

SSEPD Customer Research



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Outsourcing 

Learning 

Research 

Agenda

- Objectives
- Executive Summary
- Research Process
- Who Responded?
- Overall Results by question – ICPs Active in SSEPD Area
- Overall Results by question – ICPs not yet Active in SSEPD Area
- Proposed Next Steps/Action planning

Executive Summary

Executive Summary - overall

- Overall Satisfaction with SSEPD is 7.4 out of 10.
- SSEPD are closer to the ideal than other DNOs that ICPs work with in:
 - 11 of the 12 attributes when obtaining a quotation,
 - All 13 attributes when obtaining a connection.
- 23% of ICPs active in SSEPD area see no Barriers to Competition.
- 80% of ICPs active and 92% of ICPs not yet active intend to expand their work in SSEPDs area in the next two years.

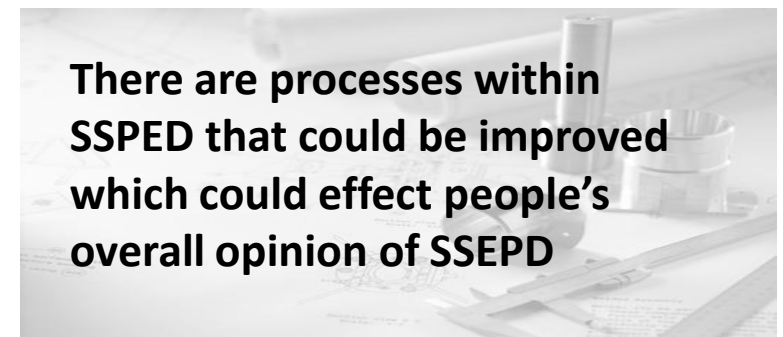
Executive Summary – highs and lows

Highest Scoring Questions

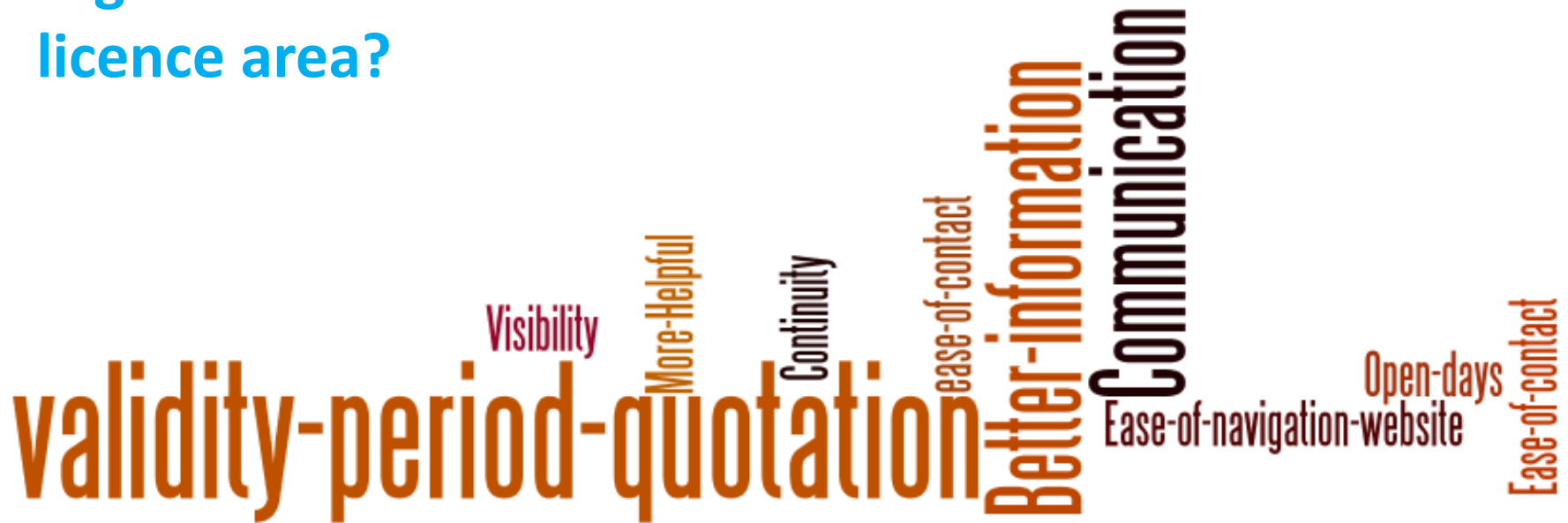
Staff professionalism	9.1
Staff politeness	9.1
Staff willingness to deal with your enquiry	8.1
Accuracy	8.0
Listening to your requirements	7.9

Lowest Scoring Questions

Validity time for quote	5.8
Availability of staff for guidance	6.3
Pre-application discussions	6.5
The process is clearly explained	6.6
Flexibility	6.6



How could SSEPD support your organisation to be more active in their licence area?



- Respondents would like to see a longer validity period on the quotations so that this is more in line with other DNOs.
- Engagement and communication could be improved upon
- Open days were mentioned in the qualitative research as something that other DNOs do that they feel would be of benefit to SSEPD

