

**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: CE Electric UK Licensee(s): NEDL YEDL Address: 98 Aketon Road Castleford Postcode: WF10 5DS	Name: Siobhan Barton Title: Communications Manager Telephone: 01977 605936 Email: siobhan.barton@ce-electricuk.com

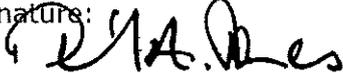
**THE RULES**

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.	X	
DNOs' initiatives demonstrate an understanding of the different requirements of its various customer groups.	X	
DNOs' communication strategy is embedded into ongoing business practices and demonstrate senior management involvement.	X	
DNOs' initiatives demonstrate effective use of feedback opportunities provided by an established process of stakeholder engagement regarding their wider communication initiatives.	X	
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.	X	
DNOs have different versions of customer information available to ensure they are meeting different customer population's needs adequately.	X	

<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	Yes	2005
All of our customer communications are available in large print, Braille, audio or in over 170 foreign languages. Engineers carry cards with brief multi-lingual messages that aim to steer customers to our call centre if interpretation services are required.		
Demonstration of effective process for managing Priority Service Register (PSR) to ensure an up to date information	Yes	2005
Regular dataflows received from electricity supply companies enables us to maintain our PSR database. To enable further data cleansing, we are currently tendering for a service provider that can identify registered deaths against our address list, which will be less intrusive for our customers.		
The provision of live network information during interruptions enabling customers to check estimated restoration times.	Yes	1997
Our website and call centre can provide immediate and up to date information on cause of faults, repair status and estimated restoration time. Our IVR telephony system provides restoration information at first contact with text-back service offered.		
Partnership work within the stakeholders (customers, community such as with Post Offices, MPs and the media)	Yes	2003
Dedicated and trained employees liaise with parish councils and community groups. We also proactively update the media and relevant community groups during major network events.		
Proactive use of customer complaints and research	Yes	2005
We carry out monthly analysis of our complaints records and this is shared throughout the business and with our contractors for lessons learnt and improvement initiatives. Market research provides benchmark performance to improve upon each year.		
Work with local radio to reinforce and extend coverage, enabling radio updates during storms and power interruptions	Yes	2001
We maintain a database of all local BBC and commercial radio stations in our network area. We proactively engage them during major incidents and after incidents of metal theft on our network.		
Initiatives that recognise the specific communication needs of the company's particular communities including hard to reach customers	Yes	2001
Our customer relations centre continues to use the services of Language Line - a company dedicated to providing live translation services to non-English speaking customers. Our minicom system allows text communications with deaf customers.		
Use of employee feedback in targeting communication strategies	Yes	2004
Feedback from our employee engagement survey has led to targeted organizational restructuring to improve front line responses to customer service through localized management.		
Use of new media technology to provide customers with updates regarding service issues	Yes	2011
Development of a range of new and improved services via our website such as webcasts explaining complex activities that affect customer supplies e.g. intermittent faults. Our website is smart phone enabled and we have made improvements to our Interactive Voice Recognition (IVR) telephony system.		

Sharing established partnerships with other DNOs to facilitate the sharing of best practice	Yes	2005
We actively participate in the Consumer Issue Working Group and the Consumer Redress Working Group, in conjunction with the ENA, to share and adopt best practice.		
Provision of customer call backs after supply interruptions	Yes	2008
Our IVR system allows all customers to register for an update following an electricity supply interruption. These customers receive a text update or an automated voice message. Currently mobile phone users automatically receive a text update and following improvements to the IVR system in July 2011, this will be extended to all customers unless they wish to opt-out.		
<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: 28 April 2011	