

OFGEM Customer Service Reward Scheme

Wider Communications Strategies

OFGEM Customer Service Reward Scheme

EDF Energy is one of the UK's largest energy companies, producing around one-fifth of the nation's electricity from its nuclear, coal and gas power stations, as well as combined heat and power plants and wind farms. Additionally, EDF Energy distributes electricity to more than a quarter of the UK population through its public networks in London, the South East and the East of England, which are managed by EDF Energy Networks.

EDF Energy is also among the largest private network operators in the UK, delivering long-term contracts with BAA's Heathrow, Gatwick and Stansted airports, the Channel Tunnel Rail Link, the London Underground and Canary Wharf.

Our Vision, Mission and Key Objectives

EDF Energy Networks' Vision is to be recognised by all as the leading electricity network business in the UK. Our Mission is to serve our customers and communities with pride through the safe, efficient and sustainable distribution of electricity. We have established five key objectives to help achieve our vision and support our mission as follows:

Zero Harm

Satisfied Customers

Excellence and innovation in managing and operating assets

Significant Productivity Improvement

Strong Leadership and a High Performing Workforce

Stakeholder Dialogue and Engagement

Stakeholder engagement is an essential aspect of EDF Energy Networks' business. We are committed to building strong and lasting relationships while engaging in dialogue with a wide variety of stakeholder groups.

EDF Energy Networks has four key stakeholder groups: our customers, our employees, Ofgem and our shareholders. We have a duty to them but we know we also have a responsibility to the broader community and environment.

We have set up a Stakeholder Advisory Panel composed of eminent and diverse individuals who play a valuable role for a company with such varied stakeholders and challenges as EDF

Energy. During the quarterly meetings, the panel has been providing significant expert and intellectual advice on a range of topics, helping us to achieve our ambitions.

Project Beacon

To continually improve customer service and communication we established Project Beacon whose purpose is to challenge existing working practices in line with our corporate and social responsibility strategy. In its fourth year Project Beacon continues to draw on the expertise across our business. This is demonstrated by the diverse governance structure which is represented by 12 senior managers who ensure that the project initiatives become an integral part of our company ethos. We believe the strength of this group underlines our commitment to provide customers, employees and stakeholders with the best possible experience in their relationship with EDF Energy Networks.

Building a Sustainable Future

EDF Energy Networks is committed to a sustainable future. We assess everything we do for its long-lasting impact on the environment, customers, employees and community. We are developing new and profitable ways of working to meet the social and environmental challenges facing our industry while never losing sight of our individual customers' needs. Our Sustainability Team promotes a sustainable approach to our daily activities, creating a culture of responsible behaviour, supported by robust processes and policies including Our Social and Our Climate Commitments.



Wider Communications Strategies

EDF Energy Networks is a caring and responsible company and understands that communication is the key to good customer service, good employee and stakeholder relations and a powerful tool in keeping everybody safe and well. Our audience is diverse and we need to use all available communication channels along with new and innovative ones.

Communicating with suppliers to ensure a robust Priority Services Register (PSR)

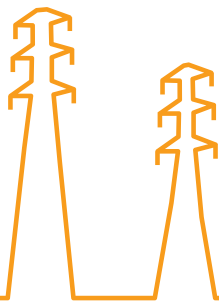
From working with the Information Commissioner we have established that it will not be possible to create a national PSR. Therefore we are now focusing our efforts on ensuring that our own PSR is based on high quality, up-to-date information about the customers who are most in need.

A priority this year was to communicate with suppliers, who are an invaluable source of information for the PSR to improve the data flows which alert us to vulnerable customers in our area. We produced and distributed a PSR fact sheet for suppliers to reiterate the importance of accurate and complete customer information. This enables us to get our support services to where they're needed.

We email suppliers monthly with updates on new customers joining our PSR via our other channels.

We are targeting customers most likely to need more help by proactively publicising the PSR. Articles went to many newsletters and magazines, such as SAGA, housing associations, Lets Talk, Yours and regional media.

Internal communication - Through monthly "Face 2 Face" team meetings, internal magazines, lunchtime interactive sessions and our intranet site, our staff and contractors know about our company and what we can offer our customers. Many come into daily contact with customers and it's important they can offer good information and advice and be a valuable source of feedback. For example, our field staff working in the community often meet people who should be on our PSR and we ensure they are aware of the application process.



Communicating with customers before, during and after power cuts

We want to provide a safe and reliable electricity supply but however hard we try, power cuts will still happen on occasions. From talking to our customers we know information is key for them to plan and cope with family or business life during incidents. We communicate through many methods such as:

Communication on the doorstep - What could be more comforting and informative than having someone knock on the door during a power cut and telling you what's happening? As part of our innovative partnership with the British Red Cross, volunteers visit customers to offer practical and emotional support, with the latest progress report from site.

