



**Customer
interactions
and monitoring
report 2021**

Connecting communities



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Acknowledgement of Traditional Owners

AusNet acknowledges First Nations Peoples as the Traditional Custodians of the lands on which we live and work. We pay respects to Elders past and present, and celebrate their continuing connection to Country.

Background and purpose

At AusNet Services we own and operate one of five electricity distribution networks and one of three gas distribution networks in Victoria, delivering electricity to customers in the east of the state and gas to customers in the west. We also operate Victoria's electricity transmission network, which covers the entire state.

Supporting our customers and communities is our core focus. We have six customer experience commitments that have been designed to ensure we understand our customer's needs, make it simple and easy to get things done and improve the lives of our customers and communities.

This report provides an overview of what we have done to deliver on these commitments in the 2020/21 operating year.

2020-21 operating environment

This period proved to be one of the most confronting and challenging years that many of our customers and our people have experienced.

COVID-19

COVID-19 continues to have a profound impact on our customers, our people and the way we deliver services. The frequent lockdowns in Victoria resulted in hardship for many of our customers and significant changes to their use and reliance on energy. In addition, our people adopted new ways of working in both the office and field to ensure their safety and the continuity of our operations. To support our customers and people we implemented a range of relief programs and reduced the impact of planned interruptions by deferring non-essential maintenance.

Extreme weather

The impact of major weather events has been challenging for our customers and people. In the last year we have experienced two significant storms that left hundreds of thousands of customers without power. Our teams worked quickly to restore power but many of our customers and communities are still managing the long-term impacts of these events. In response to these storms, we increased crew numbers and requested support from interstate crews to speed up field work, engaged with our customers at local community relief hubs and communicated regularly through social media and via SMS. We also initiated long-term energy solutions for parts of our network particularly those vulnerable to extreme weather events.

During these challenging times

Our customers have:

- continued to embrace the transition to renewable energy through record numbers of new rooftop solar connections and the uptake of new technologies, highlighting the continued desire for cleaner, greener energy solutions
- provided ongoing feedback on how we can improve our services and support.

We have:

- worked hard to ensure the safety and wellbeing of our customers and community
- looked for new opportunities to improve the resilience of our electricity and gas networks
- progressed initiatives to support a greener and sustainable energy future.

Report overview

This report provides an overview of our performance against our customer experience commitments and the work happening throughout the organisation to improve service delivery.

This report also outlines important improvements we will be focused on in FY22.



Our customer experience commitments

Photographer: Mary O'Malley, Primal Vision Productions

Pictured: Derek Jayasuriya, AusNet Services and Tricia Hiley, Mallacoota Sustainable Energy Group

1.

Building our understanding of customers' needs and expectations.

2.

Establishing clearer accountability for customers.

3.

Aligning our incentives with customer outcomes.

4.

Fixing customer pain points and improving the customer experience.

5.

Collaborating with the community and taking care of customers in vulnerable circumstances.

6.

Making our organisation easier to deal with.

Overview of our customer satisfaction survey results



Results from our gas distribution network



Results from our electricity distribution network

Up from 7.9 to 8.3 out of 10

9 or 10

We saw a notable increase in the number of gas customers who gave us an excellent rating

We exceeded our corporate target for the gas aggregate score by 0.1 this year

↑ up from 54% to 63% this year

Our satisfaction score is up 4% ↑

Up from 7.0 to 7.2 out of 10

9 or 10

We saw a notable increase in the number of electricity customers who gave us an excellent rating

Our satisfaction score is up 2% ↑

Our satisfaction score is up 2% ↑

↑ up from 42% to 51% this year

	Average	% of customers by satisfaction rating (out of 10)		
		(1 – 6)	(7 – 8)	(9 – 10)
Unplanned outages	↑8.9	10%	14%	↑76%
Planned outages	↑8.3	14%	28%	↑58%
New connections	↑7.8	21%	26%	↑53%
Aggregate (excluding complaints)	↑8.3	15%	22%	↑63%
Complaints	4.3	75%	19%	6%

↑ = significantly increased over the year.

	Average	% of customers by satisfaction rating (out of 10)		
		(1 – 6)	(7 – 8)	(9 – 10)
Unplanned outages	6.6	38%	36%	25%
Planned outages	7.6	25%	34%	41%
New connections	↑7.4	27%	25%	↑48%
Aggregate (excluding complaints)	↑7.2	30%	32%	↑37%
Complaints	4.5	66%	16%	18%
Solar and battery connections	↑8.2	16%	33%	↑51%

↑ = significantly increased over the year.

Our corporate strategy

Customer passion



Guides us in everything

Energised people



Thriving and supported to achieve

Operational excellence



Always finding the best and safest way

Accelerate growth



Through the energy transition

Our refreshed purpose and strategy acknowledge the rapid changes occurring across the energy industry.

Our strategy is: 'own and operate the best energy networks, growing through connecting people with new energy.' For us, 'best' networks provide safe, reliable and affordable energy and are able to adapt and respond to customer choices and the transition to renewable energy.

