

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)	CONTACT DETAILS: (please complete)
Company: Central Networks	Name: John Crackett
Licensee(s): Central Networks East Central Networks West	Title: Managing Director, Central Networks
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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.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DNOs have different versions of customer information available	<input checked="" 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 checked="" 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	Yes	1990
CN has leaflets available in Braille, large print and a variety of languages. Our website allows increased font sizes and provides key information in seven foreign languages. We provide recorded information via hospital radio and talking newspapers. Customers can contact us via SMS, email or even webchat.		
Media training for key staff members	Yes	1990
All customer-facing staff, Managers and Directors receive media training and regular refresher sessions. Our customer support vehicles are always manned by staff who have received media training.		
The provision of live network information during interruptions enabling customers to check estimated restoration times.	Yes	2006
We were the first and remain the only DNO to provide outage information live online. Known fault and planned outage information is available and is updated every 5 minutes. We have now extended this service for many mobile phone users. We are also the first DNO to offer customers a facility to access historical information about past power cuts.		
Partnership work within the community such as with Post Offices, MPs and the media	Yes	1990
We have excellent relationships in place with regional doorstep crime groups, Age Concern and many local community groups. We proactively work with local press and MPs, including our support of BBC Radio Nottingham's Energy Experiment for example.		
Proactive use of customer complaints and research	Yes	1990
We survey every customer who complains to gauge satisfaction and use feedback to improve our service. We also carry out bespoke customer research, as well as monthly customer surveys in our New Connections business. We have a permanent Customer Panel to obtain valuable feedback from customers on key business issues and consequently have made changes according to this feedback.		
Work with local radio to reinforce and extend coverage, enabling radio updates during storms and power interruptions	Yes	1990
We have close, proactive relationships with various media outlets in our region, frequently inviting them to spend time with us to understand who we are and what we do. We have also built relationships by supporting initiatives such as BBC Radio Nottingham's 'Energy Experiment'. During storms and power cuts, we ensure trained staff are always available for comment		
Initiatives that recognize the specific communication needs of the company's particular communities including hard to reach customers	Yes	1990
All of our leaflets are available in a wide variety of foreign languages on request. We have audio and plain text versions of our on-line leaflets and our key web pages are available in seven languages. We've also had information adverts in publications including 'The Asian Today.'		
Use of employee feedback in targeting communication strategies	Yes	1990
We have annual employee opinion surveys that allow colleagues to feedback on their manager, environment, team, the business as a whole and the tools they have to perform their role. This includes suggesting improvements to processes and methods for communicating with customers. Our intranet portal allows two-way feedback, including dedicated customer service pages, where colleagues are able to make improvement suggestions and share case studies, best practice and learning points. We also carry out regular face-to-face engagement sessions with all staff (both field and office based).		
Bespoke customer service training initiatives to empower staff to respond to the needs of customers with learning difficulties	Yes	2006
We provide RNID, RNIB and mencap training to our staff – including training for field staff on how		

partially sighted and blind community members navigate through our sites/roadworks		
Sharing established partnerships with other DNOs to facilitate the sharing of best practice	Yes	2005
<p>We have shared various partnerships and best practice initiatives with other DNOs. This includes our partnerships with the RNID (including our achievement of their Charter Mark of best practice), RNIB and Mencap, as well as our work with Talking Newspapers and Hospital Radio Stations to promote our PSR. We have also welcomed visits from other DNOs to share best practice regarding our outage management systems, Customer Support Vehicles, Live Network Information and Customer Contact Centre, for example. In the past we have replicated a best practice agreement with Air Products, and we are currently using learning to shape our agreement with the British Red Cross.</p>		
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: John Crackett, MD Central Networks	Date: 7 May 2010	