

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: Scottish & Southern Energy
Licensee(s): Southern Electric Power Distribution
Scottish Hydro Electric Power
Distribution
Address: Inveralmond House
200 Dunkeld Road
Perth
Postcode: PH1 3AQ

CONTACT DETAILS: (please complete)

Name: Rob McDonald
Title: Director of Regulation
Telephone: 01738 456 400
Email: Rob.mcdonald@sse.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 We offer targeted information through press releases, and we proactively telephone our special needs customers during power cuts, offering home visits and additional support where appropriate.	Yes	2004
Media training for key staff members Our in house Corporate Communications team are available on a 24 * 7 basis. In addition many of our staff are media trained and have successfully undertaken live television and radio interviews.	Yes	1996
The provision of live network information during interruptions enabling customers to check estimated restoration times. We provide current network information to our customers during interruptions using both recorded messaging and direct telephone callbacks where customers have requested milestone updates.	Yes	2001
Partnership work within the community such as with Post Offices, MPs and the media We offer special high priority ex directory telephone contacts to help agents and advocates have easier communication with us. We also have contracts with voluntary agencies and work with local authority care in the community partners.	Yes	2005
Proactive use of customer complaints and research We undertake customer research continuously. We issue customer feedback cards when we complete jobs, and we proactively call customers for 'business as usual' work and also when customers are inconvenienced by power cuts.	Yes	1997
Work with local radio to reinforce and extend coverage, enabling radio updates during storms and power interruptions We provide support and work with local radio to enable us to reach our most isolated customers during storms and power interruptions with regular updates.	Yes	2005
Initiatives that recognize the specific communication needs of the company's particular communities including hard to reach customers Our strong local approach to communicating with customers, particularly with those hard to reach, through the use of retained staff and community switchers, naturally overcomes accent, language and culture barriers, which communities find invaluable.	Yes	1980
Use of employee feedback in targeting communication strategies In line with our culture of being open to challenges, we target our communication strategies by using structured learning teams to review customer interactions, developing learning for individuals and establishing best practice.	Yes	2008
Bespoke customer service training initiatives to empower staff to respond to the needs of customers with learning difficulties Our customer service initiative includes sensitivity training for communicating with customers with learning difficulties and empowers staff to take time to ensure understanding and address any additional concerns, with meetings in person if needed.	Yes	2009
Sharing established partnerships with other DNOs to facilitate the sharing of best practice By full participation in both categories of the Discretionary Rewards, we ensure DNOs have access to an overview of our initiatives and we welcome the sharing of our established partnerships with other DNOs to encourage adoption of best practice.	Yes	2007

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:



Date:

7th May 2010