

2012 Customer Survey

SPAA / DCUSA / DCMF Overview

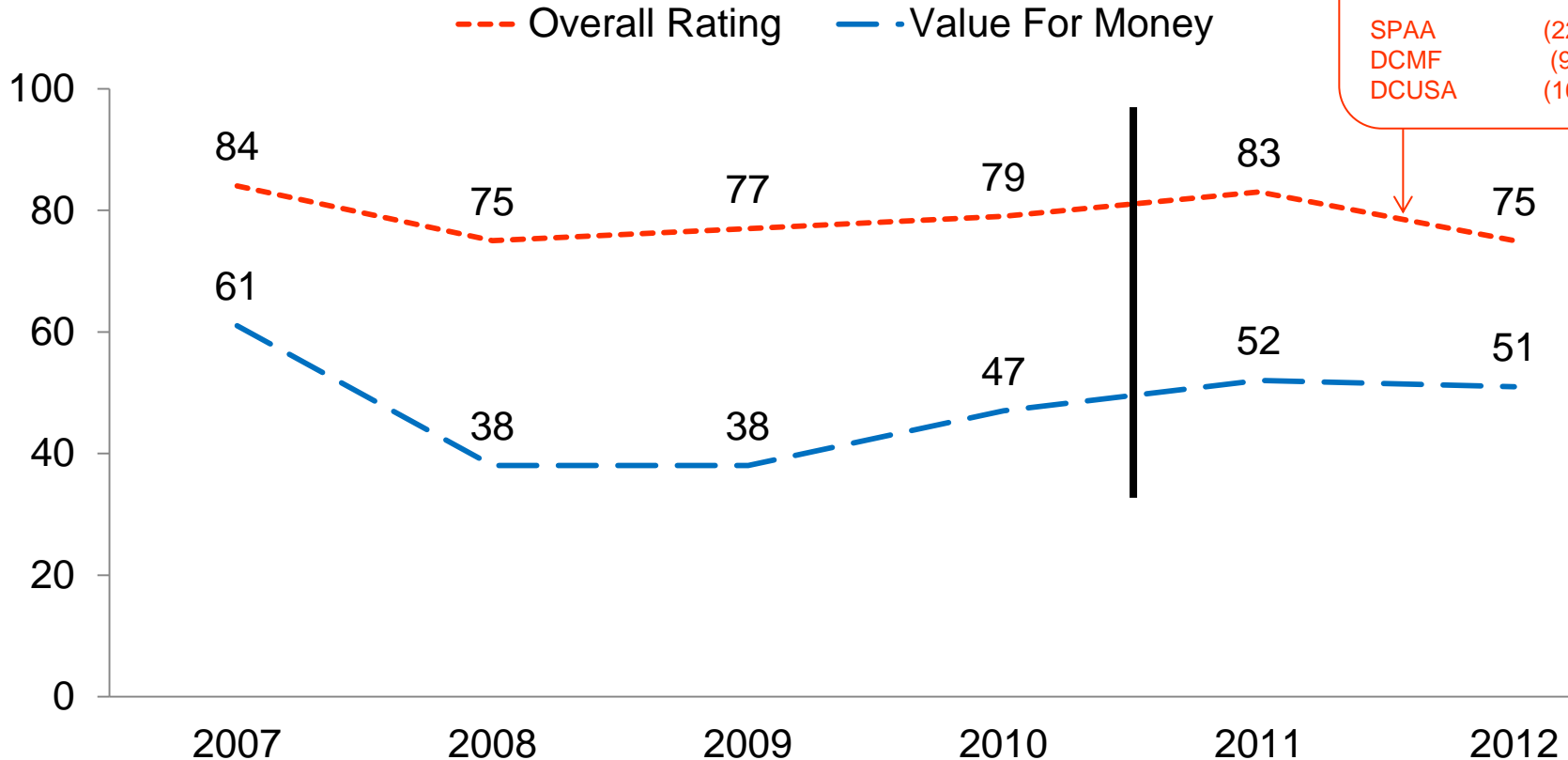
Main Quantitative Report

Prepared For:



SPAA/ DCUSA/ DCMF*

% Scoring 8-10 out of 10



Change vs 2011:

Total Sample	(47)	-8%
SPAA	(22)	-13%
DCMF	(9)	-12%
DCUSA	(16)	-1%

Implications: Declines in the rating of SPAA & DCMF have brought Overall Satisfaction levels below the peak achieved in 2011. However, perceived value for money is unaffected.

Perceived Improvement Over Past 12 Months

SPAA

ElectraLink Service

Improved
(A little/ A lot)



Got Worse
(A little/ A lot)

Value For Money



DCUSA

ElectraLink Service



Value For Money



DCMF

ElectraLink Service



Value For Money

N/A

N/A

Activity Levels on **SPAA** and **DCUSA** were higher than ever with **MAMCoP**, new charging methodology elements, smart metering and theft of energy.

