

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.

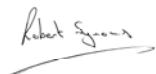
DNO DETAILS: (please complete)	CONTACT DETAILS: (please complete)
<p>Company: Western Power Distribution</p> <p>Licensee(s): Western Power Distribution (South Wales) plc and Western Power Distribution (South West) plc</p> <p>Address: Avonbank Feeder Road Bristol</p> <p>Postcode: BS2 0BH</p>	<p>Name: Robert Symons</p> <p>Title: Chief Executive</p> <p>Telephone: 0117 9332175</p> <p>Email: asleightholm@westernpower.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	2008
See 2010/11 entry.		
Demonstration of effective process for managing Priority Service Register (PSR) to ensure an up to date information	Yes	2008
We receive updates from Suppliers and via customers and third parties.		
The provision of live network information during interruptions enabling customers to check estimated restoration times.	No	
Partnership work within the stakeholders (customers, community such as with Post Offices, MPs and the media)	Yes	2008
See 2010/11 entry.		
Proactive use of customer complaints and research	Yes	2009
See 2010/11 entry.		
Work with local radio to reinforce and extend coverage, enabling radio updates during storms and power interruptions	Yes	2008
Initiatives that recognise the specific communication needs of the company's particular communities including hard to reach customers	Yes	2008
See 2010/11 entry.		
Use of employee feedback in targeting communication strategies	Yes	2008
See 2010/11 entry.		
Use of new media technology to provide customers with updates regarding service issues	Yes	2010
See 2010/11 entry. We have introduced automated texting to alert customers that we are aware of a power failure affecting them.		
Sharing established partnerships with other DNOs to facilitate the sharing of best practice	Yes	2008
See 2010/11 entry. We also shared our initiative with Oxygen Providers with other DNOs.		
Provision of customer call backs after supply interruptions	Yes	2008
This is a WPD initiative.		
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: 28/04/2011	