

# Connecting with you

## Customer Engagement Strategy

2015 - 2020



positive energy



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# Introduction and background

## Message from the CEO



Welcome. Energex has a special connection with our customers. We have a proud history of responding to and overcoming challenges – in particular, those that have a major impact on the lifestyles of South East Queenslanders such as severe weather, floods and bushfires. As our industry changes and grows so must our engagement with our customers – and that’s why we have developed Energex’s Customer Engagement Strategy – *Connecting with you.*

Energex sees this Strategy as the blueprint for a new and constantly evolving partnership with our customers. It is irrefutably the most extensive customer engagement program ever undertaken by Energex.

This Strategy shows how we will interact with you and how we will deal with your electricity needs, both now and into the future. Our aspiration is to not only provide a reliable network and a positive service experience every time a customer contacts us; it is also to become better at anticipating customer preferences and expectations.

To this end, Energex will continuously seek feedback from our customers and consider their preferences and expectations. We will continue to be accountable to our customers.

A key element in our new partnership with our customers is listening. It is important that we hear their views, aspirations and concerns now so that we can plan and deliver safe, reliable and cost effective services.

The first step in this new customer partnership will be to apply this Customer Engagement Strategy in the preparation of our Regulatory Determination Proposal for 2015-2020.

Work on the Proposal to date has already given us a clear plan for how we will continue to engage with our customers in a meaningful, actionable and collaborative way in the future.

This will require changes to our approach to the way we do things and expand on our existing customer engagement activities. These changes will be made at every level of the company, and monitored by the Executive Management Team.

This document you are about to read provides details of our Customer Engagement Strategy. We believe this Strategy will assist us to deliver services in line with your lifestyle choices now and into the future.

### **Terry Effeney**

Energex Chief Executive Officer

# Purpose of our Customer Engagement Strategy



Customer feedback received through our research and consultation programs has helped develop our Customer Engagement Strategy. We have listened to your feedback and have developed a number of initiatives to ensure our decisions meet your expectations. We want to keep our relationship with you strong by delivering services that you are satisfied with.

The purpose of this Strategy is to share how we intend to enhance our engagement with you. This document outlines what you have told us so far, our Customer Engagement vision, guiding principles and initiatives.

The initiatives consist of three themes that include objectives which cover what you said, what we will do and the outcomes. Understanding your views and expectations through the research insights has been key in the development of the themes and objectives that form this Strategy.

We want to evolve our business to provide services relevant to your lifestyle choices and expectations at prices you are willing to pay. We need your help to do this. We want you to have greater input into the business decisions we make and provide feedback to us on what we do well and where we can improve. The themes are further expanded on pages 13-19.

## How you can be involved in future engagement activities...

To keep up-to-date and be involved in future engagement activities, please register your interest on our website:

[www.energex.com.au/connectingwithyou](http://www.energex.com.au/connectingwithyou)

Or you can email us at:

[customerengagement@energex.com.au](mailto:customerengagement@energex.com.au)



**Theme 1**  
Creating awareness and understanding for our customers

**Objective 1** – To inform you on your role in the supply chain and your relationship with Energex as an electricity distributor to provide a basis for better energy choices

**Objective 2** – To understand and respond to the impact of new technologies, modern lifestyles and your evolving energy needs

**Outcome** – By being informed you will have a better understanding of your choices which will empower you to make energy decisions that suit your lifestyle and preferences

**Theme 2**  
Listening and responding to our customers' needs and expectations

**Objective 3** – To shape and align our services with your evolving views and expectations

**Objective 4** – To evolve our engagement methods and channels to be more in line with your preferences

**Outcome** – You will receive services and communications that are aligned with your preferences where we can do so

**Theme 3**  
Using customer data and analytics to influence business decisions and enhance customer experience

**Objective 5** – Ensuring the information we hold about you is useful and relevant to our interactions

**Objective 6** – Utilising the information we have about you to inform and enhance our decision making processes

**Outcome** – Your expectations will be better met in relation to overall services you receive from us through the use and capture of more accurate and meaningful customer data





# About us

We deliver a safe and reliable electricity supply to our customers in South East Queensland. Our network spans approximately 25,000 square kilometres, provides distribution services to almost 1.4 million residential and business customers, includes over 260,000 solar PV connections and delivers electricity to a population base of around 3.2 million people in the region.

At the core of our business is high performing network equipment worth almost \$12 billion, the expertise of approximately 3,000 employees and a drive to provide our customers with electricity and network solutions that are safe, reliable, affordable, socially responsible, environmentally acceptable and sustainable. As a Government Owned Corporation we operate under regulations established at both national and state levels.

