

# Customer Centricity

Penny Gray

Strategy & Projects Manager

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missionzero

# Overview



**Customer – why now?**



**Customer centricity – what is it?**



**An example of customer journey mapping –  
distributed energy**

# Customer – why now?

CUSTOMER

**Aug 2017:** Offsite 'How will the customer shape the future of the networks'

**Oct 2017:** Line of business plans – gas, elec and transmission

**Nov 2017:** Decision to get an externally verifiable customer satisfaction measure

**Dec 2018:** Start of journey mapping for distributed energy

**Feb 2018:** Digital survey – prioritise our services in importance

**March 2018:** What is customer centricity?

# Customers have to be at the centre of our plans

## Who is the customer?

The **customer** is the end consumer of the energy we supply and products & services we offer.

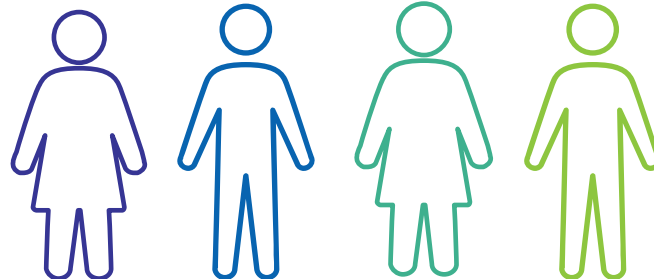
The fact that we are one step removed from the end customer does not change this – we are an integral part of the ‘energy chain’.

## Why should we care?

*“I have choices and I am changing the way I buy energy. New technologies are attractive to me”*