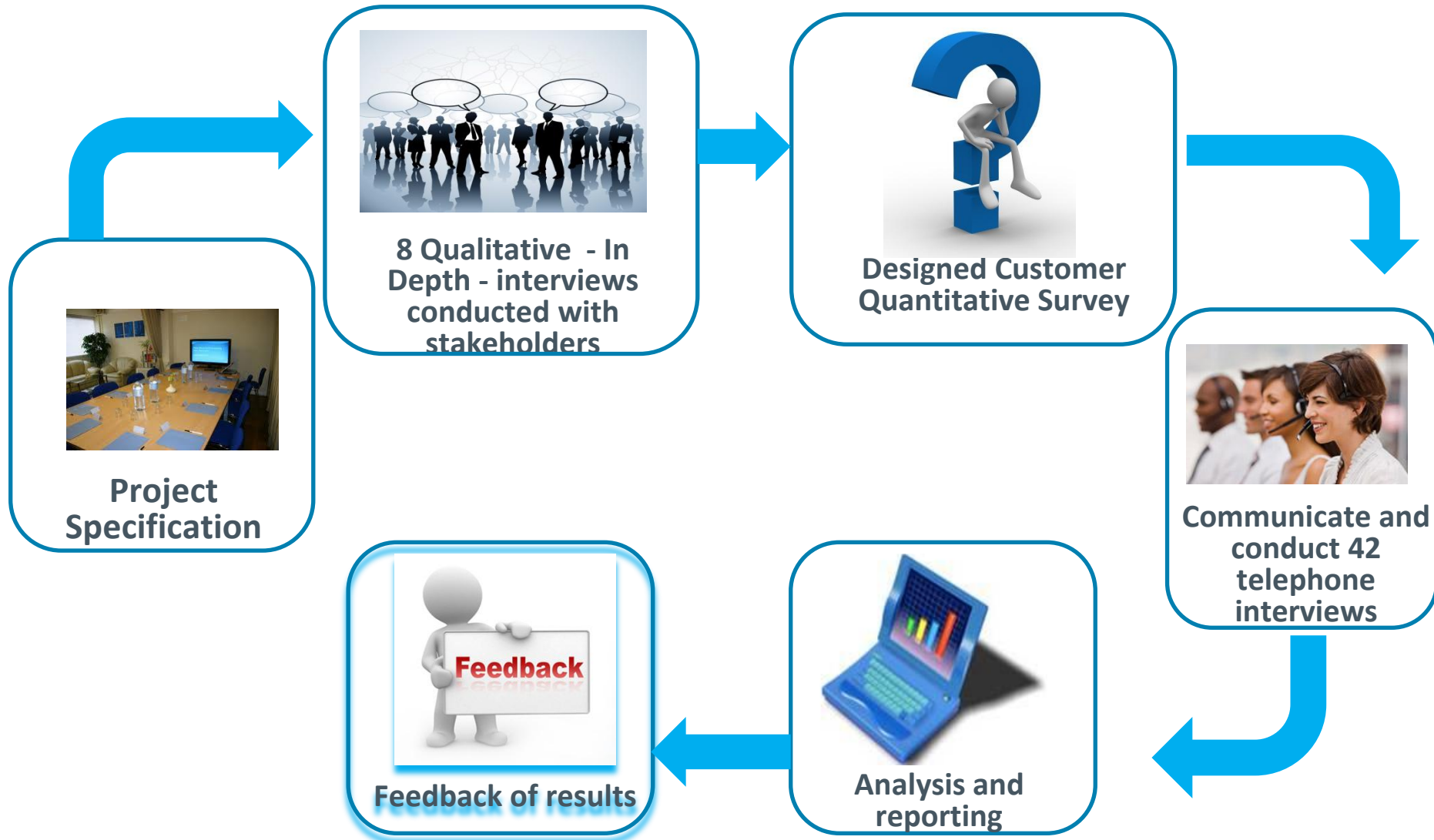
Objectives and Methodology

Objectives

To...

- ➔ Design, develop and implement an effective research programme to understand any perceived barriers to competition for ICP / IDNO active in SSEPDs area.
- ➔ Provide a robust report demonstrating market findings SSEPD with results and solutions that SSEPD can implement
- ➔ Understand and measure the key attributes of customer satisfaction and service delivery as expected by ICP/IDNO active in SSEPDs area.
- ➔ Determine ICP/IDNO perceptions of SSEPD image and service delivery
- ➔ Sample ICPs not yet active in SSEPD area to determine their intentions and any perceived barriers.

Methodology



Who responded?

Who responded

Qualitative – In Depth	Quantitative – By Phone
4 IDNOs (All Active in SSEPD Area)	30 ICPs Active in SSEPD Area
4 ICPs (All Active in SSEPD Area)	12 ICPs not yet Active in SSEPD Area

Quantitative Research

72 Active ICP
Company Details
provided by SSEPD

20 Active ICPs
Companies spoken
to in the quant stage

28% of active ICPs
Spoken to

- All 72 Companies were approached and asked to voluntarily take part in this Research.
- The results in this presentation show the weighted analysis: all companies have been assigned equal proportions so that any duplicate company interviews do not bias the results

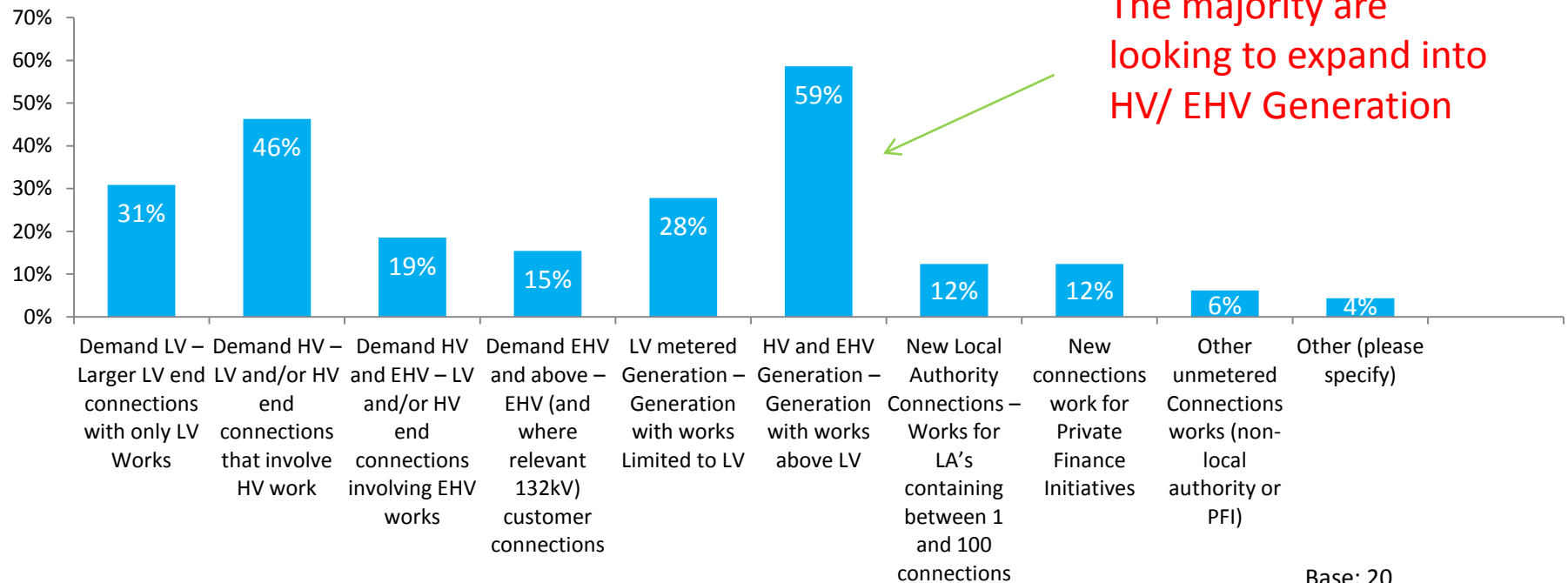
All qualitative interviews were anonymous but were conducted with different companies.

