

WIDER COMMUNICATION STRATEGIES



ELECTRICITY DISTRIBUTION CUSTOMER SERVICE REWARD DISTRIBUTION NETWORK OPERATORS ENTRY FORM

Please note that the deadline for receipt of applications is 5pm, 11 May 2007.

DNO DETAILS: (please complete)	CONTACT DETAILS: (please complete)
Company: Central Networks Licensee(s): Central Networks East Central Networks West Address: Herald Way Pegasus Business Park Castle Donington Postcode: DE74 2TU	Name: Jonathan Ashcroft Title: Regulation Manager Telephone: 02476 185766 Email: jonathan.ashcroft@central-networks.co.uk

THE RULES

1. Refer to the accompanying guidance notes for the 2006/07 Electricity Distribution Customer Service Reward.
2. Attach your application to this covering entry form.
3. Entry forms must be received at Ofgem by no later than **5pm on 11 May 2007**. Entry forms should be sent to laura.nell@ofgem.gov.uk electronically, with a hard copy sent to:
Laura Nell, Quality of Service Manager, Ofgem, 9 Millbank, London SW1P 3GE.

MINIMUM REQUIREMENTS

Please indicate by checking the appropriate boxes whether your company has met the minimum criteria for each reward.	Yes	No	Relevant legislation
DNOs have a range of communication strategies which effectively reach their target audiences and are regularly monitored to ensure they are meeting customers needs	<input checked="" type="checkbox"/>	<input type="checkbox"/>	SLC ¹ 18, DDA ²
DNOs have different versions of customer information available	<input checked="" type="checkbox"/>	<input type="checkbox"/>	DDA
DNOs seek feedback from customers, stakeholders, partners and staff regarding their wider communication initiatives and their effectiveness. DNOs use this feedback to improve their communication strategies	<input checked="" type="checkbox"/>	<input type="checkbox"/>	DDA

¹ Standard licence condition of the electricity distribution licence

² The Disability Discrimination Act, 1995

BEST PRACTICE FROM 2005/06 SCHEME		
Please indicate which of the following best practice initiatives from the 2005/06 scheme your business does and what year they were first implemented. Space is provided for supporting commentary (maximum 250 characters per requirement)	Initiative adopted (select from drop down list)	Year first implemented (Please fill)
Proactive use of a range of materials and communication techniques such as easy-to-read, audio and Braille formats.	Yes	1990
As far back as we can remember we have offered a wide selection of customer service documentation in braille and typetalk should the customer require it. We also use media such as videos and dvds to present useful information, eg. to parish councils		
Partnership work with the community	Yes	1990
We work hard with local schools to educate about safety and electricity. As well as liaising with local parishes and charities, each year various CN teams undertake voluntary work during office hours to put something back into our local communities.		
Proactive use of customer complaints and customer research	Yes	1990
It is standard practice at Central Networks to contact a sample of complainants to ask them how we handled their complaint and use their feedback to improve our systems and processes. Detailed customer research is also used for this purpose.		
Media training for key staff members	Yes	1990
Our Customer Support Vehicle always has on board a member of the team who has had media training. Many members of our customer service team are trained and continue to attend refresher training.		
DECLARATION AND CONSENT		
I declare that the information contained in this application is correct and true to the best of my knowledge and belief and I give consent for Ofgem to use the information and contact details provided when publishing the Best Practice Register.		
Signature: J Ashcroft	Date: 10 May 2007	