

# Customer Engagement Strategy

## Network Damage Reporter

### NIA\_SSEPD\_0003



## Version and Change Control

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### Employment Manual Version and Change Control

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# 1. Executive Summary

The purpose of this document is to provide information regarding customer engagement and communications in the NIA\_SSE\_0003 Network Damage Reporter project. The document is written in accordance with the requirements of the Electricity Network Innovation Allowance Governance Document. The Network Damage Reporter project is led by Scottish Hydro Electric Power Distribution and Southern Electric Power Distribution. For the purposes of this document, both licensees will be referred to as Scottish and Southern Electricity Networks (SSEN).

## 1.1 About Network Damage Reporter

SSEN is working in conjunction with Glasgow-based software developers Open Grid Systems, to develop a smartphone application (app). The app is called Grid Reporter, and will allow any smartphone user to quickly report outages or damage to the relevant electricity distribution network operator (DNO). The app makes use of the smartphone's geolocation and camera functions to indicate which parts of the network are at fault. The Grid Reporter app will be made available free of charge from the Apple App Store, the Windows store, and the Android Play Store.

## 1.2 Our Customer Engagement Plan

The project intends to promote and publicise the app to members of the public, the emergency services, and council staff from all parts of the licence areas, as long as they have an Apple or Android smartphone. Comprehensive details of the project's Customer Communication Strategy can be found on page 6. Details of the planned communications for this project can be found on page 12.

## 1.3 About our Data and Privacy Commitments

The project will collect customer data in the form of name, address and contact number. This information will be collected in order that the customer can be contacted and provided with Safety advice to prevent injury.

All customer data will be stored under restricted access conditions under the SSE Data Protection Policies.

The app connections with the back office server are identified via the individual device identity (id) of the smartphone. This id is not linked to a phone number or customer name. The role of the id is to (i) identify the device (ii) assist in preventing spoofing of the server and (iii) provide a network address to send update messages back to the device.

# 2. Strategy and Scope

- 2.1 The Network Damage Reporter project aims to provide members of the public and emergency services with a quick and easy method of reporting damage to the relevant DNO.
- 2.2 For the purposes of this project, the definition of a customer is that used to define a 'Relevant Customer' in the [Electricity Network Innovation Allowance Governance Document](#).
- 2.3 This document has been created in accordance with the Electricity Network Innovation Allowance Governance Document, which mandates that a Customer Engagement Plan be written for projects that have 'any interaction with a Relevant Customer'.

- 2.4 This Customer Engagement Plan (CEP) relates specifically to communications and interaction with customers and their representatives who may be, who have, or who are, participating in the project only.
- 2.5 The CEP incorporates all aspects of customer engagement for this project. The project will not formally recruit customers. Instead, SSEN will promote and publicise the app. This is to encourage customers to download the app to their personal Apple or Android smartphone, and to use the app where appropriate. The plan includes information on safety and help available for vulnerable customers. The project will collect customers' personal data, name, address, and telephone number, but it will not require visits to customers in their own premises. In addition, the project does not require the installation of company property in customers' premises. There will be no supply interruptions as a result of this project.

### 3. Customer Communications Strategy

The activities which require customer engagement are described below.

- i. Informing customers about the project.

Publicity about the smartphone app will be created and published via advertisements, electronic media, including social media, and customer focus meetings.

- ii. Customer recruitment process.

Customers who wish to use the app will be directed to the Apple App Store or Android Play Store, so that they can download it to their smartphone free of charge.

- iii. Ongoing, planned engagement with customers for the purposes of data collection.

Data collected from the app includes name, address and telephone number along with details and geolocation of network faults reported by customers.

- iv. Ongoing, planned engagement with customers to source feedback and knowledge capture.

Once the app goes into BAU and the project is complete, customers will be encouraged to provide feedback on the app and its usefulness via the SSEN website [www.ssen.co.uk](http://www.ssen.co.uk). Customers will not be required to leave names and addresses as part of this feedback.

- v. Ad-hoc, unplanned engagement with customers in the event of queries, complaints or compliments.