## Contact us

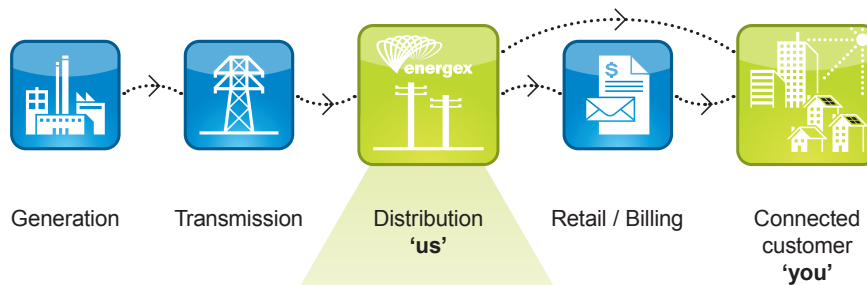
www.energex.com.au  
 custserve@energex.com.au  
 13 12 53 (8am to 5:30pm, Mon to Fri)  
 13 14 50 Translating and Interpreting Services

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Energex Limited ABN 40 078 849 055  
 GPO Box 1461, Brisbane QLD 4001

## The electricity network in South East Queensland



# Who are our customers

Understanding who our customers are and their reasons for interacting with us, allows us to structure our activities in a way that is meaningful and relevant to our different customer groups.

## Customers we do work for

Our core role is to provide the necessary infrastructure – the poles, wires, cables and substations – to safely deliver a reliable electricity supply to your property. In addition, we make the final connection to your property, including the metering\*.

### 1. Community:

Our customers who are potentially affected by our distribution infrastructure, either in use or during installation and maintenance.

### 2. Connected customers:

Our customers who are recipients of our services including residential, small to medium business, large business, individually managed customers and directly affected customers.

\*We complete the metering services for customers who use 100 megawatts or less of electricity per year.

## Customers we do work with

We recognise that we operate within a commercial, technical and social environment. To be effective, we work with our partners and stakeholders to play our part in a progressive and sustainable industry.

### 1. Partners:

Our customers in the electricity supply chain that help meet our connected customers' needs. Our partners include your electricity retailer, other distributors, electrical contractors, solar & alternative technology providers, connection service providers, consultants, retailers & suppliers of non-network solutions, suppliers of energy management products and services.

### 2. Stakeholders:

Our customers who have a vital interest in the efficient and service-oriented operation of our organisation including shareholders, government & regulators, representative groups, regional councils, contractors & property developers.

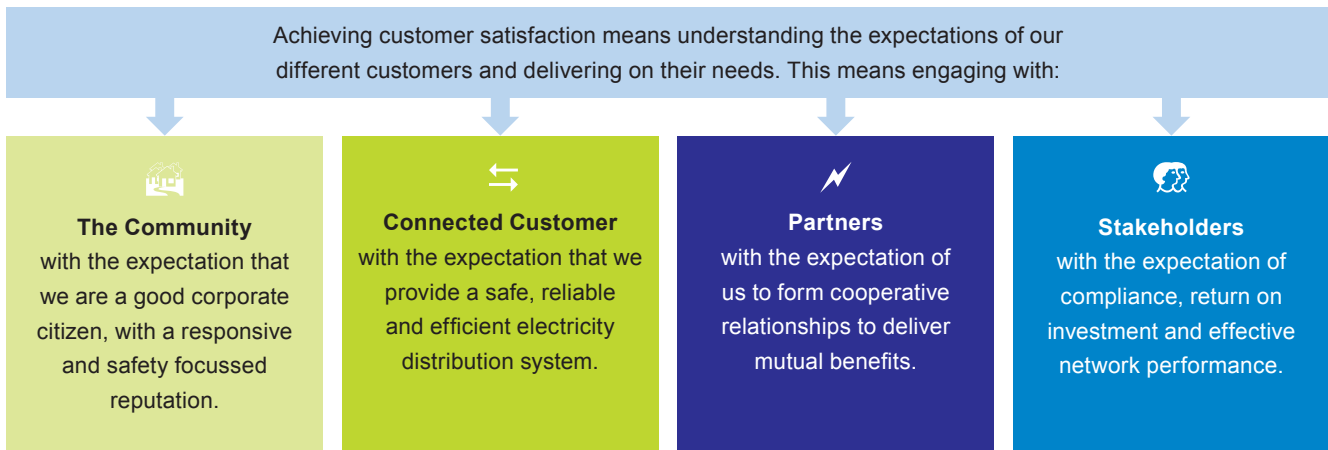
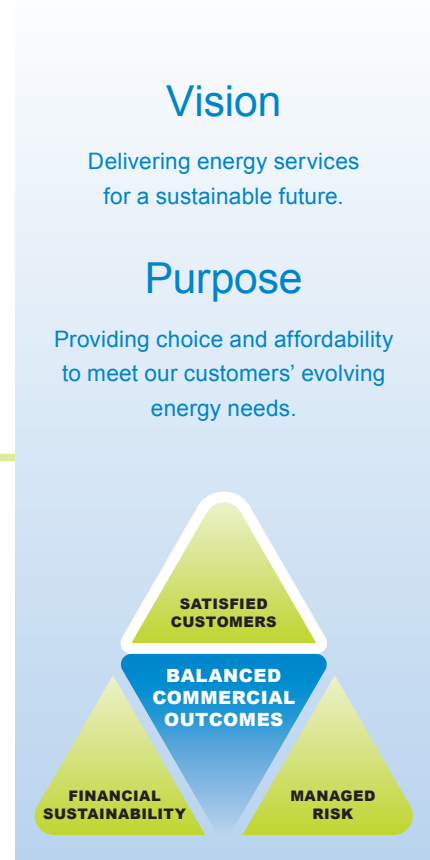


# Our corporate strategy

Ensuring customer satisfaction is a key element of our strategic objective to achieve balanced commercial outcomes.

