



ElectraLink

Customer Research Report

2018

djs
research

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INTRODUCTION

Every year, ElectraLink commissions independent customer satisfaction research. This research allows us to understand how well we are meeting the needs of our customers and helps us to determine what more we can do.

In recent years the research has informed ElectraLink's Customer Engagement Strategy including a number of service improvements that have taken place across the business. The research also primes ElectraLink on what customers value and how it is performing in these areas.

EXECUTIVE SUMMARY

This year's results demonstrate that our customers continue to feel they receive a high standard of customer service from across all of ElectraLink.

In last year's survey results, our customers were asking for more services from our Governance team. We responded by expanding our offer, including moving beyond purely secretariat services to providing high quality code management, underpinned by insightful data, to provide assurance to the energy market. This shift has been reflected in an increase in the overall satisfaction in our Governance Services.

As a regulated central body, owned by the energy industry for the benefit of the energy industry, our Data Transfer Service (DTS) underpins the UK energy market. Over the last few years we have focused on ensuring our level of customer service matches the quality of the service itself. This has been reflected in the increasing satisfaction we have seen over the last few years and maintained this year.

As we move into 2019 this service is evolving to reflect the changing needs of the energy market. This will be a seamless transition for our existing customers, who will still receive the same quality of service that they have come to expect from ElectraLink, but will also add a wealth of new functionality to facilitate innovation.

Over the last year alone our staff levels have increased by 46%, reflecting a transforming energy market. We are pleased to see such positive results at a time when ElectraLink is growing and evolving which demonstrates that our strategy is meeting the needs of our customers.

However, we always view these survey results as an opportunity to improve. From the feedback we received we have developed detailed action plans that we will deliver in 2019. Cross cutting themes from the feedback have included a desire for us to simplify our communications. We are currently reviewing our literature to understand how we can improve the clarity of our writing, including a reduction in our use of acronyms.

We have also seen that our newly introduced webchat tools have proved popular with those who use them, but the usage levels have been relatively low. For that reason we will look into ways to promote this service with our customers, while still offering all other means of communicating with us.

DTS CUSTOMER RESEARCH

Key measures

Overall satisfaction for the DTS remains consistently high, maintaining a mean score of 8.4. We are also seeing that those who are scoring us between 1 and 5 is now as low as 1% of all of respondents.



When asked for the reason for those scores, themes arising included good communication, notably high levels of service and a personal touch from staff.

“Their response is very prompt. They are quite helpful in identifying the problems and provide resolutions they are very friendly and helpful.”

good communication

“I guess because they held a personal call with myself, they reached out directly with me to schedule an appointment and then they went through a Webex slide show with me. It was personalised, it wasn't for general broadcast.”