As a networks business, we are conscious of the role we play in the energy supply chain to enable this transition. In doing so, we are growing and investing in our business and delivering value to investors. Our strategy is delivered through a focus on our four key strategic priorities. These four priorities help us to achieve our strategy now and into the future. They guide us as we address the current challenges in our operating environment, and inform our business model and the markets we operate in. As we do this, we strive to deliver strong financial outcomes and pursue growth opportunities.

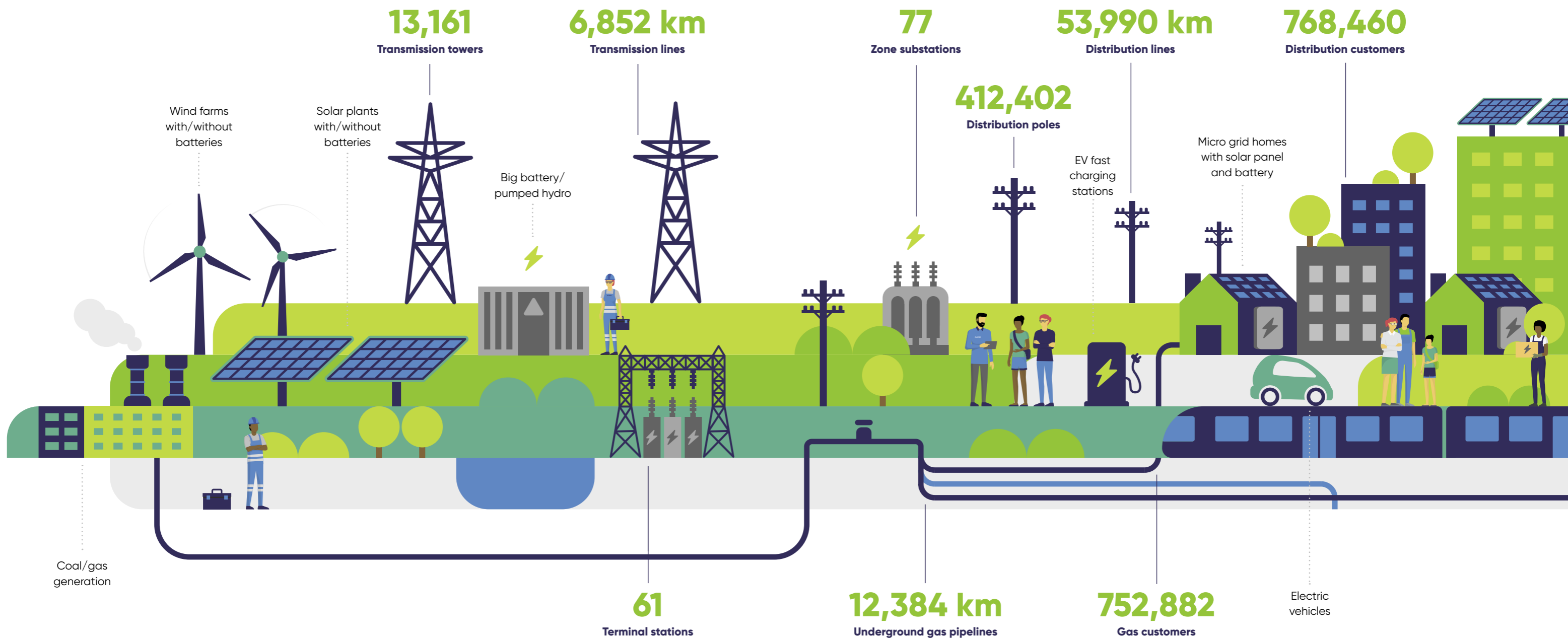
Our new strategy puts our customers at the heart of our business, and commits to:

- developing strategies, products, services and making decisions that are informed by customer needs
- delivering a seamless customer experience
- striving to be the connector of choice
- embedding customer-related goals into team and individual performance planning.

Location of our networks



The energy supply chain



— AusNet infrastructure
 Non-AusNet infrastructure

Note: Network data as at 31 March 2021

How we performed against our customer experience commitments

We made many Customer Experience Commitments over FY21 (April 2020 – March 2021).

Commitment 1: Building our understanding of customers' needs and expectations

We are committed to building our understanding of customers' needs and expectations to ensure we are designing and delivering quality services and products.

We gather customer insights via our research program to help inform our strategic direction, monitor our performance and identify areas for improvement.

In FY20, we appointed a Customer Research Manager who was tasked with designing and implementing a quality research program to build customer-related insights.

In FY21, we have expanded the research remit by creating a dedicated research and engagement function – Customer Service Design & Delivery. This team of research and engagement specialists undertake recurring and one-off research initiatives.

As a result of this investment, in FY21 we:

- Surveyed our customers more regularly to understand their needs and expectations
- appointed a Customer Engagement Lead to implement our research plan
- invested in a leading online survey platform to conduct research in-house.



