

Customer and Social Working Group

17th April 2019



Introductions (10:30 – 10:40) (*Pete Wightman, Head of Gas Distribution*)

Summary of previous meeting and the progress of actions.

Customer Satisfaction (10:40 – 11:40) (*GDNs*)

GDNs to present on their proposed Customer Satisfaction Survey questionnaires including proposals on weighting/scoring.

GSOPs (11:40 – 12:15) (*GDNs*)

- GDNs to provide an update on their research into vulnerability and expected deadline date for completion.
- GDNs to present their findings on a new appointment standard.

Any other business (12:15 – 12:30)

- Actions for completion will be circulated by Ofgem.
- Date of next meeting: **TBC**

Customer Satisfaction



Customer Satisfaction Survey Update

Customer and Social Working Group 6

Proposed Question Sets (see refer to excel spreadsheet for full details of the questions)

Question sets have been revised for each of the three questionnaires, following customer testing, feedback from our external survey provider, and benchmarking outside sector:

Key themes across all the question sets:

- Through our customer satisfaction survey trials, we conducted detailed journey mapping against the existing question sets. We also tested different questions with customers, to gain a feel for their understanding. Also, we looked at the importance that customers place on certain touchpoints in the journey. The proposed question sets better follow the flow of the three service journeys.
- All customer touchpoints are covered in the revised question set, and any questions that duplicate touchpoints have been removed or combined.
- Some questions have been reworded slightly to help customers understand what they are being asked, for example:

Original: How satisfied were you with the site tidiness

Proposed: How satisfied were you that our engineers were respectful to you and your property whilst the work was in progress (e.g. kept the work area as tidy as possible, used overshoes /dust sheets to protect your property)

- Where generic questions make it difficult to pinpoint exact improvement areas, a supplementary qualitative question has been added.

Original: How satisfied were you with the way (Insert GDN) communicated with you while your supply was interrupted

Supplementary: How could (insert GDN) have communicated better with you about the gas emergency process.

- Demographic questions relating to employment status and gender have been removed. We do not use this data to drive improvements, and we have received negative feedback from customers about why we are asking for this level of detail.
- An effort question has been included, as this will help improve benchmarking both in and out of sector.

Scoring options

Options	Advantages	Disadvantages	Recommendations
1: Killer Question – use overall satisfaction question	Allows direct comparison to GD1, albeit there will likely be changes in average scores owing to changes to survey methodology (postal v telephone v email)		Not recommended as the preferred option by our survey provider
2: Use average of all scoring questions (excluding overall satisfaction and effort)	Ensures that all customer touchpoints are taking into account in the customer satisfaction score. Creating an Average Satisfaction score based on the survey questions would provide a better representation of data, with the Standard Deviation dropping considerably compared to that of the existing OvSat question.	Different methodology to GD1 and there not directly comparable.	Preferred Option: Analysis from our survey provider has shown that this is the preferred option for measure customer satisfaction. It is more robust than just using the OvSat question.
3: Use average of all scoring questions, with 1-2 questions in each carrying a higher weighting (relative to customer importance for that touchpoint)	Can demonstrate that we are taking account of the importance of certain customer touchpoints.	Too much fluctuation in scores over GD1 would make it difficult to identify which touchpoints to place weighting on. Also would be difficult to fix these for the five year period.	See Slides 4 – 10 for in depth analysis. Due to variables involved, and lack of impact this would have on the satisfaction results, we would not be recommending introducing weighting to any questions.

For overall calculation of the incentive payment, GDNs recommend that the GD1 methodology is maintained through GD2 – i.e. the calculation is based on the 3 individual survey areas, and the weighting across each is split equally.

Weighting Information



Creating a better aligned OvSat



Weighting examples



Recommendations

Creating a better aligned OvSat

What is the aim?

To replace OvSat with a weighted average satisfaction score which prioritises the scores of the most important questions.

Using the Average Satisfaction Score?

We agree that creating an Average Satisfaction score based on the survey questions would provide a better representation of data, with the Standard Deviation dropping considerably compared to that of the existing OvSat question.

What are the challenges?

The challenges which come with using a weighted average as a replacement are:

- 1) Identifying which questions to prioritise
- 2) Quantifying how much more important a prioritised question is compared to one that isn't
- 3) Establishing how often these weights are altered

How would we do it?

The obvious way to identify the questions to up weight is by using the key driving questions that are highly correlated with OvSat. The problem with this is that with the exception of Communication, the other questions importance seem to fluctuate over time and by GDN meaning that any weighting would have to be changed frequently, which is less than ideal in a tracking survey. In the case of Communication however, it does consistently remain the key driver, so a flat weight applied to that one variable for a set period of time would be an option.

Is one question more important than another?

Quantifying how much more important one variable is over another is a challenge when trying to create a replacement OvSat. Using techniques like a Relative Importance Regression, would give a good basis for this as it shows the size of each variables relationship to OvSat, however it can result in one variable carrying a lot more weight than another. For example Q10 Communication has a relative importance score of 26% whilst Q2 Application Process has 6%, using this technique to create a weighted average would result in Communication being 4 times more important and leave Application being left under represented. The other main downside of using Relative Importance as a driver for the Weighted Average is that to keep it relevant we'd have to adjust the weights frequently.

