

## WIDER COMMUNICATION STRATEGIES



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

**Please note that the deadline for receipt of applications is 5pm, 7 May 2010.**

#### DNO DETAILS: (please complete)

Company:

Licensee(s):

Address:

Postcode:

#### CONTACT DETAILS: (please complete)

Name:

Title:

Telephone:

Email:

#### THE RULES

1. Refer to the accompanying guidance notes for the 2009/10 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 7 May 2010**. Entry forms should be sent to [dorothy.eke@ofgem.gov.uk](mailto:dorothy.eke@ofgem.gov.uk) electronically, with a hard copy sent to:  
**Dorothy Eke, QOS Policy Analyst, 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
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 type="checkbox"/>	<input type="checkbox"/>
DNOs have different versions of customer information available	<input type="checkbox"/>	<input type="checkbox"/>
DNOs seek feedback from customers, stakeholders, partners and staff regarding their wider communication initiatives and their effectiveness. DNOs use this feedback to improve their wider communication strategies.	<input type="checkbox"/>	<input type="checkbox"/>

BEST PRACTICE FROM PREVIOUS SCHEMES		
Please indicate which of the following best practice examples from the 2006/07 and 2007/08 schemes your business does and what year they were first implemented. Space is provided for supporting commentary (maximum 250 characters per example) to explain how best practice has been implemented and achieved.	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		
Media training for key staff members		
The provision of live network information during interruptions enabling customers to check estimated restoration times.		
Partnership work within the community such as with Post Offices, MPs and the media		
Proactive use of customer complaints and research		
Work with local radio to reinforce and extend coverage, enabling radio updates during storms and power interruptions		
Initiatives that recognize the specific communication needs of the company's particular communities including hard to reach customers		
Use of employee feedback in targeting communication strategies		
Bespoke customer service training initiatives to empower staff to respond to the needs of customers with learning difficulties		
Sharing established partnerships with other DNOs to facilitate the sharing of best practice		
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:	