

**PRIORITY CUSTOMER CARE INITIATIVES**



**ELECTRICITY DISTRIBUTION CUSTOMER SERVICE REWARD  
DISTRIBUTION NETWORK OPERATORS  
ENTRY FORM**

**Please note that the deadline for receipt of applications is 5pm, 8 May 2009.**

<b>DNO DETAILS:</b> (please complete)	<b>CONTACT DETAILS:</b> (please complete)
Company: Electricity North West Limited Licensee(s): Electricity North West Limited  Address: 104 Dalton Avenue  Great Sankey Warrington Postcode: WA3 6YF	Name: Joe Ashe  Title: Regulation Office Manager  Telephone: 01925 534434  Email: joe.ashe@enw ltd.co.uk

**THE RULES**

1. Refer to the accompanying guidance notes for the 2008/09 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 8 May 2009**. 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**

<b>Please indicate by checking the appropriate boxes whether your company has met the minimum criteria for each reward.</b>	<b>Yes</b>	<b>No</b>	<b>Relevant legislation</b>
DNOs are proactive in ensuring that details of their priority customers are up-to-date and accurate and that customers are aware of the priority register	<input checked="" type="checkbox"/>	<input type="checkbox"/>	SLC <sup>1</sup> 10
DNOs have effective and efficient procedures and processes in place to ensure that information on customers eligible for inclusion on the priority register is transferred readily between themselves and suppliers' priority services register (and vice versa)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	SLC 10
DNOs have procedures and standards for staff on contact with priority customers and monitor performance against these standards	<input checked="" type="checkbox"/>	<input type="checkbox"/>	DDA <sup>2</sup>
DNOs seek feedback from their priority customers	<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

<b>BEST PRACTICE FROM PREVIOUS SCHEMES</b>		
<b>Please indicate which of the following best practice initiatives from previous schemes 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)
Partnership work with voluntary groups, parish councils or health and welfare organisations to offer services and support during planned and unplanned interruptions	Yes	1990
ENW and its predecessors have always worked with voluntary groups and agencies on supply interruptions. We make them aware of our Priority services register and ask them to provide us with details of customers who should be on the register.		
Initiatives to ensure priority customers are kept informed of progress or offered assistance during unplanned interruptions	Yes	2006
Customers receive proactive phone calls to update them on the status of their fault and our IVR system allows a PSR customer to be offered the opportunity to talk to a call centre agent as a priority call rather than hearing a message.		
Use of customer support vehicles and winter packs to provide assistance to priority customers during interruptions	No	
This type of primary support is a responsibility for electricity suppliers with whom we liaise during an interruption. In an emergency situation we would provide direct assistance as and when required.		
Active promotion of the priority services register	Yes	2000
The PSR is explained in the ENW Code of practice for customers which is published on our website and customers will also be advised about the PSR in any relevant telephone conversation. .		
Initiatives to ensure information on the priority register is up to date and accurate	Yes	2007
We update customer connectivity information fortnightly to ensure new PSR notifications are captured within our systems. In addition, we hold records on customers who have given notice of particular difficulties and this is flagged up on our systems.		
Undertaking customer research to better identify the needs of priority customers	Yes	2007
We undertake some customer research which includes PSR customers. However, the primary contact for PSR customers is with their supply company.		
Work with relevant organisations to ensure that staff are properly trained to help vulnerable customers		
Direct contact with vulnerable customers is the responsibility of supply companies. Call centre staff are trained to recognise the PSR requirements if we are contacted by a PSR customer	No	
Commitment and involvement of senior level staff		
Through our service provider, the PSR is the responsibility of the Central Engineering Services Manager reporting to the Operations Director. Senior level staff both at ENW and UUES are fully committed to an efficient and well run PSR.	Yes	2000
Partnerships with home oxygen equipment providers to raise awareness of the Priority Service Register among oxygen dependent customers and coordinate emergency care		
	No	
<b>DECLARATION AND CONSENT</b>		
<b>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.</b>		
Signature: J Ashe	Date: 8 May 2009	