Creating a Satisfaction Index

Rather than develop a direct replacement for OvSat we could create a Satisfaction Index, where a flat upweight is applied to the key driver. As the upweight isn't being quantified and is a best guess, this approach is less accurate but has the benefit of being more robust over time and thus not requiring monthly tweaking. The problem with this approach is that small upweights don't have much impact on the created Average Satisfaction score, with even a +10% up weight only altering the Average Satisfaction by <0.02. It is true that perhaps a +20% or even +30% may provide a bigger impact but we don't feel that such large weights are correct in this situation.

Overall all the weighting scenarios we applied failed to make a significant difference to the flat Average Satisfaction score created.

Recommendations

Our recommendations

- 1) Our initial recommendation would be to support the move from Overall Satisfaction to Average Satisfaction due to the decrease this would see in Standard Deviation.
- 2) If we were to implement any weighting to use the weighted data as creation for a separate Satisfaction Index as opposed to a replacement for Overall Satisfaction as such we would recommend a single up weight of 10% on the key driver scale.

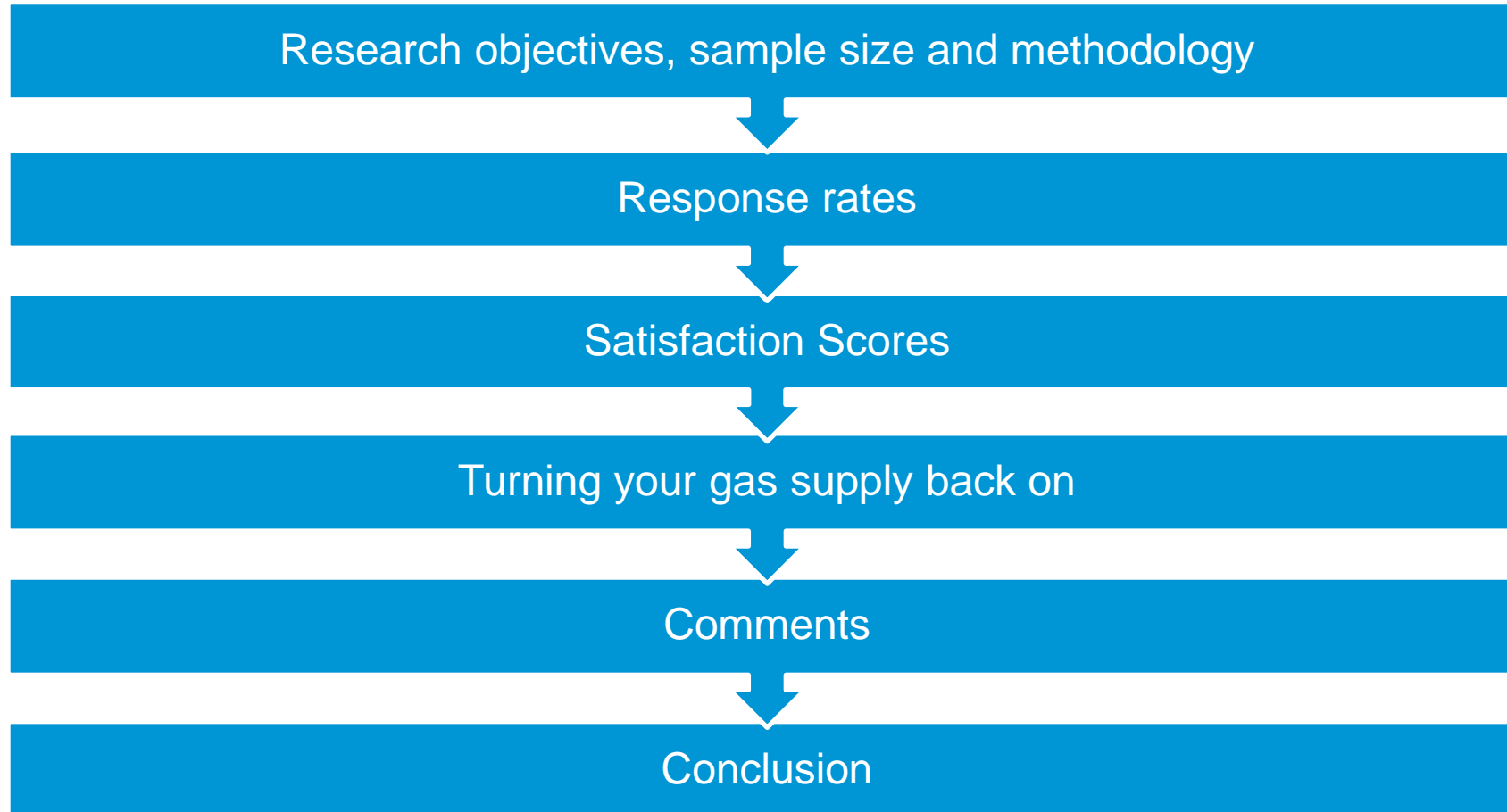
GSOPs



Gas Distribution Network 2018/19 GSOP PLW Pilot Headline data

11th April 2019





Objectives

The objectives of the Pilot research were to:

- Design a questionnaire collaboratively with the GDNs based around the questions provided to engage PLW customers across the UK GDNs; testing appointment setting for gas restoration and the implementation of a new GSOP
- Identify key areas for the new GSOP design led by the customers' needs and expectations
- Provide a robust data set to ensure initiatives taken are targeted appropriately
- Provide full reporting and analysis of the output data, presenting the research results in formats that optimise GDN and Ofgem management understanding and facilitate action taking

Sample size

The PLW For all Pilots TTI proposed a completed base size of 265 per methodology.

