

## 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)

Company: SSE  
Licensee(s): SHEPD  
SEPD  
Address: Inveralmond House  
200 Dunkeld Road  
Perth  
Postcode: PH1 3AQ

#### **CONTACT DETAILS:** (please complete)

Name: Aileen McLeod  
Title: Head of Regulation, Networks  
Telephone: 01738 456 107  
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#### **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	Y	2004
We offer targeted information through press releases, and we proactively telephone our Priority Customers during power cuts offering home visits and additional support as appropriate.		
Demonstration of effective process for managing Priority Service Register (PSR) to ensure an up to date information	Y	2007
We gather and update information on our Priority Customers through our day to day contacts on the telephone. Our close contacts with local care organizations also helps us keep the Register up to date.		
The provision of live network information during interruptions enabling customers to check estimated restoration times.	Y	2001
We provide current network information to our customers during interruptions to supply using both recorded messaging and direct telephone callbacks giving milestone updates.		
Partnership work within the stakeholders (customers, community such as with Post Offices, MPs and the media)	Y	2005
We offer special high priority ex directory telephone contacts to help agents and advocates have easier communication with us. We also have contracts with voluntary agencies and work with local authority care in the community partners.		
Proactive use of customer complaints and research	Y	1997
We undertake continuous customer research. We issue customer feedback cards when we complete jobs, and we proactively call customers for 'business as usual' work and also when customers are inconvenienced by power cuts.		
Work with local radio to reinforce and extend coverage, enabling radio updates during storms and power interruptions	Y	2005
We provide support and work with local radio to enable us to reach our most isolated customers during storms and power interruptions with regular updates.		
Initiatives that recognise the specific communication needs of the company's particular communities including hard to reach customers	Y	1980
Our strong local approach to communicating with customers, particularly those who are hard to reach, through the use of retained staff and local community switchers, naturally overcomes accent, language and cultural barriers, which communities find invaluable.		
Use of employee feedback in targeting communication strategies	Y	2008
In line with our culture of being open to challenges, we target our communication strategies by using structured learning teams to review customer interactions, developing learning for individuals and establishing best practice.		
Use of new media technology to provide customers with updates regarding service issues	Y	2010
SSEPD started using social media in 2010 to update customers on service issues and get feedback. We have an active Twitter account that is monitored constantly.		
Sharing established partnerships with other DNOs to facilitate the sharing of best practice	Y	2007
By full participation in both categories of the Discretionary Rewards we ensure DNOs have access to an overview of our initiatives and we welcome the sharing of our established partnerships with other DNOs to encourage adoption of best practice.		
Provision of customer call backs after supply interruptions	Y	2009
As noted above customer call backs after supply interruptions are a key part of our strategy to keep customers informed, get feedback on our performance, reassure our most vulnerable customers and improve our processes and service.		
<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:	

