

## Attachment 2.03

### Ausgrid Facebook analysis of blackout activity

January 2015





# Ausgrid Facebook Analysis

## Blackouts & Outages Activity

# Objective

This report was commissioned to report on customer sentiment as found in social media conversations and posts on the topic of blackouts & outages, specifically on Ausgrid's Facebook page from 1 July 2014 – 9 Dec 2014.



# **Blackouts & Outages Topic Analysis**

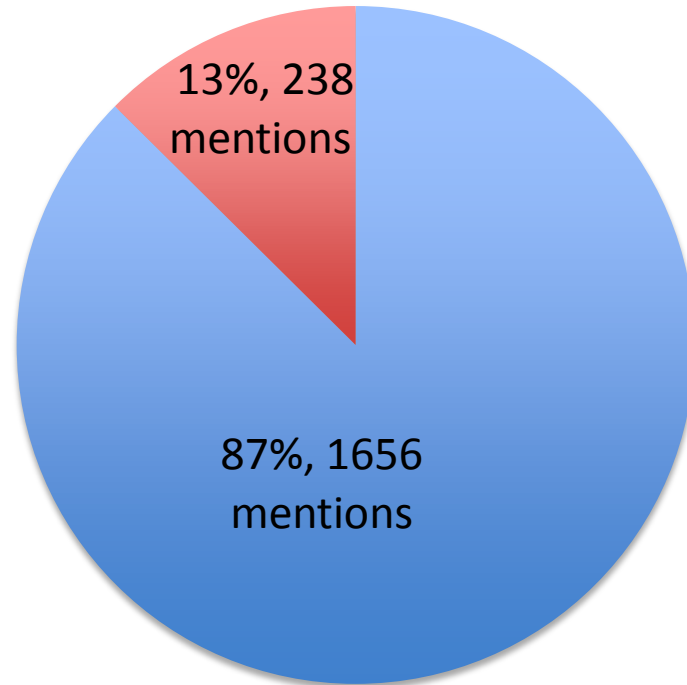
## **ALL Sentiment - Facebook**

# Overview

- Total Facebook mentions for the period 1<sup>st</sup> July – 9<sup>th</sup> December 2014 was 1,894.
- 1,656 Facebook mentions for the period related to blackouts & outages. This equates to 87% of all Facebook mentions for the period.
- Mentions of blackouts & outages mainly occur when there is disruption to power (see Slide 7 – Volume of Mentions Slide)
- 10% of the Facebook mentions related to blackouts & outages were negative, 13% positive and 77% neutral (see Slide 8 - Sentiment Analysis Slide).
- Negative sentiment includes negative comments about Ausgrid, mentions about the negative impact of the outage and negative comments expressed about the length of time of the outage and/or the frequency (see Slide 9 - Negative sample).
- Positive sentiment includes excitement about the return of power, messages thanking Ausgrid & messages defending Ausgrid (see Slide 10 - see Positive sample).
- Neutral sentiment includes comments tagging friends, questions asking for information and updates as well as mentions by Ausgrid (see Slide 11 - see Neutral sample).
- Two of the most prominent keywords over the period was “power” and “back” as people asked things such as when will the power be back on (see Slide 7 – Word Cloud).