Commitment 1: continued

Building our understanding of customers' needs and expectations

Research and insights initiatives included:

Action	Purpose	Outcome
Undertook our annual customer satisfaction (C-SAT) research – a quantitative and qualitative study with our residential and small business customers.	To measure customer satisfaction with our service delivery and understand the drivers of positive and negative experiences.	Reported our C-SAT performance and delivery on our customer commitments monthly to the Executive and Board.
Undertook our annual customer satisfaction (C-SAT) research – a quantitative study with Growth & Future Networks' customers.	To measure customer satisfaction with our commercial services delivery and understand the drivers of positive and negative experiences.	Gathered feedback on commercial customers' satisfaction with our services to support strategic planning.
Undertook customer satisfaction (C-SAT) research – a qualitative study with large transmission-related customers and stakeholders.	To explore the energy-related needs, issues and concerns of our large transmission-related customers and stakeholders.	Insights were used to inform our final plans for the 2023-27 Transmission Revenue Reset submitted to the Regulator in September 2021. Insights assisted discussions about transmission network issues with our transmission Customer Advisory Panel (CAP).
Piloted innovative real-time customer feedback methods in Growth & Future Networks.	To gather customer insights in a timely manner.	Insights supported continuous improvement around customer service and experience.

Action	Purpose	Outcome
Implemented our inaugural Energy Sentiments research – a quantitative survey with gas and electricity residential and small business customers.	To understand what matters most to our customers and identify how they are thinking, feeling, behaving and planning their energy futures.	Insights were used to inform business planning, focus our efforts and resources, inform our regulatory and operational activities and identify and respond to meaningful trends.
Partnered with Monash University, Ausgrid and Energy Consumers Australia on the multi-year Digital Energy Futures research project.	To better understand how emerging technologies are shaping the way people live, particularly when it comes to electricity usage.	Insights helped us ensure our services and products remain relevant to our customers, plan for the future and improve our energy forecasting to better reflect customer behaviour.
Undertook research on our communications during planned and unplanned outages.	To identify improvements to communications and how we design our upcoming system changes.	Insights are helping improve our communications during planned and unplanned outages. Insights informed the design of our Planned Outage Preference Management System.
Qualitative research interviews with greenfield developers and their representative bodies.	To connect with leading developers to understand their current pain points and ways to improve our services and performance reporting in relation to new greenfields connections.	Developer feedback helped us develop our Customer Service Standard for Greenfields Negotiated Electricity Connections. Developer feedback also informed our performance reporting related to the time it takes us to complete key steps in the connections process. Established the Developer Consultative Committee (DCC).
Created a Consumer Advisory Group to inform the Energy Demand and Generation Exchange (EDGE) program with representatives from the Hume Region.	To align goals and aspirations relating to the EDGE program trial, ensuring a more participatory and equitable future energy market.	The Consumer Advisory Group was established with clear program goals and aspirations.
Established an insights-related Community of Practice within the business.	To build the skill and engagement of key teams in the business to identify trends and recommend actions designed to improve the customer experience.	Building a deeper understanding of customer experience in key teams

CUSTOMER MOMENTS

Working together with our customers, advocates and community



Some words from our CCC members

"The data sharing is always useful for us. Our members often tap my shoulder and use my position [as a CCC member] to raise issues with AusNet. It is useful to know where AusNet is heading and what its priorities are."

"It's useful seeing the cross-section of people from AusNet. They get a sense of the CCC and who we are. It is important that senior people are here and can hear feedback first-hand."

"Understanding how the network makes decisions and how networks are impacted by things is valuable to me. It builds my understanding on what obstacles networks are facing."

Customer passion guides everything we do. It's one of our four strategic priorities and is key to our purpose of 'Connecting communities with energy'.

Engaging with our customers, advocates and the community has been a core focus this year, including through the following committees:

- Customer Advisory Panel (CAP) was recently established and meets quarterly to focus on issues related to the operation of our electricity transmission network. The panel comprises large customers including generators, distribution businesses and other stakeholders. Recently, the panel played a critical role in the development of our final plans for the Transmission Revenue Reset.
- Victorian Gas Networks Stakeholder Roundtable (VGNSR) is a joint initiative across Victoria's three gas networks – AusNet, Australian Gas Networks and Multinet Gas Networks. It comprises of customer advocates and key stakeholders and acts as our peak consultative group. The group oversees gas distribution engagement for 2023-28 and ensures our 5-year plans reflect the needs and preferences of customers and key stakeholders.
- Retailer Reference Group (RRG), like the VGNSR, is a joint initiative with the other two Victorian gas distributors and retailers. The group meets every 1-2 months to discuss gas-related matters as we collectively prepare for the 2023-28 regulatory period.
- Developer Consultative Committee (DCC) has been established to foster collaboration between our business and the development industry, discuss opportunities for greenfield connection process improvements, seek feedback on potential changes and share performance reporting.
- Customer Consultative Committee (CCC) is our longest-serving group and supports our business in customer-related matters.

