

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: UK Power Networks</p> <p>Licensee(s): Eastern Power Networks plc London Power Networks plc South Eastern Power Networks plc</p> <p>Address: Newington House, 237 Southwark Bridge Road, London.</p> <p>Postcode: SE1 6NP</p>	<p>Name: Basil Scarsella</p> <p>Title: Chief Executive Officer of UK Power Networks</p> <p>Telephone: 0845 601 4516</p> <p>Email: bscarsella@ukpowernetworks.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.	Yes	
DNOs' initiatives demonstrate an understanding of the different requirements of its various customer groups.	Yes	
DNOs' communication strategy is embedded into ongoing business practices and demonstrate senior management involvement.	Yes	
DNOs' initiatives demonstrate effective use of feedback opportunities provided by an established process of stakeholder engagement regarding their wider communication initiatives.	Yes	
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.	Yes	
DNOs have different versions of customer information available to ensure they are meeting different customer population's needs adequately.	Yes	

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 20	03
We continuously update our factsheets to provide the latest info for customers and suppliers, where requested recording them on CD. We also offer Braille and large print versions and encourage customers to contact us in different ways.		
Demonstration of effective process for managing Priority Service Register (PSR) to ensure up to date information	Yes 20	07
Vulnerable customers are shown on our network management system and are visible on our network diagram.		
The provision of live network information during interruptions enabling customers to check estimated restoration times.	Yes 20	10/11
We offer a live textback service to all our customers, providing them with regular updates on the status of relevant power failures. This is extremely popular as mobile phones are unaffected by power cuts. Over 180,000 customers have signed up.		
Partnership work within the stakeholders (customers, community such as with Post Offices, MPs and the media)	Yes 20	03
We liaise with the BRC, the emergency services, councils and MPs in major incidents. We work with schools and Homeshield Neighbourhood Watch schemes. Latest info about progress on repairs and other work is issued to newspapers, radio and TV daily.		
Proactive use of customer complaints and research	Yes	2004 for the first major piece of research, followed by further research in subsequent years
We communicate with customers during and after power cuts to apologise for the inconvenience and explain what we have done to restore their power supply. We also conduct customer focus groups, stakeholder meetings and regular telephone surveys.		
Work with local radio to reinforce and extend coverage, enabling radio updates during storms and power interruptions	Yes 20	03
Our Media Relations team proactively contacts radio stations during storms and major power interruptions to explain the nature and scale of the problem, plus what we are doing to restore power. We also work with hospital radio to promote the PSR.		
Initiatives that recognise the specific communication needs of the company's particular communities including hard to reach customers	Yes 20	06
We offer Typetext and a Language Line. Employees list their language skills on the intranet so they can help customers whose first language is not English. Where requested, we provide copies of our factsheets on CD and large print PSR cards.		
Use of employee feedback in targeting communication strategies	Yes	2003
We carry out an annual employee engagement survey with a mid-year pulse survey update. This has specific sections on internal and external communication strategies and ways to improve. Action plans are developed for implementation.		
Use of new media technology to provide customers with updates regarding service issues	Yes 20	09/10

Customers can now text us their postcode so we can keep them updated on any problems in their area. Once registered, customers will always receive updates as relevant.		
Sharing established partnerships with other DNOs to facilitate the sharing of best practice	Yes Since	1998
We share best practice with other DNOs as well as out of sector. Benchmarking outside the sector permits a broader understanding of customers' expectations.		
Provision of customer call backs after supply interruptions	Yes	2008/09
Customers are kept updated whilst they are off supply by SMS message or callbacks, depending on their preference.		
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: 28 April 2011	