



**Wednesday 8<sup>th</sup> February 2023**

# **SP Energy Networks Customer Contact Focus Group**

*Thank you for joining - this session will start at 10:00.*

Develop a network  
that is ready  
for Net Zero

Be a trusted partner for  
customers, communities  
and stakeholders

Ready our business  
for a digital and  
sustainable future

# Housekeeping

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*Thank you for taking the time to attend today.*

- *This session is being recorded.*
  - *please let Louise know if you are not comfortable with this and we will take your comments in the Chat section*
- *Please try and keep background noise to a minimum by using the mute button when you are not speaking.*
- *We are keen for this to be an interactive session as your feedback is important.*
  - *please raise your hand electronically or use the chat function if you would like to ask questions to the speakers*

*We value your opinions, and we are keen to generate an open session with opportunities to hear your feedback.*

# Safety/Environmental Contact

HEALTH & SAFETY MATTERS

### WE PROMOTE HEALTH AND WELLBEING, IN AND OUTSIDE WORK



-  Get back to a healthy, balanced diet.  Think about cutting out alcohol for a while.
-  Can you take more exercise and build in the Daily Mile to your routine?
-  Look after your mental wellbeing. Talk to someone if your not feeling 100%, it's time to talk.

### WE THINK BEFORE WE ACT - ASSESS AND CONTROL THE RISKS



History tells us that there is an increased likelihood of accidents each January. Use the **SLAM** model to help ensure this doesn't happen to you, your colleagues or any member of the public by assessing your work area whether that's a depot, office or van.

- S** **STOP** — Take a few moments to stop what you are about to do.
- L** **LOOK** — Look around with a fresh, critical eye looking for any hazards.
- A** **ASSESS** — Assess the environment you will be working in.
- M** **MANAGE** — Manage the hazards and risks that you've identified. Wherever it's safe to do so, take immediate corrective action.



## HEALTH & SAFETY IS MY JOB

January return to work

### WE FOLLOW OUR PROCESSES, RULES AND PROCEDURES



-  Take time to refresh yourself on any rules, processes or procedures you use as part of your work.
-  If you think any processes, rules or procedures can be improved take this to your line manager, you can make a difference.

### WE ONLY UNDERTAKE WORK WE ARE COMPETENT TO DO



-  Is all of the training and authorization you need to do your job up to date?
-  Are there any areas that you don't feel confident?

### WE LOOK OUT FOR EACH OTHER AND WORK AS A TEAM



-  Make sure that we ALL go home safely.
-  Listen to each others concerns.
-  Always constructively challenge unsafe behaviours and decisions. Silence is consent.
-  Mental wellbeing. Ask if your colleagues are OK and properly listen to what they say.



