

# Business-as-usual customer and stakeholder engagement

## Customer Advisory Panel Pre-read

November 2020

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# **APPROACH**

**CAP AS PART OF OUR CUSTOMER & STAKEHOLDER ENGAGEMENT**

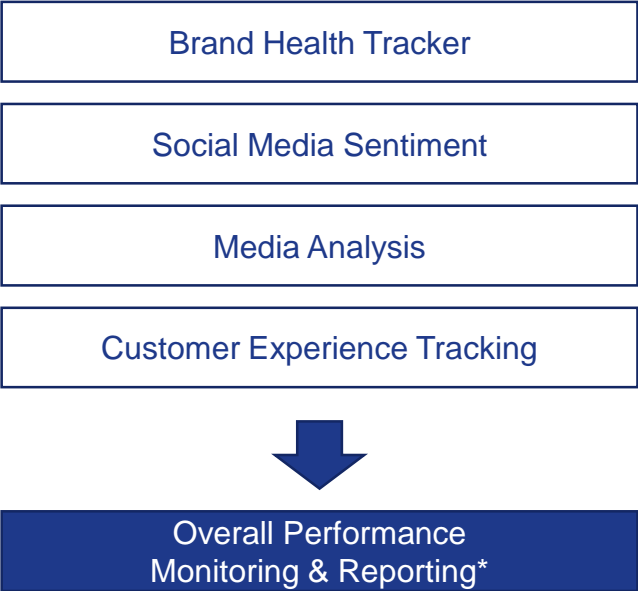
# Customer & Stakeholder Engagement | We see an ongoing role for the CAP being an integral part of our overall customer & stakeholder engagement

The CAP will be a critical ongoing piece in our approach, providing input, guidance and feedback on our most critical and material customer impacting decisions

This will complement the range of other avenues we engage with customers and stakeholders

### Ongoing role of the Customer Advisory Panel

- Provide input to critical elements of our regulatory reset proposals
- Support development of customer commitments for our business
- Provide input and guidance on customer impacting topics and all marquee projects
- Track and monitor performance against agreed customer commitments
- Track and monitor performance of customer engagement programs
- Track and monitor performance of customer outcomes and experiences in key services



*In addition to these programs, we also seek specific customer testing insights for new portal/experience enhancements, and have a robust engagement approach for major infrastructure works*

### Key Considerations:

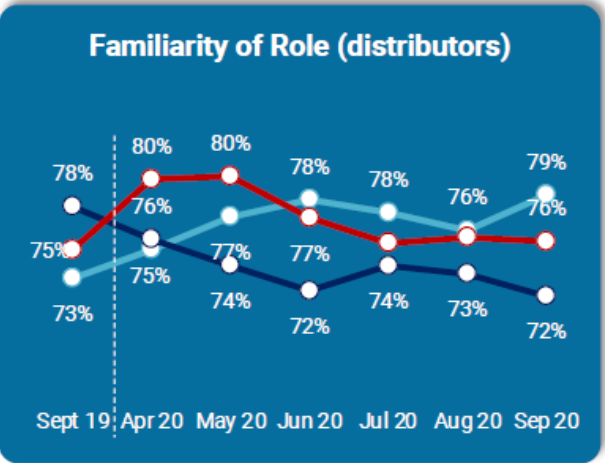
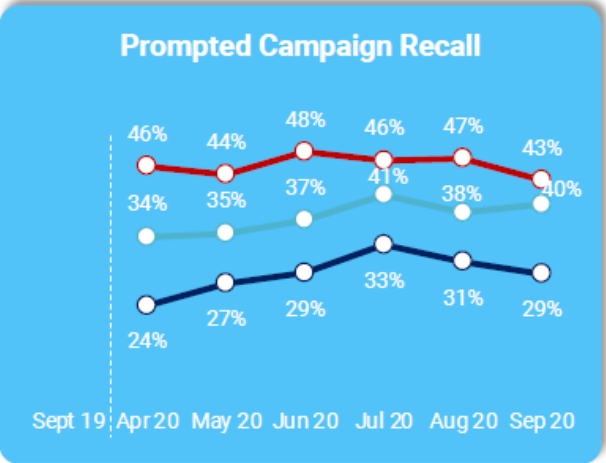
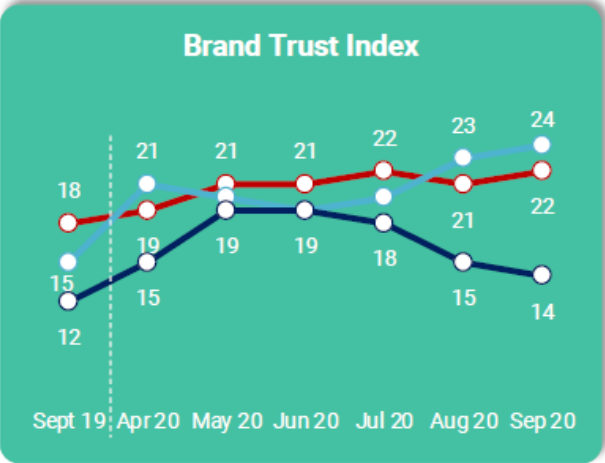
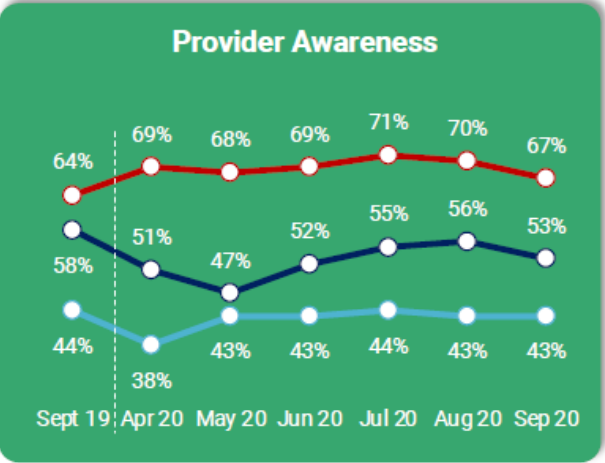
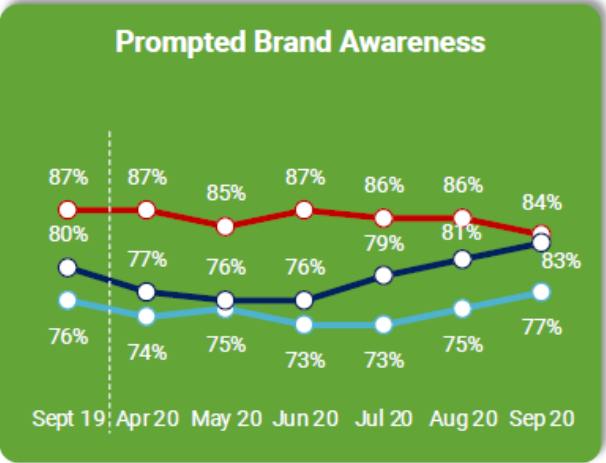
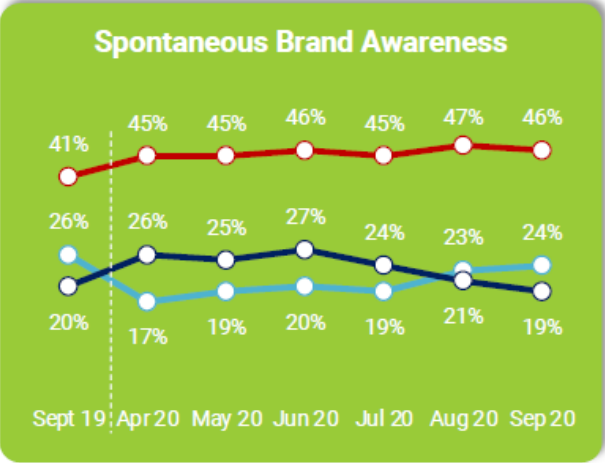
1. What aspects of the CAP have worked well, that we should retain moving forward? What does the model look like for 2021 and beyond?
2. What do you see as the ongoing role of the CAP? What would you like to engage on?
3. Does the revised strategy help to ensure that business actions will reflect community needs?
4. What reporting and insights would you like to see across our engagement approach (see examples in document)