How Service Has Changed Over the Past 12 Months

Improved

ElectraLink's **recruitment** has been quite a major one and has really **added to the depth and knowledge**. **[DCMF]**

The **accuracy of the SPAA papers** has improved compared to this time last year. **[SPAA]**

They have ensured that the level of knowledge about the industry is spread among the new staff. They have ensured that **knowledge is spread** as opposed to be focused on a few members. **[DCUSA]**

Maintained/ Worse

Just because of the **volume of work** they have. **[DCMF]**

The other members of staff **don't pay as much attention** to detail as one did. **[DCUSA]**

I think that where they have people leave the company and new staff coming along, they **have still delivered** the same standard of service. **[DCUSA]**

There has been a few changes of staff, and it is difficult for them as they have a **'bedding in' period**. **[SPAA]**

Satisfaction With ElectraLink Service SPAA/ DCUSA/ DCMF Sample Sample

1 = Not at all satisfied
10 = Extremely Satisfied

		2012 Mean Score	Change vs. 2011
Overall Rating	75	8.15	-0.22
Being Easy To Work With	92	8.66	-0.12
Overall Professionalism	85	8.45	-0.28
Being Responsive	77	8.15	-0.28
Quality Of Their Staff	77	8.11	-0.32
Communicating Clearly	66	7.96	-0.17
Understanding Service Support Requirements Of	66	8.02	-0.14
Being Highly Efficient	64	7.81	-0.22
Being Knowledgeable	64	7.70	-0.24
Quality Of Written Work	57	7.66	-0.12
Accuracy Of Their Work	55	7.74	N/A

Implications: The reduction in satisfaction can be attributed mainly to less positive perceptions of staff, professionalism & responsiveness

Qualities Important For Code Administrator To Demonstrate – SPAA/ DCUSA/ DCMF Sample

Prompted With A List

Important	Most	Top 3 Important
	%	%
Being Knowledgeable	26	57
Overall Quality Of Service	15	43
Being Responsive	0	36
Accuracy	21	34
Overall Professionalism	6	28
Quality Of Their Staff	2	21
Value For Money	6	19
Being Easy To Work With	13	19
Quality Of Written Work	4	17
Demonstrating Industry Influence	0	9
Demonstrating industry knowledge	2	2
Being familiar with the Code	2	2
None In Particular	2	2

Aspects Of Accuracy Feel Are Important:

Meeting minutes	31%
Written comm'n in general	25%
Understanding of codes/ procedures	19%
Verbal comm'n in general	13%
Understanding of industry issues	13%
Understanding of my company	6%
Other	31%
Nothing in particular	25%

Base: (16)

Implications: Users place the most importance on knowledge, followed by quality of service, responsiveness & accuracy. Accuracy mainly encompasses written accuracy, understanding and communications generally, but can also mean understanding of the industry & the user's business.

Average Rating Of Main Service Areas SPAA / DCUSA / DCMF Sample

Service Area	No. of Attributes Rated	Mean Score 2012	Attributes Compared*	Change Since 2011*
All Ratings	27	4.28	26	-0.01
Finance & Auditing	8	4.54	8	+0.11
Helpdesk	5	4.36	5	-0.04
Management Of	8	4.10	7	-0.10
SPAA/DCUSA Website	6	4.05	6	-0.06
**ElectraLink Support Of	7	3.98	0	N/A

Implications: Across all of Governance Services, the Helpdesk and Finance & Auditing remain the clear strengths of the service. The website & overall management have more scope to improve.

*Change compared only on ratings in both 2011 and 2012

**New in 2012. Excluded from Overall Mean Score.

Base: All rating each attribute

ElectraLink Meeting Venues

Venues Which Best Met Requirements:

ElectraLink Offices 38%



Because: (18)

Good/ better location/ easy access	61%
Contain everything requires/ high quality	39%
Good/ better technology	28%
Good size/ atmosphere/ comfortable	17%
(Good) Catering facilities	17%
Helpful/ familiar staff	6%

External Facilities 15%



Because: (7)

Good/ better location/ easy access	57%
Larger rooms/ offices/ choice of rooms	57%
Good size/ atmosphere/ comfortable	14%
(Good) Catering facilities	14%

No Preference 34%

Not Used Either Facility 13%

Implications: Location is the primary driver of venue preferences. Beyond this, the main strength of ElectraLink's offices are seen as the standard of facilities & technology, but the relative weakness is the lack of space/ choice of rooms available.