Overall results by question
ICPs already ACTIVE in SSEPD Area
(8 In Depth and 30 Phone Interviews)

Intention questions

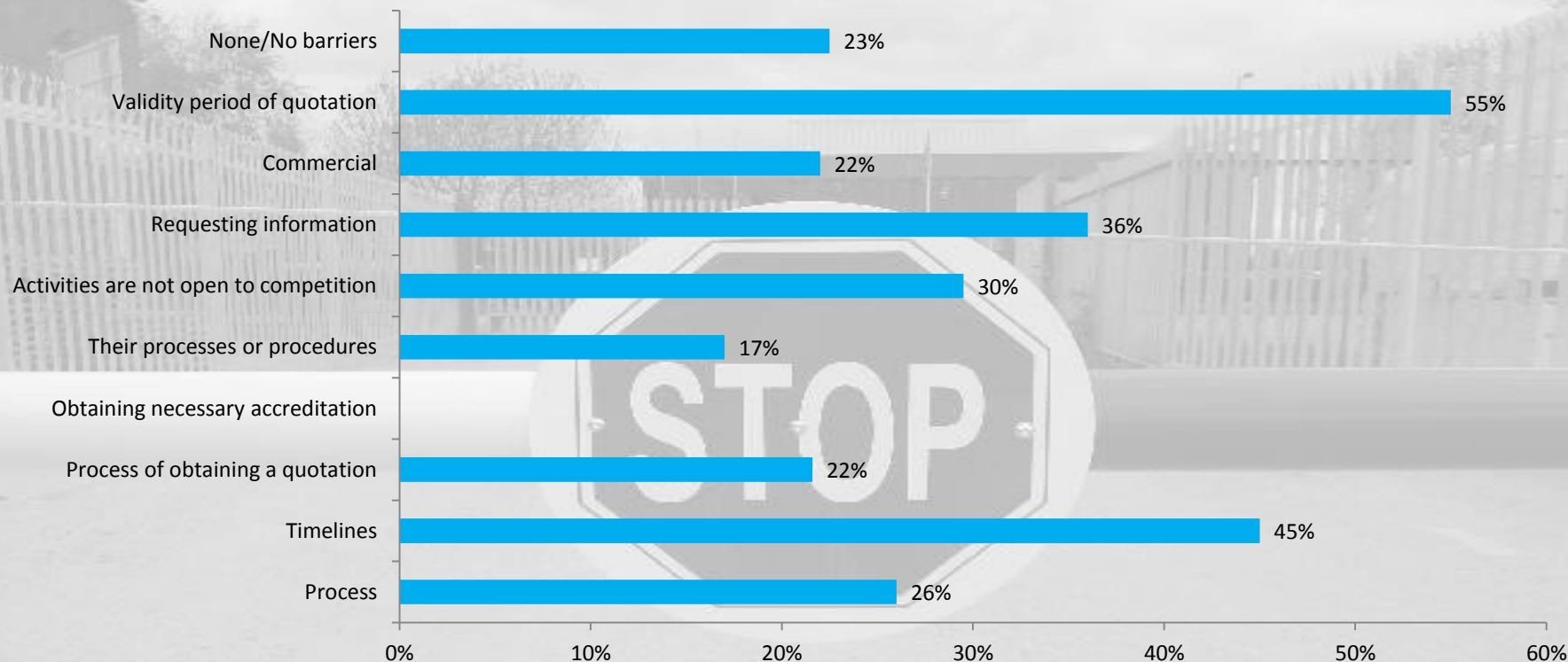
- 80% of active ICPs are considering expanding their work in the SSEPD Area**

Which segments are you intending to expand?



Barriers to working with SSEPD

Barriers when carrying out connection work in the SSEPD licence area?



• **23% did not see any barriers. Accreditation is not seen as a barrier by anyone.**

The main perceived barrier are:

- validity period of quotation as most would like to see the time frame of this extended.
- timelines
- requesting of information.

Barriers to working with SSEPD

“As we have to coordinate with different people and it can be hard to get hold of people with different people all the time.”

“They are obstructive in gaining quotation, therefore our reputation is at risk with clients.”

“Some of the work is non contestable, it is going to be an automatic barrier.”

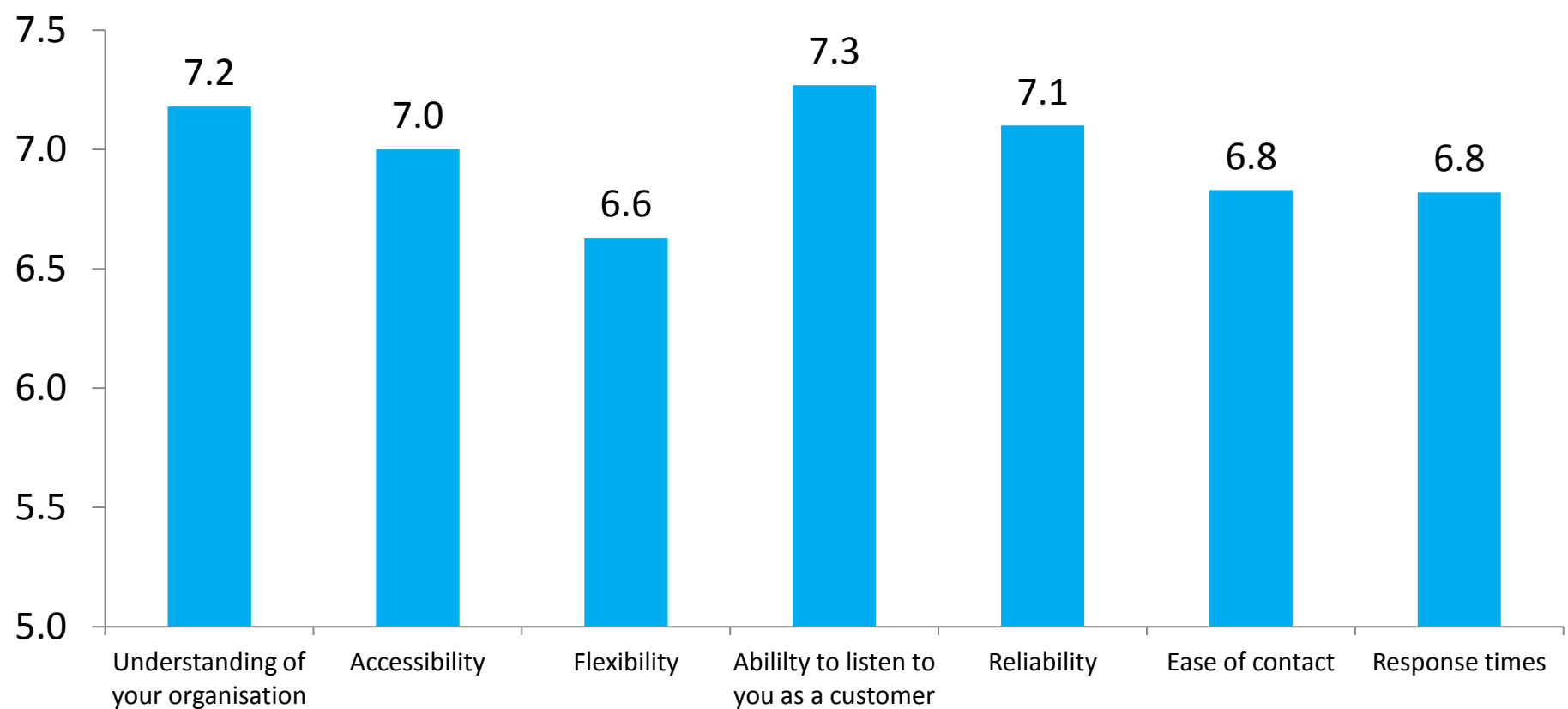
“There is no information freely available, specs come at a price. Other dno's freely provide there information.”

