

## 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: EDF Energy plc  
Licensee(s): EDF Energy Networks (EPN) plc  
EDF Energy Networks (LPN) plc  
EDF Energy Networks (SPN) plc  
Address: 40 Grosvenor Place  
Victoria  
London  
Postcode: SW1X 7EN

#### CONTACT DETAILS: (please complete)

Name: Laurent Ferrari  
Title: Managing Director  
Telephone: 0207 089 0057  
Email: Laurent.Ferrari@edfenergy.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](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 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	2003
--	-----	------

We are updating our factsheets to ensure they contain the latest info for customers and suppliers. We also offer Braille and large print versions and encourage customers to contact us in different ways, plus publish news on Talking Newspapers.

Media training for key staff members	Yes	2003
--------------------------------------	-----	------

We run regular media training and refreshers for senior managers to equip them with the skills to deal with the media in a positive way. About 40 Networks senior managers are media trained, plus press officers who also learn to use social media.

The provision of live network information during interruptions enabling customers to check estimated restoration times.	Yes	2003 2008- BRC
---	-----	-------------------

In addition to our customer advisors answering queries making callbacks and phone messaging, during major incidents we offer website updates and Red Cross volunteers on site receive progress reports. Our website will soon have a live faults page.

Partnership work within the community such as with Post Offices, MPs and the media	Yes	2003
--	-----	------

We liaise with the Red Cross, 999 services, police, councils and MPs in major incidents. We work with schools, Homeshield Neighbourhood Watch schemes. Latest info about progress on repairs and other work is issued to newspapers, radio and TV daily.

Proactive use of customer complaints and research	Yes	2003
---	-----	------

Our monthly survey gathers customer feedback quickly after a power cut. This is analysed and acted upon on a regular basis. Results are communicated to staff via the intranet, and departments share customer concerns in a bid to resolve issues.

Work with local radio to reinforce and extend coverage, enabling radio updates during storms and power interruptions	Yes	2003
--	-----	------

Our Media Relations team proactively contacts radio stations during storms and major power interruptions to explain the nature and scale of the problem, plus what we are doing to restore power. We also work with hospital radio to promote the PSR.

Initiatives that recognize the specific communication needs of the company's particular communities including hard to reach customers	Yes	2003
---	-----	------

Our ongoing campaign to raise awareness of the PSR recently targeted specialist titles as well as regional media. We have pictorial factsheets, Braille and large print info, and a Language Line plus staff show language skills on the intranet.

Use of employee feedback in targeting communication strategies	Yes	2003
--	-----	------

Employees are encouraged to complete our annual staff opinion survey. Action plans are circulated with the results. We are currently asking staff what they think of our

communications and we hold monthly team meetings to encourage open discussion.

Bespoke customer service training initiatives to empower staff to respond to the needs of customers with learning difficulties

Yes

2003  
2008 - autism

We trained customer advisors to be able to recognise callers with autism, and also ran training workshops with Mencap and the RNID (to learn TypeTalk). We also offer factsheets in large print and Braille.

Sharing established partnerships with other DNOs to facilitate the sharing of best practice

Yes

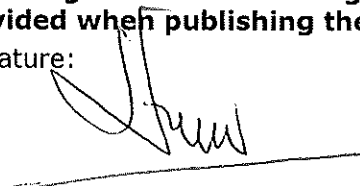
2003  
2009 - SP

We are due to visit Scottish Power later this month to see how they are using a new telephony platform which we demonstrated and recommended to them. We strive to share best practice, work with other DNOs, and take an active role with the ENA.

#### **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 'J. Smith', written over a horizontal line.

Date: May 6, 2010