*Please note the sample size and scores in this report are for returns up to 29th March. The final report will be sent on April 17th.

Methodology

The Planned Work pilot is being carried out by a postal methodology due to other customer details not being available. The database used was from left over records not randomly selected from the previous month's records.

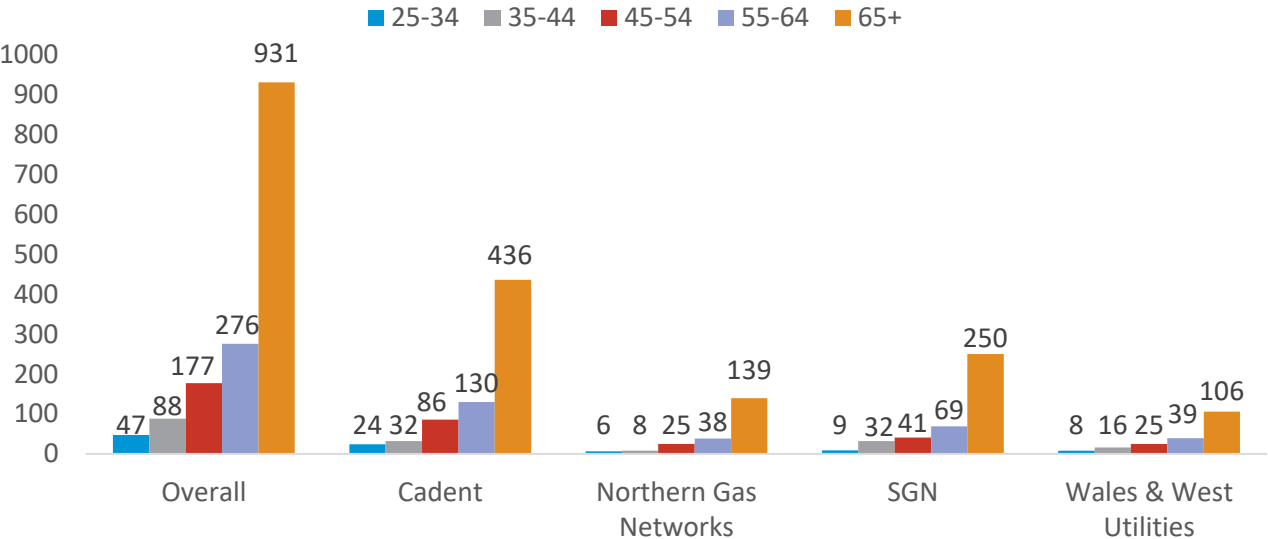
Response rates

1558
Respondents...

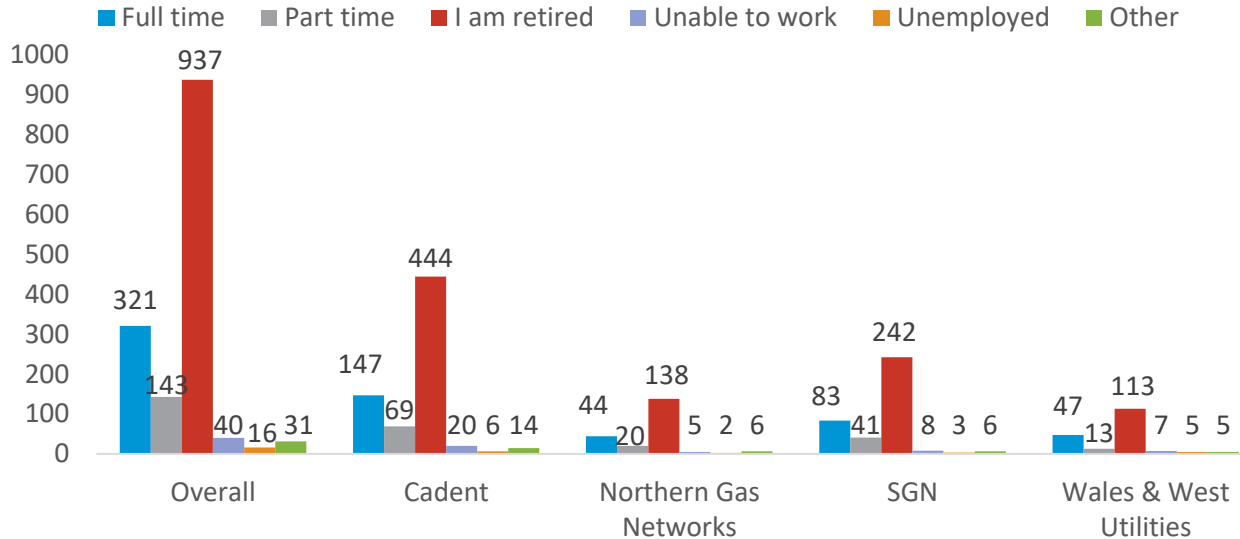
✓ Wales & West Utilities and Northern Gas have the seen highest response rates so far (15%).