**Victoria Lambert**  
**SPEN Connections Transformation Lead**

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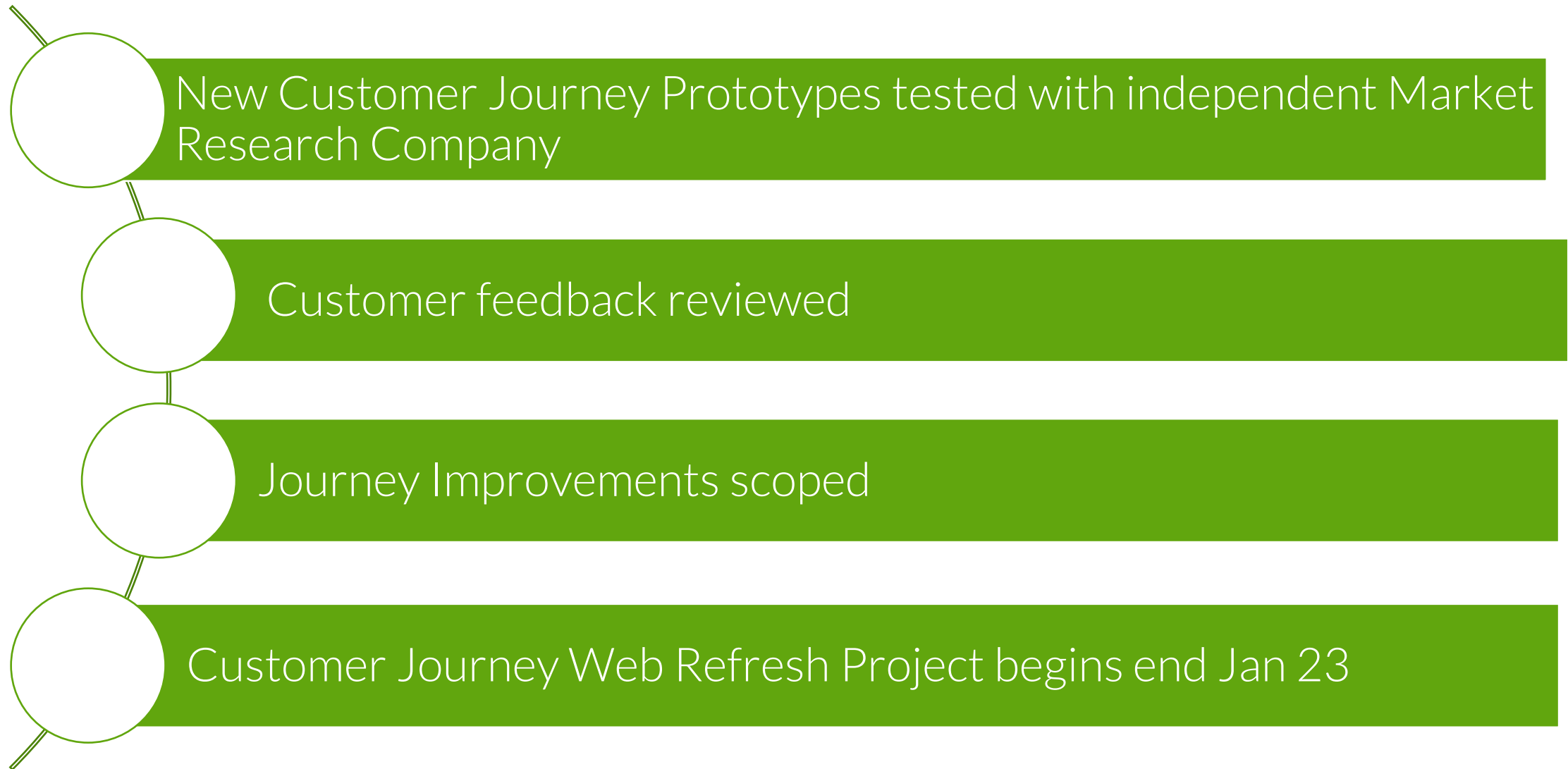
## **SPEN Website Improvements**

Develop a network  
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# Customer Journey Web Refresh - Overview