# **BRAND HEALTH TRACKER**

**RESULTS FROM SEPTEMBER QUARTER**

# KPIs SNAPSHOT

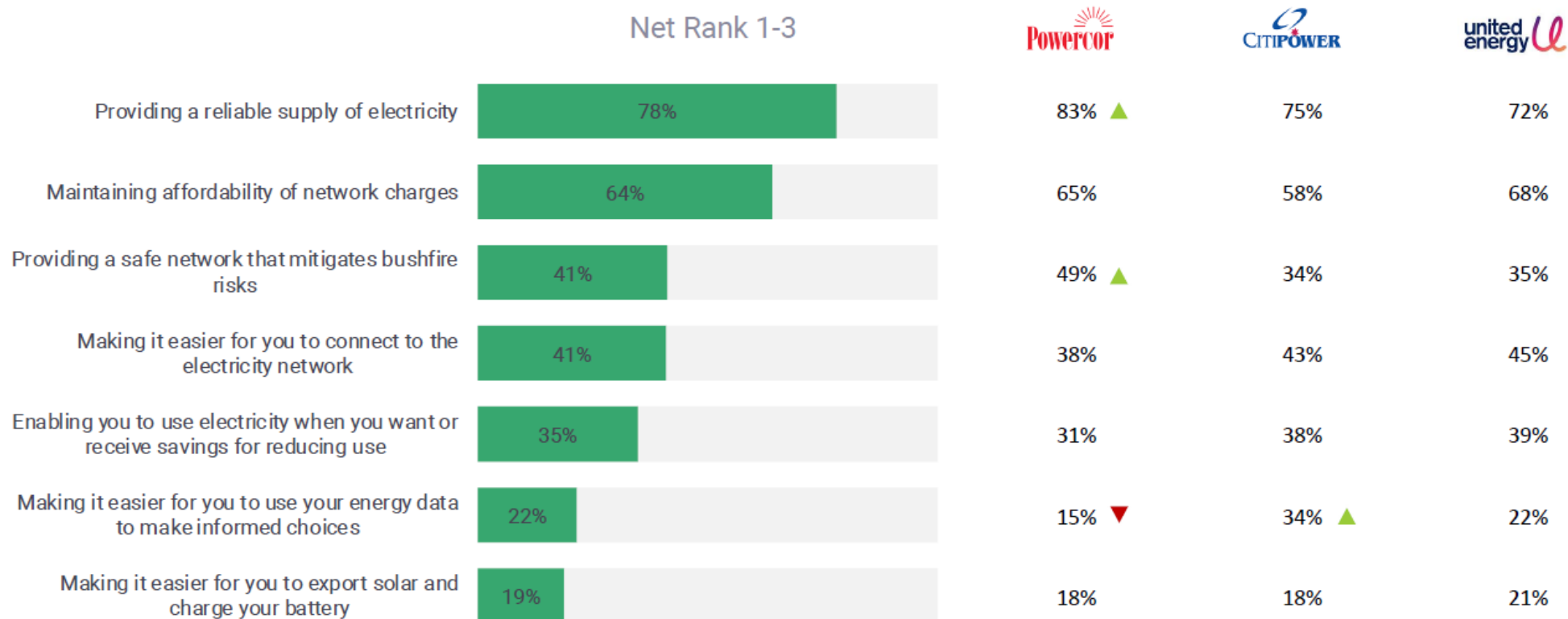
● Powercor  
● United Energy  
● CitiPower