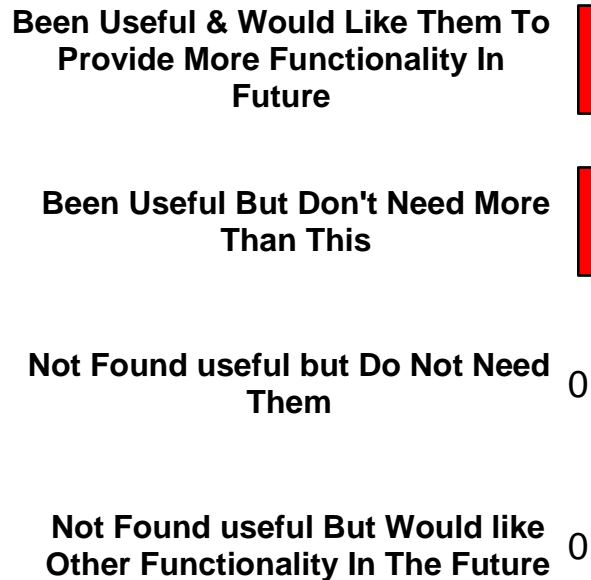
ElectraLink Teleconference Facilities & Webinar

70%

Have used ElectraLink's improved teleconference facilities and webinars.



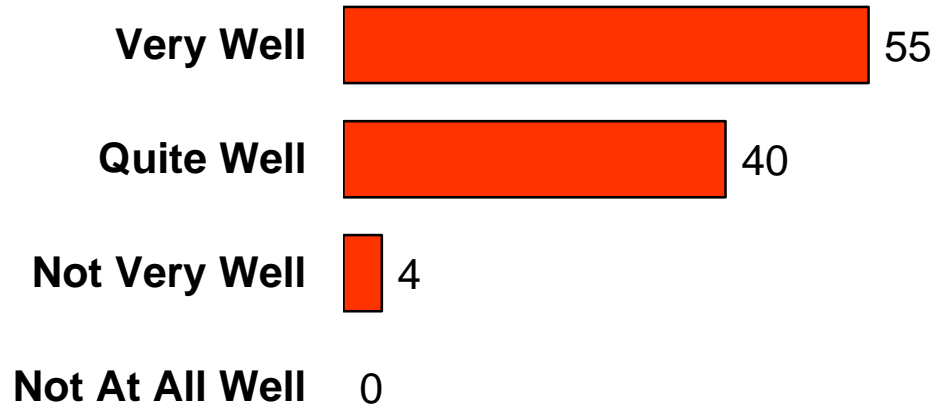
How Feel About The New Facilities



Additional Functionality Would Like To See In Future:

More tele/ video conferencing	24%
More webinars (as an option)	18%
Consistency in meetings i.e. all face to face / or webinars. Not a mixture	12%
More of the same	12%
Good, but should not be a replacement for Face to face meetings	6%
Pro-active in future developments	6%
Teleconferencing fine as long as quality line/ connection	6%
Webinars are good, but has limitation if dealing with complex documents	6%
Nothing in particular	24%

How Well ElectraLink Works In Conjunction With Other Industry Organisations For Benefit Of Industry As Whole



Ways Feel ElectraLink Could Improve Interaction With Other Industry Organisations

Their presence in their own right as an organisation rather than a service organisation.

They need to be more than just a secretariat.

Governance Services – Conclusions & Next Steps

- Both DCUSA & SPAA continue to deliver very high standards of service that are trusted & well regarded by customers. This is built primarily on a combination of well run Helpdesks and tight management of finance & admin.
- All 3 services have struggled to maintain similar standards (and in the case of DCMF, to reach them) this year. This must in part be attributed to the disruption to service that change and then bedding in of new staff has brought.
- Beyond this there are some specific aspects of service that ought to be prioritised for attention/ action:

DCUSA

- Quality & knowledge of staff
- Quality of meeting papers & meeting administration
- Management of website user access privileges

SPAA

- Perceptions of professionalism
- Meeting arrangements, facilities & operating the voting system
- Accurate, up to date website content & general usability

DCMF

- Bringing consistency and ‘wow’ factor to helpdesk response.
- Quality of meeting agendas, minutes & proactivity of support
- Consider integration of ENA website into DCUSA

There is a groundswell of opinion supportive of a more active role for ElectraLink

They (ElectraLink) can be part of the solution. There is an opportunity for the chair to take charge of the meeting.... **DCMF**

It's a bit unwieldy [meetings]. People spend an awful lot of time achieving very little... **DCMF**

I think they couldn't be improved without going outside their remit... **SPAA**

And the rate of change is creating particular pressures within DCUSA

..for the meetings to work something needs to change. ...there needs to be some kind of discussion about what happens to DCP's and ElectraLink's role ...**DCUSA**

The group are quite good at producing paperwork but lack scientific rigour behind the change they propose... it's quite difficult for them [ElectraLink] which is why I'm not critical. If they provide a chairing function with experts, that way you'd get clearer direction with the working groups and test what kind of work they should be doing.
...**DCUSA**

It's the ability to identify a lost cause. And just stop because ...and produce a report out of it saying the findings are x,y,& z. The danger is there is no follow up. People would be more willing to say this has reached the end of the road ElectraLink could end up getting bad press for it when there's no reason to do so. Having the chair wouldn't solve all of it but would focus it...
DCUSA