For us, balanced commercial outcomes are achieved by balancing customer satisfaction with risk management and our financial position.

Customer satisfaction can only be achieved through meaningful engagement, which is why we have built this into our day to day activities and interactions with you.



## Our Values

At Energex we conduct our day-to-day activities in accordance with our values

- 

Put safety **FIRST**
- 

Deliver on our customer promise
- 

Be a team player
- 

Respect and support each other
- 

Set a great example
- 

Deliver balanced results



# Our customer engagement vision and guiding principles

## Our customer engagement vision

Our vision for customer engagement is to create a culture which recognises and values working with our customers. Effective interaction will enable us to understand your preferences and plan the network to meet your current and future requirements.



## Guiding Principles

Five principles drive our customer engagement and are being embedded into our organisational culture.

### Principle 1 – Transparent and open

- We will develop respectful and open relationships with our customers
- We will use proactive, inclusive and transparent engagement to capture and reflect the range of customer views
- We will make as much information available to our customers as possible to enable them to make informed decisions

### Principle 2 – Committed

- We will work together with integrity, honesty and commitment
- We are committed to ensuring customers' expectations and concerns are considered when making decisions

### Principle 3 – Timely and meaningful

- We will participate and engage with our customers early in the process to ensure customers who may be impacted, have an opportunity to participate and have adequate time to respond and provide feedback
- We will outline the purpose for engagement, clearly articulating the decision to be made
- We are flexible about engagement methods considering the audience and the situation and provide opportunities for two-way communication

### Principle 4 – Accountable

- We will understand who may be affected by a decision and provide clear information to these customers about opportunities to participate
- We are upfront with our customers about what influences the way we do work, what constraints we have and where customer expectations can and cannot be met
- We will communicate clearly what decisions can or cannot be changed and why

### Principle 5 – Measurable

- We will continuously evaluate the effectiveness of engagement
- We will define what success means early on and measure the outcomes along the way
- We will provide evidence to show how customer feedback contributes to decision making

# Our approach to customer engagement

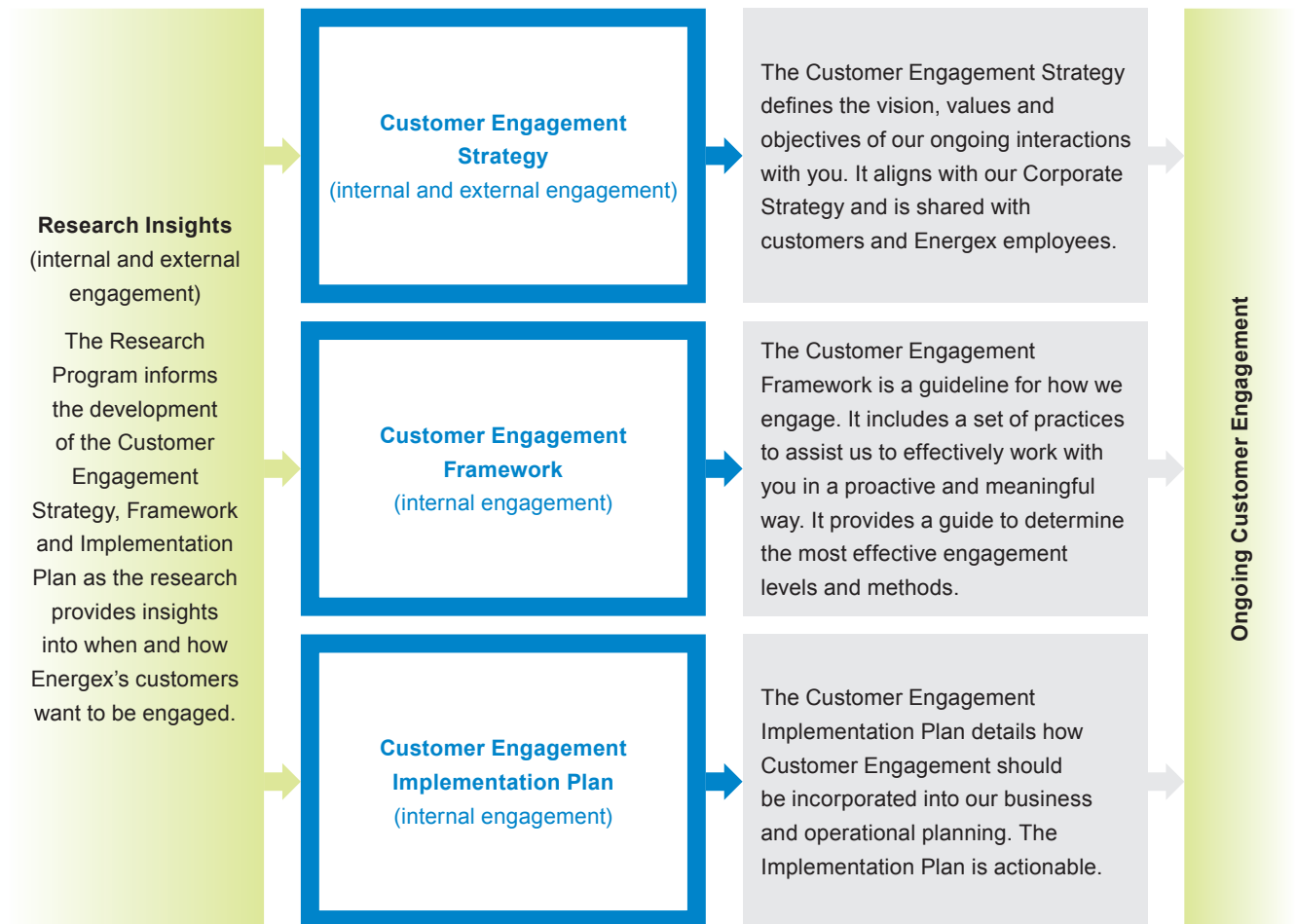
We see you as playing a key role in defining the future services we offer. Your input is critical to the development of our approach for operating, maintaining and the ongoing improvement of our network.