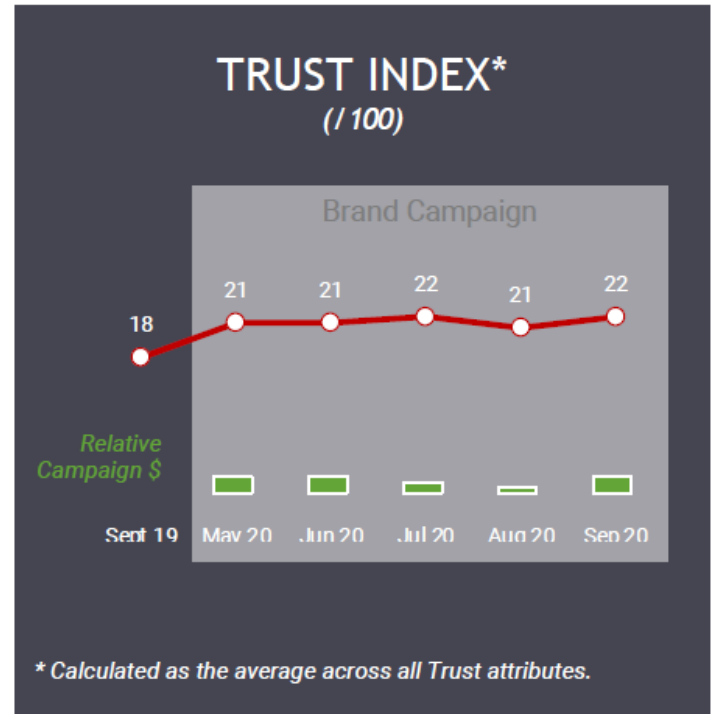
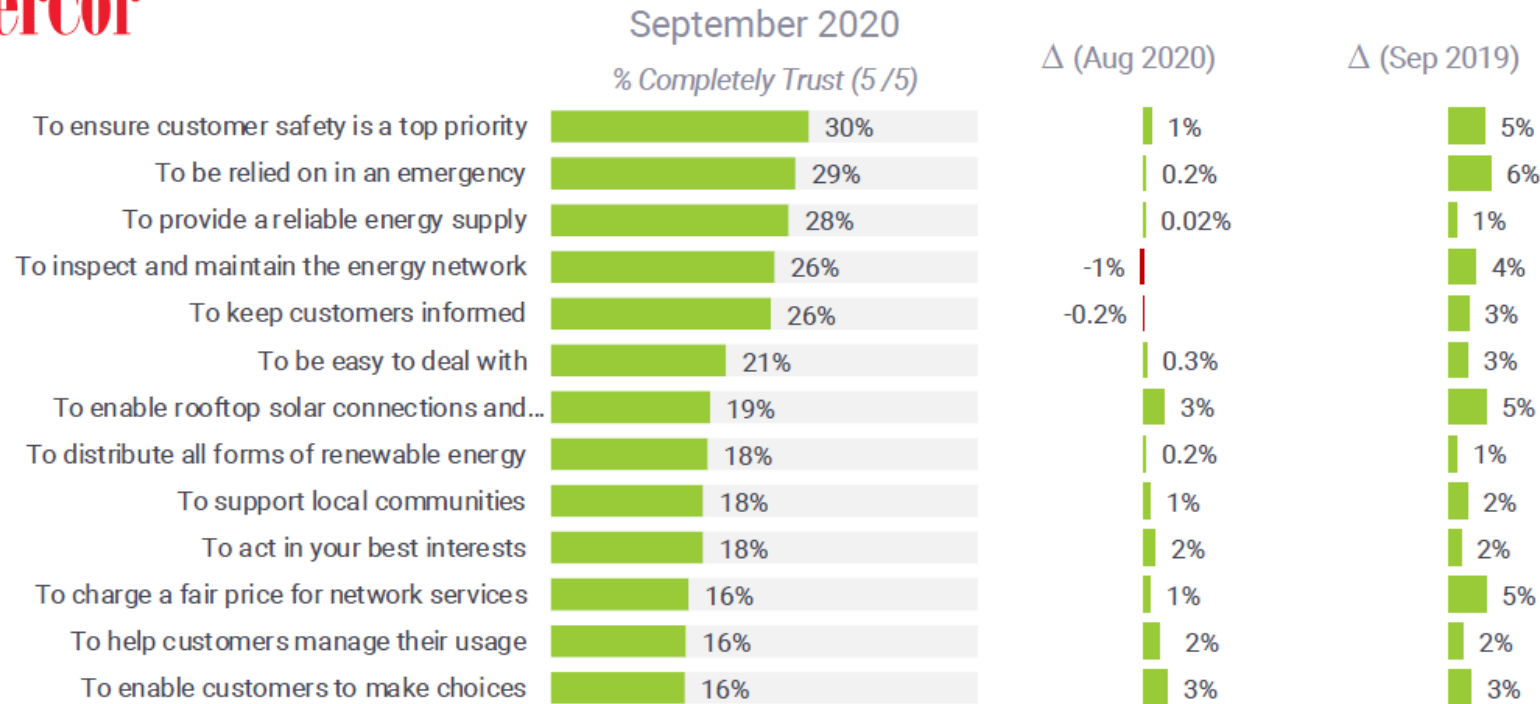
# PRIORITY RANKINGS SNAPSHOT - SEPTEMBER 2020

