



# STAKEHOLDER ENGAGEMENT REPORT 2016-2017

# CONTENTS

---

**03** Engagement that Matters

**05** Our Stakeholder Engagement Strategy

**06** Getting to Know Everyone

**07** Our Stakeholder Range

**09** Governance Services

**10** Network Services

**11** Customer Satisfaction

---

# ENGAGEMENT THAT MATTERS

---



Stuart Lacey,  
CEO

**“ELECTRALINK EXISTS TO CAPTURE THE COLLECTIVE REQUIREMENTS OF THE UK ENERGY MARKET AND DELIVER CHANGE. THAT IS WHY STAKEHOLDER ENGAGEMENT REALLY MATTERS TO US.”**

ElectraLink has unveiled a new mission, vision and values to help stakeholders know what matters most to us.



# OUR STAKEHOLDER ENGAGEMENT STRATEGY

Our strategy is to know our stakeholders, know our industries, and provide communications and support for industry change using innovative methods.

## WE'RE INNOVATIVE

we look outside the box to provide the right solutions to industry.

## WE'RE ACCOUNTABLE

our financial decisions are held to the highest standards.

KEY  
PRINCIPLES

## WE'RE RECEPTIVE

we listen to our stakeholders and employ their feedback with improvement.

## WE'RE TRANSPARENT

Our objectives and outcomes are made clear to all parties involved in our work.

We inform, engage, and support change in the industry to deliver positive outcomes.

## INFORM

To make better informed decisions

## ENGAGE

To keep stakeholders in the loop

## RESPOND

To feedback in an appropriate timely way

# GETTING TO KNOW EVERYONE

Events are important for developing relationships with a broad range of stakeholders. Thanks to our new dedicated Events team, we've organised a host of face-to-face events, both internally and externally.

We've introduced Account Management and are completing over 60 bilateral meetings to review our customers service needs.

These include:

- **ElectraLink Engagement Day:** Bringing all our industry partners together for a day of learning.
- **DTS Smaller Supplier Forum:** Learning more about industry changes within the scope of data transfer, such as Centralised Switching and Smart Metering; Learn more about DTS and enhancements to the service;
- **SPAA & DCUSA Industry Days:** these events provide our members with important overview of industry change while our teams get to know our stakeholders.

## SOCIAL LIFE

- ElectraLink Website refresh
- Social Media
- Video and Webinars

We've introduced eye-catching GIFs on our social media channels, and created more infographics and YouTube videos for wider messaging. As a result, we've improved the value to our audiences and increased our audience on Linked In.



*We have created more infographics and YouTube videos for **wider messaging.***

# OUR STAKEHOLDER RANGE

We have a variety of stakeholders who require different methods of engagement.

● Example methods



## ELECTRALINK'S "CARE FOR LONDON" CAMPAIGN

We recognise our corporate social responsibility (CSR) to make a positive impact on the lives of our business stakeholders, and of the wider community.

Our **#careforlondon** campaign supports our ElectraLink employees and encourages our corporate stakeholders to sponsor a variety of charity's or community initiatives through allocated volunteer days and matching charity donations. Join our campaign by taking part in an initiative near you and telling us all about it.

**Here are some of the charities we support:**



## ELECTRALINK IS A STEWARD OF THE ENVIRONMENT

ElectraLink's services support the smooth operation and governance of the UK's gas and electricity markets. Environmental issues are a driver of change in these markets, and ElectraLink is committed to supporting them throughout the entire business.

**As a result we have introduced a flexible working policy to help reduce our corporate carbon footprint.**

We recognise that our business activities include aspects that have an environmental impact, such as maintaining an office, hosting meetings, and employee or business travel. ElectraLink is committed to ensuring these business activities are annually reviewed to minimise our environmental impact.

*We passed our **environmental ISO14001 certification** with confidence.*

*We **recognise** our corporate, social responsibility to make a **positive impact on the lives** of our business stakeholders*



# GOVERNANCE SERVICES

## OUR ENGAGEMENT WITH CUSTOMERS:

### Code Governance:

In recognition of best-practices for customer service, our Governance team has introduced **Account Management** to their structure, providing a point-of-contact for general inquiries and feedback. Our analysts bring more industry guidance to working groups and offer other solutions ElectraLink can provide to industry problem.

Engagement through on-going communications is vital to the success of our partners. Our code management

practices have been enhanced to include **targeted communications** to keep customers informed about news and insights regarding code administration. Sign-up to relevant E-bulletins below for latest information on our codes and working groups.

In addition to our industry meetings and processing change requests, our governance services team:

- holds industry forums
- provides code e-bulletins
- account management
- consultation to Ofgem

**SPAA**  
131 meetings  
35 change proposals raised

**DCUSA**  
149 meetings  
27 change proposals raised

**SMICoP**  
37 meetings  
7 change proposals raised

**CMAF**  
5 meetings

# NETWORK SERVICES

We are continually improving the customer journey based on valuable customer feedback.