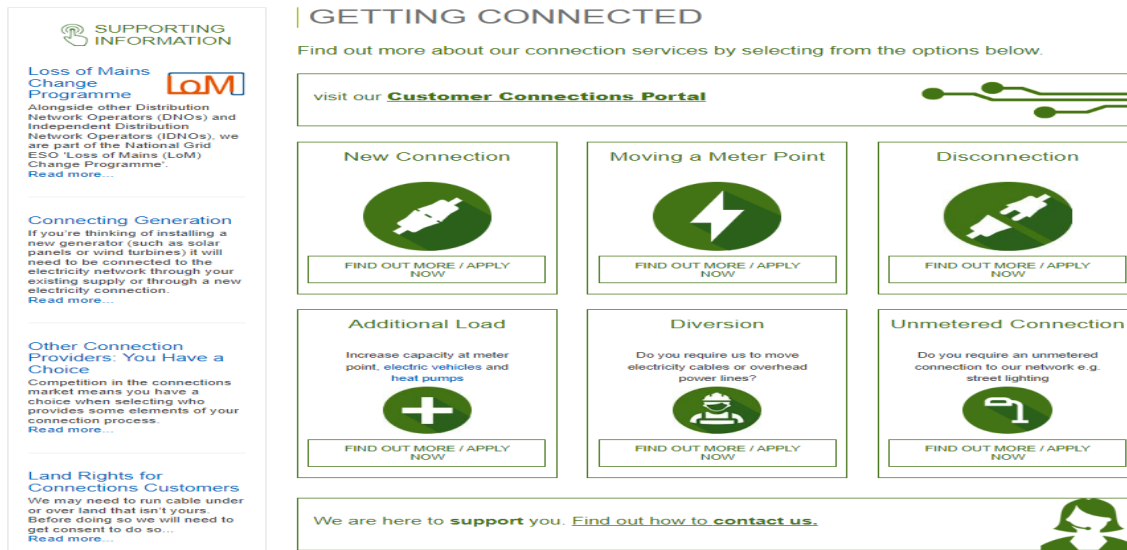


# Customer Journey Web Refresh - Overview

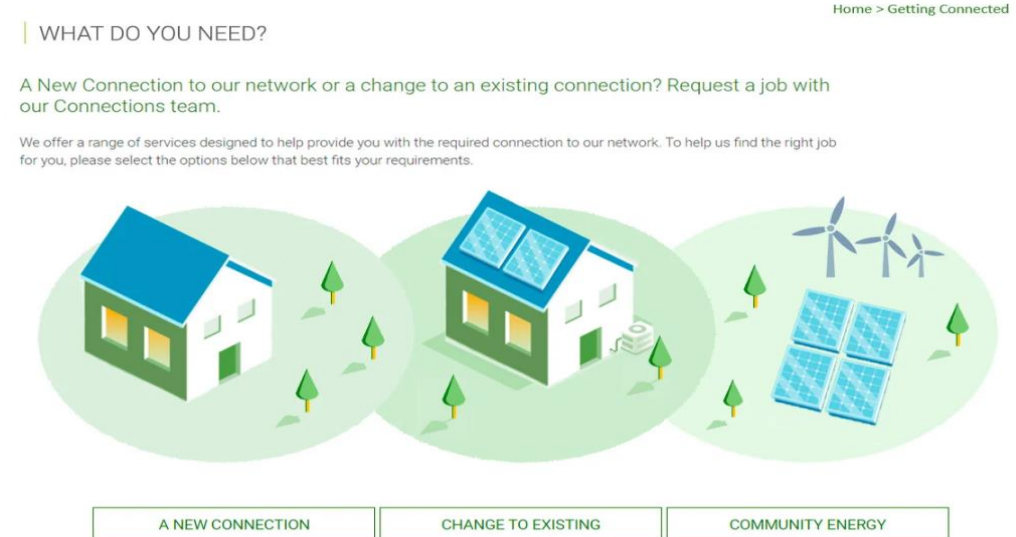
Workstream Goal – To improve the online customer application process / BMCS scores

## Design Principles:

- Remove any clutter / non-value add / duplicate screen content
- Simple, clear application process with graphical user interface
- One continuous journey for customers – not going in / out of separate applications / processes
- Screening - Aim to identify customer type and driver as quick as possible (within 3 clicks) and then follow relevant tailored journey
- Segmented structure so that iterative approach to future improvements could be taken with minimal further development
- Drive use of online portal so customers can track status of jobs, view previous jobs, make online payments etc
- Auto populate information as much as possible to simplify & speed up application process



Existing Getting Connected Home Page



Proposed Getting Connected Home Page

# Who we spoke to

Taylor McKenzie conducted a series of 'in person' and remote user testing sessions with different potential users of the new application platform...

## 9 x New Customers



Never interacted with SPEN

- Mix of demographics (age, gender)
- Some mix of digital literacy / confidence (but all likely to complete online)
- All homeowners
- None to have ever applied for a new electricity connection
- Mix of urban/suburban/semi-rural participants
- Mix of home types (semi-detached, detached, flat, etc.)

## 4 x Existing Customers



Had contact with SPEN for previous connection/alteration work





New Users

Users who have not engaged with SPEN are largely unsure about who they would contact in the event of needing to get any sort of connections work completed. Most would naturally contact their energy supplier or national grid, although Scottish Power was more likely to be seen as being responsible for this kind of work than other suppliers (potentially due to historic links to the electricity board?)

“It might occur to me to contact whoever my electricity supplier was to ask, ‘Where do I go? What do I do?’ I’d probably contact the council, my electricity [...] I’d feel a little bit anxious because I really don’t have any understanding of it”  
(Margaret)

“I guess I would go online and try to find the number for the electricity grid or something. I don’t know if that’s who you would go to. And see if they could give me any information about how to get connected”  
(Kate)

“I’m assuming you would look to see who was the network supplier, if it’s Scottish Power or some other company that has the franchise. I’m assuming that’s who you would contact to get a cable dug in?”  
(Eric)

“I’m assuming that it is something to do with Scottish Gas or Scottish Power [...] they spring to mind as the ones you would go to for this kind of thing [...] I always think of [other providers] not lesser but not the ones you go to fix things or set things up”  
(Cory)

**Action:** Making sure that customers are effectively directed towards SPEN (regardless of how they search for information) is key to ensuring they start the process from the best possible place.