3-  
month  
Scores



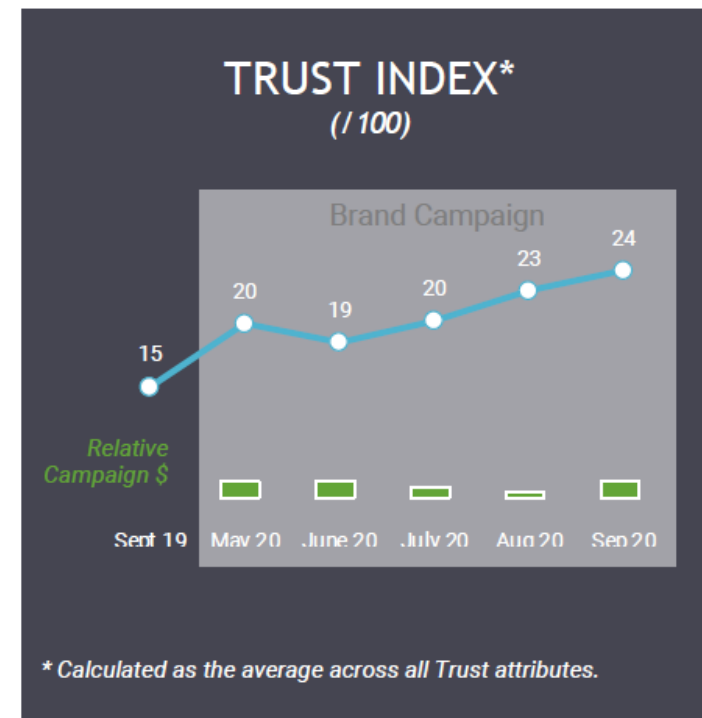
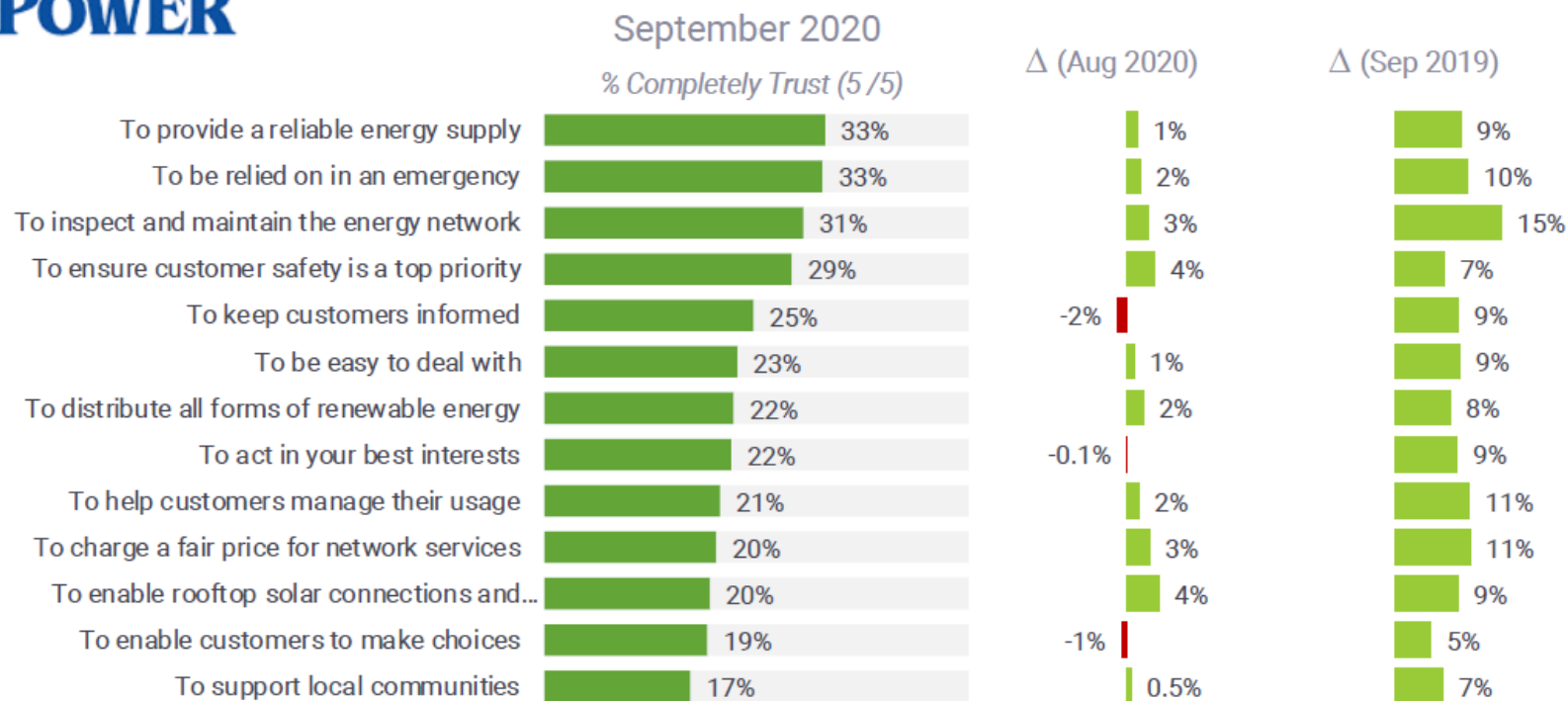
# POWERCOR BRAND TRUST INDEX

3-month Scores





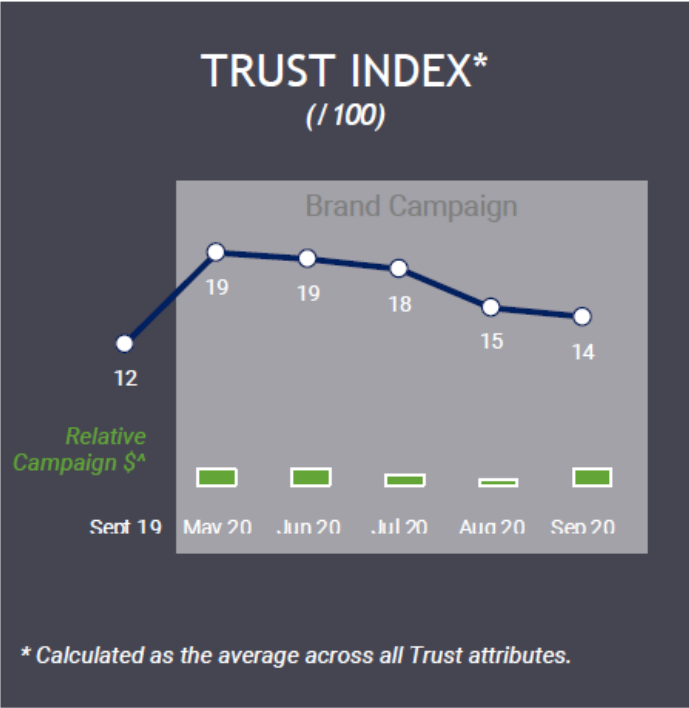
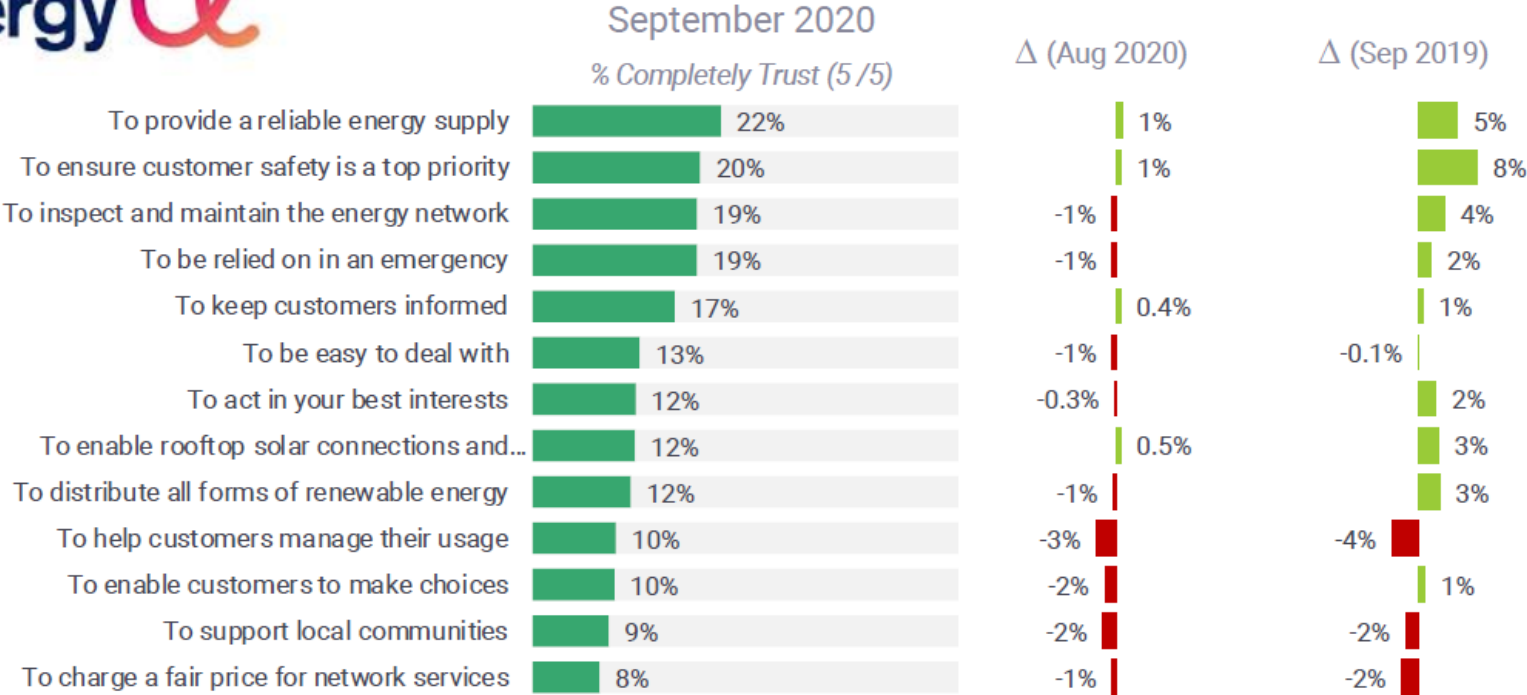
# CITIPOWER BRAND TRUST INDEX





