

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: CE Electric UK
Licensee(s): NEDL
YEDL
Address: 98 Aketon Road
Castleford
West Yorkshire
Postcode: WF10 5DS

CONTACT DETAILS: (please complete)

Name: Siobhan Barton
Title: Communications Manager
Telephone: 01977 605936
Email: siobhan.barton@ce-electricuk.com

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 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. | X | <input type="checkbox"/> |
| DNOs have different versions of customer information available | X | <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. | X | <input type="checkbox"/> |

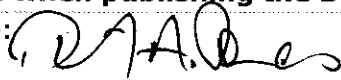
BEST PRACTICE FROM PREVIOUS SCHEMES

| 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 | Yes | 2005 |
| All of our customer communications are available in large print, Braille, audio or over 170 foreign languages. Engineers carry cards with brief multilingual messages that aim to steer customers to our call centre if interpretation services are required. | | |
| Media training for key staff members | Yes | 2005 |
| We work in partnership with a media training company to deliver an ongoing programme for key staff members on media handling, interview techniques and dealing face-to-face with difficult issues. | | |
| The provision of live network information during interruptions enabling customers to check estimated restoration times. | Yes | 1997 |
| Our website and call centre can provide immediate and up-to-date information on cause of fault, repair status and estimated restoration time. Our IVR telephony system provides restoration information at first contact with text-back service offered. | | |
| Partnership work within the community such as with Post Offices, MPs and the media | Yes | 2003 |
| Dedicated and trained employees liaise with parish councils and community groups. We also proactively update the media and relevant community groups during major network events. | | |
| Proactive use of customer complaints and research | Yes | 2005 |
| We carry out monthly analysis of our complaints records and this is shared throughout the business and with our contractors for lessons learnt and improvement initiatives. Market research provides benchmark performance to improve upon each year. | | |
| Work with local radio to reinforce and extend coverage, enabling radio updates during storms and power interruptions | Yes | 2001 |
| We maintain a database of all local BBC and commercial radio stations in our network area. We proactively engage with them during our annual winter preparedness campaign, major incidents and after incidents of copper theft on our network. | | |
| Initiatives that recognize the specific communication needs of the company's particular communities including hard to reach customers | Yes | 2001 |
| Our customer relations centre continues to use the services of Language Line – a company dedicated to providing live translation services to non-English speaking customers. Our minicom system allows text communications with deaf customers. | | |
| Use of employee feedback in targeting communication strategies | Yes | 2004 |
| Feedback from our employee engagement survey has led to targeted organisational restructuring to improve front-line responses to customer service through localised management. | | |
| Bespoke customer service training initiatives to empower staff to respond to the needs of customers with learning difficulties | Yes | 2004 |
| Our customer service training gives specific consideration to the behaviours of customers whether they are physically or mentally impaired. In addition, a disability awareness programme has been delivered to representative staff within the company. | | |
| Sharing established partnerships with other DNOs to facilitate the sharing of best practice | Yes | 2005 |
| We actively participate in the Consumer Issues Working Group and the Consumer Redress Working Group, in conjunction with the ENA, to share and adopt 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:

A handwritten signature in black ink, appearing to be 'G. V. A. De'.

Date:

6 May 2010.

