

Central Networks

Discretionary Reward Scheme Submission

Wider Communications Strategies

Central Networks takes communication, both internally and externally, very seriously. Over the last year we have implemented a number of initiatives aimed at continuously improving service for customers and their communities, and the working lives of our employees.

Our Website Improvements

In 2006 Central Networks was the first, and remains the only DNO to launch a live network information map on its website. Customers are able to check estimated restoration times for power cuts and planned outages. (http://www.central-networks.co.uk/Content/Service/serv_LiveNetwork.aspx)

Users can see whether the problem is related to the low or high-voltage parts of the network, exactly how many customers are without power, the streets and postcodes where power is unavailable, details of the fault and a start time for the outage. All of which customers tell us they want to know.

The objective of the map is to increase our transparency by communicating real-time information on power outages to our customers. Although customers themselves might be without power, the service provides a fast and effective way for their friends and family (for example) to find accurate information, or for customers to look up information on an incident whilst at work.

The interactive map is fed from live system data and provides a fast, accurate and up-to-the minute service 24 hours a day, seven days a week. During the storms which hit much of Great Britain in January 2007 over 50% more people accessed the incident map online than on a normal day. This demonstrated that the website can cope with high volumes of activity and that customers value it.

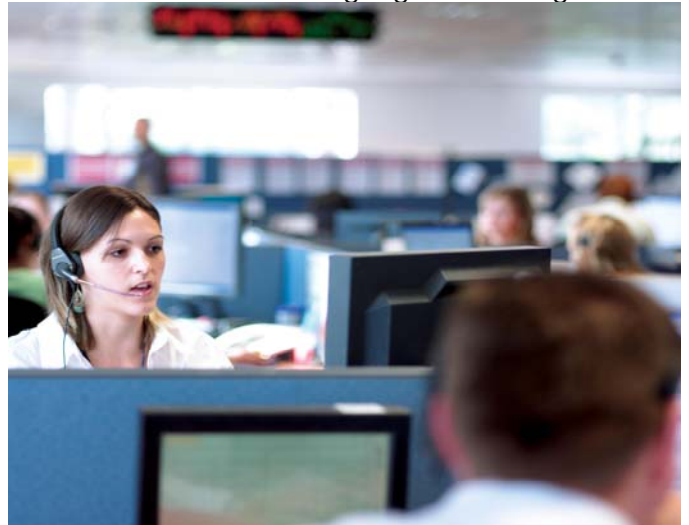
"Communication is at the heart of our company values."

Bob Taylor, Managing Director, Central Networks

We always want the views of our customers and from time to time run online customer satisfaction research on the Central Networks website. The latest study ran for 12 weeks during 2006 and proved that, overall, customers were satisfied with our website and generally they could find what they were looking for. The next wave of research, scheduled for autumn 2007 will prove invaluable in further monitoring the success of the map.

We endeavour to access more of our 'hard to reach' customers. As well as our Braille and 'Language Line' capabilities, which allow customers who telephone us to speak to a trained translator,

we have developed a **multi-lingual web page** to provide information and contact details for customers whose first language is not English.



With the help of the East Midlands Language Agency, we selected the most widely used languages across our area: Arabic, Punjabi, Hindi, Mandarin, Urdu and Gujarati. Each page of our website has a link – written in the relevant language – to a dedicated page which provides information in that language.

Communication in the Community

As part of our Plugin2engineering project we have partnered with 20 specialist schools in our region. Plugin2engineering is designed to support the teaching of the science of electricity at Key Stages 3 and 4 by helping students see how their learning applies to the real world. Staff volunteers help students gain insight into engineering and the energy industry through visits, after school clubs, career talks and activity days.

Electricity can be one of the most difficult elements of the science curriculum for students to grasp. Our intention is for the activities and supporting equipment we have created to encourage a better understanding, both of its principles and its application. This will serve to raise the appeal of science and engineering as professions and help reduce the steadily declining interest in engineering seen over recent years.

Educating children to stay safe around both high voltage and domestic electrical equipment is extremely important and we help to spread awareness of this through our Power Discovery Trucks. The brightly painted trucks are fitted out with a range of activities designed to make it fun and exciting for visiting youngsters to learn key safety lessons.

The trucks visit around three primary schools a week during term time and accommodate around 60 children each day. During 2006 we visited 198

schools and many regional events, educating over 22,000 young people on key safety messages. Furthermore, attending County shows in the summer months enables us to reach farmers, anglers and campers with safety messages.

To support the trucks, we have a dedicated website www.powerdiscoveryzone.com, which teaches children how to stay safe around electricity through fun features such as games, experiments, fact files, a monthly competition and jargon buster. There is also a teachers' zone with downloadable teaching resources and curriculum links.



As well as the initiatives above, we ensure good communication is part of an overall package integrated into wider business processes.

During the last year our 'improving customer service' or 'Lean' project has **altered the way we work on customer outages**. We examined our restoration process from a customer's perspective and redesigned it to become as efficient as possible. This improves service for customers, ensures we answer customer queries in our contact centres and delivers better service on site.

We have **developed and distributed 2,500 free 'outage packs'** to every parish council in our area to demonstrate items every household would benefit from having in the event of a power cut. Each pack contains an analogue phone, hand warmer, foil blanket, battery operated radio, torch complete with batteries and a wind up mobile phone charger.

Because some customers go elsewhere for advice about electricity we have developed **a suite of customer advice leaflets** for all Citizens Advice offices in our area. The leaflets cover topics like 'Electrical Safety in the Home', 'Safe Fishing', and 'Advice during a Power Cut'. This helps us communicate who we are, what we do and informs our customers of how to stay safe around electricity.