# UNITED ENERGY BRAND TRUST INDEX

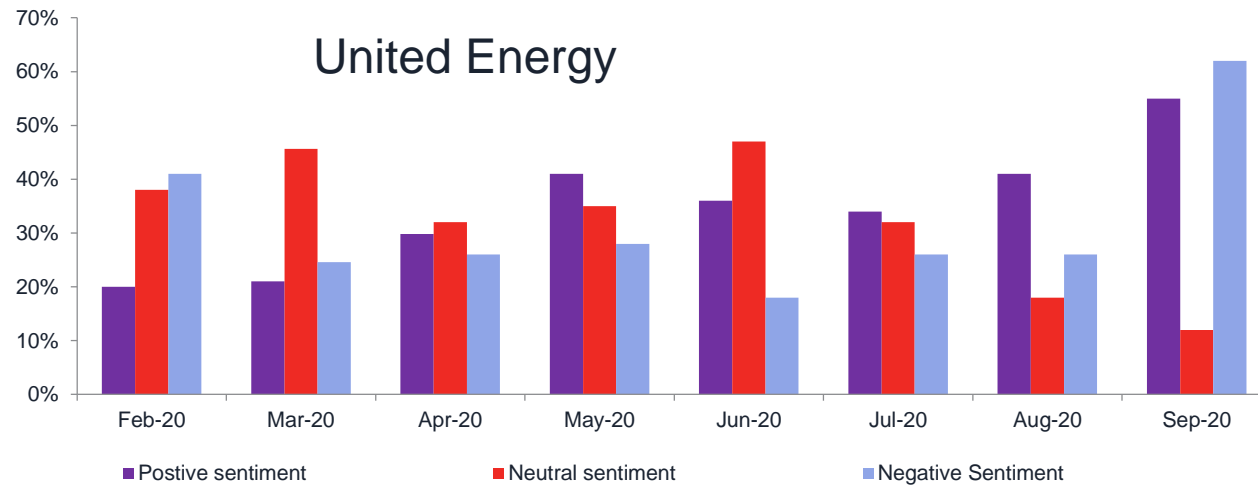
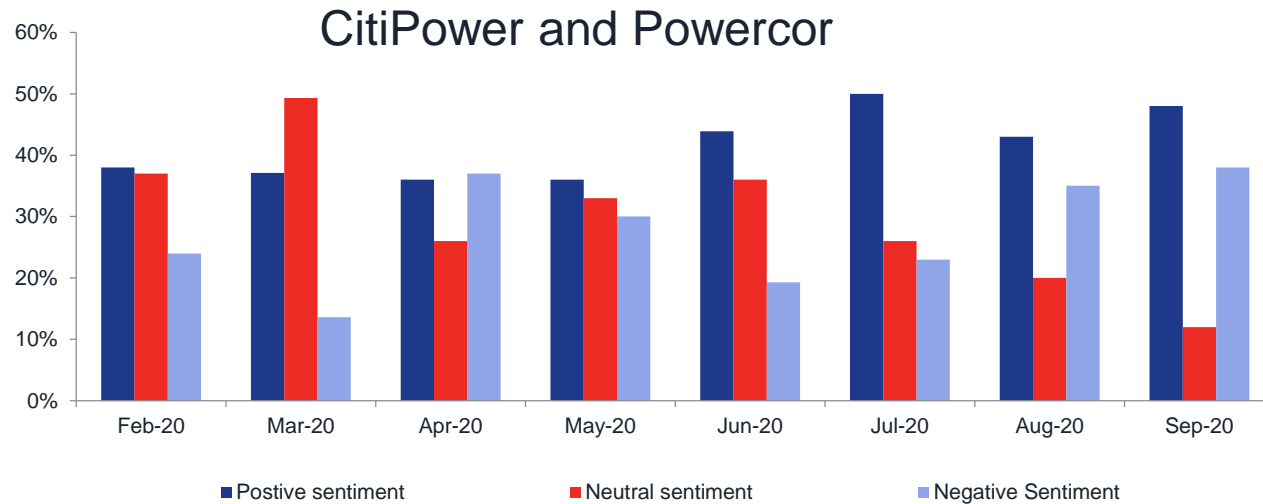
3-  
month  
Scores



