

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.

DNO DETAILS: (please complete)	CONTACT DETAILS: (please complete)
<p>Company: Western Power Distribution</p> <p>Licensee(s):</p> <p>Western Power Distribution (East Midlands) plc</p> <p>Western Power Distribution (West Midlands) plc</p> <p>Address: Avonbank</p> <p> Feeder Road</p> <p> Bristol</p> <p>Postcode: BS2 0TB</p>	<p>Name: Phil Wilson</p> <p>Title: Customer Operations Manager</p> <p>Telephone: 02476 194172</p> <p>Email: phil.wilson@central-networks.co.uk</p>

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 electronically, with a hard copy sent to:
Dorothy Eke, 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 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.	✓	

BEST PRACTICE FROM PREVIOUS SCHEMES		
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.	Initiative adopted (please tick Y/N)	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	1990
<i>Our leaflets are available in Braille, large print and foreign languages. Our website allows increased font sizes and provides key multi-lingual information. We provide recorded information via hospital radio and talking newspapers. Customers can contact us via SMS, an iPhone application, email or even webchat.</i>		
Demonstration of effective process for managing Priority Service Register (PSR) to ensure an up to date information	Yes	2004
<i>See main application - In 2010 we manually updated 80,000 records after writing to every PSR customer. 71,000 new customers joined last year too and following our DNO/Supplier workshop a Gemserv change is underway to automate the dataflow (including contact numbers) from DNOs to Suppliers.</i>		
The provision of live network information during interruptions enabling customers to check estimated restoration times.	Yes	2006
<i>See main application - we remain the only DNO to provide current/historical outage information live online and this year we have extended this service for many mobile phone users and iphone users.</i>		
Partnership work within the stakeholders (customers, community such as with Post Offices, MPs and the media)	Yes	1990
<i>See main application - we proactively work with regional doorstep crime groups, Age Concern, local media and MPs.</i>		
Proactive use of customer complaints and research	Yes	1990
<i>See main application - we survey complainants to gauge satisfaction and to further improve our service.</i>		
Work with local radio to reinforce and extend coverage, enabling radio updates during storms and power interruptions	Yes	1990
<i>We support initiatives such as BBC Radio Nottingham's 'Energy Experiment' and work closely with local media outlets during storms and power cuts.</i>		
Initiatives that recognise the specific communication needs of the company's particular communities including hard to reach customers	Yes	1990
<i>See main application - our leaflets are available in a wide variety of languages. We have audio and plain text versions of on-line leaflets and our key web pages are available in seven languages. Our new information pack for craftsmen includes Braille and multi-lingual information.</i>		
Use of employee feedback in targeting communication strategies	Yes	1990
<i>Annual employee surveys allow feedback on managers, environment, the business and tools staff use. Senior managers run regular engagement sessions for field and office staff.</i>		
Use of new media technology to provide customers with updates regarding service issues	Yes	2006
<i>See main application - Customers can use our live network map and now they can check for and report power cuts in their area using a new iphone application. The 'app' also provides the customer with useful advice and information about power cuts.</i>		

Sharing established partnerships with other DNOs to facilitate the sharing of best practice	Yes	2005
<i>We have hosted best practice visits, inviting other DNOs, for outage management systems, Customer Support Vehicles, Live Network Information and Customer Contact Centre. In the past we have replicated best practice agreements with Air Products and the British Red Cross.</i>		
Provision of customer call backs after supply interruptions	Yes	2009
<i>We offer customers who call us during a power cut, not just those on the PSR, the opportunity to receive a call back as soon as we have any updated information. We provide a proactive service which reduces the need for customers to keep contacting us for further information.</i>		
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: Phil Wilson, Customer Operations Manager	Date: 28 April 2011	