

AusNet Services EDPR Customer Forum

5 October 2018 meeting minutes

Attendees

Customer Forum (CF)	AusNet Services (AST)	Other
Tony Robinson John Mumford Greg Camm Dianne Rule	Alistair Parker Adrian Hill Jason O'Driscoll Charlotte Eddy Rob Ball	Roz Doyle

Apologies

Helen Bartley

Energising Futures

AST presented an overview of its Energising Futures program, which includes objectives relating to growth, cost efficiency and improved customer experience, underpinned by technology, capabilities and culture and measured by customer satisfaction measures.

Customer Experience

The Forum provided the following feedback on the initiatives set out in AST's revised customer experience negotiating position note, for AST to consider and respond to prior to the November Customer Forum meetings.

The Forum also suggested that AST consider using more customer friendly language to describe each initiative.

Initiative	Customer Forum feedback	Actions
1. Implement changes to establish central point of accountability for customer	<ul style="list-style-type: none">• Supportive, but is seeking detail of the underlying new structure• More customer service staff are needed in regional areas• Relationship manager is needed for top 100 largest customers• Seeking commitment from senior management to undertake regular regional visits to customers	<ul style="list-style-type: none">• AST to provide further details of new structure by December
2. Link employee performance and bonus outcomes with customer satisfaction (CSAT) outcomes	<ul style="list-style-type: none">• Supportive, but considers regional customer visits should form part of executive performance and bonus outcomes• Regional sponsorship programs are needed	<ul style="list-style-type: none">• AST to provide details of existing community sponsorships and grants
3. Commence ongoing customer research program	<ul style="list-style-type: none">• Melbourne centric• Needs clearer statement of	

Initiative	Customer Forum feedback	Actions
	purpose for each research <ul style="list-style-type: none"> • Insufficient focus on business • Too much reliance on external capability • High satisfaction may not mean customer expectations have been met • Use of averages may not be appropriate 	
4. Conduct high priority customer journey mapping and implement changes to address customer pain points	<ul style="list-style-type: none"> • Supportive, but is seeking more emphasis on addressing customer pain points and how this will be communicated to customers 	
5. Collaborate with consumer advocates and other partners to develop customer experience and hardship arrangement improvements	<ul style="list-style-type: none"> • Supportive, but may suggest refinements following meetings with advocates in October 	
6. Implement enhanced training and performance measurement of call centre staff	<ul style="list-style-type: none"> • ‘Band-Aid’ solution; call centre staff performance is constrained by business rules, policies and procedures 	
7. Improve life support and vulnerable customer outcomes and claims process	<ul style="list-style-type: none"> • Seeking greater support from AST for the establishment of an advocacy group for life support customers • Claims process improvements should be moved into a separate initiative 	
Customer Satisfaction Incentive Scheme	<ul style="list-style-type: none"> • Supportive, but would like to consult with advocates on the most appropriate metrics prior to reaching an agreement on this 	

Next steps

AST to circulate note setting out revised customer experience initiatives, for discussion at November meetings