GDN	Mailing	Returns to date (29 th March)	Response rate
Cadent	7299	727	10%
Northern Gas Networks	1491	223	15%
SGN	3409	409	12%
Wales & West Utilities	1368	199	15%

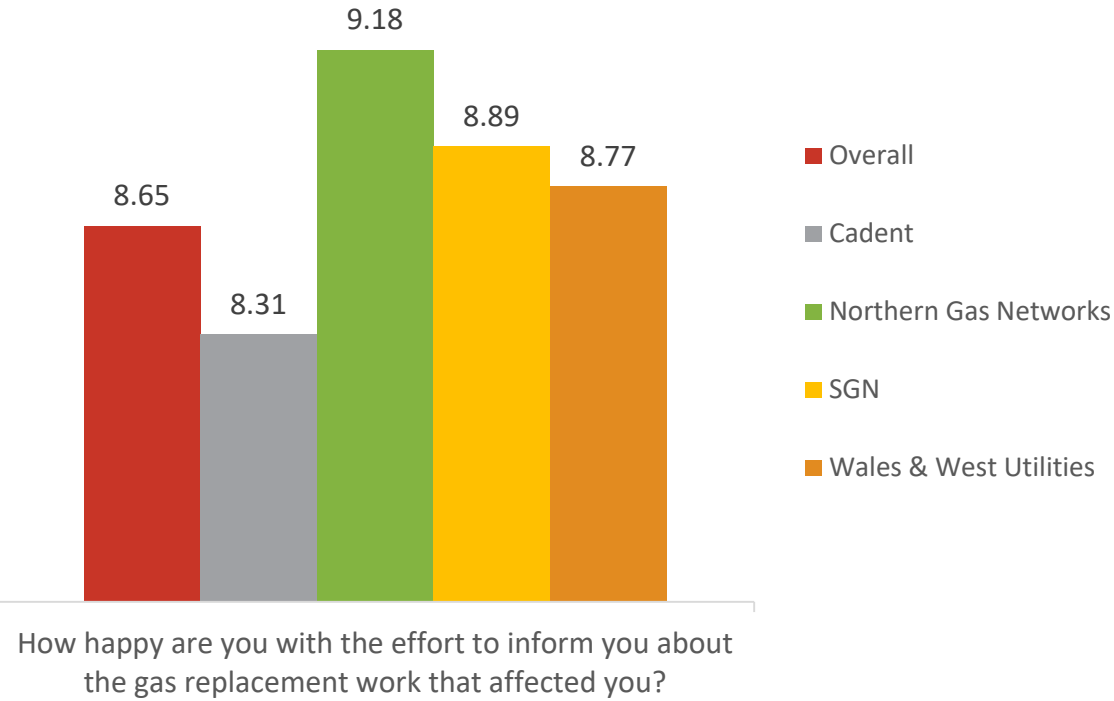
NUMBER OF RESPONDENTS IN EACH AGE CATEGORY



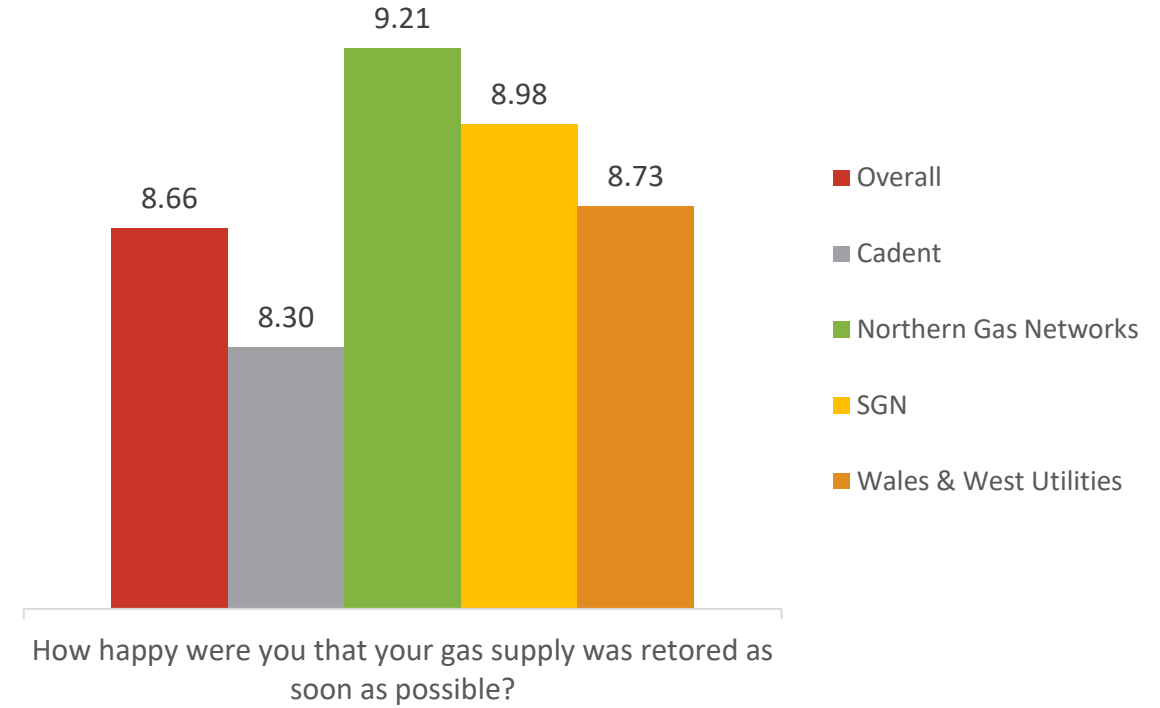
NUMBER OF RESPONDENTS IN EACH OCCUPATION CATEGORY