# All Facebook Mentions

1<sup>st</sup> July 2014 – 9<sup>th</sup> December 2014



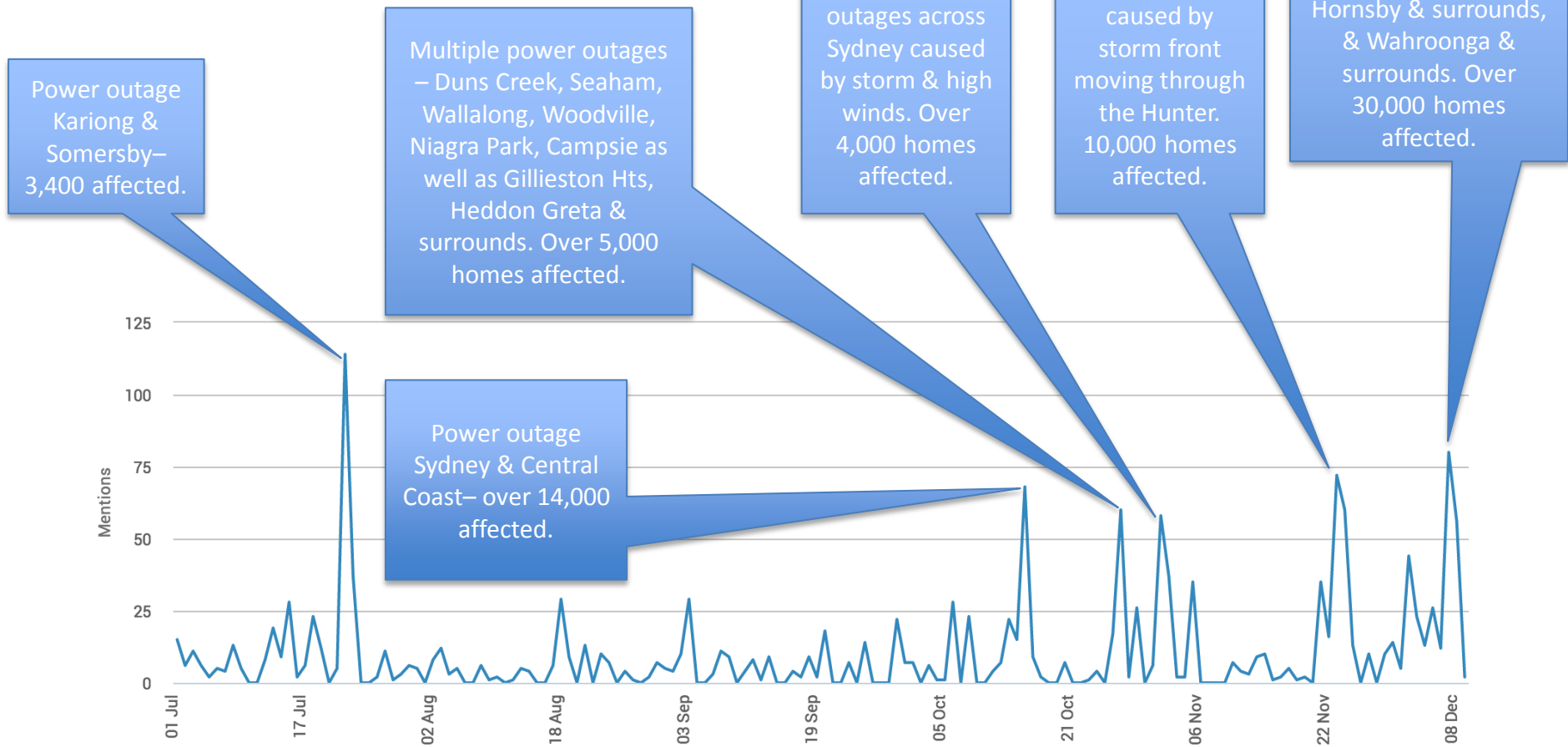
■ Blackouts & Outages Topic

■ Other Topics

Total Facebook mentions for the period were 1,894 with 87% (1,656) of all Facebook mentions relating to blackouts and outages for the period. This suggests people use Facebook as a place of communication when blackouts and power outages occur.

# Volume of Mentions – Blackouts & Outages

1<sup>st</sup> July 2014 – 9<sup>th</sup> December 2014



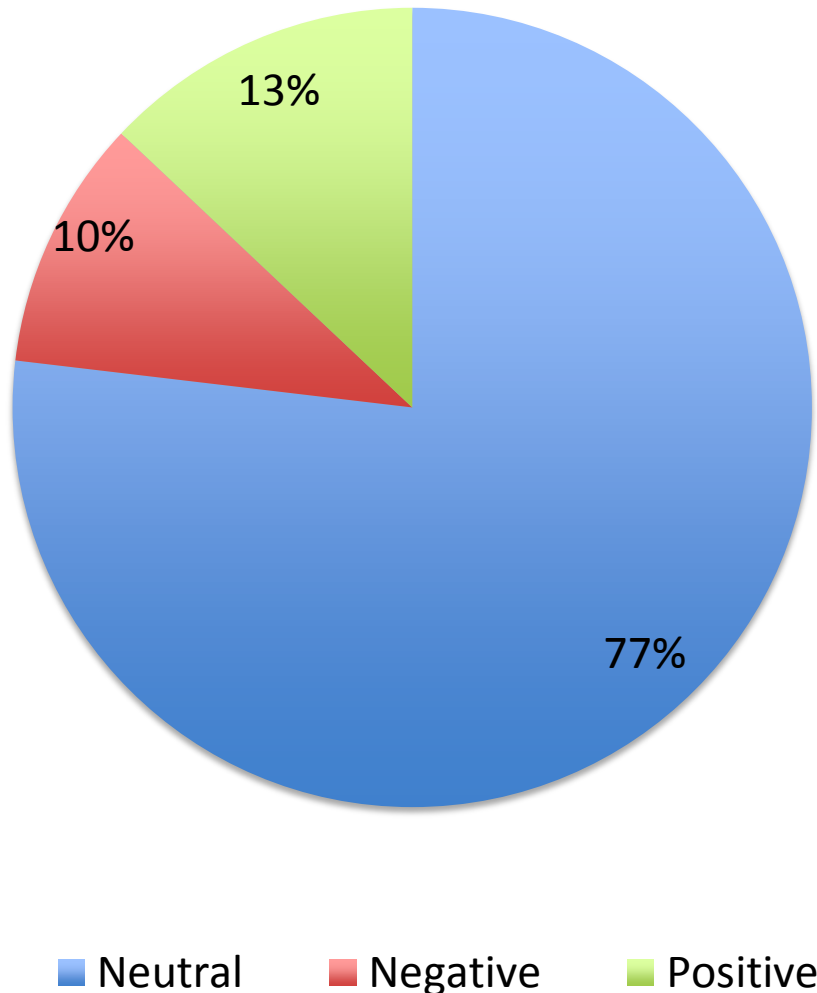
The events that generated the most number of Facebook mentions related to blackouts & outages are highlighted above.