Barriers to Competition

"We feel SSE are far more competitive than other companies...it makes the hurdle of getting into the SSE market a lot more difficult because they're actively competing and have a product that looks similar to ours." IDNO Respondent

"If SSE give them a quotation they'd go back and ask whether it is still valid and SSE can make an instant decision, we can't do that because we are the middle man." IDNO Respondent

Communication and Engagement



+ SSEPD score the highest in their ability to listen to their ICPs.

— The area needing the most improvement is their flexibility.

Communication and Engagement

- **29% of active ICPs have a single point of contact at SSEPD.**
- **90% of active ICPs communicate with SSEPD via email.**

“They are very regimented and will not change or listen to specifics around projects.”

“When you phone up you speak to the call centre, it is impossible to speak to anyone”

“They have strict deadlines to when they are meant to return information to us on which rarely happens.”

“The quotation letters do not have any contact details on.”

Communication	Score
Frequency	7.1
Type of communication	7.5
Level of detail	7.7

Communication and Engagement



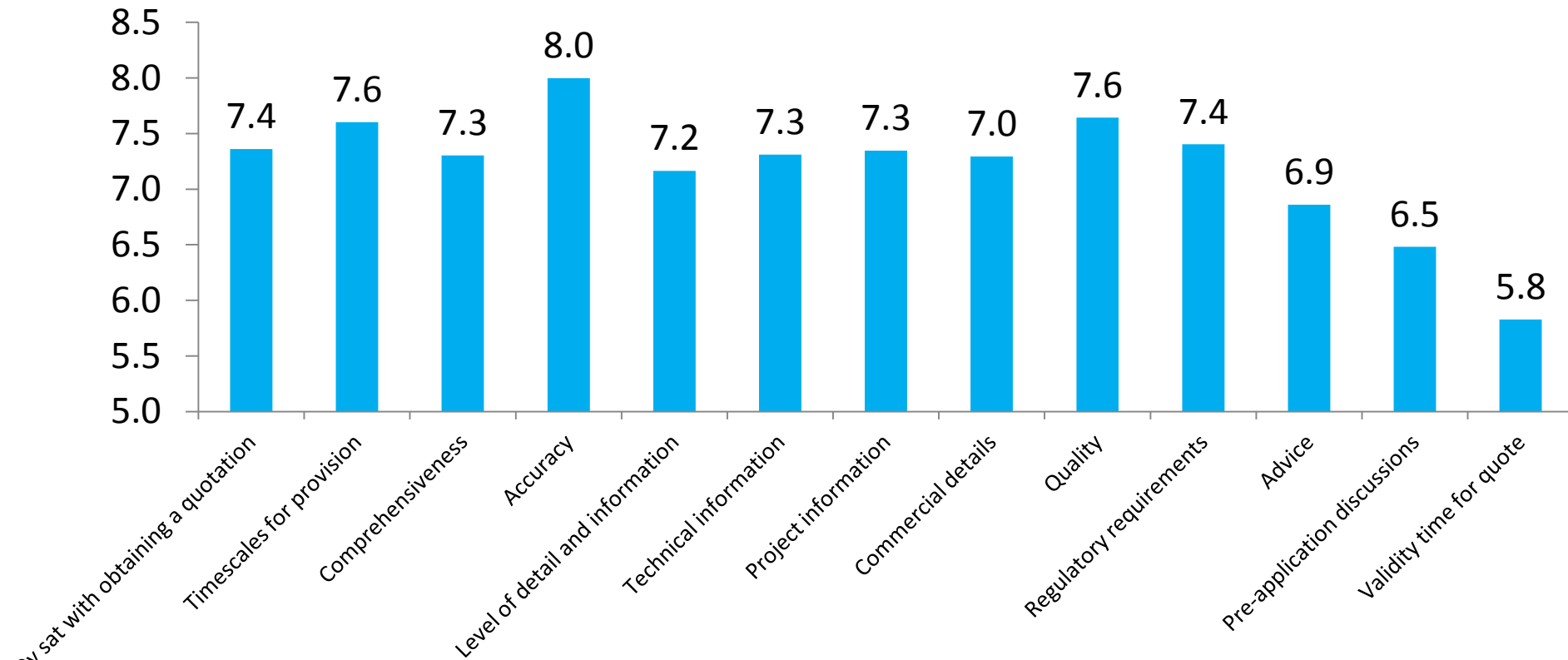
Some respondents expressed that they experienced problems contacting SSEPD when their usual contact is away. They expressed the need for alternative contacts.