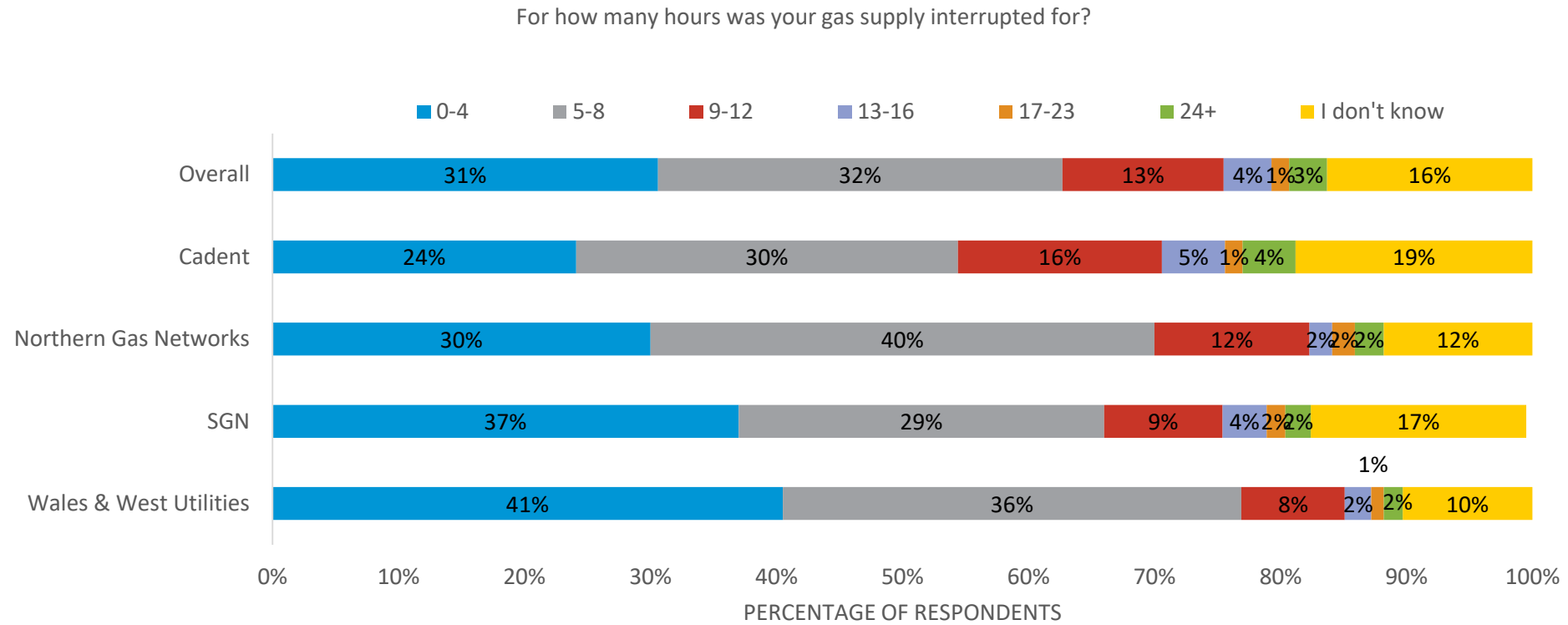
Satisfaction Scores



Satisfaction Scores

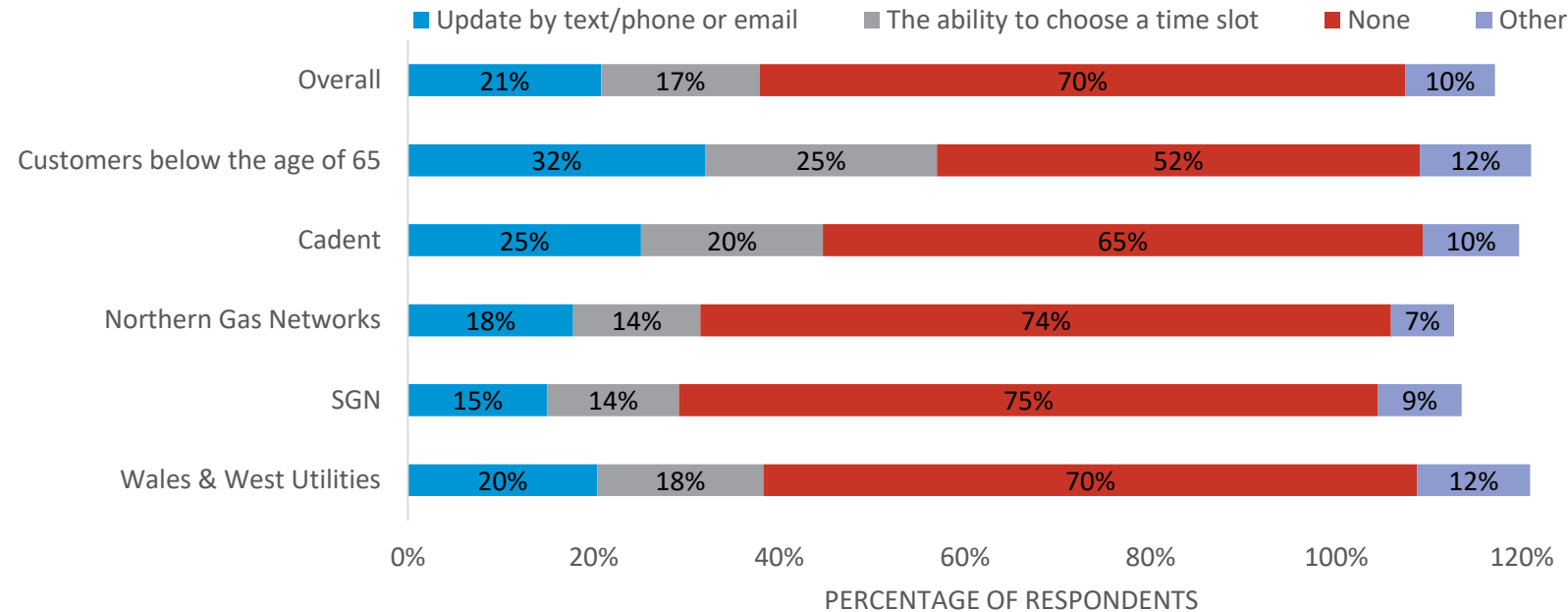


The mean scores for effort to inform the customer about gas replacement work and supply restored are consistent with each other. Northern Gas scores highest for both areas.