# Sentiment Analysis – Blackouts & Outages

1<sup>st</sup> July 2014 – 9<sup>th</sup> December 2014



## Sentiment analysis

### Positive mentions

- Excitement about the return of power
- Messages thanking Ausgrid
- Messages defending Ausgrid


### Neutral mentions

- Comments tagging friends
- Questions asking for information and updates
- Mentions by Ausgrid


### Negative mentions

- Negative comments about Ausgrid
- Mentions about the negative impact of the outage
- Negative comments expressed about the length of time of the outage and/or frequency


# Negative Sample


 **Sherrie Hazeltime** ▶ **Ausgrid** July 3 · 🌐


Ausgrid you are hopeless, a planned outage from 8am to 5pm today. Thanks for letting us know. I know you are capable of letter box drops when outages are due to occur as I have been the recipient of one in the past. Get your act together. This is unacceptable.


 **Isobel Bradley** ▶ **Ausgrid** July 15 · 🌐


Thanks for the heads up on the power cut to Asquith.. Not! ! You have ruined my day. I came home on lunch break to eat my lunch, restraighten my hair and touch up my make up. But now thanks to you I'm currently eating my cold lunch in a dark house like a neanderthal from the stone age. Not to mention i'll look hideous cause I can barely see my reflection in the mirror. This is the third power cut here in the last few months (which I think is unexptable). At least with the other two times I had warning before my street became a third world country. Seriously get better! Not happy! — in [Asquith, New South Wales, Australia](#).


 **Sonia Gottardo** My stuff in the freezer are already defrosting. Will I get compensated for it?? Like · Reply · 👍 2 · July 22 at 10:10am


 **Amanda-Lee Phillips** Your phone service says it is not aware of any outage in my area? This seems a little impossible considering I saw your crews in the next street just under an hour ago. I have now been put on a waitlist for a crew to be dispatched, even though we have been without power for hours and your crew was nearby. Like · Reply · December 8 at 8:06pm

 **Tali Dudin** Please hurry, I am lost and confused without Internet and have no idea what to do with myself. Like · Reply · September 23 at 2:34pm


 **Josh Watson** AGAIN!! What kind of cheap shitty infrastructure is this if Everytime it gets hot the power shuts down! Like · Reply · 👍 11 · October 27 at 1:57pm

 **Sandra Hawkins** This is the 4th time in a month try and fix it for good this time Like · Reply · 👍 4 · November 2 at 7:49pm

 **Tracey Bray** I've been trying to report that Macquarie Hills has no power because when you ring it says nothing has been reported in the area. I get put through to report it and it says that you are to busy and hangs up! Like · Reply · November 23 at 9:23pm

 **Robin Pereira** I also can confirm 2093 has an outage. It was around this time last year Ausgrid had supply issues late at night. This so far is the second night power going in the middle of the night without warning. It went out last night too. Tonight pc got caught in it...ugh! Like · Reply · 👍 1 · November 25 at 12:15am · Edited

 **Peter Mudie** Thats a bit poor still light here in Berowra and you cannot get a barge over there? Like · Reply · 👍 2 · December 2 at 6:54pm

 **Melanie Stalder** ▶ **Ausgrid** December 4 at 4:02pm · 🌐

What are your current emergencies other than pyrmont??? Ive been waiting 8 hours for my power to come back on. Ive made a complaint to the ombudsman but i would like to know what the actual reason is, rather than just being told you are busy.

# Positive Sample



**Diamand Mavroudis** Just came back on!

Like · Reply · October 16 at 10:00am



**Helen Hill** ▶ Ausgrid

October 15 · Manly · 🌐

Very impressed with your customer service today. Very trying circumstances and your guys on the phone were courteous and well informed. Not a quick fix but you had a lot to deal with today!



**Matt Fitzgerald** Its back on at Niagara park.. Yeewwww

Like · Reply · September 29 at 5:21pm



**Tim Ellis** Back on 😊 and so is the Lion King 😊 the updates are really good.

Like · Reply · 👍 1 · September 2 at 3:29pm



**Tracie-Lee Gosling** Thank's for sharing these pics - hopefully now some people will understand it more than just a flick of a switch to resolve the issue - great job!!