Our approach to engaging with you has been structured on the IAP2 Spectrum<sup>®</sup> which provides an effective foundation for our engagement activities.

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www.iap2.org



## Research and Engagement Approach



View our Customer Engagement Research report at [www.energex.com.au/customerengagementresearch](http://www.energex.com.au/customerengagementresearch)

Our Customer Engagement Research Program was conducted between May and November 2013. In total, Energex spoke to more than 6,700 customers.

Phase two involved the defining pieces of research within the program with more than 6,500 of the 6,700 customers providing their feedback through a number of face-to-face and online research techniques.

*Internet Based Research Studies*

Both Residential and Small to Medium Business Customers participated in two online questionnaires. The sample of customers who completed the research were demographically and geographically representative of our customers in South East Queensland. The purpose of this research was to understand everything from “what you do during a power outage?” to “how often you think your meter(s) should be read?”

*Face to Face Research Groups*

To gain further customer insights, both Residential and Small to Medium Business Customers were involved in discussion group sessions. Participants were selected at random and were representative of different locations, bill size and income level.

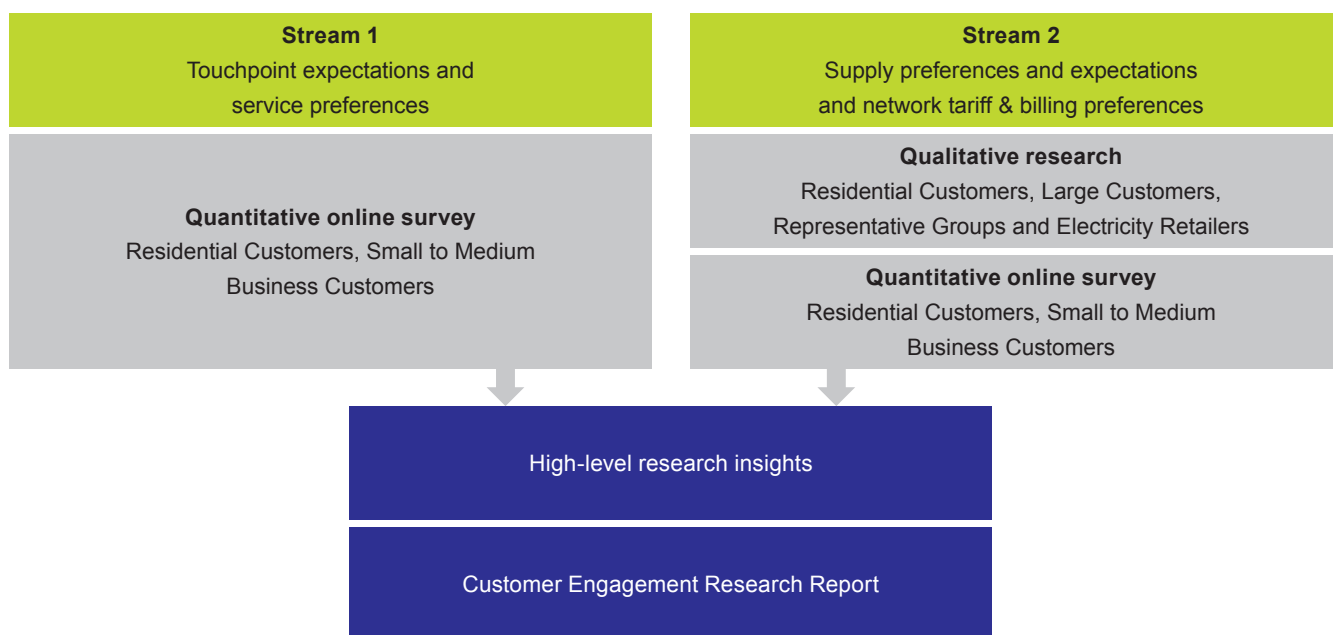
*Face to face interviews*

Our Large Customers, Representative Groups, Industry Bodies and Electricity Retailers also participated in face to face interviews. The purpose of these sessions was to gain a deeper understanding of our customers’ attitudes and behaviours.

*The feedback that was received from customers through our Research Program was used to help us develop our Customer Engagement Strategy.*

*In addition, understanding your views and expectations through the research insights has allowed us to reassess how we interact with you now and into the future.*

How did we engage?