It was also mentioned that an email back to say that they have received the application and next steps would be helpful and would save the ICP time so that they are not chasing to check this has been received

"it would be handy if as soon as an application received that they email back just to say that they have got it, this is the reference number it relates to, this is who it has been passed to work on the design, you know those kind of things so you have got all the information that you need and you know where it is going to." ICP Respondent

"Their structure is not transparent. If I'm dealing with one person and they're away and you need to escalate we don't know where to go." IDNO Respondent

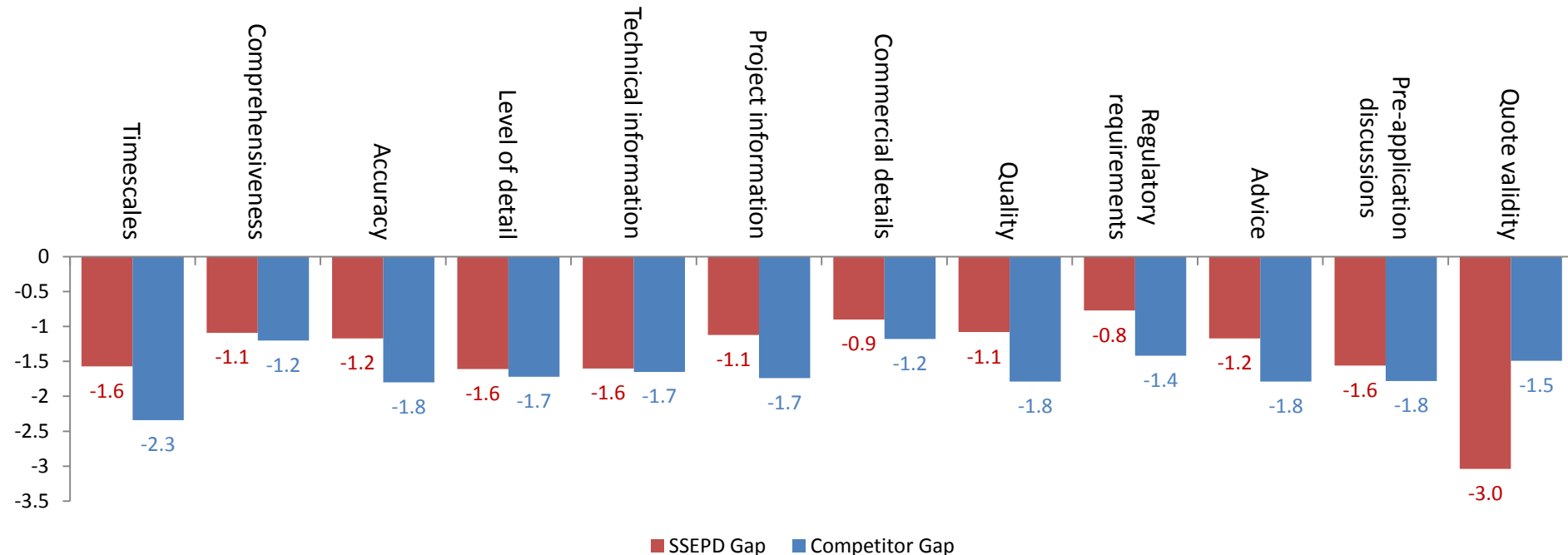
Obtaining a quotation



+ Accuracy of the quotation . Timescales for provision and quality.

— Validity time for quote. Pre-application discussions.

Obtaining a quotation – Compared to other DNOs



SSEPD score closer to the ideal compared to other DNOs the ICP works with in 11 out of the 12 attributes identified.

- Regulatory requirements and commercial are the closest to the ideal score
- Timescales for provision of quote has the largest improvement over other DNOs.

Quote validity period remains the major issue.

Obtaining a quotation

SSEPD do better...

"The response times is good and the level of information in quotes."

"Application forms are easier to fill in - don't require as much detailed information."

"They allow online access to all of their drawings and network records."

"The turn around is very quick"

SSEPD could learn from others...

"Make them valid for the same amount of time, instead of 30 days, i.e. 90 days"

"Using a more electronic based quotation system, and more use of emails."

"They could hold discussions before we put in the application."

"An online system to monitor when applications are submitted and traceability of quotations."

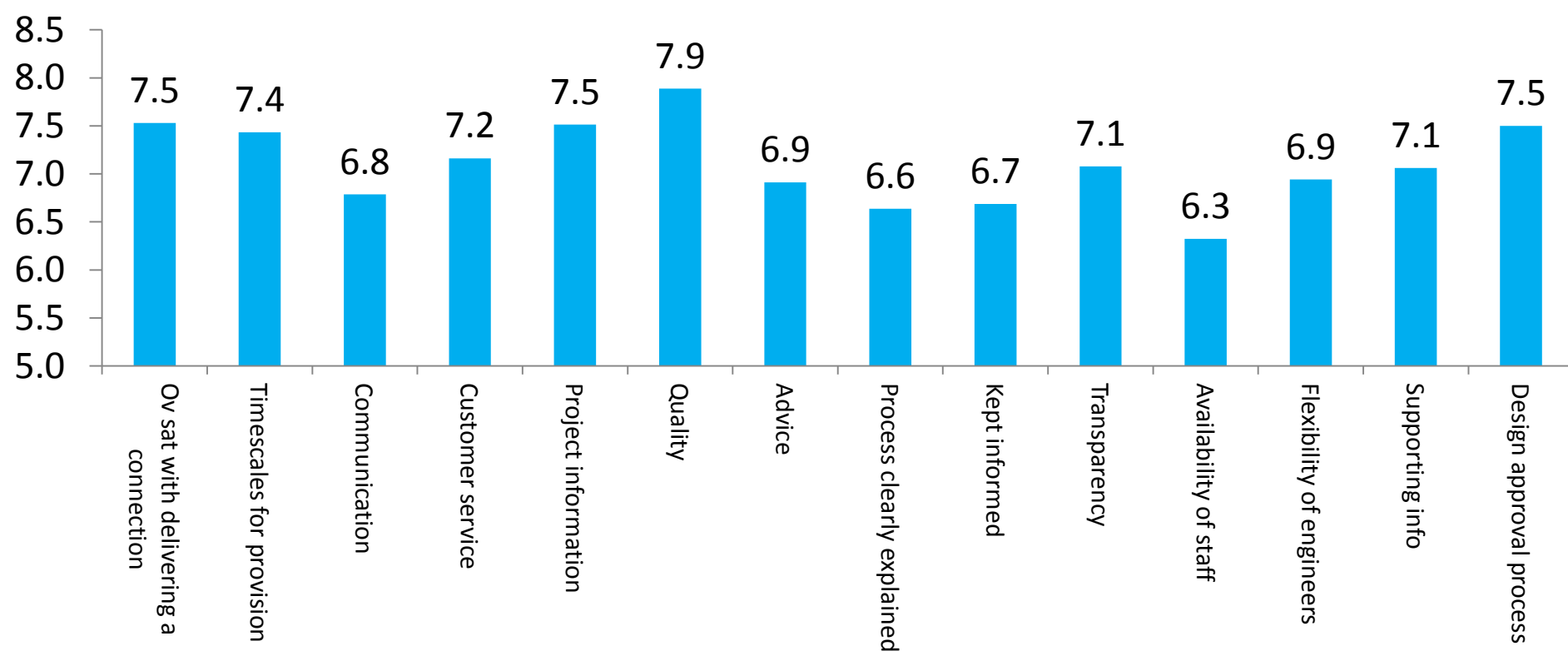
Obtaining a quotation

- **When a quotation was not accepted most respondents spoken to stated that this was more due to their customers and their quotes rather than SSEPD's.**
- **Those that were spoken to had no issues with the detail and information within the quotation although the timeframes were an area that they felt needed improving.**