Contact Centre - Not only do our advisors call many customers back with updates during power cuts but they also tell them when power is restored. In 2009 we launched a new popular SMS text service to reflect customers' increasing reliance on mobile phones. This service sends messages at several stages during an incident, for example:

Update 12:18
Based on the latest fault information we estimate most supplies should be restored by 14:30

Update 14.45
Engineers confirm supply to the area should now be back on. If you are still without power please call...

Messaging - Our dedicated messaging team monitors all network incidents and tailors our phone messages to let our customers know why their power is off and what we are doing to restore it. We also use this medium to provide useful information and safety messages while customers are waiting, during periods of high call volumes. These messages include information on how to join the PSR.

Live Faults Information Page - a new web page will shortly be available to the public, giving the latest details of a fault and the area affected. Our summary of network incidents is also being trialled by local authorities in Suffolk and Norfolk.

Our Media Relations team proactively provides information on incidents including interview and filming opportunities for newspapers, radio and TV stations.

Our Public Affairs team updates stakeholders such as MPs so they are kept informed of major incidents and our work which could affect their constituents. Both teams provide a seven day a week service to ensure communication channels are always open.

Proactive communication - Customers tell us they want to know why they've had a power cut so after a prolonged incident or series of power cuts we don't wait for them to contact us. Instead, we write to them to apologise, explain what happened and thank them for their patience.

Using new technology - Our new, mobile phone 'Pinging' communication system gets resources to site sooner when high voltage faults occur. The system automatically identifies qualified staff within a ½ km radius and 'pings' their mobile for them to attend site, which helps us tackle network issues quicker.

Gathering feedback to meet our customers' needs

To understand and improve our customers' experience we are introducing Customer Governance meetings.

These involve internal and external discussions to determine what impact our processes may have on the customer. The meetings will be chaired by a director along with senior managers and representatives from many stakeholder groups such as borough councils, the Electrical Contractors Association, Consumer Focus and the British Red Cross to name a few.

Survey - We believe a good survey is two-way communication. During our monthly survey we give customers the chance to give feedback on our service, tell us their preferences for contact methods and to join our PSR. In February 63 out of 500 customers surveyed, applied to be on it.

Before starting any major project we consider the impact on the community and work hard to minimise disruption. We liaise with local authorities and customers who will be directly affected, providing contact details for any queries and we welcome feedback.

We listened - A learning point from a recent major incident resulted in a new initiative being discussed with local councils to ensure they were aware of any prolonged power cuts in their areas. This helps them provide support to local residents.

We listened - We work in original and interactive ways to meet residents' needs. Who wants an industrial looking substation in the heart of their community? Tower Hamlets didn't. So we ran a schools' competition to give local children the chance to shape their built environment. 10 window murals, inspired by local themes and chosen by a panel including the mayor, will decorate the walls, providing community artwork for years to come.

We listened - After customer feedback we made substantial changes to our plans for a ventilation shaft to keep new cables cool on the Isle of Dogs. We designed a feature in keeping with local history but after listening to residents, this was changed to a simple grille.



Safety communications

Safety is of paramount importance to us, and keeping people safe from the hazards of electricity is an important message we communicate in a variety of ways. We believe this proactive approach could ultimately save a life.

Keeping Children Safe - Our 10 education advisors visit schools to run free, fun interactive workshops. We remind pupils never to enter substations, and to look up and be aware of overhead power lines when playing outside with objects which could touch the lines. They are given supporting material to encourage discussion at home with parents and friends.

We've committed to getting our safety message to 1 million children by 2012. In 2009 we reached 287,773 children aged between 5-14; 40% more than in 2008.

Our website www.edfenergy.com/powerup is aimed at ages 7-14 with information for parents and teachers. It makes learning fun and we recently made improvements based on feedback from focus groups of teachers and children. These make it more interactive and easier for children with learning difficulties to access.

Public safety - Our dedicated safety advisors continue to communicate this important message at numerous events and distribute leaflets on such varied topics as: camping, scaffolding, farming, boating, kite flying and fishing.

They have a unique way of demonstrating how dangerous it is to get too close to overhead power lines. A 5m high electricity pole, equipped with hidden pyrotechnics, is triggered by contact with a fishing rod, activating a bright flash and loud bang. When laid down it simulates a power line brought down by a traffic accident and is used to train the emergency services.

We also provide training expertise for other industries whose employees could come in contact with electrical equipment.

Helping customers connect renewable energy to the network

To help tackle the issue of climate change we believe it has become more important to add renewable generation to established networks.

Complex engineering issues and costly reinforcement work in the past often discouraged investors from pursuing renewable energy connections. We trialled innovative technology to automatically control the voltage at a connection site in Norfolk and have since installed the technology in West Sussex. This technology has been reported in the IFI activity report and presented at industry conferences to share as best practice.

Wind Turbines - We are keen to help and advise all potential customers how to connect wind turbines. Our dedicated expert talks through the options with customers and we have produced a fact sheet to explain and simplify the process.