Like · Reply · 👍 4 · July 23 at 1:18pm



**Lōū Sullivan** Not your fault. Just Mother Nature. Thanks for attending to fix it. Labour people would say it wouldn't happen under labour lol.

Like · Reply · December 7 at 3:36pm



**Jose Luis Ribeiro** Thank you for the SUPER quick response and action! Much appreciated Ausgrid

Like · Reply · 👍 2 · December 7 at 3:05pm



**Troy N Gayle Black** Scrap that.... Just came back on. Thanks guys! You rock!!

Like · Reply · 👍 1 · December 5 at 9:16pm



**Karen Jacobson** Powers back on in marks point yeah! Thx ausgrid!

Like · Reply · 👍 3 · November 24 at 7:10pm · Edited



**Beryl Tyler** ▶ Ausgrid

November 2 · 🌐

Thank you Ausgrid for working through the night to get power back to Peakhurst Heights at 2.30am this morning after the storm at 3.30pm took down a tree and power pole.



**Emmily Bull** Thanks guys:)

Like · Reply · 👍 1 · October 29 at 2:31pm



**Erin Pearce** Hi Ausgrid, thankyou so much for working so hard to restore our power. All of my scaled babies have lived (it can be a bit precarious with tropical saltwater fish). I held my breath all day, that when I got home, I might find everything to be ok. I was willing to accept loss of life, but so hoping not to have to see suffering. You have an amazingly dangerous and so urgently important job and I just wanted to say that I deeply appreciate your work. I am a person of modernity and really appreciate what electricity enables me to do. I grew up in a place where we were fortunate to be on a hospital power grid, so never actually experienced blackouts prior to coming to the coast. It has been something I have had to adapt to. Your communication on this Facebook page has been so deeply reassuring and immediate, that is probably the best part of the whole situation. I am grateful for your keeping us up to date throughout the outage. I look forward to the future and I will investigate my options for ensuring the wellbeing of myself, my family and my pets in future blackouts. Warmest Regards, Erin Pearce.

Like · Reply · 👍 1 · July 22 at 6:44pm · Edited



**Bing Alexander** Thanks for letting us know what going on. Instead of wondering what the cause of the outage yesterday. Cheers

Like · Reply · 👍 1 · July 23 at 12:47pm

# Neutral Sample



**Irene Milson** ▸ Ausgrid

December 5 at 4:53pm · Macquarie Park · 🌐

Hi, how long do you think it will take before power in Killara gets restored? And is there power in Pymble? Thanks!



**Alex Fois** ▸ Ausgrid

October 6 · 🌐

Power down in Camperdown. Any news on when it will be reconnected?



**Liana Rossi** ▸ Ausgrid

October 2 · 🌐

Croydon park is experiencing a blackout ... Do you know when the power will be restored? And what is the cause?



**Rhett-David Sorensen** Is there any information on what caused the power to go out?

Like · Reply · October 29 at 2:22pm



**Sean Walsh** ▸ Ausgrid

November 2 · 🌐

Power just went out in Yeramba St Turramurra. Looks like the whole street.



**Ausgrid** Hi Vanessa, just getting some details, but yes, it looks like we've lost power to about 2,000 homes around there. Emergency crews are on their way.

Like · Reply · October 26 at 10:13am



**Ausgrid** Hi Emmily, we don't have a cause yet I'm afraid, but we'll patrol the powerline that supplies the area and get power back as soon as it's safe.

Like · Reply · 👍 1 · October 29 at 2:30pm



**Ausgrid** added 4 new photos to the album

👍 Like Page

**Pymont repairs.**

December 4 at 2:25pm · 🌐

Crews have been working to get power back to customers in Pymont, after a fire at small substation. We expect final repairs will be complete earlier this evening.



Like · Comment · Share

👍 John Sutton, William Renton, Emma Cunningham and 15 others like this. Top Comments -



# **Blackouts & Outages Topic Analysis**

## **Negative Sentiment - Facebook**

# Overview

- There were 164 negative Facebook mentions related to blackouts & outages over the period 1<sup>st</sup> July – 9<sup>th</sup> December 2014.
- Negative mentions increased in correlation with power outages (see Slide 15 – Volume Negative mentions)
- “power” was the most prominent keyword used in negative mentions over the period with the word “still” also being fairly prominent as people expressed their frustration that they are still without power.