View our Customer Engagement Research report at [www.energex.com.au/customerengagementresearch](http://www.energex.com.au/customerengagementresearch)

# Our research findings

By engaging with you on the work we do and the way we manage the network, we can continually enhance our program of work and services we undertake to deliver our strategic objectives.

Working with you, our customers, will result in a number of benefits including:

- Ensuring our plans and actions are more aligned with your views and expectations
- Increasing your satisfaction by delivering customer-focussed solutions
- Enhancing your confidence in us and the services we deliver
- Involving you in decisions that directly affect you



## Customer Engagement Research Insights

The Customer Engagement Research Insights give us an understanding of your views and expectations about the work we do and the way we manage the network. Your feedback has given us a number of key insights.

The 10 key insights listed are in no particular order:

- 1 You believe the safety and reliability of the network should be our primary focus, ahead of other services.
- 2 You believe current reliability is adequate and should be maintained without significant cost increase (with the exception of the small group of customers who are still experiencing greater than average power outages).
- 3 You view our tariff structures and those of electricity retailers as overwhelming.
- 4 You do not believe new or alternative technologies, other than solar PV, are a priority, however you believe we need to be actively planning for and communicating about new technologies that will benefit you.
- 5 You want a relationship with us to provide input into the decisions that matter to you.
- 6 You believe we could play an industry advocacy role in communicating expectations about key topics, including demand management programs, however some of your communication expectations are currently outside our capabilities.
- 7 You would prefer us to communicate with you using traditional methods supplemented with modern technologies.
- 8 Large business customers have higher expectations and needs for customer services and communications.
- 9 Electricity retailers view us as a good distributor but consider our service levels are below those of some private companies.
- 10 Representative groups are an appropriate voice of the customer and advocate the development of a hardship program. They are willing to be engaged further and to be used to communicate tariff and pricing related information to their members.



View our Customer Engagement Research report at [www.energex.com.au/customerengagementresearch](http://www.energex.com.au/customerengagementresearch)

# Your connection with us

These are the views that some of our participants shared with us during our Customer Engagement Research Program.

These views were based on the key topics we discussed:

- Our roles and responsibilities as an electricity distributor
- New technologies and evolving energy use
- Customer views and expectations in relation to services
- Communication and engagement methods and channels

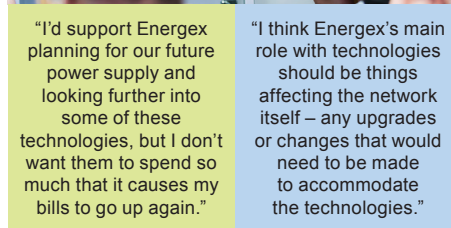


"It can be too confusing sometimes having to call multiple organisations and I don't always know who to ring... I usually just pick up my bill and call the number listed there."



"Energen has a responsibility to the community to educate about electrical safety – no one else has such an obligation to do it."

"With Energen you can put a name to who supplies your electricity. This creates trust and familiarity, and you know who is looking after the community."



"I'd support Energen planning for our future power supply and looking further into some of these technologies, but I don't want them to spend so much that it causes my bills to go up again."

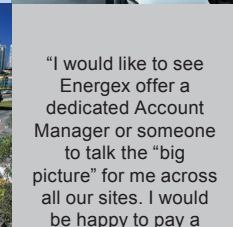
"I think Energen's main role with technologies should be things affecting the network itself – any upgrades or changes that would need to be made to accommodate the technologies."



"I would turn to Energen for information about new technologies like solar and battery storage, but I wouldn't expect them to actually sell these products."



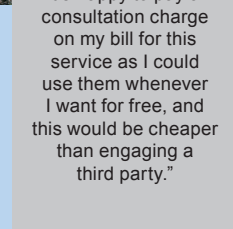
"When you can get hold of the right person in Energen they usually have so much information and advice they can share, but finding that person in the first place can be a difficult process."



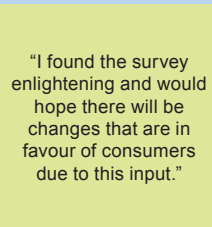
"I would like to see Energen offer a dedicated Account Manager or someone to talk the 'big picture' for me across all our sites. I would be happy to pay a consultation charge on my bill for this service as I could use them whenever I want for free, and this would be cheaper than engaging a third party."



"Other companies are turning to email and SMS notifications that are faster and more personal, and I'd expect Energen to do so in the future too. I want to receive information that is more tailored to me."



"I'm very happy with Energen's service overall, but I'm just concerned about increasing bills across the board."



"I found the survey enlightening and would hope there will be changes that are in favour of consumers due to this input."



"Thank you for the opportunity to participate and be heard. This was a good survey on an important subject."

"It's great to see Energen conducting an interesting and timely survey, and seeking feedback from the public. I also had no idea I was so out of touch with the work that Energen does."



*“At Energex we build and maintain a reliable and safe electricity network. But customers are the reason we exist and that’s why we want you to have a greater voice about how, when and why we deliver services.”*

**Dayle Grant**  
Energex Executive General Manager,  
Customer and Corporate Relations

# Objectives and outcomes for our strategy

## Introduction



Our Customer Engagement Strategy establishes the structure and approach on how and why we communicate and engage with you in the delivery of our services over the next five years.