About the Customer Consultative Committee

Our Customer Consultative Committee (CCC) meets monthly and focuses on strategic regulatory and advocacy planning. The CCC is responsive to customers' evolving behaviours, needs and expectations including price, products and services.

The committee comprises:

- six AusNet representatives, including members of our Executive Team
- eight external representatives, from a range of customer interest and community groups, including the Australian Energy Council, Clean Energy Council, Energy Users Association of Australia, Eastern Alliance for Greenhouse Action, Renew, St Vincent de Paul Society and the Australian Industry Group
- an independent observer from Energy and Water Ombudsman Victoria (EWOV).

Committee highlights:

- acting as a customer sounding board for major decisions and informing our position on a range of critical policy decisions
- reviewing our Transmission Review Proposal Submission 2022-27
- providing guidance on our approach to the Gas Distribution Review Proposal 2023-28
- overseeing our Developer Consultative Committee and Innovation Advisory Committee (to be established in Jan 2022)
- sharing insights from various industry sectors
- challenging us to improve our operations and services.

Commitment 2

Establishing clearer accountability for customers

Our business has made considerable changes to its operating model to simplify the way we work with each other and our customers.

The updated operating model, particularly as it relates to our customers, encourages greater visibility and collaboration across teams with the aim of delivering better customer outcomes.

Action	Purpose	Outcome
Created the Customer Relations & Services team (CR&S).	To consolidate and align customer functions and insights into the one group.	Customer Relations & Services team established.
Expanded the customer experience function within CR&S to create Customer Service Design & Research.	To ensure that we action customer insights through delivery of improvement initiatives.	Customer Service Design & Research team established. Recruited two Customer Service Design leads to map key customer journeys and ensure solutions are delivered with customer input.
Enhanced our customer communications through the establishment of a Customer Communications & Engagement team.	To proactively engage with our customers and community on issues and initiatives.	Customer Communications & Engagement team established, with clear accountability for customer campaigns, uplift of digital and social channels and an improved response to unplanned events and outages.
Conducted in-depth engagement with customers, partners and key stakeholders to support the customer journey mapping and new website testing.	To seek feedback from customers, partners and stakeholders into the areas that matter most to them. To test ideas with our customers to make sure what we design best fits their needs.	Engaged over 40 customers, partners and stakeholders across residential/business, builders, retailers and registered electricians.
Updated internal meeting agendas to include a 'customer' moment in the same way we have embedded a 'safety' moment to meeting agendas.	To put 'customer' at the centre of our thinking and decision making.	Meetings include a customer moment to ensure our customers are at the forefront of planning and decision making.
Introduced Customer Passion as a core capability into our Capability Framework.	To help our people put our customers at the heart of all that we do.	Embedded Customer Passion into the organisation's Capability Framework, building internal capability for customer and structurally positioning our customers at the heart of all that we do.

Commitment 3

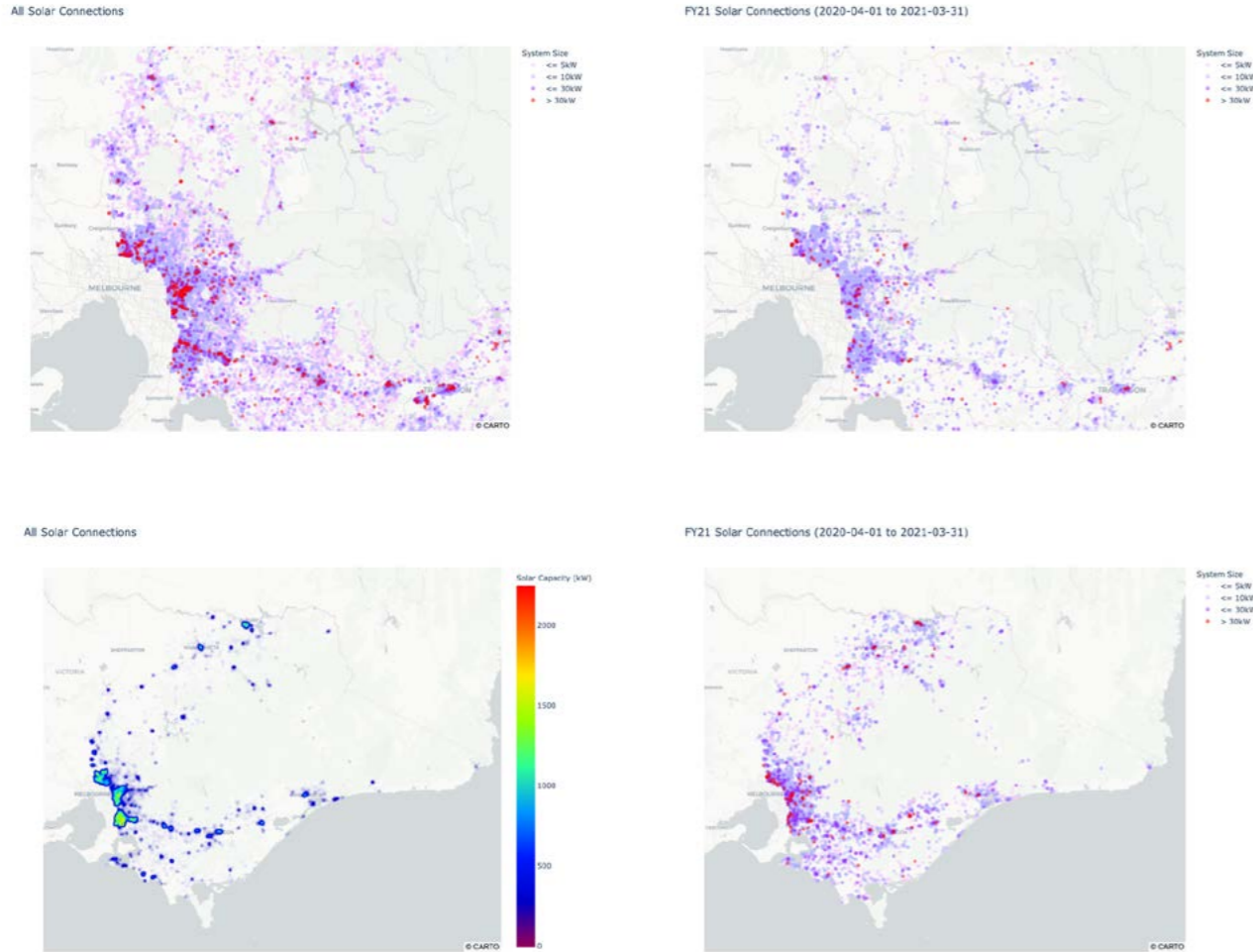
Aligning our incentives with customer outcomes

