

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: Electricity North West Limited Licensee(s): Electricity North West Limited Address: 304 Bridgewater Place Birchwood Park Warrington Postcode: WA3 6XG	Name: Joe Ashe Title: Regulation Office & Customer Manager Telephone: 01925 846852 Email: joe.ashe@enwltl.co.uk

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	2009
We have developed a full range of educational resources that both support and surpass the industries safety requirements for community engagement. Primarily aimed at 4-17 Years of age these resources have been developed to national curriculum standards and in particular address the requirements to educate and inform young people with special educational needs (SEN). We also produce a range of customer care literature in different formats.		
Media training for key staff members	Yes	2002
An important part of the communication structure within ENW and our service provider within each operational area is to identify key staff. They are given intensive training to ensure they are able to communicate effectively with our customers at all times, but particularly during emergency incidents		
The provision of live network information during interruptions enabling customers to check estimated restoration times.	Yes	2007
In order to improve lines of communications during major incidents, a high volume message automation system (HVCA) was introduced. This links to the real time information on our control room systems and the agent proactive callback system. These systems has resulted in substantial improvements in our speed of response to customers and associated level of customer satisfaction		
Partnership work within the community such as with Post Offices, MPs and the media	Yes	2002
We have been proactive in establishing good links with MPs and the media. This has included meetings in 2009 with local MPs and members of parliamentary select committees. We have worked with the written media including specialist industry publications		
Proactive use of customer complaints and research	Yes	2007
ENW and our service provider undertake independent customer satisfaction on a monthly basis and proactive customer callbacks along with internal and external focus groups		
Work with local radio to reinforce and extend coverage, enabling radio updates during storms and power interruptions	Yes	2005
During major weather events in recent years including the severe flooding in Carlisle in 2005 and Workington/Cockermouth in 2009, we successfully worked with local radio to regularly update customers		
Initiatives that recognize the specific communication needs of the company's particular communities including hard to reach customers	Yes	2009
As highlighted above the on going development of educational safety material ensure that young people with SEN who the government perceive to be at a higher risk of injury within communities are engaged and informed.		
Use of employee feedback in targeting communication strategies	Yes	2005
We are constantly aware that many of our employees play an active role within their own communities outside of work hours, such as school governors and scout leaders to name but a few. As a company that prides itself in community engagement we have outlined a strategy that will encourage and support ENW employees in promoting community safety whilst carrying out their specific roles. An internal document highlighting our vision for CSR over the next 3 years, with the inclusion of a questionnaire to enable employees to submit their engagement roles in their own community has been developed and will		

shortly be distributed. Once compiled we will then have a clearer vision on strategic sections of the community we are able to support.		
Bespoke customer service training initiatives to empower staff to respond to the needs of customers with learning difficulties	Yes	2007
ENW are committed to continuous improvement through staff training as outlined in previous responses. Customer experience is at the very heart of our training. All customer facing employees are empowered to provide the best possible service for all customers. In support of this over the past 2 years we have developed a High Volume Call Answering system that identifies customers on the priority services register as well as helping to identify customers that may require their service going forward.		
Sharing established partnerships with other DNOs to facilitate the sharing of best practice	Yes	2002
Initiatives and new ideas are regularly discussed and shared where possible through various industry bodies		
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: J Ashe	Date: 07/05/10	