

## WIDER COMMUNICATION STRATEGIES



### ELECTRICITY DISTRIBUTION CUSTOMER SERVICE REWARD DISTRIBUTION NETWORK OPERATORS ENTRY FORM

**Please note that the deadline for receipt of applications is 5pm, 29 April 2011.**

<b>DNO DETAILS:</b> (please complete)	<b>CONTACT DETAILS:</b> (please complete)
Company:	Name:
Licensee(s):	Title:
Address:	Telephone:
Postcode:	Email:

#### THE RULES

1. Refer to the accompanying guidance notes for the 2010/11 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 29 April 2011**. 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, Analyst, Ofgem, 9 Millbank, London SW1P 3GE.**

#### MINIMUM REQUIREMENTS

<b>Please indicate by checking the appropriate boxes whether your company has met the minimum criteria for each reward.</b>	<b>Yes</b>	<b>No</b>
DNOs have a range of communication strategies which effectively reach and cater for various customer groups and are regularly monitored to ensure they are meeting customers' needs.		
DNOs' initiatives demonstrate an understanding of the different requirements of its various customer groups.		
DNOs' communication strategy is embedded into ongoing business practices and demonstrate senior management involvement.		
DNOs' initiatives demonstrate effective use of feedback opportunities provided by an established process of stakeholder engagement regarding their wider communication initiatives.		
DNOs' initiatives demonstrate an effective process for managing their Priority Service Register (PSR) to ensure up to date information. This information should include an assessment of the population on the PSR in their area of operation.		
DNOs have different versions of customer information available to ensure they are meeting different customer population's needs adequately.		

<b>BEST PRACTICE FROM PREVIOUS SCHEMES</b>		
<b>Please indicate which of the following best practice examples from the 2008/09 and 2009/10 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.</b>	<b>Initiative adopted</b> (please tick Y/N)	<b>Year first implemented</b> (Please fill)
Proactive use of a range of materials and communication techniques such as easy-to-read, audio and Braille formats		
Demonstration of effective process for managing Priority Service Register (PSR) to ensure an up to date information		
The provision of live network information during interruptions enabling customers to check estimated restoration times.		
Partnership work within the stakeholders (customers, community such as with Post Offices, MPs and the media)		
Proactive use of customer complaints and research		
Work with local radio to reinforce and extend coverage, enabling radio updates during storms and power interruptions		
Initiatives that recognise the specific communication needs of the company's particular communities including hard to reach customers		
Use of employee feedback in targeting communication strategies		
Use of new media technology to provide customers with updates regarding service issues		
Sharing established partnerships with other DNOs to facilitate the sharing of best practice		
Provision of customer call backs after supply interruptions		
<b>DECLARATION AND CONSENT</b>		
<b>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.</b>		
Signature:	Date:	