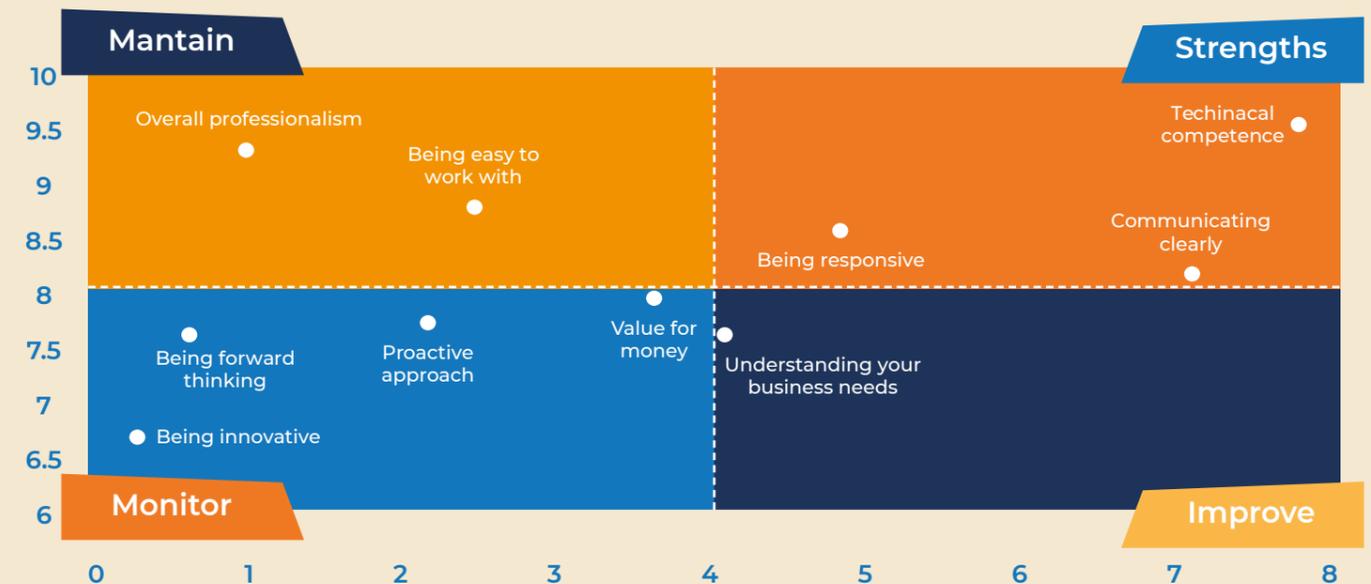
Personal touch from staff

Key performance measures

We believe our customers should play a central role in setting our priorities so, as part of this research we ask customers what matters most to them. We scored well against all three of the areas that our customers valued most highly.