*“When it goes wrong for me, you are causing me pain, and creating cost”*

*“I pay more for energy than every before, I deserve your attention!!”*



## What is the outcome?



Increased customer satisfaction



Simplification & cost out



Better business outcomes



A new way of thinking



Focus for prioritisation

# Customer centricity?

1 How do we become a customer centric business? Customer principles/frameworks 

2 What is the operating model to support?













Internal

3 What do we understand about our customers today and what are the gaps?

Customer strategies



Customer Strategy

<u>Regulated Gas</u>	<u>RES Transmission</u>	<u>Regulated Elec</u>
		
 <i>Servicing</i>	 <i>Servicing</i>	 <i>Servicing</i>
 <i>Marketing</i>	 <i>Advocacy</i>	 <i>Advocacy</i>
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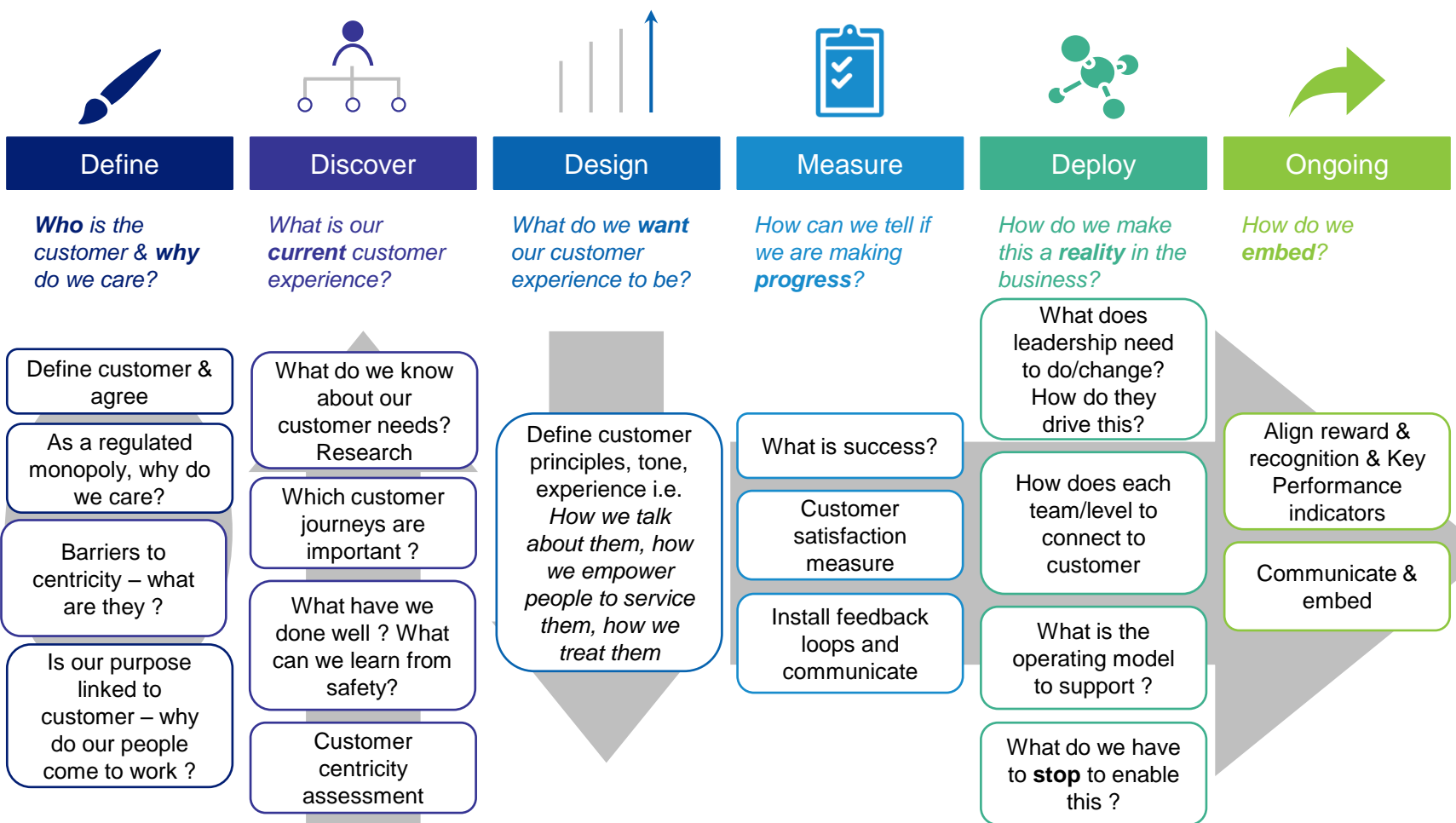
External

5 Customer services / operations

Execution on strategy via:

- Call centre
- Customer Delivery Program (IT)
- Downer & delivery partners

# Centricity includes...the discussion



# The Customer journey for connecting solar & batteries



## Why?

If we make connecting solar & batteries easy for our customers, we will take pain away for them, reduce costs & increase efficiency for us and will prepare AusNet Services for the future.



## Success?

- DER is 'owned' in the business and not done as 'extra'
- Efficiencies & cost savings identified
- Regarded as easy to deal with by the industry & seamless for our customers



## What?

1. Map the real customer experience for DER connections (with concentration on 15-30kw and >30kw)
2. Identify the main pain points for customers & AusNet (eg. incorrect tariff, communication etc.)
3. Learn from 'good' examples ie. Ausgrid & ActewAGL
4. Experiment with solutions for the main pain points identified
5. Remap the future journey based on the above and assess the impacts of this change

# Customers are telling us we could do more

*Our current approach to distributed energy is working at odds with our overall purpose....*

## To empower communities and their energy future

Generating  
trust and  
respect with  
customers and  
partners

- Installers are talking about us, and they aren't being kind - *"You're a pain in the [\*\*]"* ... *"We're hoping to not have to deal with you in the future"*
- The main touchpoint for customers is the installer and they believe we are not acting in their best interest - *It's not in your interest to connect us to the network"*

Driving  
efficiency and  
effectiveness

- Our current connection approach for residential customers is 7-9 months end to end - which could be reduced to as little as 2 weeks.
- Our Design Engineers are spending 2-3 hours on more than 150 applications a month for residential connections
- Our current residential process contains over 50 pain points for customers and AusNet Services



# Summary Roadmap

...our discovery process recommended...

