

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: EDF Energy Plc Licensee(s): EDF Energy Networks (EPN) plc EDF Energy Networks (LPN) plc EDF Energy Networks (SPN) plc Address: 40 Grosvenor Place Victoria London Postcode: SW1X 7EN	Name: Paul Cuttill Title: Chief Operating Officer, Networks Branch Telephone: 020 7752 2114 Email: Paul.Cuttill@edfenergy.com

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	2006
We encourage communication by a wide range of differing channels. We produce a range of factsheets covering various topics, these are available in print, large print, Braille, Moon and audio formats.		
Partnership work with the community	Yes	90's
We recognise our work has a major impact on the communities we serve. We engage with local authorities in particular emergency planning officers to work together in emergency situations. We actively encourage community involvement by our employees.		
Proactive use of customer complaints and customer research	Yes	2004
Our extensive customer research during 2004 shaped our customer service strategy. We proactively contact customers to further understand their expectations and our learning has seen a significant reduction in the volume of complaints received.		
Media training for key staff members	Yes	90's
Key employees receive media training to allow them to give interviews to the media as and when required, receiving full support and briefing from our press office staff.		
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: Paul Cuttill	Date: 8 May 2007	