# **SOCIAL MEDIA SENTIMENT**

## **RESULTS FROM SEPTEMBER**

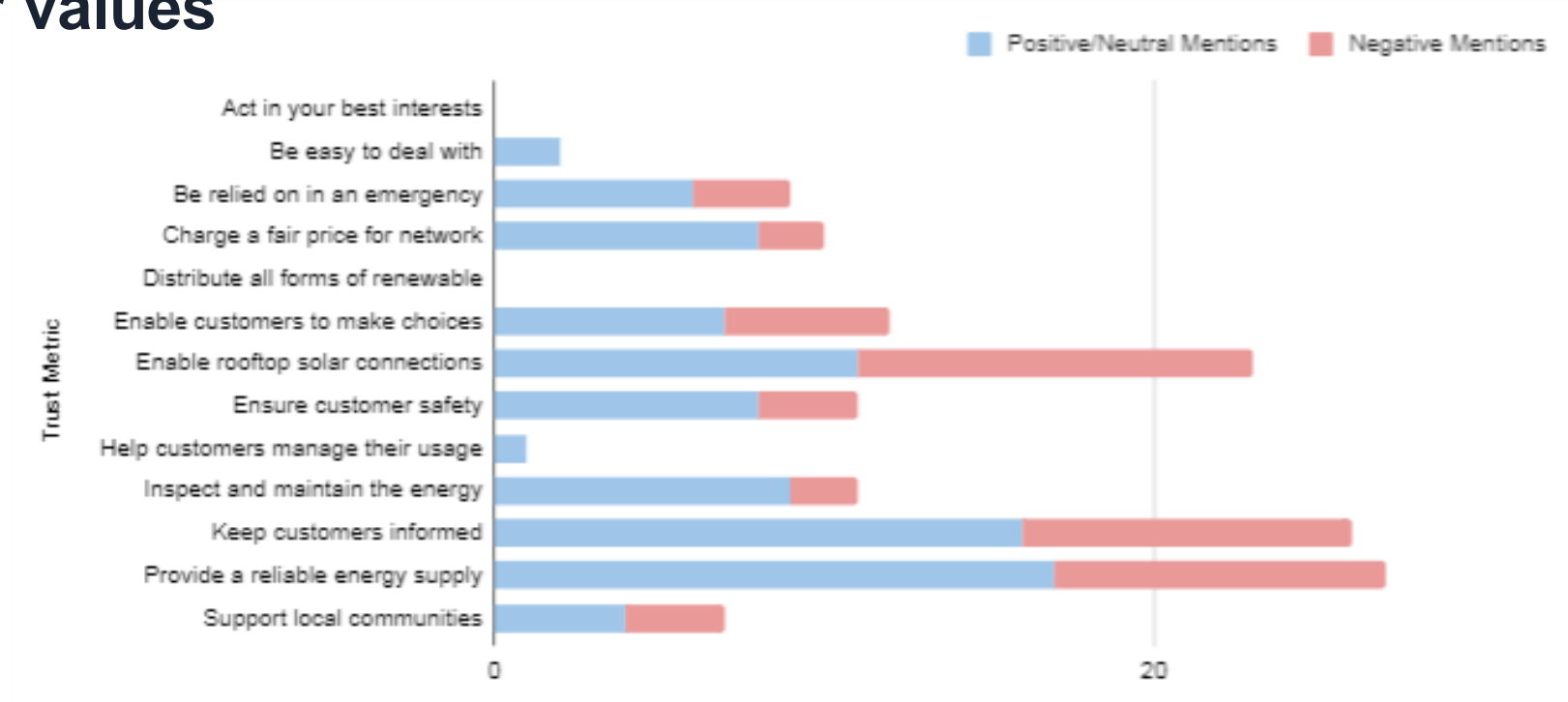
# Social Media Sentiment



- Social sentiment reporting commenced in February 2020 and tracks all commentary to our owned channels – Facebook, LinkedIn and Twitter
- For CitiPower and Powercor, the sentiment is predominantly positive
- United Energy's feedback has been influenced by concerns around planned works during COVID-19 lockdown

# Responsive to customer values

- In September 2020, we saw a significant increase in negative sentiment associated with 'enabling rooftop solar connections' in the CitiPower and Powercor channels - sentiment dropped from 100% positive/neutral in August to 50%
- This rise in negative mentions is linked to export limitations and a new myConnect tool.
- In response, we have worked with the Customer Group and Electricity Networks team to:
  - Improve communications to solar customers
  - Prepare briefing papers for MPs and Councils
  - Developed a social media program which will launch in November to encourage customers to check with us when planning solar PV installations



Sentiment is tracked against the customer values identified through the Energised 2021-2026 program.

Monthly monitoring of results enables rapid response to address customer needs

# **MEDIA ANALYSIS**

**RESULTS FROM SEPTEMBER QUARTER**

# Key metric – Media Impact Score

- Each year over 1,200 news items are published about our 3 networks - 357 in September quarter
- Powercor has the largest share of voice (223 stories)
- More than 40% of these stories are generated from our proactive media relations activity
- ISentia measures of media impact take into consideration sentiment, messaging, placement of the article, use of spokespeople and imagery
- ISentia reports that the industry average Media Impact Score for energy companies is 1.0
- Our scores reflect significant work to proactively engage with media and promote our news



Media Impact Score



Media Impact Score



Media Impact Score



Very Positive

Contains strong endorsements and advocacy, as well as your key messages. Media items appear in your target outlets. Demonstrates excellence in effectiveness.

Balanced or Neutral

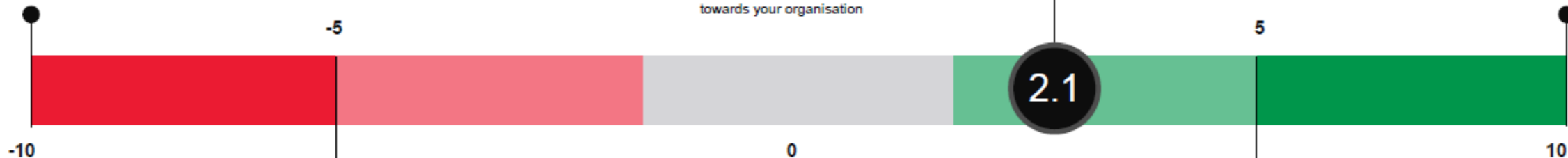
Reporting is neutral or balanced towards your organisation

Negative

Contains negative tone and messages about your organisation. Your key messages are present but not the dominant focus. Media outlets have a smaller audience size or influence.

Positive

Contains endorsements of your organisation and your key messages. Your spokespeople or third parties are quoted positively. Demonstrates effective execution of media strategy and tactics.



Very Negative

Contains heavy criticism and negative key messages about your organisation. Coverage is likely to be seen by your target audience, and you are the focus of the story.