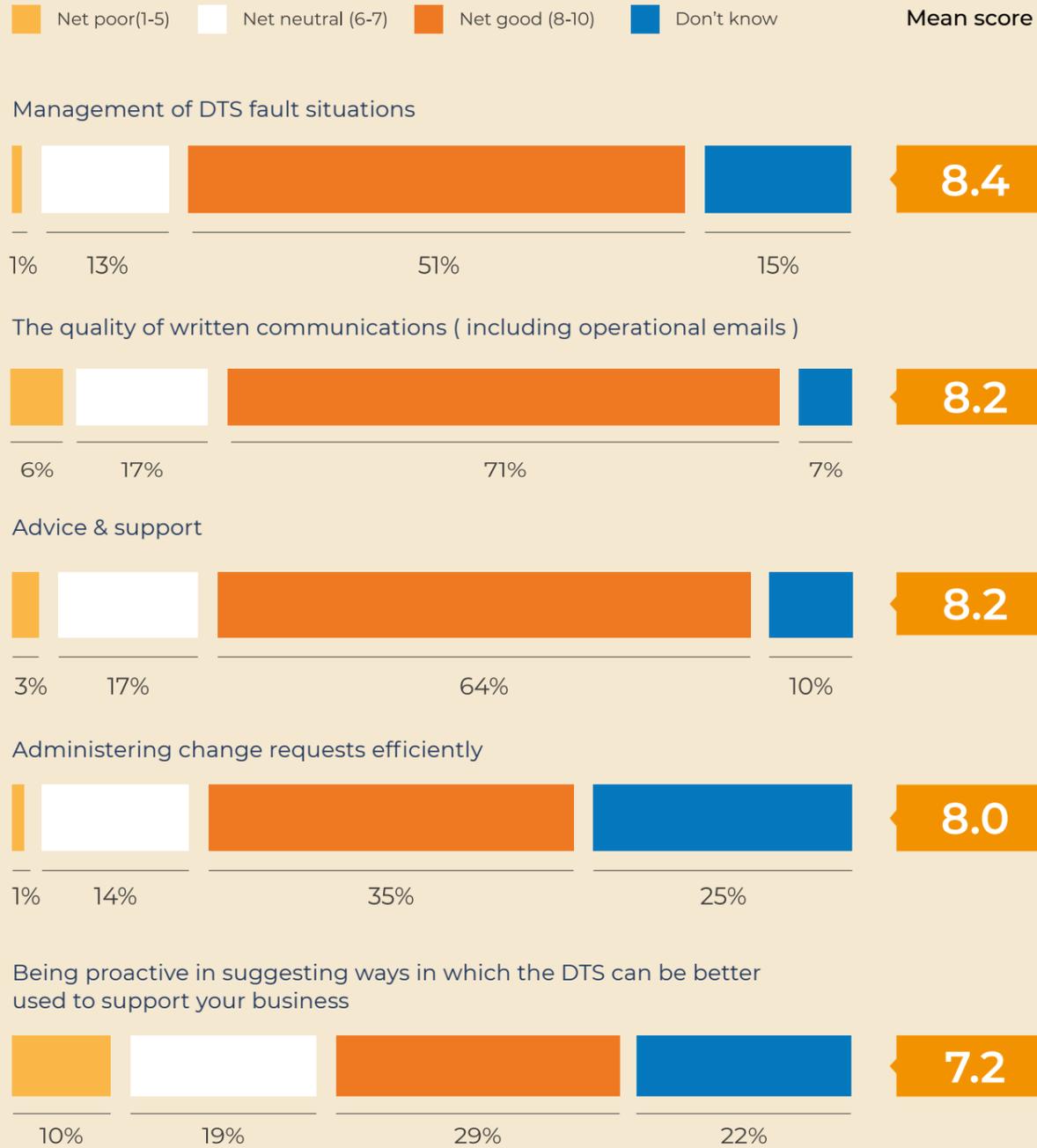


Despite these pleasing scores, we are always looking at ways to improve. By plotting our results on a matrix that maps the importance to our customers of our key performance measures against our satisfaction scores, we have identified which areas we need to focus on for improvement.