# Overview

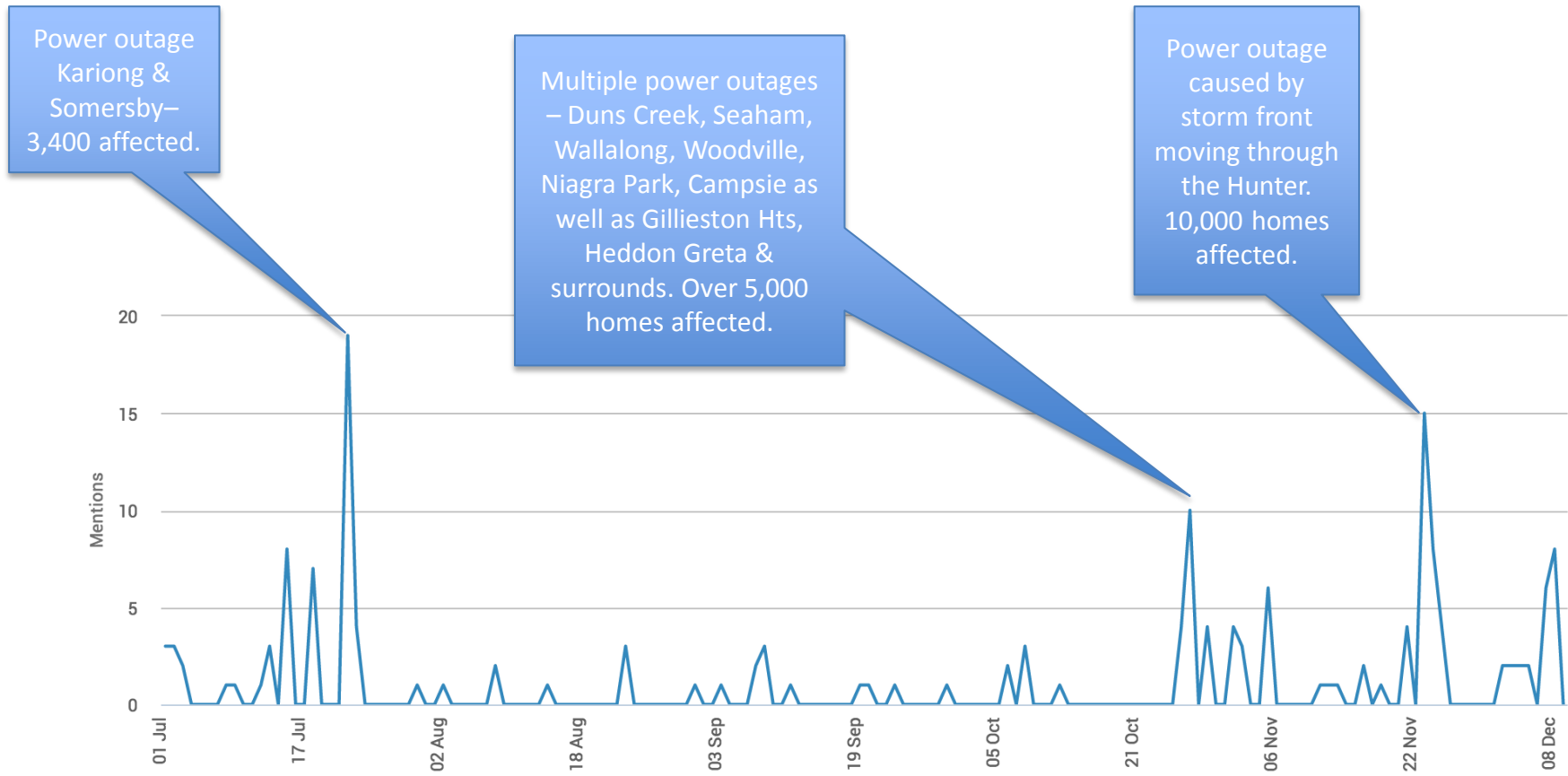
Negative mentions relating to blackouts & outages have been further broken down into the following themes:

- 1/ People expressing their frustration that the power is still out and the length of time it is taking for power to be restored
- 2/ Negative comments due to a lack of updates and/or the fact that they are not able to receive or report updates either via the call centre or social media.
- 3/ Frustration about a planned outage and the lack of notification they believe to have received.
- 4/ People mentioning the negative impact the blackout or outage is having or has had on them including damage to computer equipment, perished food, unable to watch favourite TV show / movie, etc (this is the number one cause of negative mentions)
- 5/ People expressing that outages are a reoccurring issue within their area or have occurred multiple times.
- 6/ Other negative feedback including complaints, disappointment that the power is out, etc.

N.B. Conversations may fit into more than one category. For example, some posts can be about length of time AND inconvenience.

# Volume Negative Mentions – Blackouts & Outages

1<sup>st</sup> July 2014 – 9<sup>th</sup> December 2014



There were 164 negative mentions generated over the period. The events that generated the most number of Negative mentions relating to blackouts & outages are highlighted above.