We have continued to measure and monitor our performance across a range of customer-focused incentives introduced in FY20.

Action	Purpose	Outcome
Launched our new Corporate Strategy with a refreshed purpose and Customer Passion as one of our four strategic pillars.	To focus our strategic direction and activity to meet current and future energy demand.	Launched the Corporate Strategy with our people to foster a clear understanding and connection with our business's vision, purpose and planning.
Continued to track customer-focused performance indicators in employee engagement surveys.	To track how strongly our people are embedding a customer focus into their planning and decision making.	An increase in our customer focus score in FY21.
Introduced a new Customer Service Incentive Scheme (approved by the regulator).	To align incentives to improvements in customer satisfaction.	Developed performance metrics to drive improved C-SAT scores.
Aligned our third-party providers' performance incentives with customer outcomes.	To financially motivate and incentivise our third-party gas and electricity providers' performance in order to deliver a superior customer service.	Customer satisfaction targets formally embedded into third-party contracts. Monthly meetings with third-party gas and electricity providers to review results and identify opportunities for improvement.

CUSTOMER MOMENTS

Energy resilience and solar connectivity



Our programs and trials to support the generation of solar power:

We are committed to supporting our customers transition to renewable energy for a greener future. We're doing this in many ways including connecting customer microgrids, solar and batteries into our network and improving our network's continuity during increasingly frequent and extreme weather events.

Doubling solar pre-approvals

To support our customers to embrace solar, we have upgraded our automatic assessment approval tool. This change means customers can be automatically pre-approved for applications of 10 kW instead of 5 kW. In addition, the application process is now simpler and faster for our installers with more up to date information on the status of their applications.

Supporting customer generated solar

Our customers now have the opportunity to export more of their solar into the network with our Flexible Export Trial. Instead of limiting solar export, this trial's new technology lets customers know when they can send more solar into the network, maximising the value of solar to them. If this trial is successful we aim to extend it further. The trial is partly funded by the Australian Renewable Energy Agency (ARENA) and developed in collaboration with South Australia (SA) Power Networks.



Helping the Hume Region to go green

Together with Mondo we are partnering with the Australian Energy Market Operator (AEMO) in the Hume Region to support residents and businesses go green. The EDGE program brings solar and battery owners together to create a virtual power plant powered by renewable energy.

Funded by the Australian Renewable Energy Agency (ARENA), the trial will use Mondo's Ubi Smart Energy Controllers and provide incentives and payments.

Partnering with Yackandandah

Over the past five years we have, in partnership with Mondo, built a unique relationship with the small gold era town of Yackandandah. This partnership with community energy group, Totally Renewable Yackandandah (TRY) has led to three microgrids, a virtual power plant and the planned launch of a community-owned battery (also with Indigo Power).

In March 2021, with the support of TRY and Beechworth, Mondo launched Project EDGE with 50 residential customers – a project that supports solar and battery owners to join together to create a virtual power plant powered by renewable energy. The trial will run until March 2023.

Keeping Mallecoota's power connected

In Mallecoota, we have developed Gippsland's first community battery making the town one of the first in Australian to have a grid-connected energy storage system included in its local network.