# Leading Messages by Provider

July to September 2020

Chart 14 Powercor

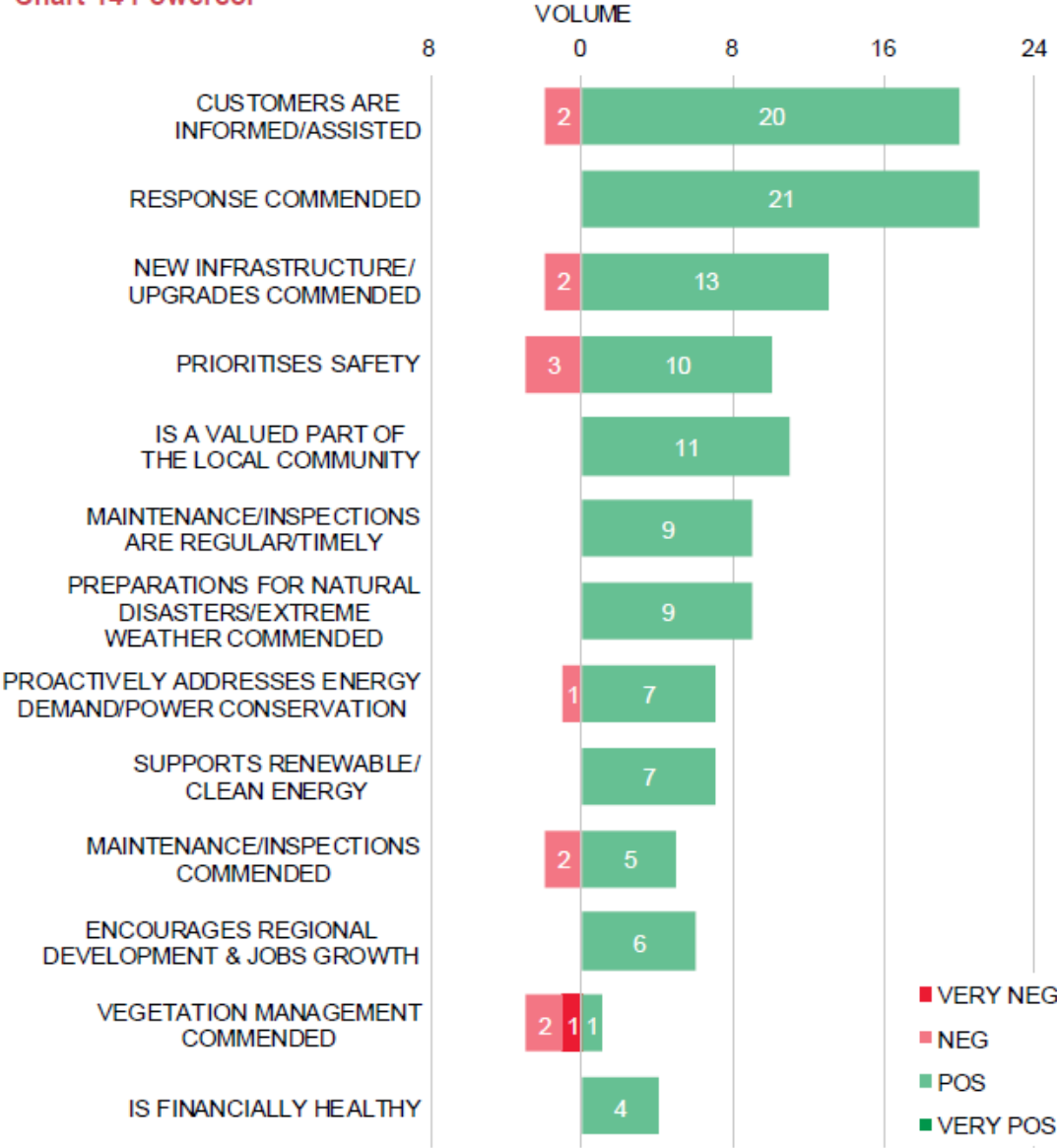


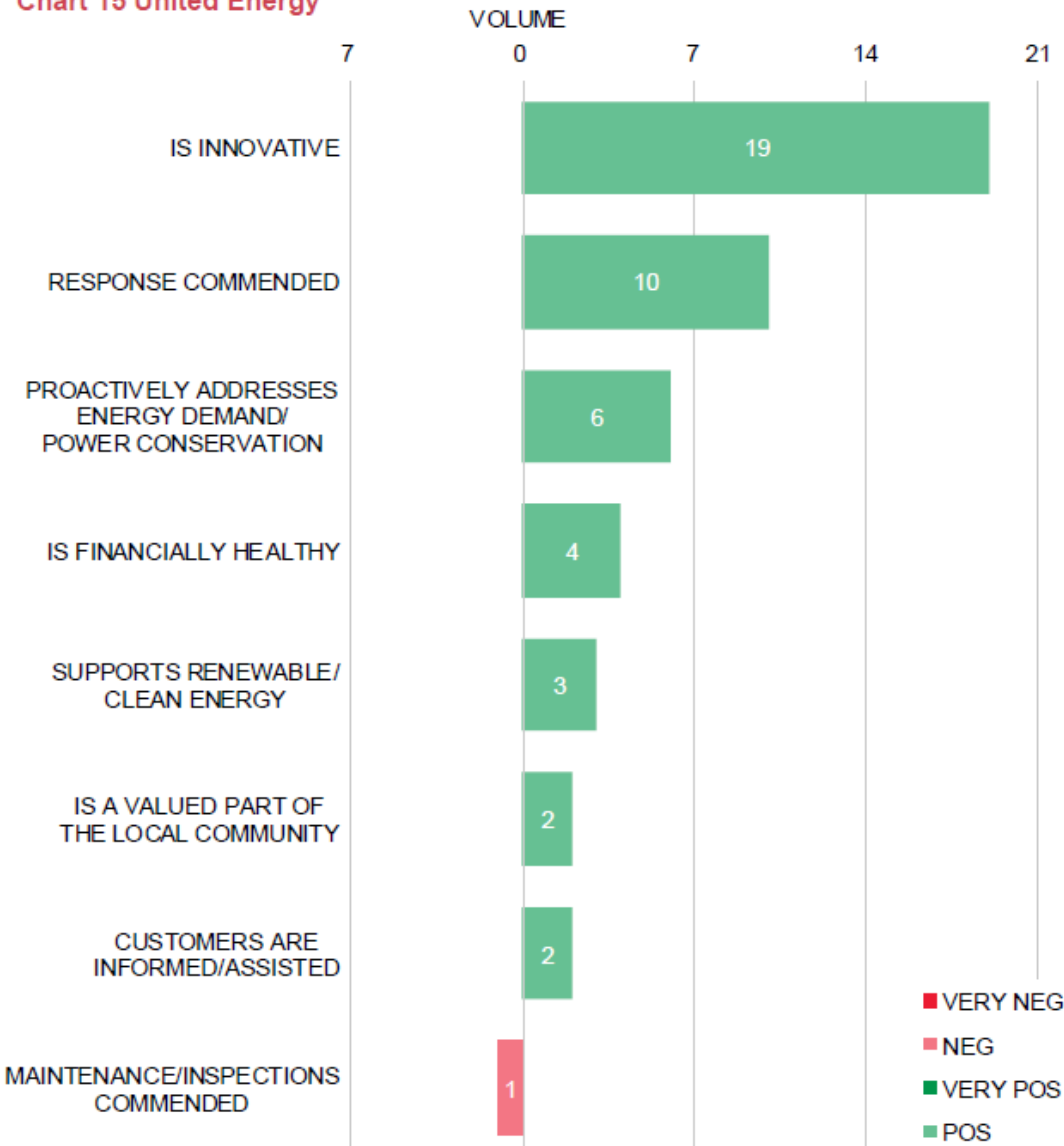
Chart 16 CitiPower



# Leading Messages by Provider

July to September 2020

Chart 15 United Energy



The voice for Australia's clean energy industry

## ecogeneration

**Batteries-up-poles'** powerful message on PV storage

United Energy's community storage batteries are bringing calm to Melbourne's Bayside.

## THE STANDARD

Smart charger trial to boost electric cars

Hyundai, Nissan, Custom Fleet, Schneider Electric, GreenFlux, Ausgrid and United Energy will help deliver the trial.

# **CUSTOMER EXPERIENCE TRACKING**

**OUR REFRESHED APPROACH**

# Customer Experience Surveys | Our refreshed approach helps us to gain insights on the most important aspects of experiences with us

## Key Features of our Revamped Approach

- 1