We saw customers utilise and benefit from the completion of our Network Services technology refresh, where we introduced **XML file format capability, increased DTS capacity** to accommodate data traffic increases and offered customers the option to migrate to a secure cloud environment by providing **Virtual Gateways**

## IMPROVING THE CUSTOMER JOURNEY IN 2016

We upgraded **all our Helpdesk systems** and launched a **redesigned ElectraLink Website**

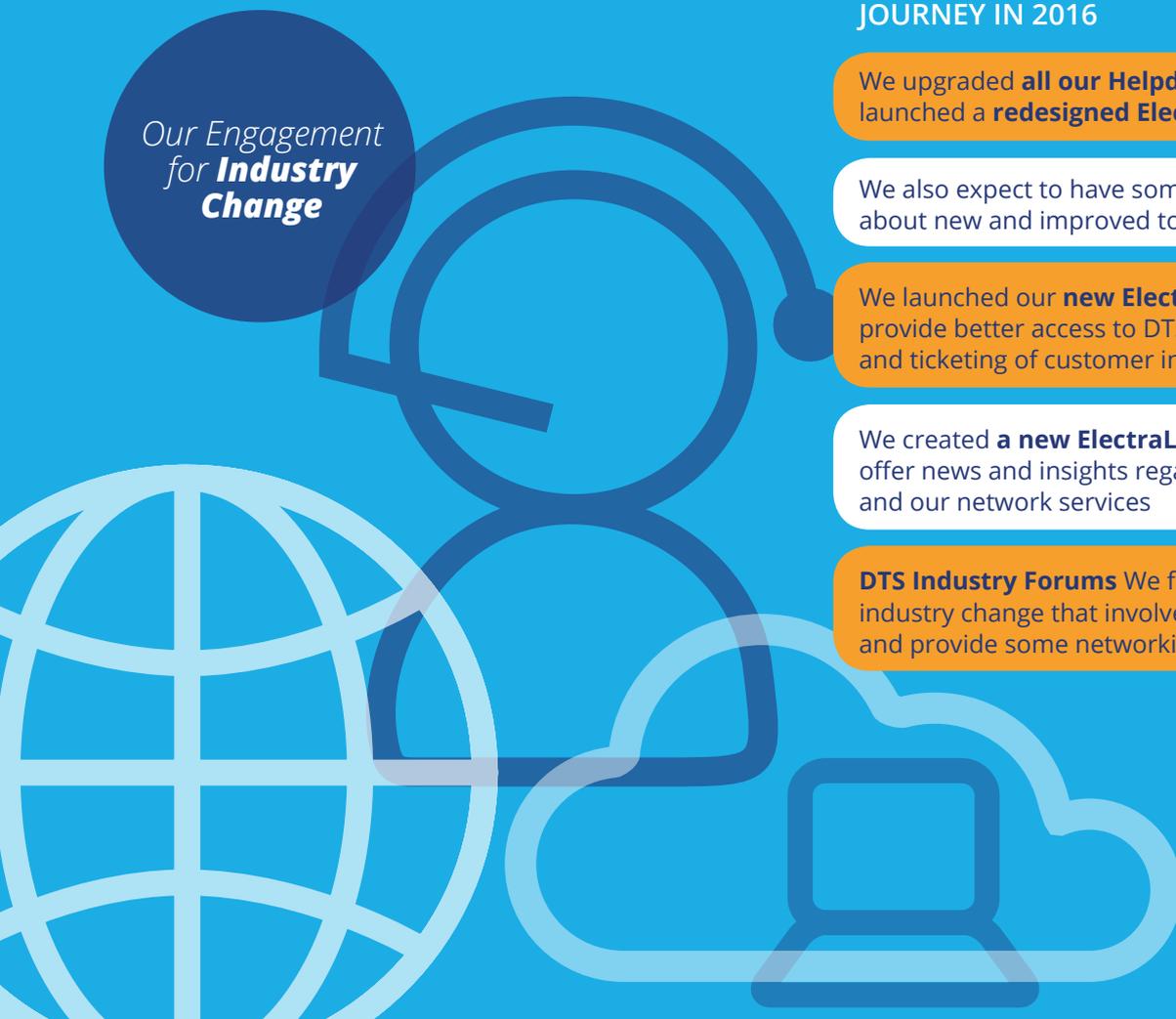
We also expect to have some news shortly about new and improved tools for the DTS

We launched our **new ElectraLink web portal** to provide better access to DTS technical information and ticketing of customer inquiries

We created a **new ElectraLink E-newsletter** to offer news and insights regarding corporate news and our network services

**DTS Industry Forums** We focused on reviewing industry change that involves network services and provide some networking opportunities

Our Engagement for **Industry Change**



# CUSTOMER SATISFACTION

ElectraLink values customer feedback and works hard to show our commitment to providing outstanding service that suits our customers' needs.

Every year we survey our customers to get your views on the value and quality of our services and to gather feedback on ways we can innovate to meet your business needs. **ElectraLink's 2016 Customer Satisfaction scores** were very insightful, unveiling our areas of excellence and what needs improvement. We are eager to meet the challenges our customers have set.

**New Entrant Support Programme** works across all our services, to inform and guide companies in their entry to the UK energy market. We work with stakeholders, other central bodies and third party supports to better understand the requirements for new entrants.

## CROSS-SERVICE ENGAGEMENT

ElectraLink is enhancing the customer journey by **expanding our talented teams** further to accommodate industry growth and strengthen our industry partnerships.

We are innovating our engagement with industry through targeted programs that aim at enhancing the customer experience.

Our continuation of thought-leadership, informs customers about wider industry change and provides face-to-face interaction with industry.

**The Data Transfer Service (DTS) team increased their overall satisfaction score by 14%**

*Governance Services customers are **eager to see more value-added services** and industry guidance from us.*

## CONTACT US

If you would like to be a part of the conversation or learn more about any of our engagement activities, get in touch.



LinkedIn:  
[@ElectraLink](#)



Email:  
[services@electralink.co.uk](mailto:services@electralink.co.uk)



Twitter:  
[@ElectraLink](#)



Read More:  
[www.electralink.co.uk](http://www.electralink.co.uk)



Phone:  
[020 7432 3000](tel:02074323000)



Watch:  
[ElectraLink Video](#)