

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)
Company: SP Energy Networks	Name: Vicky Kelsall
Licensee(s): SP Distribution Ltd SP Manweb	Title: Customer Service Director
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Postcode: ML4 3FF	Email: Vicky.Kelsall@SPPowersystems.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 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.	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	

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	Y	2009-11
Telephony platform introduced 2009 allowing SPEN to give property/incident specific messages. Also introduced a Language Line during 2011 to help customers speaking limited English. Text messaging widely used to keep customers informed of restoration info during a fault.		
Demonstration of effective process for managing Priority Service Register (PSR) to ensure an up to date information	Y	2011
Engagement with local councils during 2010/11 to share PSR information during a supply interruption to ensure we have up to date information. New <u>Customer First</u> Model implemented in 2011 which ensures we capture vulnerable customer information at the time of the initial call.		
The provision of live network information during interruptions enabling customers to check estimated restoration times.	Y	2009
Telephony platform introduced in 2009 to allow customers to listen to a message specific to property giving updated information and expected restoration times. In 2011 introducing enhancements to web site to allow access this information on line and on Smart app.		
Partnership work within the stakeholders (customers, community such as with Post Offices, MPs and the media)	Y	2010
During 2010 SPEN engaged with customer groups on complaints, gen enqs, planned & unplanned interruptions and connections. We also engaged with key stakeholders such as Local and Parish Councils, Environmental Interest Groups, Emergency Services, MP's etc.		
Proactive use of customer complaints and research	Y	2011
Complaints research was completed during 2010, since then we have implemented our Customer First Model which allows us to look after our customers more effectively. We are also introducing root cause analysis during 2011 to give us focus in on complaint trends and defects.		
Work with local radio to reinforce and extend coverage, enabling radio updates during storms and power interruptions	Y	2009
Our team work closely with local radio and press during large storms and incidents.		
Initiatives that recognise the specific communication needs of the company's particular communities including hard to reach customers	Y	2010/11
As part of our stakeholder engagement exercise, we are specifically focusing on charities representing vulnerable customers to understand their needs. The findings from this research are and will continue to be included in our operating plan		
Use of employee feedback in targeting communication strategies	Y	2010
We conducted regular staff surveys during 2010/11 to engage with all staff on their workplace and how they feel we deliver service to our customers. We also conduct focus groups and hold daily Customer First meetings to resolve difficult issues real time for our customers.		
Use of new media technology to provide customers with updates regarding service issues	N	Planned 2011
During 2011 we are enhancing our web site to allow customers access to info relating to faults and planned work in their area. We are about to launch an On Line Community to allow us to seek customer views real time as well as inform our customers of our future plans.		
Sharing established partnerships with other DNOs to facilitate the sharing of best practice	Y	2010
Best Practice/Benchmarking session have been held with SSE, Northern Gas, Central Networks.		
Provision of customer call backs after supply interruptions	Y	2010

Our model commits to give the customer the service they want. Research in 2010, Customers told us they did not want a letter following restoration – so we stopped this. Customers have said they would like a call back if they request it and a text is sufficient – so that is what we do.

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:
Vicky Kelsall

Date:
28th April 2011