As well as our ongoing research to learn from customers who have contacted our Customer Liaison Team, we commissioned **research for callers following a loss of supply**. Each month one hundred customers are contacted to establish their level of satisfaction with their call and we use the feedback to continually improve our service.

"It is only from talking to and working with customers that we can find out what they want. All customers have different needs."

Phil Wilson, Customer Operations Manager

We have had significant success in communicating with our customers through **working with a number of media organisations and Crimestoppers**. We firmly believe we have a responsibility to provide communication in the form of radio and TV coverage on a wide range of supply, safety and educational information.

As part of our overall communication strategy we have developed a **customer service road-show** which will visit a number of shopping centres and parish councils in areas where we are aware that our network is underperforming. This enables us to provide network investment information and answer questions directly with our customers.

Whilst the regulatory requirement is to provide 2 days' notice of planned interruptions, we know from customers that they prefer more time to make arrangements and plans. Therefore we continue to provide a minimum of **5 working days' notice** in the event of a planned interruption to supply.

Central Networks took part in a **company wide employee survey** enabling employees to provide feedback on their manager, environment, team, business and the tools available to them.

In summary, Central Networks prides itself in being a company that happily visits customers rather than writing to them, to provide answers to their questions.

We believe we are, again, at the forefront of customer service innovation and creativity with our interactive Network Information Map. Along with improving communication with customers (including 'hard to reach' customers) and the community using our website, leaflets and packs we continue to 'go the extra mile', exceed our licence obligations and improve communication with customers and employees every day.

SUPPORTING INFORMATION

Live Network Information
Fault Information

Total number of customers off supply due to faults : 684
Total number of customers off supply due to planned work : 218
Information Last Updated : 09:33 13/03/07

Area	Customers Affected	
	Fault	Planned
Derbyshire	90	0
Nottinghamshire	129	0
Lincolnshire	39	0
Leicestershire	108	0
Northamptonshire	22	5
Warwickshire	0	0
West Midlands	296	0
Staffordshire	0	3
Shropshire	0	26
Hereford & Worcester	0	55
Gloucestershire	0	129

● Low Voltage Faults
● High Voltage Faults

→ Display Fault Information
 → Display Planned Work Information

A screen shot of our Live Network Incident Map



વિશ્લેષક

પ્રિય સાહેબ

વેસની મુખ્ય પાઈપમાં ટ્રાન્સકો/સેવન ટ્રેન્ચથી થયેલા નુકસાન બાદ, તમારા ઈલેક્ટ્રિસિટીના સ્થાપમાં પહેલ ઊભી થવા અંગે હું સૌ પ્રથમ તમારી માહી માનું છું.

આ જનાવ અન્યા બાદ, તમારા મકાનમાં ઈલેક્ટ્રિસિટીનો સપ્લાય ફરી પાછો ચાલુ કરવા માટે અમે સખત મહેનત કરી રહ્યા છીએ, અમે અમારા નેટવર્કને સાવચેત કરી છીએ અને વિસ્તારની અંદર કામચલાઉ જોગણી ચાલુ કરી છે.

હવે તમારી ઈલેક્ટ્રિસિટી ફરી પાછી ચાલુ થઈ ગઈ હોવાથી, હું તમને એ સમજાવવા માનું છું કે તેનો સપ્લાય શા માટે બંધ થઈ ગયો હતો અને આગામી થોડા દિવસોમાં આવું ફરીથી ન અને તેની ખાતરી કરવા માટે તમે અમને કંઈ રીતે મદદ કરી શકો.

થોડા ભાગનાં ઘરો માટે જનાવવામાં આવેલાં સ્થાનિક ઈલેક્ટ્રિસિટીના વાયરો અને નેટવર્ક વેસ હીટિંગ, રસોઈ અને પાણી વગર કરવા માટેનો ફુલ-લોડ પુરો પાડવા માટે જનાવવામાં આવ્યા હોય છે. જ્યારે એક જ સમયે ઘણા અથવા ઈલેક્ટ્રિક સાધનો ચાલુ કરવામાં આવે છે ત્યારે તે વાયરો ઉપર વધારાનો બોજો પડી શકે છે. આ જનાવમાં આવું જની રહ્યું છે.

હુંશ્યા રહેવાની, નહાવા-પોવાની અને રસોઈ કરવાની જરૂરતો હોવાનું અને તમારા વેસના પુરવઠા વગર આ કરવાનું કેટલું મુશ્કેલ છે તે અમે સમજીએ છીએ. પરંતુ તમારાં ઈલેક્ટ્રિક સાધનો થોડા સમય માટે મર્યાદિત પ્રમાણમાં વાપરીને, અથા જ સાધનો એક સાથે ચાલુ નહી કરીને તમે જે કંઈ પણ કરશો તેનાથી મદદ થશે.

તમને પડે રહેલી મુશ્કેલ બદલ અમે માહી માનીએ છીએ.

ઈમર્જન્સીની પરિસ્થિતિમાં કૃપા કરીને ફોન કરો: 0800 5871293.

આપનો સહકર્મી

ફિલિપ વિલ્સન (Philip Wilson)
કસ્ટમર ઓપરેશન્સ મેનેજર (Customer Operations Manager)

A screen shot of our Power Discovery Zone web site.

A Gujarati letter used following a power cut in Leicester.

Power Discovery Zone, electricity and safety for children, home page - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://www.powerdiscoveryzone.com/home.html

TEACHERS ZONE, JARGON BUSTER, POWER PROJECTS, WELCOME TO, GAMES, Power Discovery Zone, e-on Central Networks