Previous Customers

**The good news:** The developments being made to the application process are viewed positively overall. The opportunity to 'self-serve' offers a greater level of control and (hopefully) reduces the need for 'back and forward' conversations between customers and SPEN at the early stages of the connection/alterations process.

"It didn't cause me any problems. There were 5 or 6 pages of applications there and it didn't cause me any problems apart from the odd one. It's more modern really. Taking it online. When I was sent the details I had a form where I physically had to draw out where the existing one was and where I wanted the new one"  
(Phil)

"I like it. Very much. I think it's quite an improvement over currently what's there. Absolutely. It is more definite in the costs as well [...] it's end to end"  
(Ian)

"Overall better. It gives me more control. I still need to get in touch with my electrician but I guess I'm relying on him less [...] I guess this process here gives me more control over it as the customer"  
(Joe)

**Action:** Keep developing the online process application process! It is a step in the right direction.

## Beginning application process

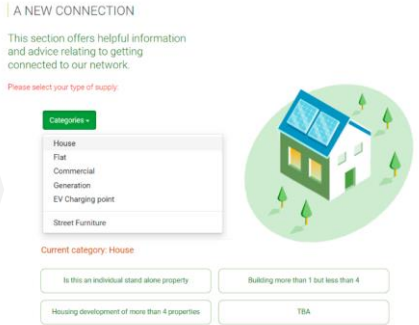
The start of this process is generally very simple and straightforward. It is clear where users need to click, and the options given are intuitive.

Those who have been through any type of application process with SPEN previously also view this as a far smoother process.



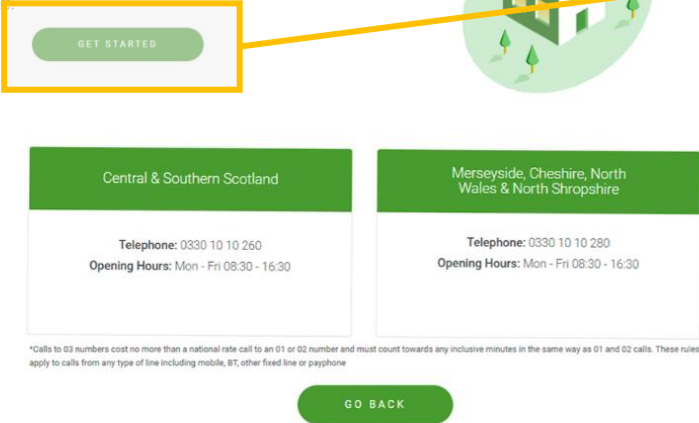
The opening section to the application process is simple and largely completed with no issues. The options largely make sense to users and the opening section is completed quickly...

- ✓ 13/13 complete with ease
- ✓ 13/13 were satisfied or very satisfied
- ✓ Interested, satisfied and pleased were the most selected feelings



INDIVIDUAL STAND ALONE PROPERTY

If you required a new supply to a single stand alone property you will have a cost estimate within 5mins with an option to progress to a formal quote



**Minor problem:**  
For some, their eye is not drawn to the 'get started' button. It is missed and the eye is drawn to the numbers and locations below instead.

**Opportunity to increase the prominence of the 'get started' button to ensure users know they can continue online.**

**Action:** Some minor changes to the prominence items on the 'start quote' page will improve the overall user experience of this section.

## Connect More

In its current form the guidance is not as clear as it could be, but the control it gives customers is preferred by some. Simple & clear step by step instructions on how to use this tool will help improve the process, but fear of getting this wrong will still prompt users to pick up the phone.



The information provided alongside the quote is challenging for some customers to understand..