The majority of customers supply was restored between 0-4 hours (31%) or 5-8 hours (32%).

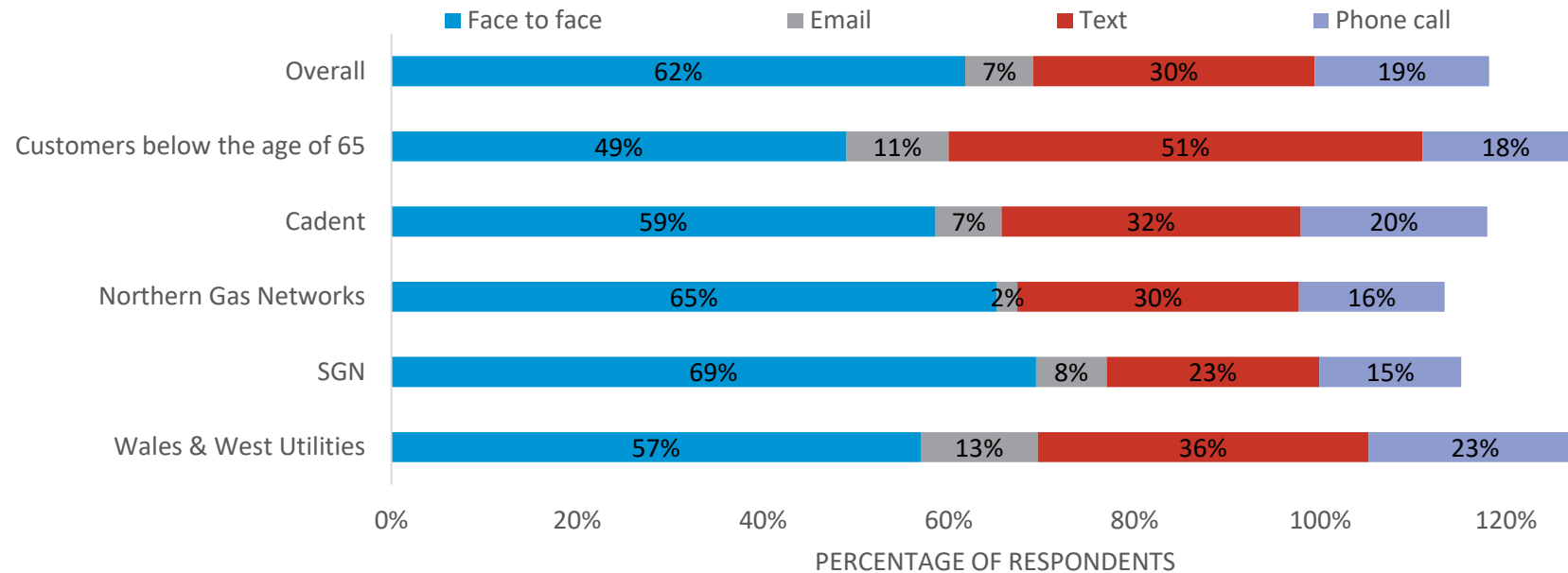
Thinking about getting your gas supply back on once we had replaced the gas main, what options, if any, would have improved this process:



*Please note percentages may be more than 100% as some respondents chose more than one answer