Our dramatic 'Power Pole' demonstration highlights the dangers of working and playing near overhead lines.

Are you on the list for emergency help?

Vulnerable customers are being asked to join a register to get emergency help in the event of a power cut.

EDF Energy Networks is calling for people who use essential medical equipment to join its priority services register, which currently includes 60,000 people.

But the firm would like to hear from customers in the East of England who think they may be eligible.

Being on the list does not guarantee faster

reconnection, claims the company, but does mean that it can offer extra help such as a visit from British Red Cross volunteers.

The company can also provide other support such as hot meals or heaters.

EDF Energy Networks head of customer services Tony Gray said: "We strive to provide a safe and reliable electricity supply but however hard we try, power interruptions will still happen for a variety of reasons. For example severe weather or builders

damaging underground cables can cause faults beyond our control.

"When that happens, we know how difficult it is for everybody but it is especially worrying for people who are reliant on electricity for medical equipment or who have other special needs. Our Priority Services Register can be a lifeline for people when they most need it."

→ To register on the list call 0800 169 9970 or email psr@edfenergy.com and leave your details.

IN DNEI

Power cut help available to people in need

SUFFOLK: An energy company is calling for its most vulnerable customers to join a register which means they could benefit from extra help in the event of a power cut. EDF Energy runs a Priority Services Register which currently includes more than 60,000 customers who rely on electricity to power essential medical equipment, or for whom a power cut causes a significant health issue. Call 0800 169 9970 or e-mail psr@edfenergy.com to register.

Priority Service Customers

Fact Sheet

Did you know Distribution Network Operators offer extra help for vulnerable customers?

Who is a Priority Service customer and what can we as an electricity distributor do to help?

EDF Energy Networks offers Priority Service Register of customers that EDF Energy offers power cut help to.

Age	65+
Disability	Yes
Medical equipment	Yes
Other	Yes

EDF Energy also recognises that many people have learning or mental health difficulties. We offer extra help to these customers when we can.

The customer names on our register come from the data we hold. So what information do we need on the form?

Name	Address
Phone number	Postcode
Age	Disability
Medical equipment	Other

Can we offer customers on the register anything extra? Our

You can also help us help our customers by:

- Reporting any faults or safety issues to us as soon as possible.
- Reporting any changes to your details to us as soon as possible.
- Reporting any changes to your details to us as soon as possible.

For further information visit www.edfenergy.com or call 0800 169 9970.

HOW CAN I GENERATE MY OWN ELECTRICITY?

As well as being made in power stations, electricity can be made by companies or by you at home.

There are three ways to generate electricity at home:

- Wind turbines:** These are the most common type of home generator. They are easy to install and can generate electricity for up to 20 years.
- Solar panels:** These are the most common type of home generator. They are easy to install and can generate electricity for up to 25 years.
- Small hydro:** These are the most common type of home generator. They are easy to install and can generate electricity for up to 20 years.

For more information visit www.edfenergy.com or call 0800 169 9970.

We have many other good practices which are now embedded in broader business processes, such as:

- Icons on our fault management system to identify those customers on our PSR who are most vulnerable. This system can potentially be used by all DNOs, through the service provider GE.
- Talking Newspapers – promoting the PSR to the visually impaired
- Hospital Radio – ensuring patients are aware of the PSR and our emergency numbers when they leave hospital
- Live Safe publication distributed to homes in our area to promote electrical safety and to ensure our customers know how to contact us in various situations

In partnership with

BritishRedCross

EDF ENERGY networks

EDF Energy Networks is working in partnership with the British Red Cross to support you during power cuts. To help us build on and improve this service, please can you take a few minutes to complete this form.

Date of power cut: 10-1-10 Town/Postcode: 4P22 5UQ

Was it helpful having the British Red Cross on site? Yes No

What did you find most useful? CUPS OF TEA, TORCHES, REASSURANCE

Your comments/suggestions: VERY GOOD SERVICE, VERY KIND PEOPLE, ALSO WHAT A SURPRISE NEVER SEEN! THIS BEFORE.

If you want to speak to us please give your name and contact details:

Name: Telephone Number:

For further information visit: www.redcross.org.uk or www.edfenergy.com

BRC volunteers hand out these feedback cards when they visit customers on our behalf

Quote from Lloyd's Register (External Auditor)

There is a comprehensive approach to good communications across the business utilising varied channels and every major change project or major capital project now has a communication plan that is prepared between the project manager and the communications department.

The effectiveness of the communication channels is tested as evidenced by the communications audit. The effectiveness is also tested by random staff polling.

Various staff communications were viewed ranging from the Capital Programme Roadshow to intranet communications. These demonstrated that staff were informed of how changes were aligned with the business objectives, normally providing a clear line of sight in the more comprehensive communications.

The communication arrangements are comprehensive and benefit from a centrally co-ordinated approach supporting projects with training and toolkits. The evidence presented demonstrates very good practice in the approach to project communications and meets the requirements of PAS 55-1:2008.