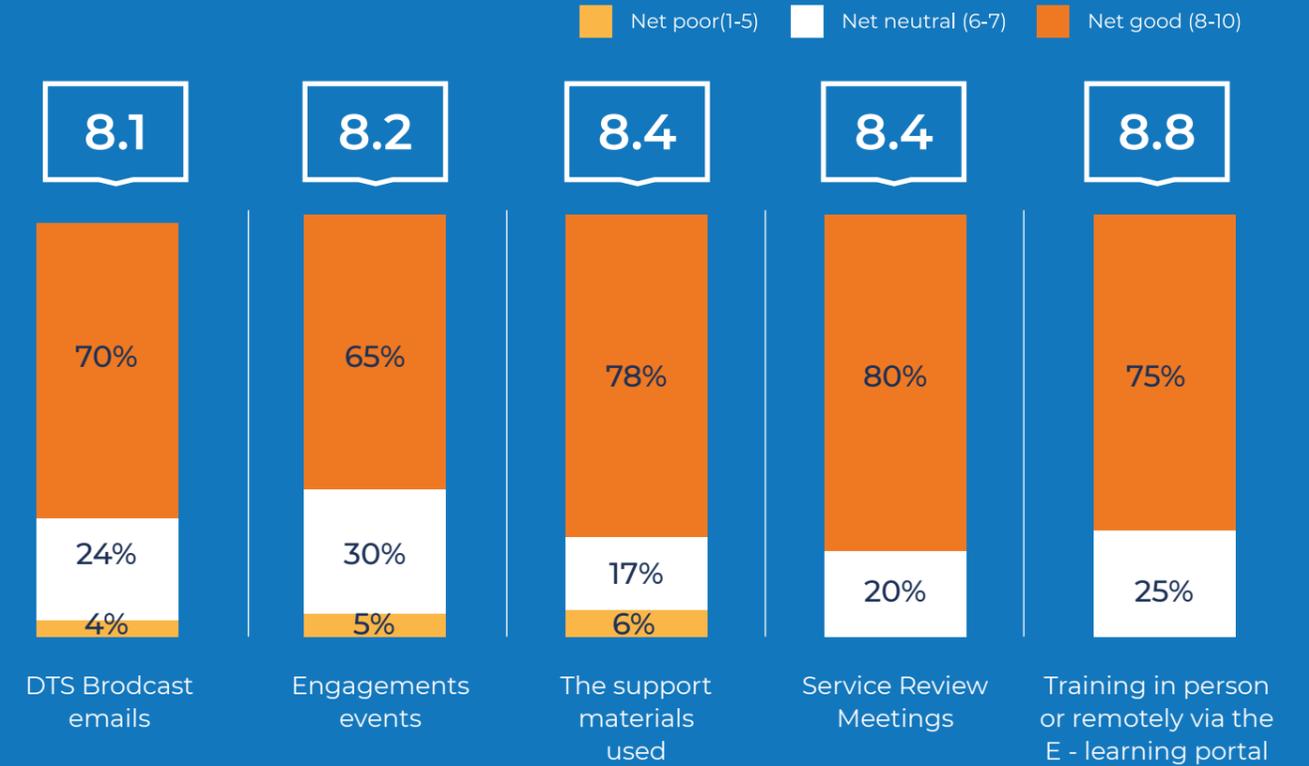


Satisfaction with the services provided by the DTS

We continue to see high satisfaction scores across the DTS services

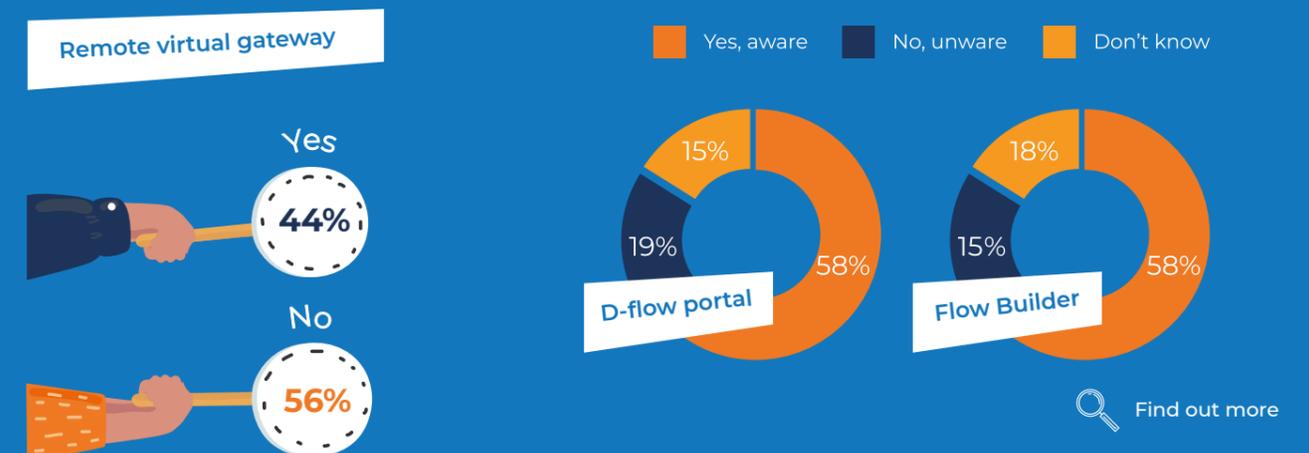


We also value our engagement with our customers, so wanted to understand the satisfaction levels for our various engagement channels.



Network service awareness

ElectraLink is focussed on the future, continually evolving to deliver both existing and new services in a transforming marketplace. We don't wait for the market to identify problems, we use our market intelligence to anticipate issues and proactively generate solutions. We therefore wanted to understand the awareness and interest of some of our newer and developing services.



MOVING FORWARD

1 Simplification in our communications would be appreciated, especially when information is to be shared with senior staff.

ACTION

We will consider ways in which we can simplify our communications including reducing our use of acronyms. We are reviewing the connection pack, which is used by new customers when connecting to the Data Transfer Service for the first time, to simplify the journey for new entrants.

2 Excellent customer service continues to drive customer satisfaction.

ACTION

We will work hard to maintain the current high standards and customer satisfaction. Whilst technical competence is key, customers value being kept informed and the personal touch that they receive from the help desk. This approach will be maintained into 2019.

3 Our customers want us to understand their businesses better.

ACTION

Engaging with our customers has proved invaluable so we will continue our programme of service review meetings into 2019. We will focus on understanding our customers' businesses better and their requirements to meet their goals.

4 There is significant interest in our new technologies and tools.

ACTION

We need to build on this interest and ensure our customers are aware of the full range of tools available to them.

5 There was a good level of awareness of the Energy Market Data Hub (EMDH) but many were not clear exactly what it meant for them.

ACTION

We will be launching the EMDH in 2019 and will consider all of our customers and ensure they are aware of how it will benefit them.

GOVERNANCE SERVICE CUSTOMER RESEARCH

We are really pleased to see that the overall satisfaction for ElectraLink's Governance Services has improved by 17%, which is the best score we have achieved since 2015. From the feedback we have received, this improvement seems to be driven by the perceived efficiency and organisation of our codes and the knowledge and professionalism of our staff.