Internally, clear objectives with measurable outcomes have been set and we will be accountable for meeting them. These objectives and outcomes have been developed with reference to a range of feedback and views collected about:

- How our customers perceive and understand the electricity network
- What our customers expect in relation to the services we offer and how we deliver them
- The way customers would like us to work with them into the future

The objectives and outcomes in the Customer Engagement Strategy directly align with our overall corporate strategy, providing a clear link between our customers and our corporate strategy.

These objectives and outcomes have been grouped into three broad themes.

### Theme 1

Creating awareness and understanding for our customers

**Objective 1** – To inform you on your role in the supply chain and your relationship with Energex as an electricity distributor to provide a basis for better energy choices

**Objective 2** – To understand and respond to the impact of new technologies, modern lifestyles and your evolving energy needs

### Theme 2

Listening and responding to our customers' needs and expectations

**Objective 3** – To shape and align our services with your evolving views and expectations

**Objective 4** – To evolve our engagement methods and channels to be more in line with your preferences

### Theme 3

Using customer data and analytics to influence business decisions and enhance customer experience

**Objective 5** – Ensuring the information we hold about you is useful and relevant to our interactions

**Objective 6** – To inform and enhance our decision making by utilising the information we have about you

## Limitations

Although we will do our best to take your suggestions on board, there will be some areas where we are unable to make changes.

In certain circumstances, it will not be possible or suitable to implement recommendations. We will however, consider your feedback for inclusion in later initiatives and business plans. In future engagement sessions, we will be able to explain the reasons for not adopting certain suggestions.

In addition, some of our limitations are due to regulatory and commercial requirements which can impact our response times and flexibility.

# Objectives and outcomes for our strategy



## Theme 1

Creating awareness and understanding for our customers

### Customer Objective 1

To inform you on your role in the supply chain and your relationship with Energex as an electricity distributor to provide a basis for better energy choices

#### You said

You have told us that identifying and understanding our role in the electricity supply chain can be difficult. This includes:

- A limited understanding of the electricity supply chain and its key components
- A limited understanding of the changes in the electricity industry, the level of investment required, its impact on electricity cost and how it impacts you
- Limited knowledge of where and who to get information on topics such as network tariffs, tariff development and pricing
- Limited avenues to provide collective feedback such as a reference group or customer council

#### We will do

We will develop and carry out engagement activities that will improve your understanding of the distribution section within the electricity supply chain. We will do this by:

- Clearly explaining our role as a distributor in the supply chain
- Reassessing how we communicate with you
- Communicating with you about topics that can be complex or confusing such as network tariffs, tariff development and pricing
- Looking at establishing a customer council or reference group where we can seek advice on key topics

### Customer Outcome

By being informed you will have a better understanding of your choices which will empower you to make energy decisions that suit your lifestyle and preferences.

*This Customer Outcome is shared with Objective 1 and 2.*



# Objectives and outcomes for our strategy



## Theme 1

Creating awareness and understanding for our customers

### Customer Objective 2

To understand and respond to the impact of new technologies, modern lifestyles and your evolving energy needs

#### You said

As an organisation, we could enhance our understanding of the impact of the evolving energy customer. Our Customer Engagement Research has identified that you are:

- Becoming more socially and digitally connected
- Evolving to become 'energy saving' and 'energy generating' customers
- Concerned about rising electricity prices and therefore have a negative perception of electricity networks
- Becoming more environmentally aware

#### We will do

Our Corporate Strategy will drive a clear understanding of the preferences and expectations of the new energy customer and will be reflected in the development of our capital and operating expenditure decisions. At the same time, we will continue to enhance our forecasting and planning processes to reflect the electricity use and demand requirements of the evolving energy customer.

A range of activities will support our ability to meet this objective which include:

- Understanding and defining the opportunities and challenges to our business associated with the evolving energy customer (e.g. energy saving and generating customer; mobile, social and digitally connected customer)
- Including the evolving energy customer in our planning
- Conducting an impact assessment of future technologies on demand forecasts

### Customer Outcome

By being informed you will have a better understanding of your choices which will empower you to make energy decisions that suit your lifestyle and preferences.

*This Customer Outcome is shared with Objective 1 and 2.*

# Objectives and outcomes for our strategy



## Theme 2

Listening and responding to our customers' needs and expectations

### Customer Objective 3

To shape and align our services with your evolving views and expectations

#### You said

You expect more from your electricity distributor. There are opportunities for improvement in how we deliver our services.

You have told us that you experience difficulties with understanding the following areas:

- The cost of building, operating and maintaining network infrastructure and how this impacts the final price you pay for electricity
- What activities we do to ensure you receive a safe and reliable supply such as tree trimming and planned maintenance
- How we carry out these activities for example accessing your property and planning outages
- How we interact with you about these activities in terms of notification periods and communication about the details

#### We will do

We will continue to update our current Customer Service Standards to reflect your preferences for service and supply.