Complaints and compliments will be collected via the SSEN website; queries will also be able to be posted there and answers will be published on the website. Customers will not be required to leave names and addresses as part of this feedback.

There will be a Frequently Added Questions (FAQ) section published on the SSEN website.

- vi. Communications and interaction with vulnerable and/or Priority Services Register customers, including information on the Priority Services Register and alternative communication arrangements for those with sight, speech or hearing difficulties.

Documentation will be made available in different formats on request. Audio instructions and video demonstrations will also be made available on request, through the SSEN website.

- vii. Safety-related communications, instructions and advice.

The app includes safety messages and warnings to advise users of the app of the dangers of approaching defective electrical network equipment.

SSEN will not access any customer's premises for the purposes of this project, nor will premises be visited for the purpose of sales or marketing relating to the project. A full schedule of communications is listed in Appendix A – Customer Communications Programme.

## 4. Vulnerable Customers and Accessibility

4.1 SSEN aims to identify any vulnerable customers who wish to participate, or are participating in the project, and provide special arrangements for them where appropriate. The definition of vulnerability used for the purpose of the project is that defined by Ofgem in its [Consumer Vulnerability Strategy 2013](#), which states:

“when a consumer's personal circumstances and characteristics combine with aspects of the market to create situations where he or she is:

- Significantly less able than a typical consumer to protect or represent his or her interests in the energy market; and/or
- Significantly more likely than a typical consumer to suffer detriment or that detriment is likely to be more substantial.”

Customers can be identified through use of the app. Our Emergency Service Centre will call each customer to ensure that they are safe, and those that are identified as vulnerable will be offered additional support as required. This may include

registration onto the Priority Service Register and an offer of alternative communication arrangements; other measures will be offered on a case by case basis. Communications can be made available in large print, audio files, and video files. Information on the project and the use of the app will be made available to local care charities, to allow them to advise their clients.

4.2 SSEN holds a Priority Service Register so that our business may offer additional services to:

- Customers of pensionable age;
- Customers who are disabled;
- Customers who are dependent on electricity for home medical care;
- Customers who have a chronic illness or short term medical condition;
- Customers with special communication needs; and
- Customers with infants living with them.

Customers who contact us through our Emergency Service Centre are offered a place on the Priority Services Register if they meet the eligibility criteria listed above

4.3 Customers with special accessibility needs due to sight, hearing and speech difficulties will be offered alternative communication arrangements on request. This may include communications in large print, audio format or face to face contact. We are happy to respect the wishes of customers who wish to appoint representatives to work with us on their behalf.

## 5. Complaints

5.1 Customers are encouraged to contact SSEN regarding project-specific queries, compliments and complaints. Customers can contact us via telephone, email, post or in person, and all participating customers are given details of how to contact our Emergency Service Centre via a message within the app, and through app promotional material. All correspondence is managed in accordance with SSEN's customer service policies and complaint handling statement, with the exception that contact may be directed to the project team or its representatives.

5.2 More information about SSEN's complaint handling statements can be found on [www.ssen.co.uk/TheComplaintsProcess/](http://www.ssen.co.uk/TheComplaintsProcess/)

## 6. Customer Supply Interruptions

6.1 As per the "Guaranteed Standards of Performance for Metered Demand Customers of Electricity Distribution Companies in England, Wales, and Scotland" (May 2014), licensees must follow rules in relation to customer supply interruptions. SSEN will pay due diligence to the Guaranteed Standards in the event of interruptions to supply. Information regarding SSEN's approach to supply interruptions can be found on: <http://www.ssen.co.uk/CustomerService/PerformanceStandards/>

6.2. The project does not expect to require any planned interruptions. All customers will be notified of unplanned interruptions in accordance with the Guaranteed Standards – however, the app is not expected to interact with the network in any way which could cause an unplanned interruption.

## 7. Data Collection and Protection

7.1 SSEN is committed to the protection of customer data, including sensitive personal data. All activities in the project will comply with the SSE Group's Data Protection Policy, the Data Protection Act 1998 and all other relevant and applicable laws.

