

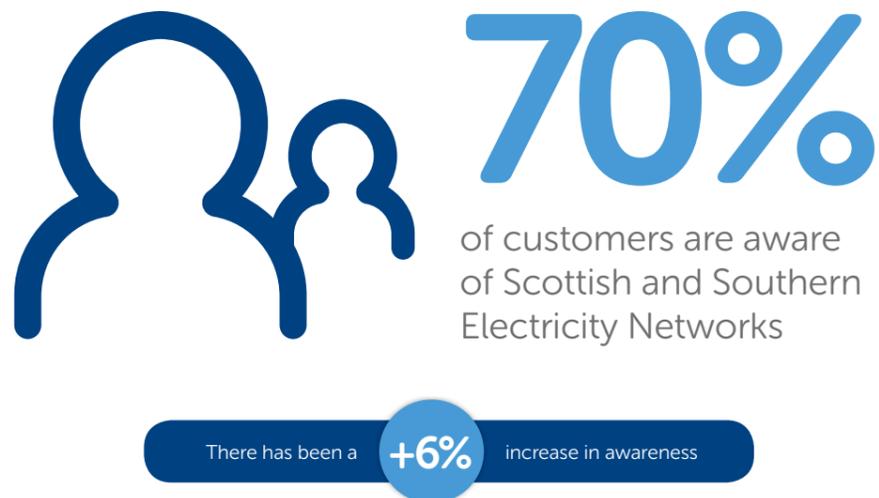
Listening to our customers, informing our decisions

SSEN's Annual Distribution Survey of Domestic Customers

Unless a customer has a power cut, has spotted damage on the network or needs to connect to the network – they are unlikely to have to get in touch with us. As a major stakeholder, we want to hear the views of our customers and commission an independent survey annually of 2000 customers across our north of Scotland and central southern England regions. This survey is a key piece of research that ensures we are engaging with domestic customers on a variety of topics ranging from service-based questions to forward looking purchasing behaviour that could directly influence SSEN's future investment decisions. In 2018 we interviewed 2066 customers across our North and South licence areas. This report outlines several key findings and our next steps to act on the valuable insight gained from our customers.

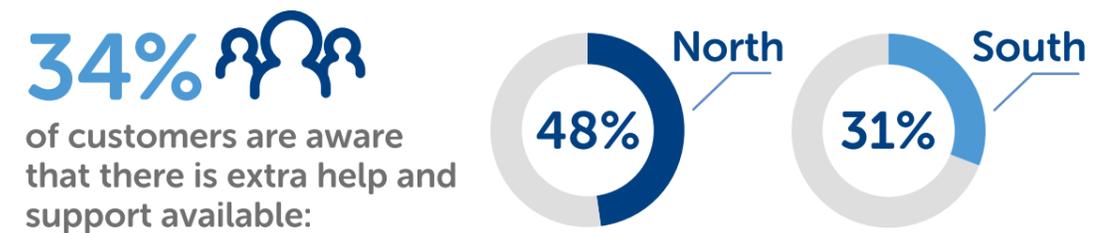
Awareness of SSEN

For domestic customers, unless you have a power cut you've traditionally never had to know who your network operator is, so raising awareness of who we are and what we do has been a key focus area for us since we refreshed our brand in September 2016. We're incredibly proud to report that 70% of customers are aware of who we are and what we do, a 6% increase since 2017. However, we're not stopping there. Our annual winter campaign focuses on helping our customers get prepared for winter. Key messages in the 2018/19 winter campaign included promotion of our Priority Service Register, 105 and Power Track app.



Consumer vulnerability

We can't promise your electricity will never go off, but if it does, we will do everything we can to make sure you have the support you need, when you need it. Our Priority Services Register offers a range of free services to help customers who may find a power cut particularly distressing and difficult. We've been working hard to promote our Priority Services Register and now have over 650,000 customers registered. In our recent survey of over 2000 customers, 26% of customers were aware of the PSR which is a 5% increase since 2017 (2017:21%) and 34% are aware that there is extra help and support available. Whilst the increase is a positive step, we recognise we've got more to do and are working with partners, trusted intermediaries, other utilities and with other DNOs to continue to raise awareness of the register. If your organisation could help support us promote this free service, please email us – stakeholder.engagement@sse.com.



Customer contact

Over 70% of our customers contact us by phone and we're incredibly proud that satisfaction scores are consistently improving. We're working to make it even easier for our customers to contact us using channels that suit their needs. We've recently launched web chat, improved our Power Track app to allow customers to send pictures when reporting faults or damage and customers can also get in touch through our Facebook and Twitter pages.



Customer satisfaction

For the first time as part of our annual survey, we asked our customers how satisfied they were with the overall service received. Our customers rated us 8.2/10. We understand that to continue providing excellent customer service we must look at best practice across a range of industries. That's why in 2018 we were assessed by the Institute of Customer Service. We're really pleased to say that we achieved a score of 89.4.



Our Business Plan

In February and March 2018 we engaged with over 80 stakeholders in Glasgow and Reading to discuss Social Obligations, the Transition to DSO and RIIO ED1 Business Plan commitments. Stakeholders told us their most important priorities are Reliability & Availability followed by Safety. We asked our customers the same questions and 45% identified Reliability & Availability as their top priority, with 19% identifying Safety as the second priority. We revisited these topics at our most recent stakeholder events where we engaged with more than 160 stakeholders to get views on how we can improve. We've also reviewed which are the most important to our stakeholders and used this information to shape our annual report on our Business Plan Commitments.

Supporting a smarter electricity system

One of the biggest changes in the energy system is the flexibility revolution. Distributed, localised generation, such as solar panels and small scale wind turbines; electric vehicles; demand-side response and energy storage are transforming the energy system as we know it, giving customers access to new products and services from a new range of providers.

To facilitate the shift to a smarter, flexible energy system, we are transitioning from a Distribution Network Operator (DNO) to a Distribution System Operator (DSO). This means our role as the local network provider will become far more active and dynamic, balancing local supply and demand on a real-time basis. To help us understand this shift and inform our plans, it's important for us to understand our customers' planned purchasing behaviour so we can prepare for and be fit for the future. We asked our customers about their plans to purchase low carbon technologies such as electric vehicles, hybrid cars, heat pumps and home management systems. Only 3% of our surveyed customers have purchased an electric vehicle or hybrid car to date.

