

# APPENDIX 6

## Summary of Energex's existing engagement activities

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Alongside the “Connecting with you” program, Energex conducts a broad range of customer engagement activities to enhance understanding of customer behaviours and expectations, as well as relationship building with the community.

The Customer Engagement Strategy has been designed to provide an overarching focus to enhance Energex's customer engagement. These activities are existing programs within the 2010-15 regulatory control period.

## 1.1 Queensland Household Energy Survey

The Queensland Household Energy Survey is an annual online study that has been conducted since 2004 and explores how South East Queensland customers use their energy and appliances, as well as their energy efficient behaviours.

The survey is run in conjunction with Ergon Energy and Powerlink, and the customer feedback received helps to determine how best to manage energy use, particularly during peak demand, now and in the future. This assists Energex in understanding customer behaviours and planning for the future.

Energex promotes and shares the outcomes of this customer research on its website.

## 1.2 Customer Tracking Research

Energex regularly conducts customer ‘tracking’ research which is an ongoing weekly research program. The research captures and tracks changes in customer perceptions and satisfaction of Energex in the following areas:

- Customer service;
- Reliability standards and response to power interruptions;
- Community regard and corporate reputation;
- Effectiveness of advertising and community sponsorship programs;
- Community consultation effectiveness of capital works programs; and
- “Post Event” research of major events, including storms.

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## 1.3 Community liaison and consultation

Energex strives for best practice in communication and community relations. The Community Consultation Manual is utilised by Energex to provide consistent guidelines for positive and constructive interaction with the community, not only as part of a formal consultation process, but also in day to day dealing with the community.

The manual is relevant across Energex's entire operations. Even in circumstances where a formal consultation process is not required or warranted, Energex encourages the use of the Community Consultation Manual to build good relationships.

This community consultation can include:

- Informing local communities of Energex's activities in their area; and
- Managing potential issues promptly and constructively.

The Community Consultation Manual is in the process of being updated to enhance alignment with the Customer Engagement Strategy and the Queensland Government's commitments to consult with communities on the planning, development and construction of transmission infrastructure to reduce impacts.

## 1.4 Rewards Based Tariff Trial

The Rewards Based Tariff trial was undertaken in partnership with Ergon Energy from January 2011 to create community awareness and improve understanding of customer attitudes towards alternative electricity pricing models, and to understand the actions taken by participants in response to alternative price signals.

The trial ran for 27 months and included around 3,700 volunteer households across three different climate zones in the cities of Brisbane, Cairns and Toowoomba. The households were randomly allocated into three groups; two of the groups trialled different rewards based tariffs and the third group acted as a benchmark to compare the results.

The findings were used to guide Queensland distribution network policy development regarding further network pricing models. The key outcome of the trial was that customers can be responsive to price signals and change usage behaviours.

## 1.5 Your Power Queensland (yourpowerqld.com.au)

In 2012, Energex and Ergon Energy formed a joint initiative to provide a single reference point for Queensland customers looking for residential energy related information.

The yourpowerqld.com.au site aims to provide accurate and impartial information on energy conservation and demand management, including education services and advice to the Queensland Government, general public and industry sector.

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Most of the 95,000 annual visits come from internet searches, as customers continue to look to learn about electricity, and how to reduce their costs. The site fills a need for independent and trustworthy information by providing householders with education, tips, calculators, and many ways to save.

This website is another way that Queensland distributors are working together to assist customers to enhance their understanding of their electricity use, discover practical energy saving tips, as well as calculators to control energy costs.

## **1.6 Data to Share**

Data to Share is a section of Energex's "Connecting with you" website that allows customers to access information about customer connections, energy consumption and solar PV installations by postcode.

Customers are free to download and use the information to gain greater insights about Energex's network and how it is used. It is available to be used for a range of purposes, including research programs, customer advocacy and education development.

Data to Share is another part of the larger "Connecting with you" program to better educate, inform and support customers.

## **1.7 Network Pricing Strategy ("your network, your choices")**

In 2014-15 Energex is formulating a long-term Network Pricing Strategy for small customers. Through a meaningful and effective engagement program Energex aims to achieve a long-term strategy that meets customer expectations.

This long-term strategy will outline options and various approaches to the design of a demand-based network tariff. Customers will also be engaged on the pathway to get to demand-based network tariffs and timing considerations. The Network Pricing Strategy engagement program will involve customers, electricity retailers, government and regulators.

## **1.8 Communications channels with customers**

Energex utilises a range of customer communications channels as part of the everyday operation of the network. These include the provision of a customer contact centre for customer enquiries and notifications including a 24/7 contact centre for faults and emergencies, customer relations, government liaison, social, digital and traditional safety communications and media liaison.

A website is provided for customers to have access to a broad range of information on Energex's activities. These can include information relating to network outages, major projects, vegetation management practices, electrical safety, regulatory process and network pricing.

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Energex also regularly conducts communications and engagement with customers in local communities. Regular letterbox drops, flyers and corflutes are used where Energex is conducting work. Communications and briefings occur regularly with local community leaders and Members of Parliament to provide localised advice and support to customers with an escalated customer relations group to investigate specific customer complaints. Communications also occur on a face-to-face basis at regular community safety stands for community events.