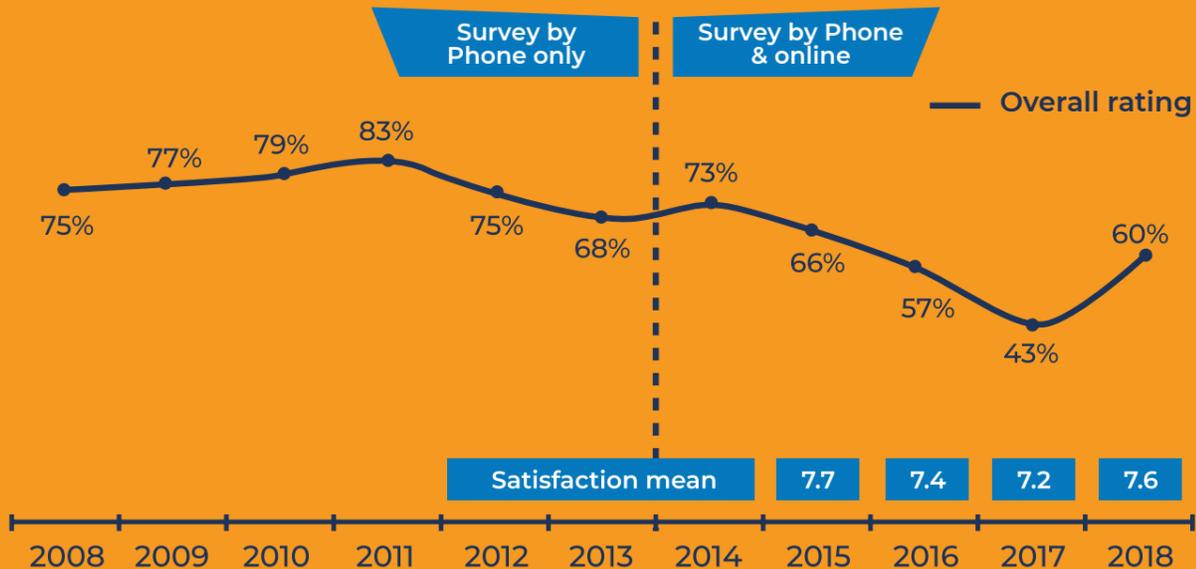
"ElectraLink has lots of very experienced individuals that go the extra mile to help. You always know who to contact for specialised advice and the turn around in advice is quick. They offer lots of very useful knowledge sessions to industry and all modifications have an expert who knows the full end to end details of the changes."

knowledge & professionalism

"I think the communications they provide to participants are very clear. They use an efficiently run email address so their missives get to the relevant people. They are very responsive and are competent to run the code changes. Overall, I would say that they are very efficient as code administrators."

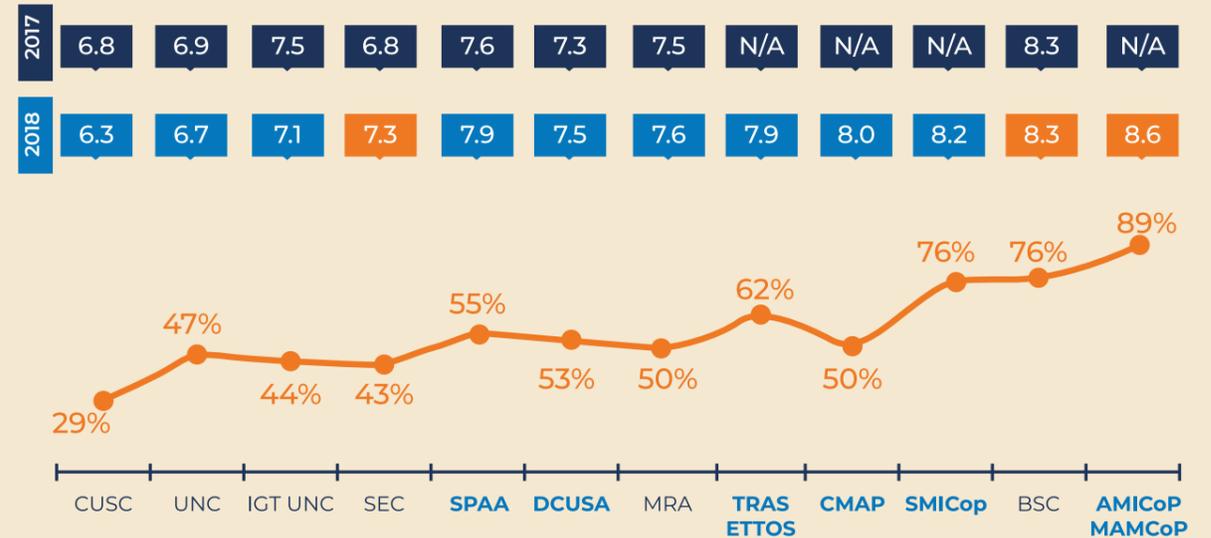
efficiency & organisation

Excluding don't knows overall satisfaction increases to **61%**



Performance of key industry codes

AMICoP & MAMCoP and BSC perform well by comparison to other codes. SMICOP, CMAP and TRAS and ETTOS also perform as well as other codes whose budget are many times larger, further demonstrating the importance of competitive tenders to reduce costs and deliver a high quality service.