### Getting Connected

ConnectMore EV Connection Cost Estimator

The Estimate price for the works is: £1400 +VAT

Your voltage drop for this 18kva connection is: 0.0%

You now have a choice (click on the applicable navigation button):

[SAVE](#) [RESTART](#) [EXIT](#)

**Please Note:** The Estimate is based on typical simple connections and is calculated by making assumptions based on similar work that we have previously carried out. The ConnectMore EV Connection Cost Estimator will complete an initial technical assessment based on the existing SPEN electrical network, however, if you apply for a formal quotation, the quotation price may vary:

- No reinforcement of the electrical network required
- No diversions of electrical assets required
- No disturbing loads, generating equipment of energy storage being connected
- No works within abnormal ground
- All works to be completed during Normal Working Hours (8:30 am to 4:30 pm of the days Monday to Friday of any week, excluding any public holiday applicable to the location of the Site)

[PREVIOUS STEP](#)

kva and voltage drop are not understood terms among users. **SPEN need to ensure this is clarified and explained (if it has to be shared at all).**

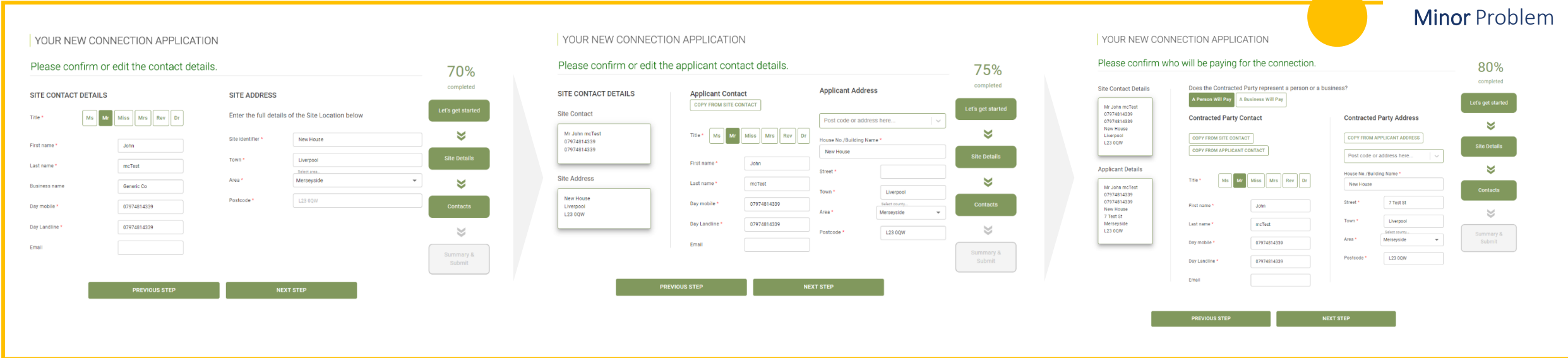
The 'small print' doesn't currently give confidence in the finality or accuracy of the cost estimate. **Giving reassurance at this stage will improve confidence in the quotation process overall.**

**Action:** The language used at this stage needs to be refocussed on a less well-informed audience to ensure it is understandable and reassuring for the average user.

# Finishing the application

This section is, on the whole, straightforward to complete. There are some simple language and navigation changes that will make the process a little easier for users to complete.

There is an opportunity to streamline the process by shortening sections and requiring less repeat information to be inputted/displayed to users.



YOUR NEW CONNECTION APPLICATION

Contact Preferences

Select your preferred **contact method**:

Email  Phone  Post

PREVIOUS STEP      NEXT STEP

There is an opportunity to streamline the contact and payer sections into a more streamlined section – only asking them for additional information if the site contact, applicant contact, and payee information are different...

Currently this section sits on its own and looks to only offer users a single choice of contact method. **Giving customers a choice is important – can this be built into a different section?**





For most, the final sections of the application process were simple to complete, largely intuitive, and worked as they expect based on other online forms they have completed. This section will focus on specific areas that can be improved...

