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AURORA DISTRIBUTION BUSINESS CUSTOMER STRATEGY

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No one matches our energy

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3	28 Feb 11	Original Issue	Prepared by	JS
			Reviewed by	JM
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AURORA DISTRIBUTION BUSINESS CUSTOMER STRATEGY

Aurora's Strategic Plan articulates a significant change in direction for the Distribution Business in response to a number of strong internal and external influences, including the pressure of increased electricity prices on Aurora's customers.

Aurora's strategic focus is **to meet customer needs at the lowest sustainable cost.**

The aspirational goal for the Distribution Business is to ensure **no price increases to customers attributable by the Distribution Business.**

The high level strategies for the Distribution Business include:

- Materially enhancing the efficiency of our work delivery processes to deliver customer outcomes through good planning, flexibility amongst our workforce and utilising available technology and field tools **(Turn up once)**
- Managing the distribution system within the constraints of expenditure and risk to by improving our work prioritisation tools, increasing, our technical expertise and adding customer value by focussing on innovation and technology **(Do the right work)**
- Reviewing the value achieved through business processes and optimising the outcomes to customers through the alignment of direction and removal of duplication **(One Distribution Business)**
- Ensuring the overall safety of our people and customers, recruiting, training and retaining the best people and delivering on shareholder and customer outcomes **(Non negotiable)**

Strategic initiatives are being progressed to ensure the Distribution Business is operating more efficiently, that overlap in operations is reduced, and to establish a different approach to how the network is managed.

This Customer Strategy is pivotal to achieving these strategic initiatives, and will assist in ensuring that customers and the Tasmanian community receive a secure and reliable supply of electricity at the lowest sustainable cost.

The Customer Strategy for Aurora's Distribution Business is:

To combine improved asset utilisation, and customer education/choice to maintain reliability of supply at an affordable price to engaged customers.

In an environment of rising prices and aging assets, the key challenges for Aurora are **customer's affordability** and maintaining **supply reliability**.

The overall vision is to incorporate an informed and educated customer with improved asset utilisation to ensure a reliable supply at an affordable price.

The Customer Strategy will complement the Network Management Strategy and asset management plans, which incorporate the new vision of ensuring improved utilisation of the assets and changing customer loads and usage patterns. Traditionally these plans have addressed key drivers such as risk, customer, reliability, capacity, and whole of life costs. The asset management plans will continue to address these drivers and will also consider asset utilisation and changing customer loads.

Below is an outline of the key customer initiatives and activities for the period 10/11 – 14/15. These initiatives will be underpinned by the Aurora cultural elements, which will guide Aurora’s people in their day-to-day operations with the customer at the centre of any decision-making. This document will be reviewed in accordance with the business planning requirements.

Key Customer Initiatives and Activities

Customer affordability will be a key driver in developing the concept of the “smart customer” in Tasmania. A “smart customer” represents a customer who is informed and equipped with the necessary technology and support material, and empowered to make the appropriate choices about their electricity consumption. This will enable choice and options to reduce or shift load, giving them more control over their electricity costs and, fundamentally reduce the impact on the network.

Aurora will continue to strategically improve its customer management methodology. This includes ensuring that with every interaction with its business the customers are engaged and informed. Aurora aims to improve its key service interactions in alignment with the Distribution Business Customer Service Charter. Service during a planned or unplanned outage; connecting to the grid; customer complaints; Cable PI; customer education regarding private assets; and Aurora’s interactions with large customers for new connection and other supply related issues.

This will be achieved with improved reporting and analysis of customer feedback and complaints, service standards, and other related information to help identify service gaps. Innovative cost effective solutions (including assessment of businesses processes technology and tools), together with a greater and ongoing understanding of customer expectations will lead to improvements in current service levels in these areas.

Initiative	Goal	Key Activities
Smart Customer	To engage Aurora’s customers in the smart network journey and to offer other viable customer value propositions empowering customer choice.	<ul style="list-style-type: none"> • Smart customer trial to test proof of concept and customer behaviour; • Develop value propositions (tariffs and technological solutions) that assist in load pattern changes and address affordability issues; • Customer campaigns developed for product offerings.

Initiative	Goal	Key Activities
Customer Management	To further develop the strategic customer management model for the Distribution Business.	<ul style="list-style-type: none"> • Continue to provide customer advice and dedicated customer management to large high worth customers; • Develop a best practise complaints management process and tools to support; • Continue to develop the strategic partnership between the Distribution Business and Aurora's Retail Customer Service Centre under the current contract and SLA with the objective to improve end-to-end customer service outcomes. • Continue to provide customer service in the management of private assets.

Initiative	Goal	Key Activities
Customer/Community Engagement and Communication	To proactively engage, consult and communicate with Aurora's customers and the community.	<ul style="list-style-type: none"> • Customer safety education and other communication campaigns; • Proactive consultation on key DB policies, and initiatives - Develop a detailed plan for customer consultative forums; • Proactive communication with customers and the community in relation to future works and upgrades.

Initiative	Goal	Key Activities
Customer Service and Delivery Improvements	To identify service gaps and make improvements to Aurora's existing services.	<ul style="list-style-type: none"> • Improved customer analysis and knowledge and enhance reporting; • Implement measurement systems at key customer interfaces to measure improvements; • Ensure business requirements define the IT strategy for customer management systems and projects are prioritised within the Distribution IT Project Schedule; • Annually review the DB's Customer Charter and associated GSL scheme in alignment with customer's expectations.