"We expect them to take the information we've given them and come back with a quotation in a timely manner, they have guaranteed standards to work to and generally the quotations tend to come back to us towards the end of that period. We'd like them to be challenging their own internal processes to get it back to us quicker than say 10 days." ICP Respondents

"The quality is very good but the biggest frustration we have with SSE is that the quotation validity period is only 30 days, and all the other companies in the UK it is 90 days." IDNO Respondent

Delivering a connection

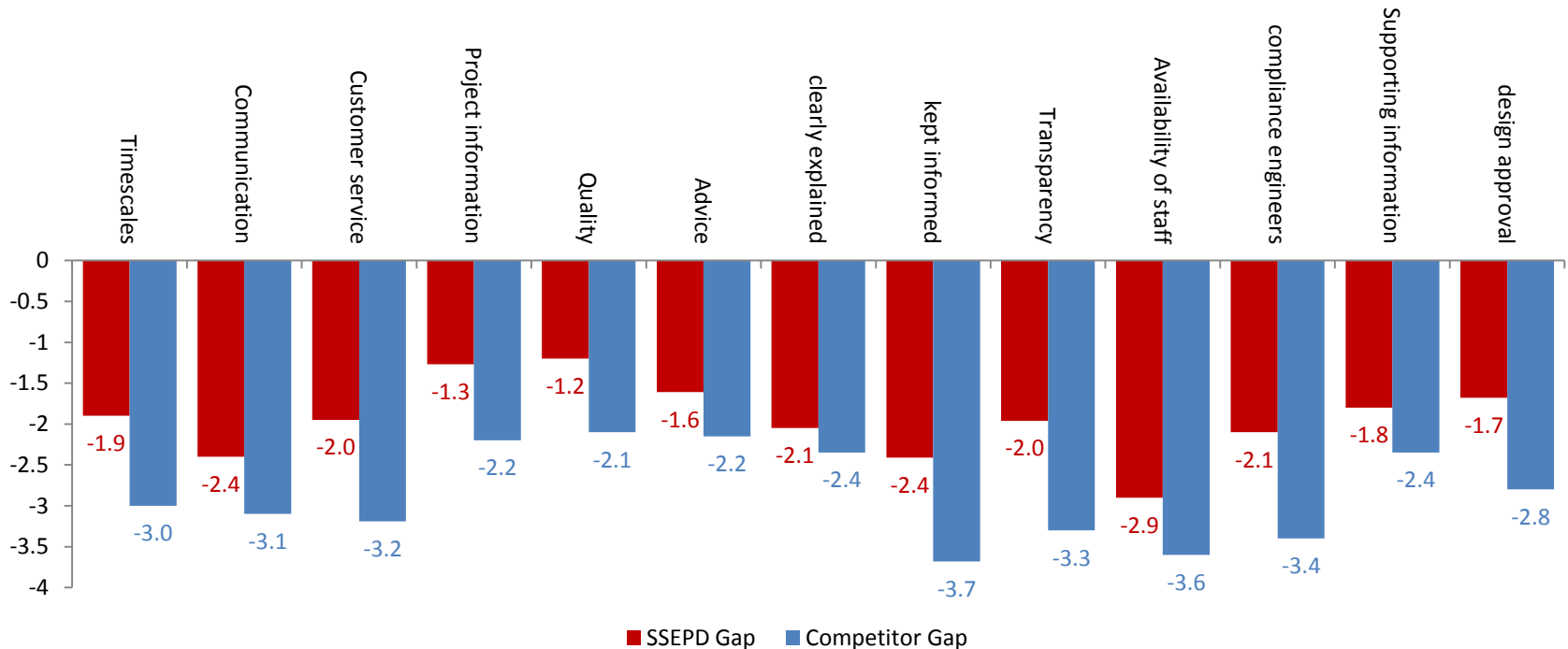


+ The highest scoring attribute in this section is the quality

- The lowest scoring attribute is the availability of staff followed by the process being clearly explained

Delivering a connection

Compared to other DNOs



SSEPD score closer to the ideal compared to other DNOs the ICP works with in all 13 attributes identified.

The area where they need to improve the most is the availability of staff for guidance.

Delivering a connection

SSEPD do better...

"Always on time"

"Their quotation process after the desktop study was good."

"You answer the phone, communication is better than most."

"They are quite flexible in respect to booking connection dates."

SSEPD could learn from others...

"More informal side needed – being able to talk to planners."

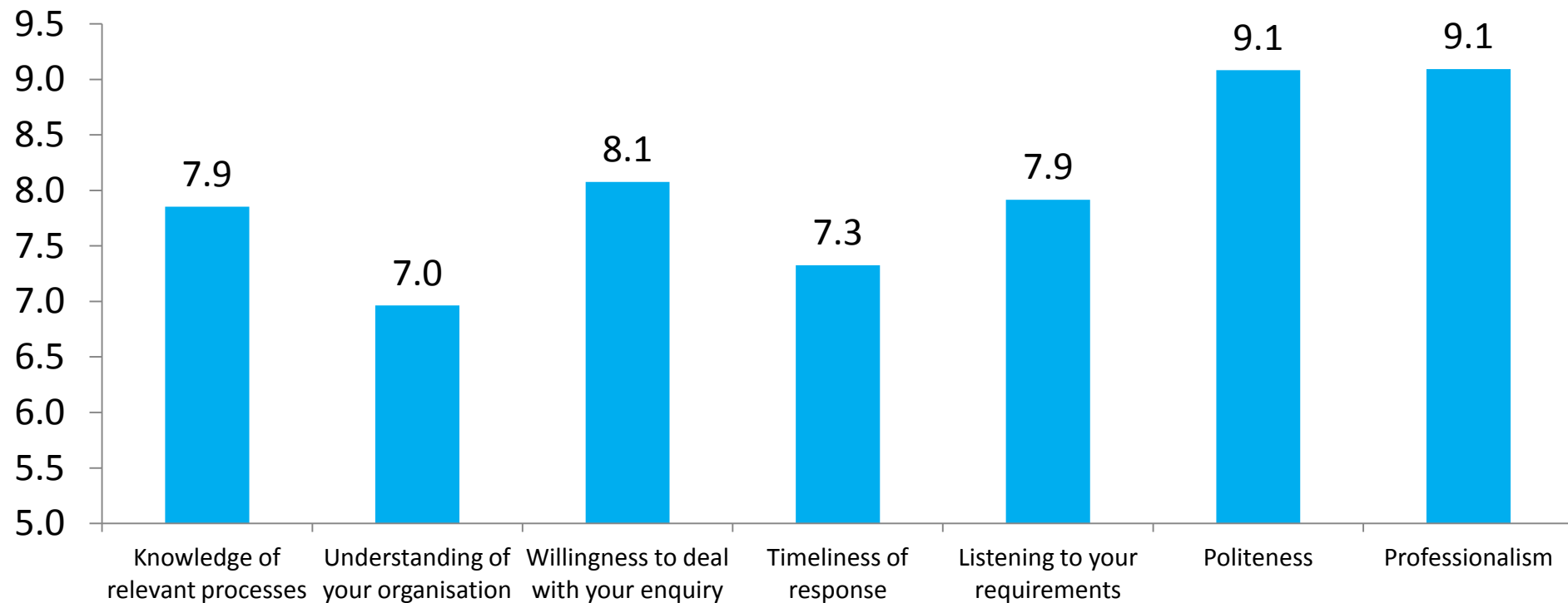
"The cost could be cheaper sometimes."