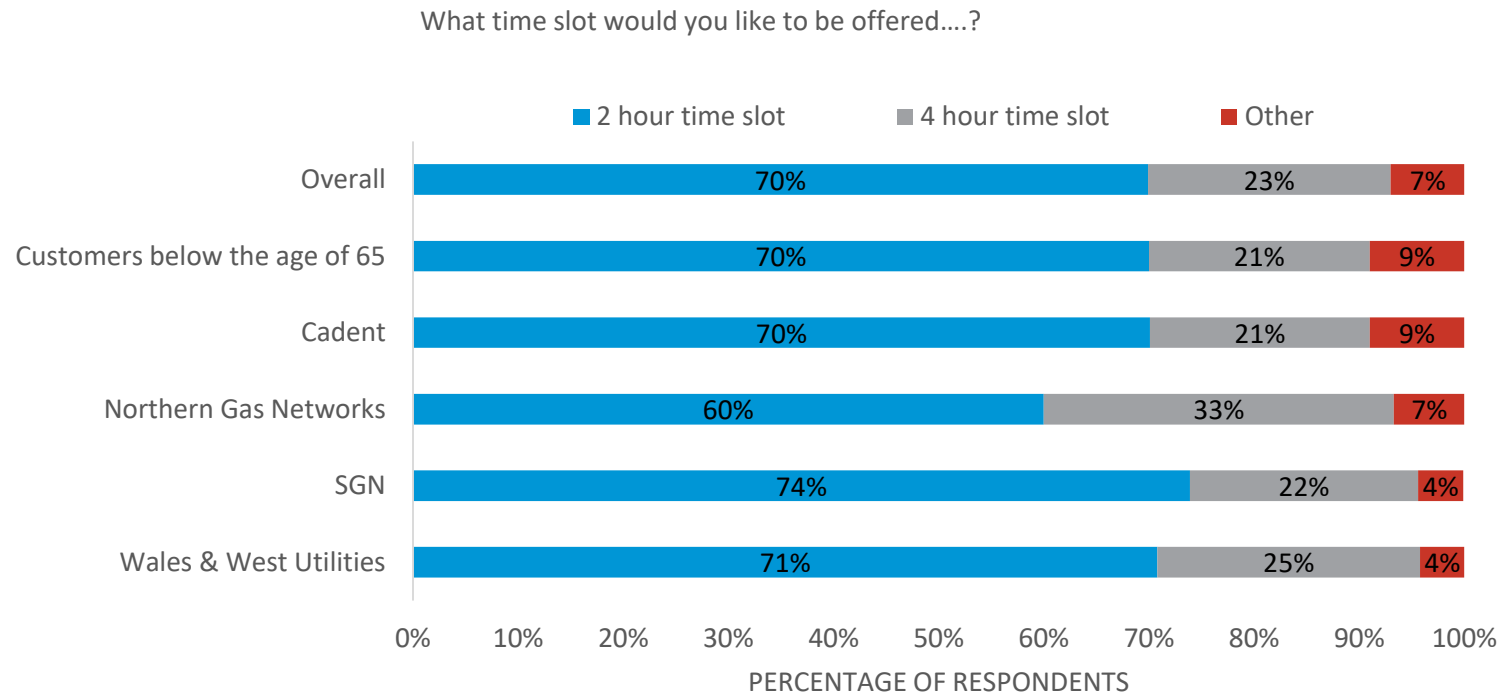
The majority of customers do not feel any of the options above would have improved the process (70%). An update by text/phone or email (24%) was preferred to the ability to choose a time slot (17%) and other (10%). For customers who stated 'other' they would like an indication of when the supply is likely to be restored or to be told if there are any changes. When looking at the results for customers below the age of 65, the majority also do not feel any of the options would have improved the process.

Which of the following options would be your preferred method for advising when your gas is being turned back on?