A range of activities will support our ability to meet this objective which includes:

- Reviewing what you have told us via the Customer Engagement Research and make changes to our current Customer Service Standards so you are receiving services that are relevant to your expectations
- Tailoring our service levels to meet the needs and to reflect the diversity of our different customer groups

### Customer Outcome

You will receive services and communications that are aligned with your preferences where we can do so.

*This Customer Outcome is shared with Objective 3 and 4.*

# Objectives and outcomes for our strategy



## Theme 2

Listening and responding to our customers' needs and expectations

### Customer Objective 4

To evolve our engagement methods and channels to be more in line with your preferences

#### You said

Our Customer Engagement Research identified a misalignment between your expectations and our current engagement methods and channels. This included a lack of:

- A broader digital media strategy which is aligned with your preferences (including a number of different communication channels during regular and emergency situations)
- A regular forum or opportunity for representative groups to directly engage with us
- An account manager (a single point of contact) to proactively work with and to provide recommendations and advice to large business customers

#### We will do

We will identify the gap between your communication preferences and our current communication methods and channels to implement a change program to enhance engagement. We will also implement and monitor the use of our Customer Engagement Framework\* and associated tools to ensure our engagement aligns with your preferences and expectations. Finally, we will define our Digital Media Strategy.

A range of activities will support our ability to meet these objectives which includes:

- Assessing the frequency and type of customer communication methods and channels used. This will include Field Service Representatives, Customer Service Representatives (Customer Contact Centre; Retailer Support)
- Working with Representative Groups to develop a meaningful way to continually engage with them
- Reviewing how we engage with Large Business Customers ensuring that we can respond to their needs in a timely and efficient manner

### Customer Outcome

You will receive services and communications that are aligned with your preferences where we can do so.

*This Customer Outcome is shared with Objective 3 and 4.*

\*The Customer Engagement Framework is a guideline which includes activities that help us manage Customer Engagement in a proactive and systematic way. It determines effective engagement levels and methods for differing engagement circumstances.

# Objectives and outcomes for our strategy



## Theme 3

Using customer data and analytics to influence business decisions and enhance customer experience

### Customer Objective 5

Ensuring the information we hold about you is useful and relevant to our interactions

#### You said

That our engagement with you should be:

- Specific to you, this means using up-to-date and accurate contact details
- Is from a consistent source or single point of contact

We would only be able to achieve this if we have:

- Customer specific data
- A single source of customer contact data and information across the organisation
- An ability to capture and maintain customer data within the organisation

#### We will do

We will conduct an organisation-wide review of our customer data, systems and processes and identify opportunities to gain an integrated and complete view of our customers. We will also deploy an approach to working cooperatively with industry Partners and Stakeholders to ensure the data they provide is meaningful and able to be used to benefit you.

A range of activities will support our ability to meet our objectives which includes:

- Evaluating and defining the types of data required for engagement activities which are specific to our customer groups
- Identifying any system gaps to successfully capture and share data within the organisation
- Defining a future process to capture customer data

*Our Privacy Policy sets out how we use and manage your personal information in accordance with the Australian Privacy Principles in the Privacy Act 1988 (Cth). For a copy of our Privacy Policy, please contact us on 13 12 53 or visit [www.energex.com.au](http://www.energex.com.au)*

### Customer Outcome

Your expectations will be better met in relation to overall services you receive from us through the use and capture of more accurate and meaningful customer data.

*This Customer Outcome is shared with Objective 5 and 6.*

# Objectives and outcomes for our strategy



## Theme 3

Using customer data and analytics to influence business decisions and enhance customer experience

### Customer Objective 6

Utilising the information we have about you to inform and enhance our decision making processes

#### You said

You would often like to be involved and engaged on significant investment decisions we are making.

The effectiveness of our engagement with you will depend on the inclusion of customer data to inform:

- The design and implementation of network tariffs
- Network planning and design which includes activities such as substation design and undergrounding of powerlines
- Infrastructure investment and future capital spending

#### We will do

We will design and implement a customer insights and information dashboard to assist with decision making. We will also define and implement a governance structure and supporting processes which incorporates customer data into relevant business decision making.

A range of activities will support our ability to meet our objectives which includes:

- Define key functions of the business which may benefit from increased levels of customer analytics and data
- Define a governance structure and supporting processes to ensure that business decisions are reflective of customer analytics and data, including usage information, network tariff information, communication preferences and demographics

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### Customer Outcome

Your expectations will be better met in relation to overall services you receive from us through the use and capture of more accurate and meaningful customer data.

*This Customer Outcome is shared with Objective 5 and 6.*

# How your feedback has started shaping decisions we are making



Whilst we will continue to make changes over the next five years, enhancing how you interact with us has already been built into our short and long term plans. These are some of the examples of how we have already started implementing some initiatives and incorporated your feedback into business decisions we are making.

## Theme 1

Creating awareness and understanding for our customers

### You Said

You have told us that identifying and understanding our role in the electricity supply chain can be difficult. Specifically, you want to know about network tariffs, tariff development and pricing. You also want to know where you can obtain this information from.

### We will do

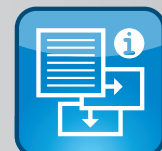
We will implement short and long term initiatives that will improve your understanding of network tariffs, tariff development and pricing.