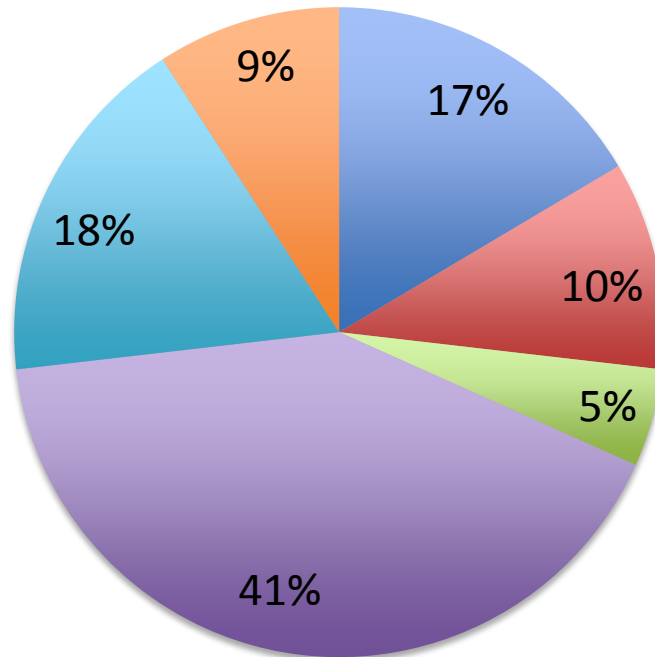




# Negative Mentions Analysis – Blackouts & Outages

1<sup>st</sup> July 2014 – 9<sup>th</sup> December 2014

## Negative Mentions



- Power still out/long time to restore
- Lack of updates/unable to report outage
- Planned outage complaints
- Negative impact caused by outage
- Multiple outages/reoccurring issue
- Other complaints related to outage

Negative mentions relating to blackouts and outages can be classified according to the main themes listed above. The theme with the highest volume of negative mentions was “negative impact” as people took to social media to express the negative impact the blackout / outage was having or had had on them e.g. broken TV, no hot water, perished refrigerator items, etc

# Overview “power still out/long time to restore”

- There were 27 negative Facebook mentions relating to power still out/long time to restore over the period 1<sup>st</sup> July – 9<sup>th</sup> December 2014.
- This was the third biggest driver of negative mentions and equates to 16% of total negative mentions for the period.
- Negative mentions relating to power still out/time time to restore power included people reporting that the power is still out as well as people voicing their frustration with the length of time it was taking for power to be restored.

# Snapshot “power still out/long time to restore”



**Gavin E Priest** It's been almost an hour. It's not as if we've been hit by a meteorite.

Like · Reply · 1 · July 18 at 9:43pm



**Ronnie O'Keefe** Truscott Ave...still waiting 😞

Like · Reply · July 22 at 12:53pm



**Sonia Gottardo** Mitchell Drive is still out 😞.

They think by 2pm.

Like · Reply · July 22 at 1:12pm



**Jessica Oag** ▶ **Ausgrid**

October 8 · 🌐

Power still out in springfield. Would love it to be restored sooner rather than later .



**Nina Tesoriero** Also in Frenchs Forest and still no power!

Like · Reply · September 7 at 2:39am



**Anthali Williams** We were told it would be an hour at 7:30.

Like · Reply · 1 · October 29 at 7:32pm



**Jarrod Hollier** Waratah West

Still no power.....

Like · Reply · November 23 at 9:11pm

## Overview “complaints about lack of updates/unable to report outage”

- There were 17 Facebook mentions relating to a lack of updates on the blackout / people citing they were unable to report the outage over the period 1<sup>st</sup> July – 9<sup>th</sup> December 2014.
- This equates to 10% of all negative mentions.
- The majority of the discussion about the lack of updates and information provided during the blackout or outage was generated when the customer had a poor experience calling the hot line and resorted to Facebook to get the info. People cited the following complaints with the hot line including being hung up on, provided the wrong info, their postcode not being able to be found, incorrect information provided and waiting on hold.
- There were only a few mentions from people complaining about the lack of response to social media requests for updates.

# Snapshot “complaints about lack of updates/unable to report outage”



**Michael Addis** ▶ Ausgrid

September 19 · Sydney · 🌐

Really pointless running social media just 9 - 5. Where is the feedback about current outage in Penshurst? We are either a 24 hour major city or we are not.



**Gail Scott** ▶ Ausgrid

November 1 · Sydney · 🌐

Lost power in Laguna - but when I phoned, was asked for my postcode, and was told that postcode DOESN'T EXIST. It happens to be Cessnock's postcode too - Ausgrid doesn't recognise Cessnock either???? Operator can't tell me anything - what happened, whether anything is being done .... PLEASE COMMUNICATE.



**Mikaela Prouting-Smith** ▶ Ausgrid

December 7 at 7:37pm · 🌐

Does anyone else in Allambie Heights 2100 have no power???? Posted on here several hours ago and zero response from ausgrid. Phoned to log an outage and apparently there is no known outage in Allambie. Neighbours have lights but no power. Street lights are on. Very strange!



**Tracey Bray** I've been trying to report that Macquarie Hills has no power because when you ring it says nothing has been reported in the area. I get put through to report it and it says that you are too busy and hangs up!

