

Broad Measure of Customer Satisfaction survey

– learning and action points/contact channels

- In reviewing and analysing customer contact channel data (for inbound and outbound contact) at a high level, DNOs found it difficult to make conclusions in any detail at this early stage of running the survey. However, we believe that the following should be considered:
 - General enquiries – consider reviewing the definition to cover all completed jobs that are initiated from a customer enquiry (for job types in scope). This would then mean jobs are captured irrespective of the customer inquiry channel (phone, post, email, website, etc)
 - Faults – mixed views, summarised as:
 - Phone as a channel used by a customer is suitable and sufficient;
 - Potential to include outbound proactive text messages/phone calls informing customers of faults/power outage. Due to volume of these calls/texts a suitable cap on the number to be included in the survey would be needed to keep the survey balanced. This change would need to be for published contact methods only.
 - Alternatively, open up coverage to fully include customers who have been sent a text update, received fault information updates via a website, or via social media, as long as a customer's details can be captured against a job/specific interruption (note text updates are currently included).
 - Both of the above proposals would need to be designed to ensure only customers who had been “contacted” (i.e. answered the DNO outbound phone call) were included.
- In general, DNOs appreciate social media as an emerging and growing mechanism, and need to keep a watching brief in this area and address how to incorporate these although this will evolve through time