Contributing \$7.5 million towards the Mallecoota Area Grid Storage (MAGS), this initiative forms part of the Victorian Government's program to improve energy services in bushfire prone areas.

The new large-scale battery will keep the power running for the town while crews restore problems that can occur along the 240km radial line from Bairnsdale via Cann River which is often exposed to storms, vegetation and wildlife that contribute to power outages.

MAGS will improve energy resilience for Mallecoota by being charged from the grid and feeding power back into the town during a local outage. When power is interrupted, MAGS will automatically detect the outage and seamlessly start supplying power to the town. When the network supply is restored, MAGS will then automatically switch off.

Commitment 4

Fixing customer pain points and improving the customer experience

Through our ongoing research program, we continue to listen to customer feedback and learn more about what's important and how we can do things better.

With these insights we design and deliver initiatives that will make it easier for our customers to get things done. As we design improvements, we test them with our customers to ensure they are meeting their needs and expectations.

This year we committed to reviewing several of our key customer interactions, including:

- new connections
- planned outages
- unplanned outages
- claims and complaints.

We mapped the end-to-end customer journey and identified pain points and opportunities to improve the way we do things. To support this process, we engaged over 40 customers (including residential, small business and large business) and partners (including builders, retailers and registered electricians).

This is what our customers told us:

Journey	Pain points
New connections	<ul style="list-style-type: none"> • It's hard to understand the process and what the next steps will be. • It takes too long to complete the work and it's frustrating if the timeframe changes.
Planned outages	<ul style="list-style-type: none"> • There are too many outages, and they last too long, which impacts day-to-day life. • Information around why the outage occurred is hard to find, but it provides important context for what is happening.
Unplanned outages	<ul style="list-style-type: none"> • The Estimated Time to Restore (ETR) power often changes, which makes it hard to make plans.
Claims and complaints	<ul style="list-style-type: none"> • It's hard to make a complaint online or over the phone. • It's hard to understand the status of the complaint. • It's hard to understand who will resolve my complaint and by when.

We identified and developed several initiatives to address these pain points. Some of these have already been delivered (see to follow), whilst others are planned for next year (see 2022 Customer experience commitments).

Gas – New connections

Action	Purpose	Outcome
Collaborated with other gas distributors to standardise processes and aligned service applications with all three Victorian distributors to reduce barriers for our customers when connecting gas services.	To make it easier for our customers to navigate the connections process by removing unnecessary differences between distributors.	Developed an information pamphlet for builders and retailers with the standardised application procedure and distributed it to all Victorian gas retailers and their major builders. Reduced application lead time on submissions and the number of revisits required for 'Not Ready' sites

Electricity – Planned outages

Action	Purpose	Outcome
Delivered the Planned Outage Preference Management System.	To enable customers to select their preferred method of communication for planned outage notifications.	Customers can now nominate their preferred communication channel for outage-related communication (letter, SMS, email or a combination of all three).
Improved outage communications.	To make it easier for our customers, especially customers from culturally and linguistically diverse (CALD) backgrounds to understand the outage process and what they need to do.	Updated outage-related customer letters and developed a new outage fact sheet, all with simpler language, more imagery and Interpreter Services facility.

Electricity – Unplanned outages

Action	Purpose	Outcome
Implemented intensive program to improve reliability of the distribution network.	To reduce minutes off supply related to unplanned outages.	Identified and commenced work on 90+ initiatives including hazardous tree removal, additional post incident review resourcing, increased animal proofing (possum and bird) and enhancements to our distribution feeder automation.
Developed easier to understand messages for outage-related SMSs and outbound calls to life support customers.	To give life support customers better information to plan for an outage.	Updated SMS and outbound call scripting being used by the Customer Service Centre during outages.

CUSTOMER MOMENTS

Supporting our customers through large storm events

With the frequency and intensity of large-scale weather events increasing, our business has faced unprecedented impacts on our electricity network. The large storm in August 2020 and exponentially larger storm in June 2021 saw customers without power for significant periods of time due to power lines and sub stations being seriously damaged.



This storm was the single largest weather event to affect our network.

Here are some of the ways we supported our customers during the June 2021 storm whilst we worked to rebuild the extensive damage to our network and consider ways to further build network resilience:

Response:

- Created a Storm Relief Customer Hotline open from 8am-8pm, 7 days a week.
- Responded to 22,000+ calls and sent 1.2 million+ text messages to affected customers.
- Received 2.2M+ views on our website's Outage Tracker
- Responded to 4,000+ faults and 600+ construction jobs.
- Made 2,200+ calls to life support customers, working closely with the Department of Health and Human Services (DHHS) to escalate needs.
- Posted regular updates on Facebook and Twitter regarding the impact, where repair work was happening, where to get help, how to reach us and the good work of crews and the community.
- Received 7,600+ direct messages on Facebook and Twitter and responding to 8,800+ comments.
- Managed 500+ field workers every day including lineworkers, vegetation crews, traffic management, network operators and mutual aid from interstate.
- Mobilised interstate crews to support the rebuild efforts in the Dandenong Ranges.

