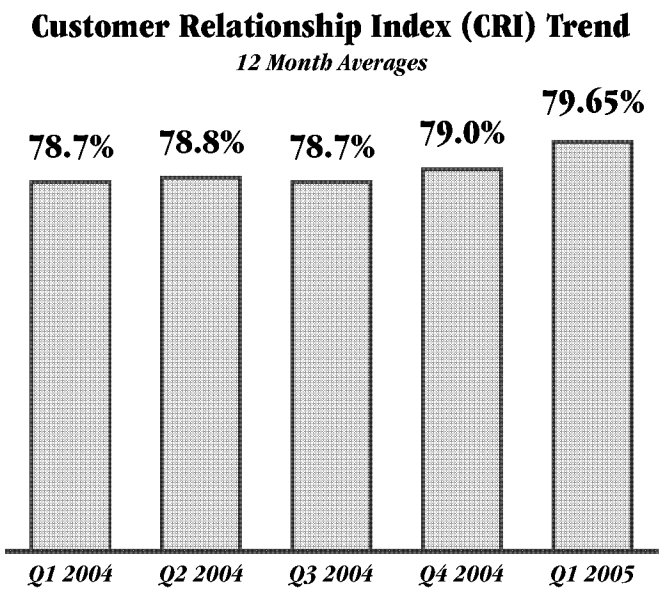
Idaho Power's first quarter 2005 Customer Relationship Index (CRI) was 79.65 percent, up from 79 percent at the end of 2004 (please refer to accompanying graph).

"This first quarter reflects positively our customers' experience with the company," said Customer Satisfaction Measurement Coordinator Becky Andersohn. "Some of the positive reflections may be in the *value* portion of the survey and attributable to the mild winter we've had and the resulting lower electrical bills our customers have had to pay when compared to a normal winter. However, the mild winter likely doesn't account for all of the increase in the CRI. The positive impact from contacts our customers have had with the utility either through a company representative or someone they are associated with who is an employee also contributes to the increase in customer satisfaction."

CRI surveys, which are conducted each quarter, encompass responses to five questions related to overall satisfaction, quality and value, the likelihood of customers to recommend the company and Idaho Power's level of caring. The index is based on a minimum of 0 points and a maximum of 100 points.

In 2005 for the first time, part of the incentive component of the employee incentive compensation program will be based on the four-quarter average of the CRI, with the level of achievement determined based on 2005's annual results.

The goals and payout percentages for the year are listed below. For more detailed information please refer to the Feb. 28 *News Scans.*



CRI Incentive Levels

	Goals	Payout
Threshold	78.50%	1.00%
Target	79.25%	1.75%
Maximum	80.00%	2.50%

CHQ Safety Meetings Tuesday, Wednesday

Corporate Safety Meetings for CHQ, Plaza One and Plaza Two employees will be conducted Tuesday and Wednesday (March 15 & 16) in the CHQ Auditorium at 9 and 10:30 a.m. each day.

The theme of the meetings is "Relax and Laugh a Little with Loretta LaRoche" in the *Humor Your Stress* video.

There will be door prizes.

Training

Desktop applications classes with registrations below the required minimum will be cancelled by 5 p.m. five business days prior to the scheduled class start date. Please register early! Need assistance or information? Call the LMS Message Line @ 5588.

March 29 — *MS Excel Intermediate* ***(001100)***, 8:30 a.m. to 3:30 p.m. @ Records Center #3

March 30 — *MS Word Introduction* ***(000800)***, 8:30 a.m. to 4:30 p.m. @ Records Center #3

March 31 — *PC Basics* ***(001610)***, 8:30 a.m. to 3:30 p.m. @ Records Center #3

April 7 — *PC Basics* ***(001610)***, 8:30 a.m. to 3:30 p.m. @ Twin Falls Office Computer Training Room

April 12 — *PC Basics* ***(001610)***, 8:30 a.m. to 3:30 p.m. @ Payette Operations Center

April 14 — *Performance Management Software Training for Employees* ***(PERF07)***, 7:30 to 11 a.m. @ Pocatello Operations Center

April 19 — *MS Excel Advanced* ***(001200)***, 8:30 a.m. to 3:30 p.m. @ Records Center #3

April 20 — *MS Project 2002 Comprehensive Certification* ***(029300)***, 8:30 a.m. to 4:30 p.m. @ Records Center #3

ProClarity Training

ProClarity 6.0 will be pushed via SMS to existing users' desktops at the end of this month. There will be three one-hour sessions offered on March 21, and again on March 22 giving an overview of the differences between the existing and new version.

Sign-up is available through the Learning Management System. Dates and times are listed below.

March 21 — *ProClarity New Version Overview* (FIN100), 8:30 a.m., 9:30 a.m. and 1:30 p.m. @ Records Center #1.

March 22 — *ProClarity New Version Overview* (FIN100), 8:30 a.m., 9:30 a.m. and 1:30 p.m. @ Records Center #1.