Key performance measures

We believe our customers should play a central role in setting our priorities so, as part of this research we ask customers which qualities they would say is most important for a Code Manager to demonstrate. We were pleased to see that we performed well against their top three priorities



Despite these pleasing scores, we are always looking at ways to improve. By plotting our results on a matrix that maps the importance to our customers of our key performance measures against our satisfaction scores, we have identified which areas we need to focus on for improvement.



Satisfaction with the services provided by the Governance team

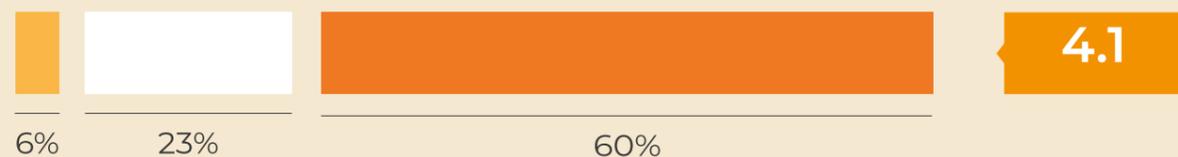
Overall, we have seen an improvement in satisfaction across all aspects of the management of our codes and in each aspect we have a net good score.



The efficiency with which ElectraLink agrees & confrims meeting araggements



The quality of meeting documents, such as agendas, papers and minutes procuded



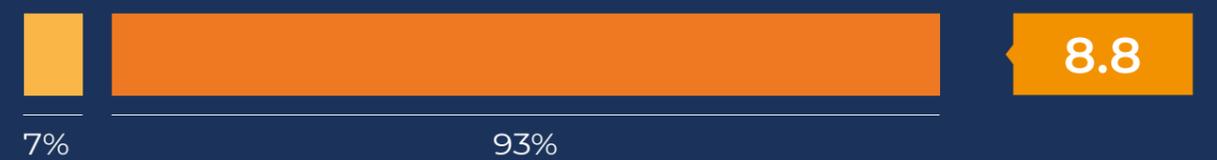
ElectraLink's efficiency in managing the change process (not the quality or efficiency of the agreement itself)



We also wanted to understand how satisfied our customers felt with the various helpdesk options we offer. All of the channels performed well but overwhelmingly, webchat scored the most highly.



The efficiency with which ElectraLink agrees & confirms meeting arrangements



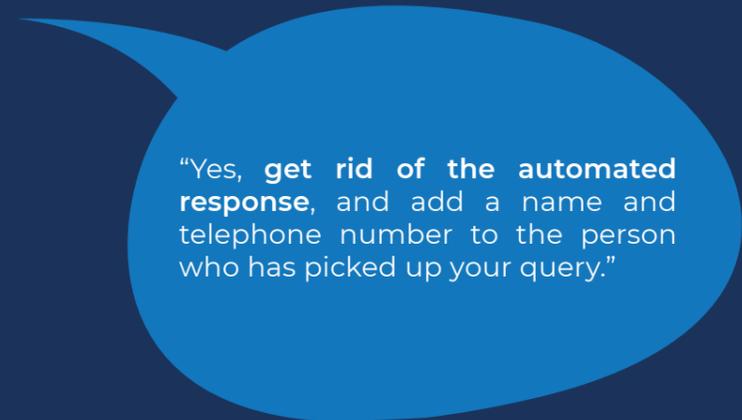
The quality of meeting documents, such as agendas, papers and minutes produced



ElectraLink's efficiency in managing the change process (not the quality or efficiency of the agreement itself)



