

STAKEHOLDER ENGAGEMENT INITIATIVES



ELECTRICITY DISTRIBUTION CUSTOMER SERVICE REWARD DISTRIBUTION NETWORK OPERATORS ENTRY FORM

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

DNO DETAILS: (please complete)	CONTACT DETAILS: (please complete)
Company: SSE	Name: Aileen McLeod
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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 29th 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
DNO has an established process of stakeholder engagement and an up-to-date engagement strategy addressing how they inform and obtain feedback on the impacts of their business activities from a range of stakeholders	X	
DNOs initiatives demonstrate effective use of feedback opportunities provided by an established process of stakeholder engagement regarding its business activities	X	
A range of stakeholders have been engaged and have commented on the DNO's approach to stakeholder engagement and on the changes the DNO is making in response to the views of stakeholders	X	
DNO has made use of a variety of mechanisms to inform and engage their stakeholders (and possibly demonstrated a year on year improvement)	X	
DNO is adapting its internal processes and policies in response to feedback from stakeholders	X	
DNO has a process of measuring the benefits of its stakeholder engagement on its business activities	X	

BEST PRACTICE FROM PREVIOUS SCHEMES		
Please indicate which of the following best practice examples from previous 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	Year first implemented (Please fill)
DNOs should have mechanisms in place to establish who their key stakeholders are, what would constitute a representative sampling approach to eliciting their views and the best use for this information.	Yes	2009
SSEPD identifies its key stakeholders by virtue of workshops held annually to review progress on Price Control initiatives and their impact on stakeholders.		
Demonstrate genuine evidence of improvement in their understanding of customers and stakeholders. They need to demonstrate how their knowledge of their stakeholder's needs has evolved throughout their engagement process.	Yes	2009
Our Power 2 serve initiative is an excellent example of how SSEPD have improved our service to stakeholders. On our advocacy surveys we have improved our Net Promoter Scores by between 10 and 30% over three years.		
DNOs should look to benchmark themselves against companies operating in competitive markets and not other DNOs.	Yes	2009
Our Power 2 Serve initiative uses advocacy scoring that is based on an external set of benchmarks that cover companies in competitive markets as well as traditional utilities.		
Demonstrate an effective, cross-organisation mechanism for capturing and managing this information so that it can systematically influence future policy and practice.	Yes	2009
A very powerful aspect of Power 2 Serve are the cross business Learning Teams that take the experiences of our customers and translate these into new and better ways of working and amended processes.		
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:	