7.2 The project will be collecting customer personal data, as defined by the Data Protection Act 1998 and the NIA Governance document issued by Ofgem, in the form of names, addresses and contact numbers. The data will be collected in order for the Customer Contact Centre to be able to call the customer and offer safety advice, and clarify the issue being reported. There is a Data Protection Strategy document that covers the collection, storing and use of customers' data during the project.

7.3 The project will also collect anonymised feedback from a customer focus group. The customer focus group will be shown the proposed launch video and asked to comment. Only feedback surrounding the video will be collected. The feedback will be stored on SSEN servers until the project ends and then permanently deleted.

7.4 Customers who require assistance with downloading and using the application will be able to call the General Enquiries contact number listed on our website. <https://www.ssen.co.uk/ContactUs/>

## 8. Safety

Safety is one of SSEN's core values and takes precedence in all of SSEN's activities. SSEN will be in contact with customers during this project in one of 2 ways. In order to publicise the app, contact will be made during events attended by stakeholders, and contact will be made following the submission of an outage or damage report via the app.

8.1 All staff and representatives in direct contact with customers will show appropriate identification complete with a photograph, the employee's name and the company name on arrival at a customer event.

8.2 When direct contact is made within a customer group to demonstrate the app, and explain its uses, then a full brief on the dangers of approaching damaged electrical network equipment or power lines will be given.

8.3 The start page of the app will provide an explicit warning on the dangers of approaching damaged electrical network equipment or power lines.

## 9. Incentives and Customer Payments

There will be no incentives or customer payments made under this project.

## 10. Supplier Engagement

The project does not require the installation of equipment at customers' premises.

## 11. Knowledge Dissemination Activities

All NIC/NIA-funded projects must capture and share knowledge with other licensees.

11.1 Customers will not be required to share their experiences with the app directly with other DNOs.

11.2 Where a customer has indicated that they would be happy for their feedback to be passed to other DNOs, then consent must be given by the customer before SSEN will pass that feedback on. Any feedback that is consented to be passed on will be passed on in full without alteration by SSEN.

Appendix A – Customer Communications Programme

Communication Theme/Topic	Communication Channel	Information to be provided	No. of Customers Affected	Responsible Party	Frequency	Project Phase or Work Package
Customer Awareness	Local meetings in Scotland and in England	<ul style="list-style-type: none"> <li>Information about the project</li> <li>How to use the application</li> <li>Contact details</li> <li></li> </ul>	N/A	SSEN	At initial launch	Stakeholder Engagement
Customer Awareness	Social media / Youtube	<ul style="list-style-type: none"> <li>How to use the application</li> <li>Benefits of the application</li> <li></li> </ul>	N/A	SSEN	Monthly during First Quarter following initial launch	Stakeholder Engagement
Customer Awareness	SSEN website Open Grid website	<ul style="list-style-type: none"> <li>Information about the project</li> <li>Benefits of the application</li> <li>How to use the application</li> <li>Contact details</li> </ul>	N/A	SSEN	As appropriate	Stakeholder Engagement

Customer Voice Group	Emergency Planning and Resilience Groups	<ul style="list-style-type: none"> <li>• To gain feedback on launch video</li> <li>• Raise awareness with Emergency planning and resilience groups.</li> <li>•</li> </ul>	N/A	SSEN	As appropriate	Stakeholder Engagement
Customer Awareness	Press Release	<ul style="list-style-type: none"> <li>• Raise awareness and promote benefits of the application</li> </ul>	N/A	SSEN	At initial launch	Stakeholder Engagement

## Appendix B – Glossary

Abbreviation	Signifier
<b>Licensee</b>	Company holding an Electricity Distribution Licence
<b>Ofgem</b>	Office of Gas and Electricity Markets
<b>DNO</b>	Distribution Network Operator
<b>SSEN</b>	Scottish and Southern Electricity Networks, the trading name of Scottish and Southern Electricity Power Distribution, including Scottish Hydro Electric Power Distribution and Southern Electric Power Distribution.
<b>App</b>	Small software application designed to be run from a smartphone.

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