"They could have online quotations."

"Allow us to carry out the work ourselves, which we are doing with other DNOs."

Overall Staff behaviours

SSEPD Staff



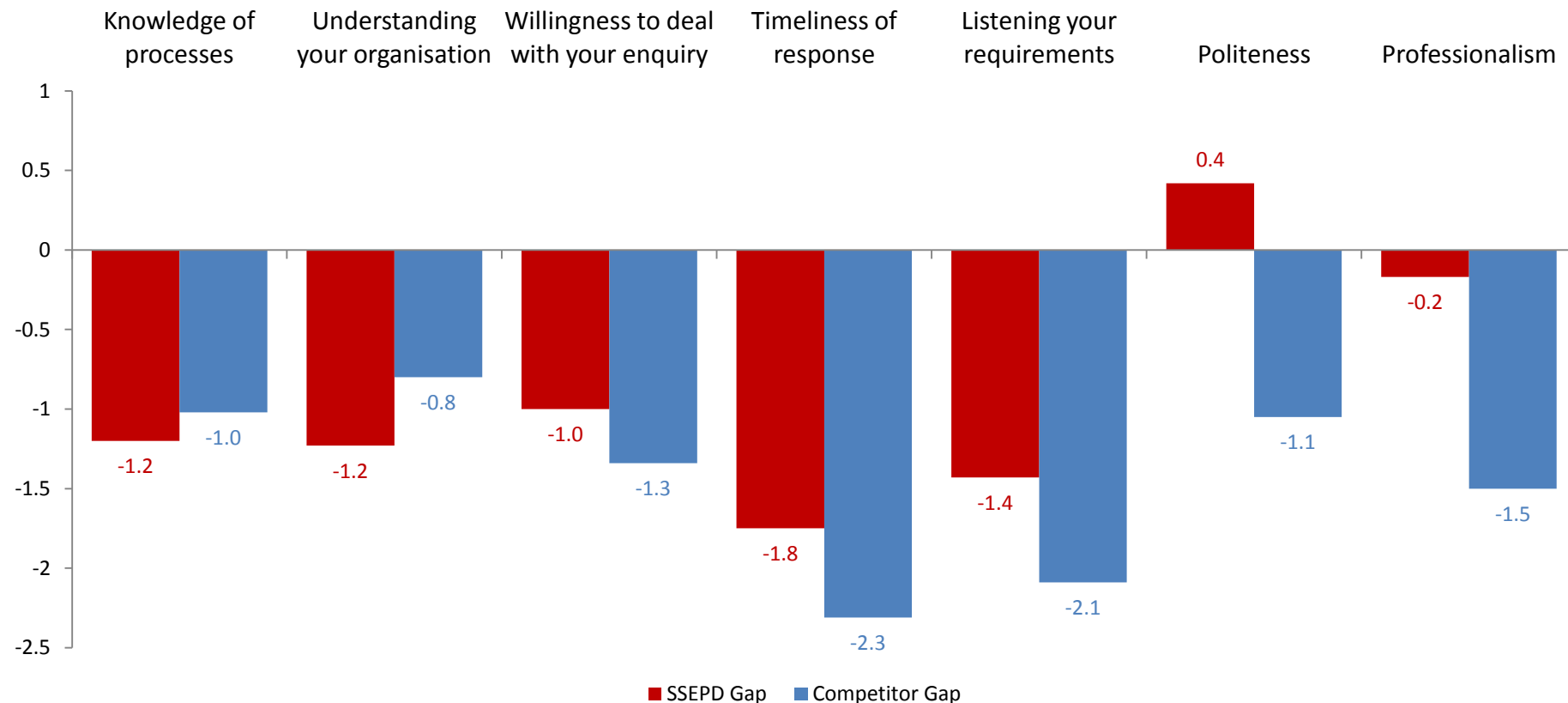
The highest scoring was for professionalism and the politeness.



The lowest scoring was for understanding of your organisation and timeliness of response.

Staff behaviours

Compared to other DNOs



SSEPD score closer to the ideal compared to other DNOs the ICP works with in 7 out of the 8 attributes identified.

- SSEPD actually exceed expectations when it comes to staff politeness.**

The only area where other DNOs exceed SSEPDs performance is staff knowledge of processes.

Staff Behaviours



Throughout the interviews SSEPD staff were described as:

- Helpful
- Professional
- Polite
- Nice people
- Personable

“Generally very good, a few new people have joined recently and they’ve been willing to listen and work with us.” IDNO Respondent

“It depends on whom you’re talking to, a recent example, my designer has been dealing with SSE’s designer who’s just been “picky”, you have one or two of those people everywhere but it’s something SSE needs to monitor, how their engineers are dealing with DNOs. If a designer is issuing lots of rejections, it might be useful to check those out and see whether the reasons are valid.” IDNO Respondent