### What we have done

We have always made information about current network pricing, pricing submissions and network tariffs available on our website. However, we understand from your feedback that there has been a limited understanding of these key topics that are important to you. So through consultation with customers, we have created user friendly website pages containing information about key topics and initiatives such as:

- Network pricing and revenue (factsheets)
- Changes to network tariffs and charging structures
- Annual implementation projects to assist customers that will be impacted by introducing a new network tariff or changing a network tariff structure

[www.energex.com.au/networkprices](http://www.energex.com.au/networkprices)





## Theme 2

Listening and responding to our customers' needs and expectations

### You Said

Large business customers have told us they would like an account manager (a single point of contact) to proactively work with and to provide recommendations and advice when needed.

### We will do

We will review the strategy in which we provide services to large business customers ensuring that we can respond to their needs in a timely and efficient manner.

### What we have done

We have created a Major Customer Relationship Manager role that is a single point of contact for our largest business customers to assist with enquiries such as:

- General enquiries regarding network distribution information
- Network pricing and tariff enquiries
- Network charge planning and management advice
- Escalation point of contact for project and account management enquiries

## Theme 3

Using customer data and analytics to influence business decisions and enhance customer experience.

### You Said

You would like to be involved and engaged on significant investment decisions we are making and more specifically around the design and implementation of network tariffs.

### We will do

We will define key functions of the business which may benefit from increased levels of customer analytics and data and we will continue to engage with you on any future changes to tariff structures.

### What we have done

Our network tariff structure undergoes a range of changes each year. Changes could include introducing a new tariff or changing the way a tariff is calculated. Through the Annual Tariff Implementation Projects we communicate and engage with impacted customer groups about these changes.

We are using customer data to understand more specifically how the changes will potentially impact individual customers. We then use this information as part of our communication and engagement with our customers.

[www.energex.com.au/tariffchanges](http://www.energex.com.au/tariffchanges)





*“As our industry changes and grows so must our engagement with our customers – and that is why we have developed Energex’s Customer Engagement Strategy”*

**Terry Effeney**  
Energex Chief Executive Officer



# Connecting with you



We recognise that the electricity supply and services we offer need to be relevant to your expectations and lifestyle choices.

Therefore, having a clear understanding of what your preferences and expectations are and how you use our network will enable us to:

- continue to provide you with a reliable electricity supply
- offer the right level of services
- ensure the network investment meets your needs

To assist us with this we have developed our “Connecting with you” website pages which give you the opportunity to let us know what your views and expectations are in relation to specific topics. We will consider any feedback provided to us and keep you updated with the outcomes of decisions made.

## Our Customer Charter

Our existing Customer Charter outlines our relationship with you. It summarises the rights and obligations associated with the provision of Customer Connection Services – what we, as the electricity distributor, will do for you and how you can assist us.

## “Connecting with you” links

[www.energex.com.au/connectingwithyou](http://www.energex.com.au/connectingwithyou)

[www.energex.com.au/customerengagementstrategy](http://www.energex.com.au/customerengagementstrategy)

[www.energex.com.au/ourfiveyearplan](http://www.energex.com.au/ourfiveyearplan)

[www.energex.com.au/connectingwithyouresearch](http://www.energex.com.au/connectingwithyouresearch)

[www.energex.com.au/customerengagementresearch](http://www.energex.com.au/customerengagementresearch)

## Contact us

You can contact the “Connecting with you” team at [customerengagement@energex.com.au](mailto:customerengagement@energex.com.au)

## How you can stay informed...

To keep up-to-date and be involved in future engagement activities, please register your interest on our website:

[www.energex.com.au/connectingwithyou](http://www.energex.com.au/connectingwithyou)



Visit our website at [www.energex.com.au/connectingwithyou](http://www.energex.com.au/connectingwithyou)

# Our ongoing interaction with you



We hope you can see that we have taken significant steps towards improving the way we engage with you.

We encourage you to continue to provide us with your feedback by emailing us at [customerengagement@energex.com.au](mailto:customerengagement@energex.com.au)



## Upcoming engagement activities

We will be looking to engage with you again in the near future. Future forums for discussions and feedback will include:

- Stakeholder forums
- Project-specific communications and information sessions
- Online Customer Engagement Research
- Customer focus groups



## Privacy Notice



Energex collects personal information from you to enable the connection and supply of electricity and the provision of other services as part of our business activities. If this information is not collected, we may be prevented or delayed from supplying our services to you. We manage your personal information in accordance with the Australian Privacy Principles (APPs) contained in the *Privacy Act 1988* (Cth).

Personal information may be disclosed to your retailer, meter reading service provider, various government departments, regulatory authorities or law enforcement agencies to deal or assist with investigations, complaints or similar matters.

Our Privacy Policy sets out how you may access and seek correction of your personal information or lodge a complaint if you believe we have not adhered to the APPs. For a copy of our Privacy Policy, please contact us on 13 12 53 or visit [www.energex.com.au](http://www.energex.com.au)

### For general enquiries:

[www.energex.com.au](http://www.energex.com.au)  
[custserve@energex.com.au](mailto:custserve@energex.com.au)  
13 12 53 (8am to 5:30pm, Monday to Friday)  
13 14 50 Telephone interpreter service

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