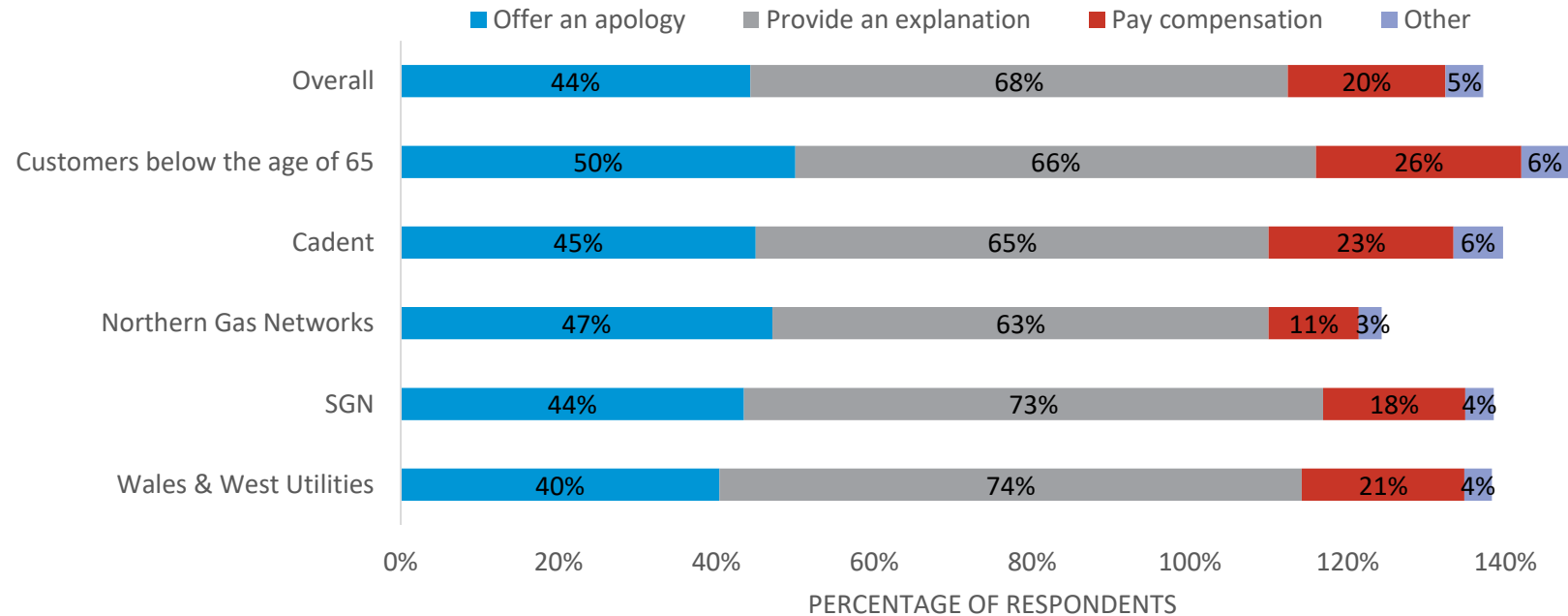
*Please note percentages may be more than 100% as some respondents chose more than one answer

The majority of customers would prefer to be told face to face when their gas is being turned on (62%). 30% of customers would prefer a text, 19% a phone call and 7% would prefer to be notified via email. When looking at the results for customers below 65, the majority would prefer a text (51%) or face to face (49%).



If customers had the option of choosing their own time slot, a 2 hour time slot would be preferred (70%). 23% of customers would like to be offered a 4 hour time slot and 7% stated other. When looking at customer comments some stated a 1 hour time slot where others would prefer an agreed time rather than a time slot. Customers below the age of 65 would also prefer a 2 hour time slot.

If we fail to meet the appointment time to get your gas back on, in addition to providing a revised time for your appointment, what else should we do?



*Please note percentages may be more than 100% as some respondents chose more than one answer

68% of customers would like to be provided an explanation if the appointment time is not met. 44% of customers would like an apology and 20% would like compensation. 5% of customers said other and when looking at customer comments, the majority stated it would depend on the circumstance or how long the wait is. Some stated to provide heaters or electric radiators. Customers below the age of 65 would also like to be provided an explanation and there is little appetite for compensation relating to any failure.

How could <insert GDN> help make it easier for you when turning your gas back on?

'Restore the grass verge outside my house after digging it up! I like to mow it regularly to maintain it as a lawn. It is now badly scarred, uneven & with large bare patches.'

'Give an estimated time. I am diabetic and didn't think I could cook dinner on time, all was ok in the end.'

'Provide a rough estimate as to when likely to be turned on (email or note through letterbox).'

'Communicate by mobile text message as we were out when the disconnection occurred.'

'Ensure that people are contacted before you start work, turn gas on or off etc. Just leaving a card is not good enough. Should be discussed with the householder.'

'By cleaning up all pavements and roads. This was not the case I had to brush up path and pavement, where was the cleaners? I did not ask for this work so clean up after you.'

Thinking about your overall experience, what is the most important aspect of the service to you and why?

'We were very happy. Informed in advance. The work was carried out super quick. Thank you guys.'

'The workmen were all very polite professional at all times, and kept me updated at all times with expected supply to be reinstated.'

'My drive was partly blocked & the men were very helpful when I wanted to get on & off my drive. Could not have been more helpful they were brilliant over the whole time they were working at and around my house.'

'Speed and efficiency the company provided, no complaints, very good.'

'Good communication. I like to be kept informed so alternative arrangements may be made if necessary.'

'We think that the road should have blocked I.E closed at one end whilst the work was in progress, as the rat run traffic was causing a danger to residents & workers.'

✓ Turning your gas supply back on

Once the gas main has been replaced, the majority of customers do not feel anything could be done to improve the process. An update by text/phone call would be preferred to the ability to choose your own time slot.

For those customers who preferred to choose their own time slot, a 2 hour time slot would be preferred.

Customers would prefer to be told face to face as to when their gas supply is being turned on. Some would prefer text and phone calls but the number of customers preferring to be emailed is minimal.

If appointment times are not met, in addition to providing a revised appointment time, customers would like an explanation as to why the GDN were not able to meet the appointment time. Offering an apology would be the preferred option to being paid compensation.

AOB

Our core purpose is to ensure that all consumers can get good value and service from the energy market. In support of this we favour market solutions where practical, incentive regulation for monopolies and an approach that seeks to enable innovation and beneficial change whilst protecting consumers.

We will ensure that Ofgem will operate as an efficient organisation, driven by skilled and empowered staff, that will act quickly, predictably and effectively in the consumer interest, based on independent and transparent insight into consumers' experiences and the operation of energy systems and markets.