Like · Reply · November 23 at 9:23pm



**Matthew Johnson** I tried but the line dropped out. Whole island at 2083 NSW is powerless.

Like · Reply · December 2 at 4:00pm



**Mikaela Prouting-Smith** Still no power. Rang the phone number and typed in our postcode only to be told about outages in other surrounding areas. Great customer service.

Like · Reply · December 7 at 5:52pm

# Overview “planned outage complaints”

- There were 8 negative Facebook mentions about planned outages over the period 1<sup>st</sup> July – 9<sup>th</sup> December 2014.
- This equated to 5% of all negative mentions recorded for the period.
- Negative discussion surrounding planned outages included people expressing their frustration with Ausgrid as they had not received notification of the outage as well as people questioning the timings for the scheduled outage including the length of the scheduled outage and the time power would be restored.
- To help minimise negative sentiment surrounding planned outages, social media could be used as a further vehicle to notify affected customers prior to the planned outage as well as to consult customers regarding proposed outage times.

# Snapshot “planned outage complaints”



**Chad Michael N** ▶ Ausgrid

July 1 · 🌐

hi thanks for not notifying us in the abermain area that there was gonna be an outage today. once again top work ausgrid, you are a joke



**Sherrie Hazeltine** ▶ Ausgrid

July 3 · 🌐

Ausgrid you are hopeless, a planned outage from 8am to 5pm today. Thanks for letting us know. I know you are capable of letter box drops when outages are due to occur as I have been the recipient of one in the past. Get your act together. This is unacceptable.



**Cher Stone** ▶ Ausgrid

July 2 · 🌐

Not happy, Ausgrid. You have put on an 8 hour planned outage in Soldiers Point today when you could have had two shorter outages spread over 2 or more days. I am entirely dependant on electricity, have only a 2 cup thermos and no alternate means of cooking. I have had to spend money to drive to the shops to buy warm drink and food and am in a house where the max temp has just reached 15 degrees. I can manage my work without electricity for up to 4 hours but not 8. It is unreasonable of Ausgrid to impose such a long planned outage on its customers if there is an alternative.

All of the several Ausgrid staff I have contacted have said they are primarily interested in keeping Ausgrid costs down and my inconvenience and extra costs are secondary. Not happy, Ausgrid.



**Samoht Grimm** ▶ Ausgrid

August 7 · 🌐

It's been 15 hours so far without electricity and counting ! What a joke, I can't believe you guys get away with that in this time and age...

Thank you also for the notification letter I've never received !



# Overview “negative impact caused by outage”

- People citing that they were being affected negatively as a result of the power being out was the biggest driver of negative mentions on Facebook for the period 1<sup>st</sup> July – 9<sup>th</sup> December 2014.
- Total negative mentions citing a negative impact was 67 for the period. This equates to 41% of all negative mentions recorded.
- The top things people cited as negatively impacting them as a result of the blackout included broken electrical equipment such as computers and clocks and perished refrigerator items.
- Other negative impacts included missed showers, television/movies and coffee as well as cancellation of children’s sport, cost to local businesses who were unable to operate, the heat, frightened children and babies as well as no access to cars in electrically operated garages.

# Snapshot “negative impact caused by outage”



**Karen Heuston** I missed the cricket endings. Had to get commentary be text from a friend.

Like · Reply · November 21 at 9:33pm



**Ashlea Caldwell** ▶ **Ausgrid**

July 9 · Anna Bay · 🌐

Black out in Anna bay... Only lasted a few minutes but managed to blow up my set top box on my tv... Great way to start a cold morning



**Gavin E Priest** 2 hours later & the power has just come back on & seemingly destroyed my digital clock. Quite frankly not good enough.

Like · Reply · 👍 1 · July 18 at 10:45pm



**Aaron Mad Aza Hancox** Who pays \$\$ to replace our food / meat that is going to go off its already been 5 hrs my fridge has been off for? ????? **Ausgrid???**

Like · Reply · 👍 4 · July 22 at 9:50am



**Sonia Gottardo** My stuff in the freezer are already defrosting. Will I get compensated for it??

Like · Reply · 👍 2 · July 22 at 10:10am



**Tania Giles** Not until midday! Unbelievable ! I would suggest everyone start calling media outlets if you are local businesses loosing money as a result. After all they would live to hear about high electricity charges for now power for 6 hours. Especially when local businesses are already struggling. Email, call everyone media outlet. It should not take this long if they have staff in Australia or suburb fixing substation.

Like · Reply · July 22 at 8:28am



**Elle Lowe** ▶ **Ausgrid**

November 23 at 9:56am · 🌐

Power is out at Niagara Park Indoor Sports Stadium, Basketball trails for 2115 Reps season have been cancelled, lots of kids that are not happy.