Recovery/relief:

- Made 6900+ individual Prolonged Power Outage Payments.
- Paid over \$1.1 million in food claims.
- Distributed hundreds of care packages to affected households that included torches/batteries, food items and sanitary items.
- Provided large supplies of water and urgent supplies to community hubs.
- Engaged with the community at over 16 community hubs responding to enquiries around power restoration and supporting customers apply for the Prolonged Power Outage Payment.
- Attended community events including Town Halls to answer questions relating to rebuild works and site-specific supply arrangements.
- Provided large network generators to key communities in Mount Dandenong including community hubs, schools, aged care facilities, childcare centres and key shopping precincts.



230,000+
customers affected



4,600+
faults and
construction jobs



500+
workers in field



2.2M+
views on Outage
Tracker



6,900+
individual Prolonged Power
Outage payments made



\$1.1M
paid in food
claims

Commitment 5

Collaborating with the community and taking care of customers in vulnerable circumstances

This year we have regularly engaged with our residential, small business and large commercial customers as well as community groups with the aim to understand and manage their respective needs. We have also partnered with a range of organisations to better understand and support people in vulnerable circumstances.

Action	Purpose	Outcome
Implemented the 'Let's be Power Prepared' Summer Readiness campaign (December 2020 to February 2021) on television, radio, print, digital/social media, outdoor billboard advertising and PR.	To raise awareness of the proactive work our business does to strengthen the network and improve reliability and safety at a time of year when the grid is placed under the greatest pressure. To raise awareness regarding energy-related actions that customers and communities can take in the lead up to the summer season.	Increased customer awareness of our business's activities to prepare the network for Summer. Increased customer awareness of energy-related actions they can take to prepare for Summer.
Deferred all retailer-initiated disconnections during lockdown.	To help customers in vulnerable circumstances maintain their electricity and gas connection.	Customers in vulnerable circumstances had their electricity and gas maintained during lockdown. Engaged retailers about maintaining electricity and gas connections to customers experiencing vulnerability during lockdown.
Partnered with the Department of Environment, Land, Water and Planning (DELWP) and local communities in Mallacoota, Corryong and Omeo to develop a feasibility study related to renewable energy and microgrid systems.	To support remote townships maintain power supply if their power is interrupted during an outage or emergency event.	Feasibility study submitted to DELWP to support a more resilient electricity supply for remote township residents.
Partnered with the Consumer Policy Research Centre (CPRC) to develop energy-related communications for culturally and linguistically diverse (CALD) customers.	To help our CALD customers understand their energy bills and the supports available to help them.	Shared the 'Energy Simplified' tips and tools with our customers through our website and on our social channels. Developed 'Energy Simplified' videos and fact sheets in Vietnamese and Arabic with the support from CALD community leaders.
Partnered with the Australian Energy Foundation (AER) to undertake two targeted engagement surveys with electricity customers who require life support.	To build on our understanding of the needs of Life Support Customers and continue ongoing engagement with this customer group.	Insights inform how we better shape and develop our life support processes including registration, support during an unplanned outage and deregistration if the support is no longer required.

Commitment 6

Making our organisation easier to deal with

To make it easier for our customers to engage with us we provided training, systems support and information to our front-line teams. We also reviewed processes and information so our customers can self-serve where possible.

Action	Purpose	Outcome
Conducted a review of our website's self-service capabilities.	To understand where on our website we could make it easier for our customers to find the information they need.	The proposed changes increased our findability performance by 20%. These insights will help us develop content and processes including options for our customers to self-serve.
Conducted a detailed review of the customer operations team function.	To understand all query types, volumes and average handling times and identify opportunities for improvement.	Customer operations optimisation review complete and initiatives in development.
Implemented call recording.	To support employee development through quality assurance and training.	Call recording implemented and regular reviews conducted with supervisors and teams to improve service.
Developed a post call survey.	To measure customer satisfaction regarding how the enquiry was managed, the resolution and the Customer Service Officer's knowledge. These insights can be used to help identify process improvements or training, development opportunities and enable us to track first call resolutions.	Post call survey ready for implementation in FY22.
Increased the frequency of training provided to all our people.	To ensure our people are equipped with the information and insights they need to support our customers.	Training plan developed and regular, ongoing training in progress to ensure our people have the expertise and tools needed to support our customers.



2022 Customer experience commitments

Next year our focus on Customer Passion will continue to drive our planning and decision making. Underpinning this work is our Customer Roadmap, which is focussing on:

- understanding customer needs and insights
- making it simple and easy for our customers to get things done
- improving the way we communicate and engage with our customers and the community.



Key areas include:

Continuing to understand customer needs:

- Developing a Customer Strategy and detailed segmentation model.
- Further building our understanding of vulnerability and the management of customer data to support access to essential services for consumers experiencing vulnerability.
- Supporting customers in vulnerable circumstances by improving processes such as life support registration.
- Further embedding customer needs and expectations into our planning and operations across the business.

