



Scottish & Southern  
Electricity Networks

# Listening to our customers, informing our decisions

Priority Services Register Survey

# SSEN's Annual Survey of Priority Services Register Customers

Scottish and Southern Electricity Networks (SSEN) looks after the wires and cables that bring electricity to communities throughout the north of Scotland and central southern England. We rely on electricity for various things, but for some, a power cut can be particularly distressing and difficult. It is our job to fix power cuts as quickly and safely as possible. We know that a power cut can be worrying, which is why we offer extra help and support through our Priority Services Register (PSR). Registering for our priority services helps us to support customers when they need it most. All priority services are free, and we now have over 700,000 customers on the register.

We are continuously working hard to promote the PSR and commissioned Social Market Research to conduct our annual telephone survey of over 600 PSR customers to hear their views about our priority services. This report summarises some of the key findings.

## Promoting the PSR

We are pleased to find that 60% of our PSR customers heard about the services directly from SSEN, this is a step change from the previous year where family (39%) and friends (29%) were the main drivers of awareness of the PSR.

We've been doing a lot of work to promote the PSR, using suggestions made by our customers in last year's survey. We are communicating more using digital channels including our Facebook and Twitter pages and our newly launched Instagram account.

### The best ways to promote the Priority Services

You said... 	We did... 
Advertise on TV	We advertised on a range of different television channels including ITV, the ITV digital hub and Sky AdSmart which targeted our PSR advertising to young families and elderly customers.
Send out letters	We've worked with the Centre for Sustainable Energy to do this in our Southern licence area.
Distribute leaflets	We have piloted sending out letters following power cuts to Wiltshire and Dorset with the Centre for Sustainable Energy reaching customers that we wouldn't otherwise be able to reach.
Local community-based meetings	Our Customer Contact Centre employees and Customer Relationship Managers promote the PSR at various community and regional events across our licence areas. During 2018/19 they attended or organised 305 events and engagement meetings with over 35,309 people.
Advertise in health-care locations	We promoted our priority services via 700 healthcare locations this year and are actively working with hospital discharge units to enhance this activity
Advertise through social media	We do this all year round and increase our activity in winter. During 2018/19 this has expanded to include Instagram for the first time.
Advertise through word of mouth	We encourage people to look out for their neighbours and relatives and have featured many articles in local and regional newspapers.



This winter, we used targeted television advertising to reach parents with young children and elderly customers and translated PSR advertising into languages customers have set their Google and Facebook settings to. To ensure we are reaching customers who may not engage with digital channels, we used outdoor big screen advertising and radio advertising to target harder-to-reach members of our local communities.

## Welcome Letter

When customers register on the PSR, they receive a welcome letter detailing SSEN contact information, explaining the benefits of the PSR and providing reassurance we will do all we can to support them when they need us most. Last year, we asked our customers what improvements could be made to the welcome letter with 97% saying that no improvements were required. Our customers told us that our welcome letter provides them with reassurance, explains what the PSR is and provides them with the information required to contact SSEN in the future.

### We asked customers to rate each part of the welcome letter out of 10

	2018	2019
Provides you with reassurance	8.4	9.3
Explaining the Priority Services Register	8.1	9.3
Providing you with the right information should you need to contact SSEN in the future	8.1	9.3

 **We are proud that we have improved in all areas since 2018.** 

As we are always striving to improve the services we provide, this year we asked what the most important thing was that our customers felt we should include in the welcome letter to make a huge difference to them during a power cut. Some examples include ensuring emergency contact details are in large fonts and to provide more information about the help available during a power cut. We will use this insight to review the welcome letter this year and make further improvements.

## Contact from SSEN

We know that 41% of our customers said that receiving priority updates is the most important benefit of the PSR which is why we contact our PSR customers ahead of planned supply interruptions and when we know there is a power cut in their area. We've also sent over 860,000 proactive text messages to our priority service customers.

Contact by phone is consistently cited as the preferred contact method (97% this year) which is why we continue to invest in training our frontline colleagues. This year, we have trained 60 call centre advisors on effective communication which has helped to improve the PSR telephone registration process. 97% of those contacted were satisfied with their contact experience.

## Concerns during a power cut

We are proud to report that 95% of our customers said the advice they received at the point of registration helped address their concerns during a power cut which is consistent with our findings from previous years. Our customers have told us that staying warm and not being able to cook are their main concerns during a power cut. We have improved our storm process to make sure customers receive welfare services quicker and more strategically giving them access to hot water for tea, coffee, hot water bottles and warm meals during larger or more prolonged interruptions to their power supply. Customers who have been contacted by SSEN alerting them to either impending bad weather or a planned supply interruption were overwhelmingly positive about their experiences.



## Customer satisfaction

For the first time as part of our annual PSR survey, we asked our customers how satisfied they were with the overall service received, taking every opportunity to assess our PSR customer satisfaction. Customers rated us 8.7/10 overall, and in our post power cut surveys, 9.3/10.

We strive to continuously improve the service we provide to our customers and measure satisfaction levels across a range of surveys and interactions. Being assessed by the Institute of Customer Service allows us to look at best practice across a range of industries and gain valuable external insight to inform our decisions and ensure our customers are at the heart of everything we do.



# Helping our customers

We understand the challenges that extreme weather can bring. Alongside the Resilient Communities Fund, we offer a number of additional services to help our customers.



## Priority Services Register

For some, a power cut can be particularly distressing and difficult. We offer a free Priority Services register to give extra help and support to those in the greatest need. You may be eligible if you:

- Have children under 5
- Are over 60
- Have additional medical or communication needs.

For further information visit us at [www.ssen.co.uk/PriorityServices](http://www.ssen.co.uk/PriorityServices)

Or contact our dedicated team on 0800 294 3259

If you use a text phone, you can register by calling 0800 316 5457

## Power Track app

Report a power cut instantly with our free Power Track app. You will also receive power cut updates and estimated restoration times.

The app is available now for free download on Apple and Android.



## Free national power cut number

**105** is the number to call if there's a power cut. You can call **105** to report a power cut or find out information about power interruptions in your local area.

You can also call **105** if you spot damage to electricity power lines and substations that could put you, or someone else, in danger. Remember, always keep a safe distance from potential hazards.



