

SSEPD owns one electricity transmission network and two electricity distribution networks, comprising 106,000 substations and 128,000 km of overhead lines and underground cables across one third of the UK. In 2010/11 the company plans to invest around £210m in its distribution networks. SSEPD's objectives in electricity networks are to:

- Comply fully with all safety standards and environmental requirements
- Ensure that they are managed as efficiently as possible, including maintaining tight controls over operational expenditure
- Provide good performance in areas such as reliability of supply, customer service and innovation
- Deliver capital expenditure programmes so that the number and duration of power cuts experienced by customers is kept to a minimum
- Engage constructively with the regulator, Ofgem

Investment is focused on renewing SSEPD's networks, which were largely built in the 1950s and 1960s, and thereby reducing the number and duration of power supply interruptions.

focus on

Safety



Be your brother's keeper



SSEPD is committed to Safety. Everything we do is centred on ensuring everyone is as safe as possible. We have introduced a new safety initiative "Brother's Keeper" Staff look out for each other and challenge unsafe acts, whether it be colleagues, friends, family or members of the public. We track our safety using the Total Recordable Injury Rate (TRIR). It is calculated by taking the number of recordable injuries and dividing by man hours worked. Following the introduction of this initiative we have seen a reduction from **0.10** to **0.08**.

Our Five Safety Golden Rules



Assess risks



Wear P.P.E.



Accept challenges

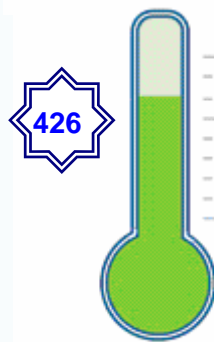


Reverse park



Everyone holds the handrail

No debate • No excuses • No accidents



Number of Licences issued

Power Systems Innovation Station

The Licence to innovate scheme is the modern day equivalent to the more traditional and well known "Brainwave" scheme. The reward-based scheme provides SSEPD staff with a way to come forward and share their innovative ideas on how SSEPD can become more efficient and effective which will ultimately improve the service our customers receive. Since last April we have had **1065** ideas submitted with **426** staff being given the go ahead to make their idea a reality. Our staff are more engaged in their day to day tasks and take pride in their role; they feel that they can make a difference by making SSEPD the best Distribution Company in the UK. In total these initiatives has resulted in over £3million pounds of efficiency savings.

The scheme has been running for **3** years. We've had a total of **66** young people through our programme. Currently we have **31** working with us of these, **22** have secured permanent contracts and **9** are presently within their placement year.

Following on the success in Tayside, Highlands & Islands, Glasgow, and Edinburgh a new service started in Cardiff on 7th March and Slough will begin in April 2011. We believe in giving these youngsters a fair chance at proving themselves within the community. By believing in them, they are making a worthwhile contribution to society.

Believe in
children
Barnardo's



Before I joined Barnardo's my life was very quiet, I spent days & days in the house getting up at silly times not eating properly so my health was poor. I had no money to do anything and became very antisocial and losing touch with people. Getting a job with SSEPD has helped me in lots of positive ways I have money to buy food for my house, clothes etc... I am more sociable and feel now that I have something to work towards and am now capable of getting up in the mornings. I have also met a lot of new friends and I am really glad and happy SSEPD has given me a chance to improve my life.

Fiona Adamson works in our Dundee Depot

Treating Customers like Family - Service Initiative

Here to make and keep promises
Escalate if you need help to find the right solution
Always show you care and check the customer is happy
Resolve the problem
Take personal responsibility

Our H.E.A.R.T. Initiative continues to go from strength to strength with great success. H.E.A.R.T. is about focussing on the customer and understanding their concerns and needs. By treating customers as individuals we are able to tailor our services to their specific needs. By engaging more with our customers we are able to inform them of the benefits of our Priority Services Care Register. This has resulted in an increase of over **8000** more customers being added in the last year.

John Cuthbert, who works in E.S.C. Perth received a call from a distressed customer. Her grandson had lost her daughter's prepayment key. She had very little money left in her meter and was stuck in the house with 4 young kids. Having 3 young kids of his own he could relate to her situation and how stressful it can be. He advised her we could send an engineer round with a new key and informed her of the call out charge, she was quite happy with this. Then he remembered about the machine we have here in the office to configure keys, so advised customer's mother if she could get her daughter to come down to the office we could give her a key and save the call out charge. Mother had to call her daughter so he offered a call back to see if that was acceptable.

While off the phone he came up with the idea to drop the key off if she was stuck in the house. The customer's mother appreciated this and he informed her it wasn't a problem as it could save her daughter money also. The customer was most grateful for John going to all the extra trouble. John is one of our H.E.A.R.T. heroes.



GIVE as YOU EARN

SSEPD have introduced a new and easy way for staff to make a regular donation to any charity of their choice. They are able to set the amount they

wish to pay each month and the money is deducted from their salary before tax. The total amount donated since the scheme was introduced in April 2010 is **£34,000**.

One Call Does It All



Speaking to Contact Centres can sometimes be frustrating, that is why customers only need to call us once. Our promise is to answer calls within **15** seconds, however should we be busy we have also introduced a guaranteed call back service within **30** minutes. We realise how precious time is to our customers, so we want to treat them all as friends or family. Should a customer report damage to our equipment or a dangerous situation, that call will jump to the front of other calls waiting. Safety, Customers and Staff will always be our priority.

Any dissatisfaction about our service is also recorded, we always want to make things better, we have a 24/7 customer care line, where staff are empowered to help customers and take ownership. They are well trained and motivated, resolving everything at first point of contact. Customers are always asked "Are you completely satisfied?" If for any reason they are not, then there is always a manager on shift 24/7 to take responsibility to ensure 100% customer delight.

Real Results

Our **Power2Promise** and **H.E.A.R.T.** initiatives have resulted in a **20%** increase in within the first year of implementation.



Power2Promise is an initiative where the customer is informed from the outset of our timescales, so they know what to expect and when to expect it. We keep them updated every step of the way either by making outbound calls and / or text updates on job progress. By empowering our staff to care for our customers, we look after them until their problem is resolved to their satisfaction.

Direct feedback from our customers is gained by carrying out NPS (Net Promoter Score) surveys. From these surveys **72%** of our customers would recommend the service they experienced to a friend. With the introduction of **Power2Promise** and **H.E.A.R.T.** we have seen an increase in Promoters and a decrease in detractors.

Staff survey questionnaires were carried out prior to these initiatives being implemented to ascertain the impact on staff. The benchmark score was **3.61**. A follow up staff survey was carried out whereby staff rated SSEPD as **4.64** which puts us in the World Class of Companies (World class being a score over **4.15**)

SSEPD is a place where we support and value our colleagues like family and work together in a straight forward, open and honest way. It is a place where

- We do everything safely and responsibly
- We give our customers service we are proud of and treat customers like family
- We operate ethically and safeguard the environment
- Innovation is encouraged and our ideas really count
- We keep things simple, not wasting time money or resources

By investing in our colleagues and ensuring that SSEPD is a Great Place to Work, we're able to improve the service that our staff provide daily to our customers. We are proud that SSEPD is recognised as the Industry Benchmark when it comes to customer satisfaction; however we always strive to improve things further for our customers.