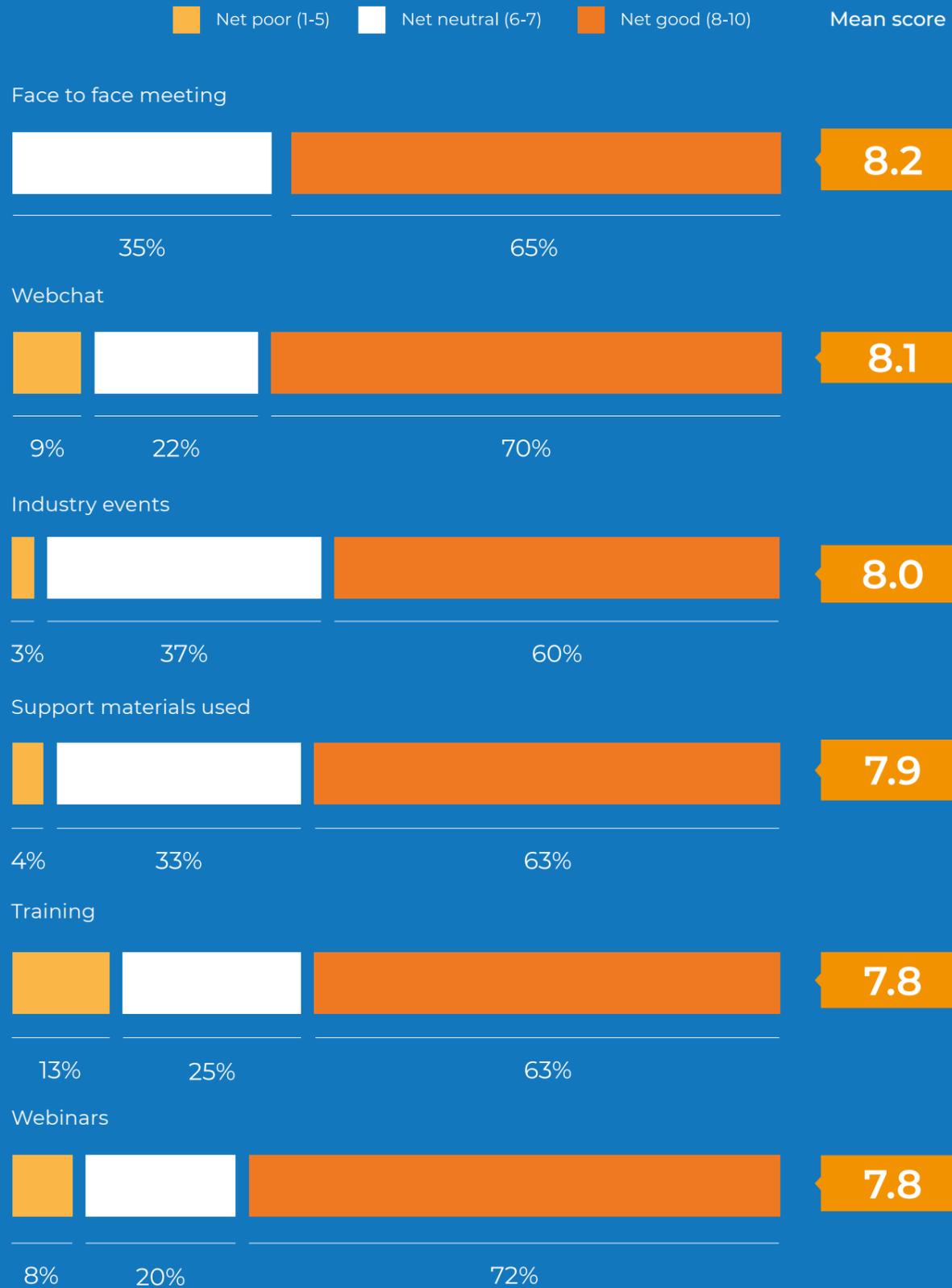
There was also some very clear feedback for us to consider in regards to our use of automated response.



"Yes, **get rid of the automated response**, and add a name and telephone number to the person who has picked up your query."