- ✓ All completed with ease
- ✓ All were rather satisfied, satisfied or very satisfied

PROJECT DETAILS

CM-30  
174, LIVERPOOL ROAD, CROSBY, L23 0QW

GENERAL DOCUMENTS

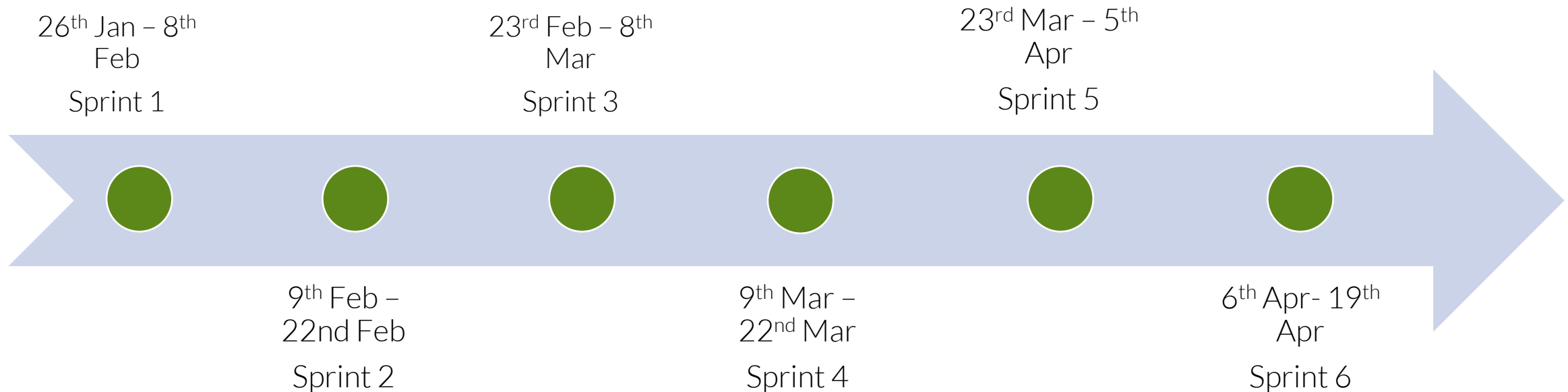
<b>Connection Capacity</b> 18kva	<b>Voltage Drop</b> 0%	<b>Project Cost</b> <b>£900</b>	<b>Created Date</b> Case registration date 11/07/2022
<b>Type</b> Description of work required Cost Estimate	<b>Connections Leaflets</b> <a href="#">Helpful information</a>	<b>Request Formal Quote</b> If you wish to receive a quotation which you can accept and pay, we will require some additional information. Click here  The following information will be required to complete your application. Alternatively you can get another free estimate by clicking <a href="#">Here</a> . If you are happy you now have the information required and would like to continue, please click on 'Apply Now' <a href="#">APPLY NOW</a>	

- Users question why they would want to get another quote having just been through the quotation process.
- The info box information feels important to the rest of the application process. **Opportunity to make this information more prominent.**

# Summary

- ✓ Overall, the new applications journey is received positively. Those who have been through a similar process in the past see the changes being made as an improvement on their experiences, which were largely over the phone and via email → Making sure customers can find the platform will be vital to its success.
- ✓ The 'getting started' phase of the application process is straightforward to complete and largely intuitive to users → The only development needed is to increase the prominence of the 'get started' call to action, to avoid users just picking up the phone.
- ✓ Enhanced User guidance ConnectMore → Developments are required to help users navigate this platform. Improved instructions & a more intuitive interface are required. There is also a need to focus on reassuring customers throughout, to ensure they trust the process & the quote given.
- ✓ Creating an account and finishing the application process is generally a straightforward process for users → There are a couple of quick fixes that will improve the flow of the process and there are opportunities to reduce the number of pages requiring completion.

# Customer Journey – Approach / Timeline



- Dedicated Project Team
- Being Delivered under the Agile Framework of six, two week sprints
- All journeys updated with “new” look and feel to enhance user experience
- Continual review and improvement of journeys post implementation of project

## Over to you...

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- Questions?
- Feedback?
- Considerations?

# Dates for the diary

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## Upcoming events:

- 16/02/22 – ICP Safety Seminar
- 08/03/23 - Preparing for Net Zero Conference

Please register for our next events at:  
[spenergynetworks.co.uk/stakeholderevents](https://spenergynetworks.co.uk/stakeholderevents)

## Thank you for your time today.

Your feedback has been useful and we will incorporate your comments when planning our next engagements.

Please register as a stakeholder if you would like to receive further updates from us:

[spenergynetworks.co.uk/register](https://spenergynetworks.co.uk/register)