# Overview “multiple outages/reoccurring issue”

- The second biggest driver of negative mentions on Facebook was people citing that there had been multiple outages within their area or that outages were a reoccurring issue.
- Total negative mentions relating to multiple outages/reoccurring issue was 29 for the period. This equates to 18% of all negative mentions recorded.
- In addition to reporting that the outage was occurring again or happens a lot, people also took to Facebook to ask why the outages were continuing to occur as well as to report the number of times the outage had occurred within their area. People who had become particularly frustrated due to multiple outages also voiced their negative opinion of Ausgrid when doing this.

# Snapshot “multiple outages/reoccurring issue”



**Scott Harrison** We're starting to get use to this. Going to buy some LED lights for each room. Didn't happen in the old SCC days... Hmmm good night all

Like · Reply · July 15 at 10:07pm



**Tania Giles** It's now 8am not back on. Glad we are paying electrical prices for it not to work for hours... Including doctors surgeries in the area too. Mmm... Happens allot in this area.

Like · Reply · July 22 at 7:59am



**Piers Watson** I hear the Gummint wants to sell off the poles and wires. If I had a car that broke down every couple of months, I'd be trying to flog it off too.

Like · Reply · July 23 at 9:40pm



**Donna Grieve** Unfortunately this is happening far too often lately 😡

Like · Reply · 👍 1 · September 8 at 10:16am



**Michael Hull** ▶ **Ausgrid**

September 8 · 🌐

Hi Ausgrid is there any reason why power is out in Bensville NSW again? This is becoming a weekly occurrence.



**Belinda Carr** ▶ **Ausgrid**

October 6 · Narara · 🌐

There seem to be more and more outages lately in the narara area, what's going on Ausgrid?



**Sandra Hawkins** This is the 4th time in a month try and fix it for good this time

Like · Reply · 👍 4 · November 2 at 7:49pm



**Robin Pereira** Hopefully this doesn't become a recurring issue like it did this time last year(roughly)  
But we'll have to see....

Like · Reply · November 25 at 5:30pm

# Overview “other complaints related to outage”

- There were 16 Facebook mentions related to other complaints over the period 1<sup>st</sup> July – 9<sup>th</sup> December 2014.
- This equates to 9% of all negative mentions.
- Other complaints included people generally expressing disappointment with the power being out, people using the outage as a vehicle to express their frustration with the privatisation of electricity networks, the rising cost of electricity prices as well as the fact that they believed the outage to be caused due to the lack of funding spent on maintenance programs as a result of the privatisation. There were also some general complaints from people who believed no crews had come to check the outage.

# Snapshot “other complaints related to outage”



**Renee Florio** Any updates of when it's back.???? This is ridiculous. I need power!!

Like · Reply · July 22 at 8:18am



**Raj Sharma** Not good enough Mr Barlow, get the power on NOW

Like · Reply · November 5 at 2:26pm



**Alison Daniels** Yes we got power back at 7pm after several of our neighbours and myself had to argue the fact we had not got power back to our properties like the consultants had suggested we had at 11.30am. We will all be contacting the claims department today to determine claims for compensation for the loss of our fridge and freezer contents

Like · Reply · November 24 at 6:00am



**Janice Simpson** ▶ **Ausgrid**

November 12 · Sydney · 🌐

A vote of no confidence in Ausgrid. Our pole was earmarked for replacement a while ago - it didn't happen. Early Monday evening it broke in two (rotten). Finally replaced today, but too late for Ausgrid's inspection, so we might have power by tomorrow afternoon (Thursday). How casual - working minimal hours when people have food rotting, no hot water, lights or even power now for three nights for sleep apnoea machine. Shame on you Ausgrid. Janice Simpson, East Crescent Street, McMahons Point.



**Byron Albrecht** It was time to go underground years ago. You would not know how extensive the damage is because no one has come to check!

Like · Reply · November 1 at 8:27pm



# Mentions Appendix

List of all mentions attached

# List of All Mentions

[Link to List of Mentions – Page 1](#)

[Link to List of Mentions – Page 2](#)





# Sentiment Grading Technique

## Outline of methodology

# Sentiment Grading Technique

## Positive

- Any mention where there is positive sentiment expressed towards Ausgrid including compliments received once power is restored and people expressing excitement about the restoration of power.
- Any mention where a customer has defended a previous post that was negative.

## Neutral

- A mention where someone has tagged a friend.
- Any questions that are looking for information without any sarcasm or any positive or negative insinuation e.g. the power is out, any update?
- A mention where someone expresses both positive and negative sentiment.
- Any mention or response by the Ausgrid Facebook Page

## Negative

- Any comments expressing frustration or disappointment with the power being out, the regularity of outages, negative impacts of the outage or the fact that it has occurred.
- A mention that agrees with the above negative mention (i.e. “Ditto” or “Me too!” as reply to a negative mention).

**think**  
**courageously**