

Addressing CAP feedback

Customer Service Incentive Scheme (CSIS)

What we heard	What we propose to do
There was a question on whether our incentive will improve the accuracy of incorrect notifications, reducing the number of people getting outage notifications where there is no outage	We agree our proposed CSIS is the first step on a longer journey to continuous customer service improvements. While this metric is not explicitly included in the CSIS, we also plan to allow customers to update their mobile details online through our customer portals and add additional household members' mobile numbers. We also work closely with retailers to update our record for current customer mobile numbers.
There is likelihood that improving one area of communication will lead to higher expectations on communications around other services	We are continuously reviewing and improving our electronic communications, particularly with regard to useful content for our customers. We will continue to monitor customer feedback in this regard and make changes where appropriate. While not part of the CSIS proposal, we are in the process of implementing improvement in planned outage communications by improving the accuracy of notifications for when supply is restored and providing our planned outage schedule on our website. We will further improve our planned outage communications to align with the Essential Services Commissions of Victoria's final decision on the form of planned outage communications required in the Electricity Distribution Code.
There needs to be justification that the service deliver target are 'stretch targets', parameters should be clearly defined and measurable, and there should be no inclusion of expected performance improvements from funded IT investments	Our CSIS design includes a stretch target regarding our new SMS notification metric, which was supported by stakeholders in our engagement. The other two metrics include targets that are calculated based on well-established methods. We confirm that we have not included IT investments in our regulatory proposal which would enable us to deliver improvements in the metrics included in our proposed CSIS.
There was a suggestion to report on SMS notification content quality, even though it is not a performance parameter due to difficulty in measuring it	This can potentially be explored through satisfaction surveys around the type of information that is included in the SMS notifications. We will explore these opportunities outside of the current CSIS proposal.
It was highlighted that once we bring this to the market we need to look for continuous improvement—not a 'set and forget'. This is how we	The CSIS provides an incentive to seek continuous improvements and future targets are based on higher levels of performance. We will also continue to seek opportunities to improve even where it is not part of the CSIS. For the next regulatory period, 2026-2031, we will consider whether the

will help shift the business toward a more customer-centric culture	proposed CSIS metrics remain fit for purpose or should be changed to reflect changes in our customer values at that time.
There was concern the SMS notifications performance parameter assumes everyone has SMS coverage, can read, can read small font, and can understand English. It is important to acknowledge this is not the case and there may be alternatives such as having multiple languages, large font, voice messages etc.	We acknowledge the SMS notification performance parameter is not tailored to all of our customer groups. Given this, we are retaining our telephone answering services to ensure customer groups who do not benefit from our SMS notification performance parameter will continue to have the access and services they required from the contact centre.
Further engagement can be on how much customers value our offerings, and how can we improve our communication (for example) at the margin	This can potentially be explored through customer surveys around the type of information that is included in the SMS notifications. We will explore these opportunities.
For planned outages we should be talking to our sensitive customers groups on when they would most prefer an outage (i.e. date, time and whether one long outage or several short outages are more suitable)	We are already implementing changes to when we conduct planned outages, brought on by the lockdowns since March 2020 that have made any outages particularly challenging for our customers. Our focus has been reducing the impact of outages on customers to the extent possible, by moving planned works to night hours and/or to better suit customer needs.