More people, more often – a greater number of services and utilising SMS/email as well as interview to reach more people in each survey wave
- 2

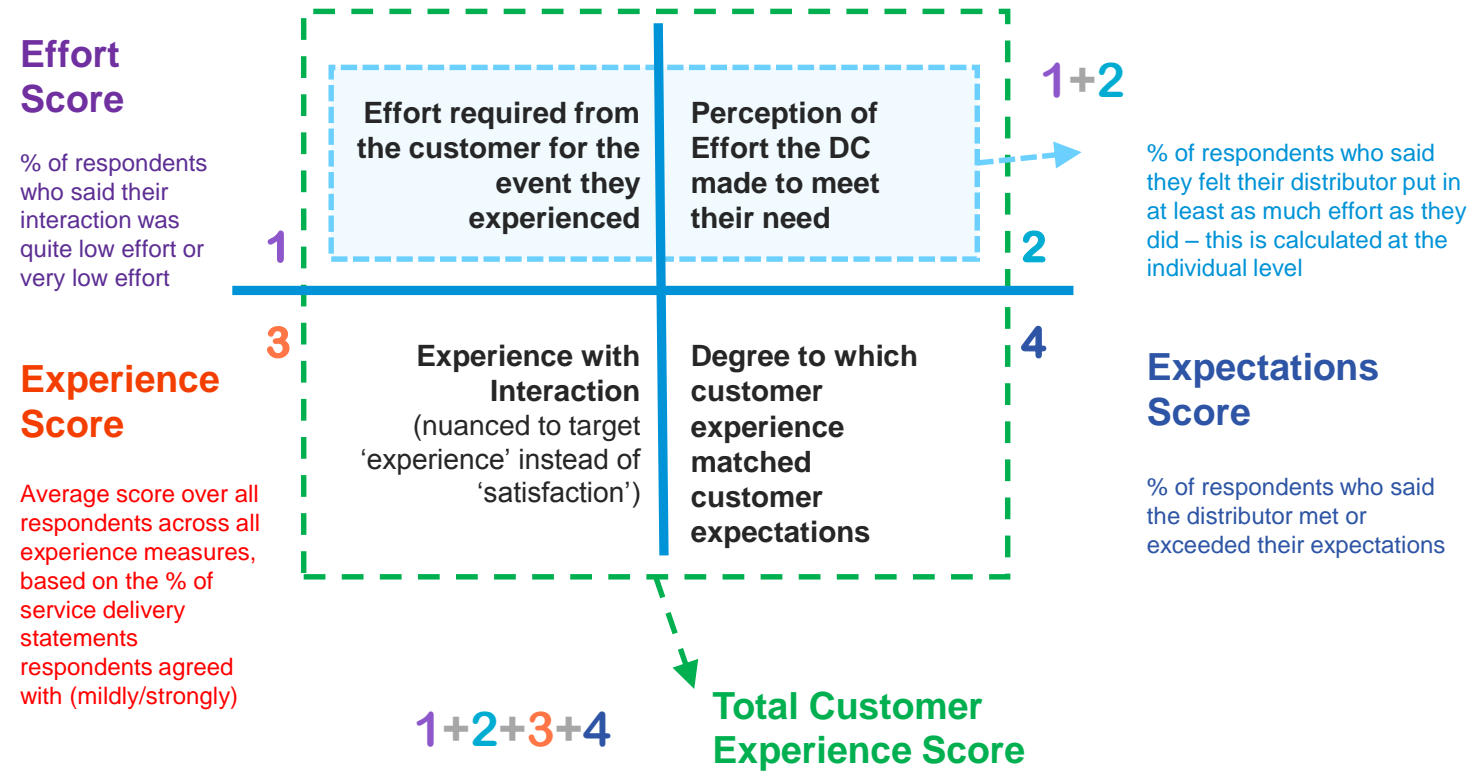
From satisfaction to experience – measuring the experience customers have when dealing with us and seeking to better understand their expectations
- 3

Greater transparency – integrity and rigour in reporting method and data, providing real insights into the customers’ perceptions
- 4

Aligned survey programs – broadening improvements in the survey methods with better linkages to trust and brand surveys
- 5

Practical improvement plans – actionable insights derived through detailed reporting and analysis informing practical plans that are operationally owned

## Measures Obtained From Each Customer Experience Survey



# Customer Experience Surveys | Metrics are clear and comparable across our networks, and enable specific actions to be developed for improvement