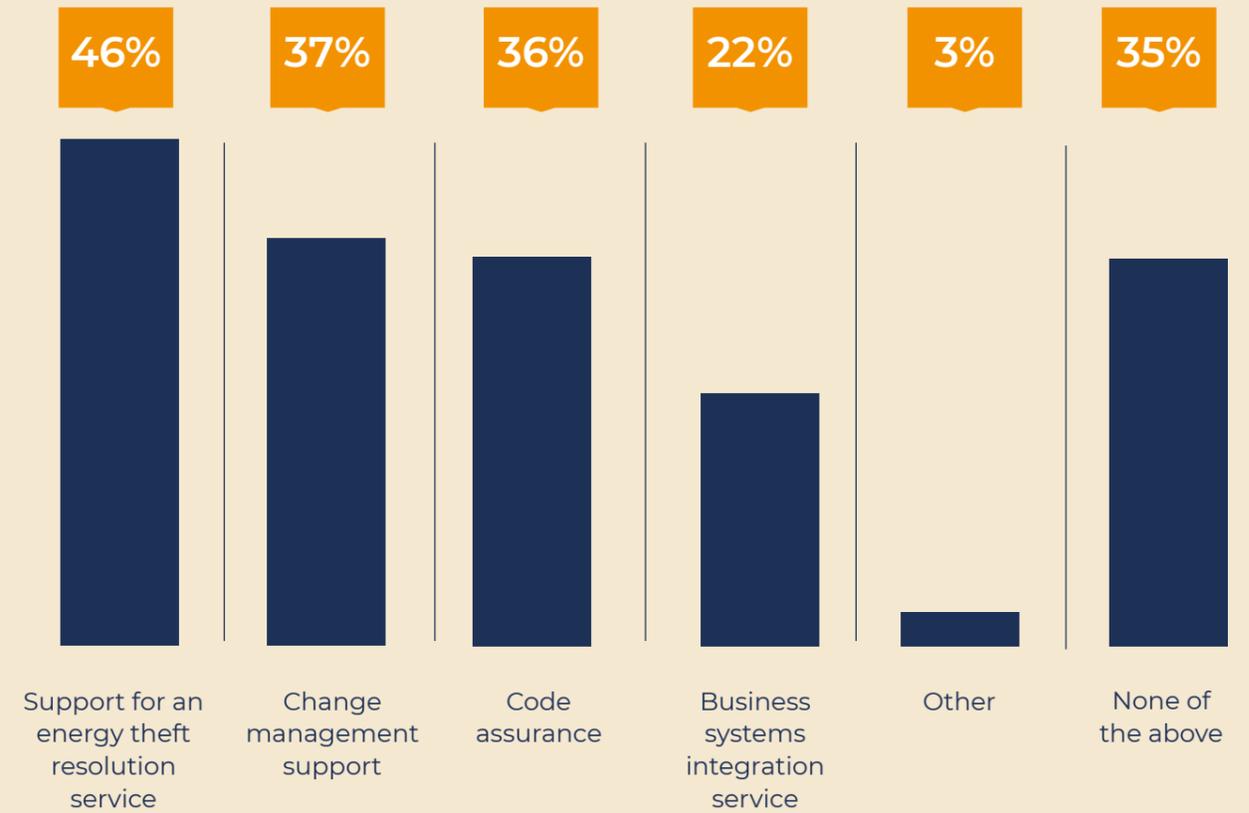
Customer engagement & communications

Over the last year we have been increasing our level of engagement to support the codes. This has been well received, as reflected in the customer satisfaction.



Interest in additional services

Just under half of all customers would be interested in the support for energy theft resolution service, while a business system integration system is not deemed to be as interesting.



“More effort to ensure that LC14 schedules and tables from 14 distributors are well standardised, there is a degree of standardisation but there are still inconsistencies.”

Other suggestions

MOVING FORWARD

1 Webchat is a well-received tool by those who use it, but usage rates are relatively low.

ACTION

We are exploring ways to highlight this tool with users and explain the advantages of its use, including the ability to receive transcripts of the conversations and code managers Q+A sessions.

2 Customers would like to see communications made simpler and clearer.

ACTION

We are exploring possible 'plain English' training that focuses on the needs of the reader and producing a style guide to help with consistency.

3 Customers raised concerns around accuracy of some of our written work.

ACTION

We are building in greater levels of process for peer review and building in stricter timelines to ensure there is sufficient time for work to receive secondary review.

4 Customers asked for it to be clearer when our communications apply to them and what action is required.

ACTION

We have reviewed our email communications to provide better levels of signposting. We are also conducting a full-scale review of all of our newsletters.

5 Our change processes were highlighted as needing attention.

ACTION

We are reviewing our change processes, exploring ways to improve consistency and ensuring all schedules are kept up to date.



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