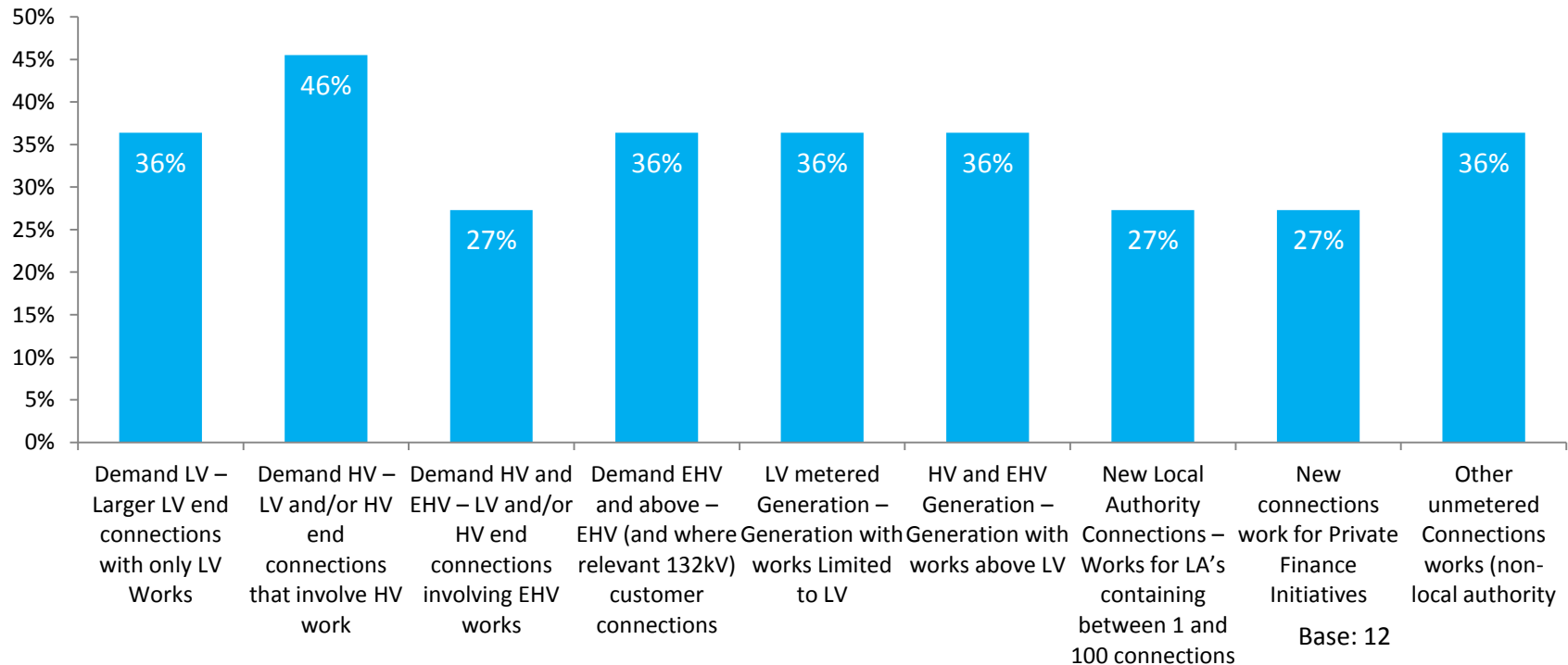
Overall results by question
ICPs not yet ACTIVE in SSEPD Area
(12 Phone Interviews)

ICPs not yet Active in SSEPD Area

Intention questions

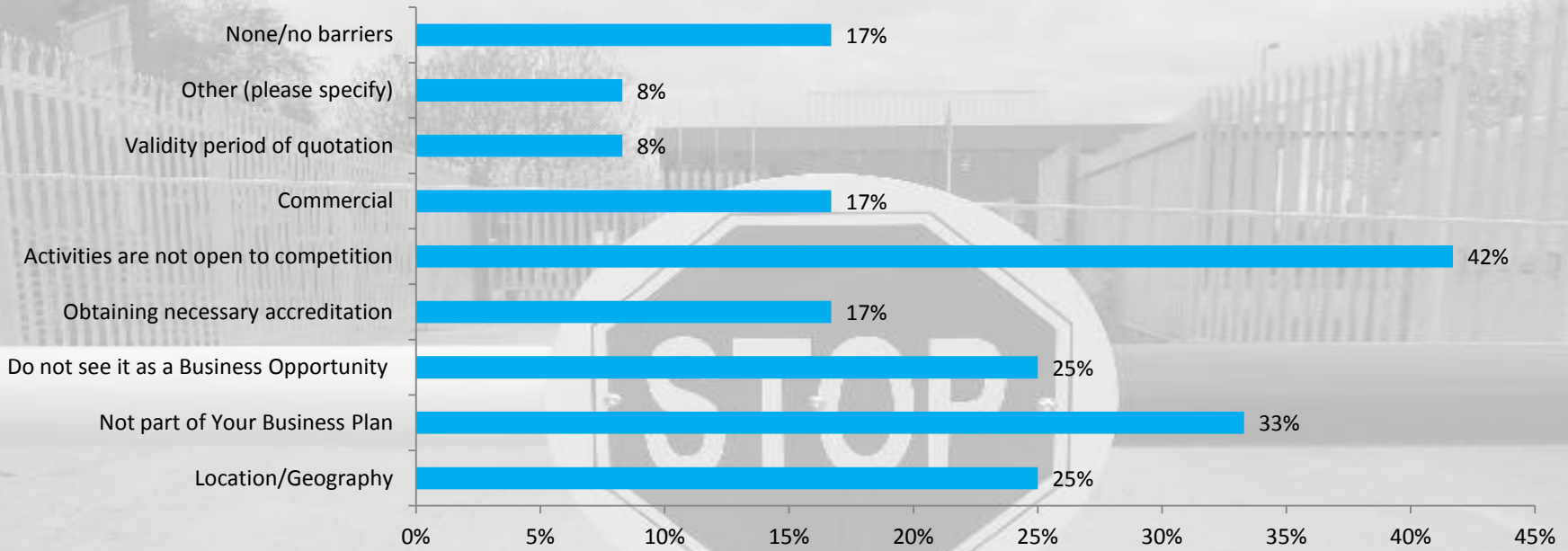
- **92% of respondents are considering expanding into SSEPD's area.**

Which segments are you intending to expand?



ICPs not yet Active in SSEPD Area

Barriers when carrying out connection work in the SSEPD licence area?



• **17% did not see any barriers.**

The main perceived barrier are:

- that activities are not open to competition
- followed by it not being part of their business plan.

Barriers to working with SSEPD - Active

"The activities that we are actively pursuing are open to competition in SSEPD area, but we have not made a decision to pursue that in an SSEPD area."

"SSEPD are not clear about where they stand in extending competition to include all unmetered work."

"Too far away, high overheads, we can't compete."

"There would be terms and conditions and competition in bonds and guarantee liabilities."

Next Steps

- Action plan created of short term, medium term and long term plans
- All staff communication – newsletter, presentation etc
- Focus on areas for attention and celebrate those higher scoring areas
- Speak to those involved in removing the perceived barriers
- Set up open days where customers and prospective customers can learn more about SSEPD and evolve both their understanding of SSEPD and improve SSEPD's understanding of customer's requirements and their organisations.

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