

## 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: Scottish and Southern Energy Licensee(s): Southern Electric Power Distribution Scottish Hydro Electric Power Distribution Address: Inveralmond House 200 Dunkeld Road Perth Postcode: PH1 3AQ	Name: Rob McDonald Title: Director of Regulation Telephone: 01738 456400 Email: rob.mcdonald@scottish-southern.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](mailto: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 <sup>1</sup> 18, DDA <sup>2</sup>
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

<sup>1</sup> Standard licence condition of the electricity distribution licence

<sup>2</sup> The Disability Discrimination Act, 1995

**BEST PRACTICE FROM 2005/06 SCHEME**

<b>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)</b>	<b>Initiative adopted</b> (select from drop down list)	<b>Year first implemented</b> (Please fill)
--	---	--

Proactive use of a range of materials and communication techniques such as easy-to-read, audio and Braille formats.	Yes	2004
---	-----	------

We offer targeted information through press releases, and we proactively telephone our special needs customers during power cuts, offering home visits and additional support where appropriate.

Partnership work with the community	Yes	2005
-------------------------------------	-----	------

Parish Councils are given a priority telephone service so we can brief them on supply interruption situations. They are then able to cascade the information through their local communities, including particularly people with special needs.

Proactive use of customer complaints and customer research	Yes	1997
--	-----	------

We undertake customer research continuously. We issue customer feedback cards when we complete jobs, and we proactively call customers for 'business as usual' work and also when customers are inconvenienced by power cuts.

Media training for key staff members	Yes	1996
--------------------------------------	-----	------

Our in house Corporate Communications team are available on a 24 \* 7 basis. In addition many of our staff are media trained and have successfully undertaken live television and radio interviews.

**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:	Date:
------------	-------