Making it simpler and easier:

- Redesigning processes for our key interactions and processes.
- Optimising our operations through the implementation of a knowledge management system.
- Continuing to improve the new connections process to provide visibility of progress and self-service options.
- Uplifting the claims and complaints process to provide greater transparency for customers and drive clear ownership to ensure faster resolution times.

Communicating with our customers, community and stakeholders:

- Improving the accuracy of estimated restoration times and enhancing information in planned and unplanned outages to enable customers to plan more effectively.
- Proactively building relationships with communities and stakeholders to ensure we engage effectively to build trust and enable future growth.
- Uplifting our external website and Outage Tracker making them more intuitive for customers to navigate to find information they need.

Supporting a sustainable future:

- Implementing customer trials for Flexible Export Trials, distributed energy resources and the EDGE program with Hume City Council.
- Reviewing and mapping the DER connections process to identify additional opportunities for improvement.

We would love to hear from you

Our focus continues to be making it easier for our customers to engage with us. If you have feedback on your experience or a suggestion for the future, we would love to hear from you.

Email: research@ausnetservices.com.au

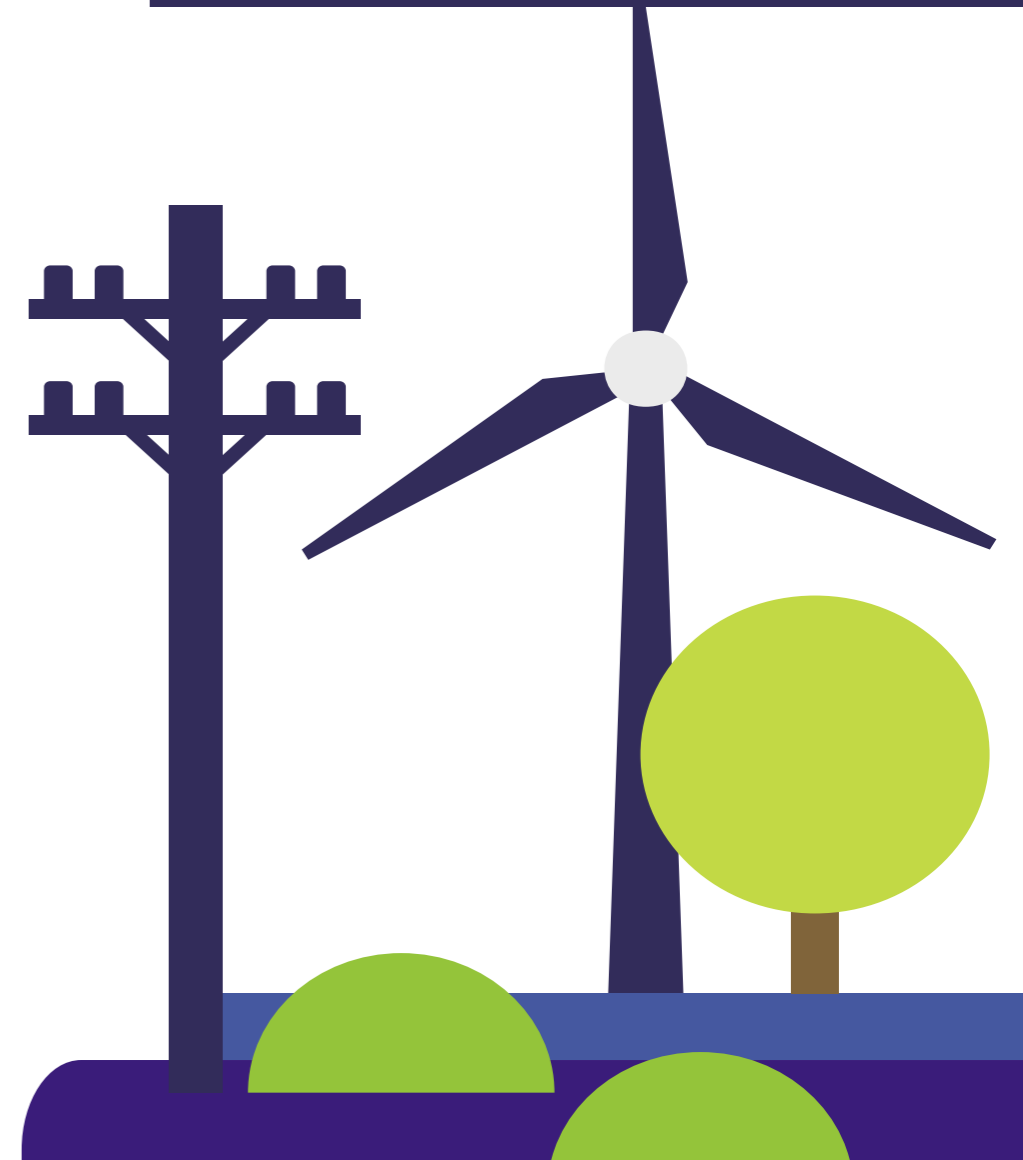
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