



Customer Experience Panel

Meeting #3 | Summary Notes

Details	Members	AusNet Staff	External Observers
1.00pm-4.00pm Monday 17 July 2023 Online (MS Teams) Chair: Fran Duiker Secretariat: AusNet	Emily Peel Mark Grenning John Mumford Jeff Nottle Piang Lilian Apologies: Jonathan Kneebone	Fran Duiker Charlotte Eddy Lucy Holder Jennifer Turner Sonja Lekovic Thang Pham Eliza Cochrane Emma Ferrie	Nil

Focus Question	Objective of the meeting	Key agreed positions	Next meeting objectives
FQ1: How might we design a CSIS that delivers maximum benefit for customers?	- To agree on the forward plan for the Customer Experience workstream. - To collaborate on: - The performance parameters (what we measure) - Types of measures we focus on (service level vs customer experience) - Proportion of revenue tied to CSIS scheme. - To inform the panel on how C-SAT works and answer clarifying questions.	AusNet to proceed with next steps in CSIS design, preparing a draft set of measures and metrics for discussion at next CSIS deep dive. It was agreed AusNet should prepare this draft: - looking at what other networks have proposed for measures, but include general enquiries and exclude complaints - using a mix of service level and customer experience metrics - maintaining current 0.5% of revenue.	In early 2024 we will visit FQ1 again to: Collaborate on the proposed CSIS design for 2026-2031 including the exact measures, measurement methodology, targets and revenue at risk attached to each measure (<i>building on the draft the Panel has requested AusNet prepare for the basis of this discussion</i>).

Item	Time	Topic	Lead/s
	1.00pm - 1.05pm	Welcome and agenda	Fran Duiker
Part 1	1.05pm - 1.15pm	Action Items Reporting back on actions	Fran Duiker

Part 2	1.15pm - 1.30pm	Forward Plan To agree on the forward plan for the Customer Experience workstream.	Lucy Holder
Part 3	1.30pm – 2.30pm	CSIS Deep dive Performance parameters, measures and revenue next steps	Eliza Cochrane
		<i>Break</i>	
Part 4	2.35pm – 3.10pm	CSAT Methodology overview	Thang Pham
Part 5	3.10pm - 3.25pm	Other matters Information required for next deep dive, open floor	Fran Duiker
	3.25pm – 3:30pm	Meeting close and next steps	Fran Duiker

Welcome & Introductions

Members were welcomed to the panel by Fran Duiker, AusNet General Manager Strategic Planning and Customer. Following Acknowledgement of Country, Fran welcomed new panel member and panel lead Emily Peel, and new panel member Jonathon Kneebone.

Part 1: Standing Items

Topics	Discussion points
Actions	AusNet noted on the actions slide that it is holding relevant requests for further information/analysis over to the relevant deep dives, so as not to overwhelm.

Part 2: Forward Plan

Topics	Discussion points
Customer Experience Forward Plan	AusNet's Lucy Holder briefly spoke to the draft Forward Plan, including the timeline, noting that going forward there will a bigger time commitment required from the panel members then originally discussed at the start of the process. No panel members had any issues with this. Lucy outlined how the coordination and panel groups will work together and the five focus questions, noting that today's session will focus predominately on Focus Question 1. There were no questions on Focus Question 2. Discussion around vulnerable customers: - A panel member asked if there are any legislative changing that are likely to come into Victoria that could change was AusNet is obliged to provide to vulnerable customers? AusNet responded by saying that the only thing that might overlap is the AER's game changer initiatives. - A panel member asked where AusNet is relying on the joint DB Vulnerability Forum to address this issue. - A panel member noted that they were pleased to see that distribution services are aware that they can sometimes be the cause of the vulnerability. A panel member noted they believe AusNet has had a terrific start to their EDPR 2026-31 Engagement, and they are very happy with the breadth and depth that has been presented.

There was general acceptance with no issues raised.

Part 3: Deep Dive | Focus Question #1 – Customer Service Incentive Scheme

Topics	Discussion points
Themes	AusNet's Eliza Cochrane provided an overview of the Customer Service Incentive Scheme (CSIS), highlighting that designing the scheme is the focus of today's deep dive, and that we need to consider how customer expectations are evolving and how the touch points will change now and into the next regulatory period. - There was discussion around whether AusNet should propose a CSIS at all. One member suggested that it should be delivering these customer experience improvements as business-as-usual and shouldn't need an incentive scheme. Another panel member raised that having incentives is important for businesses, even though it is not ideal and in a perfect world there shouldn't have to be an additional framework. AusNet responded by saying that as a natural monopoly business that responds to incentives in the regulatory framework, there seemed to be a gap, and having a CSIS as part of the incentive package is something seen across both the NEM and the UK. - AusNet also embeds the CSAT within its suppliers' contracts. A panel member clarified this means AusNet is revenue sharing the CSIS benefit with its suppliers. - A panel member stated they don't think the current CSIS targets are high enough, and wanted to know if the targets take into account more new powerlines being put underground, which have a higher level of reliability. AusNet noted that the current CSIS surveys customers who have experienced an outage so reliability is not directly measured. - AusNet explained why it sees value in having a CSIS, particularly in that it has led to meaningful improvements to customer experience and is very important for helping justify business cases to invest in service improvements. - The group discussed the evolution of CSIS programs. AusNet explained that its current program is broad and outcomes-focussed, whereas programs used to be narrow and wholly service-level focussed (e.g. speed to answer the phone). - A member remarked that AusNet claims to be a customer focused organisation, yet through the CSIS, customers pay it to be a customer focused organisation. The panel member raised the question of what level of service should AusNet customers expect without having to pay extra? - A panel member wanted to understand how targets flow through AusNet. AusNet confirmed that they are at the corporate level, but do not follow through to job descriptions and KPIs. The Panel deliberated on the performance parameters to be included in the 2026-31 CSIS: - Panel members were broadly supportive of complaints not being included in the 2026-31 CSIS, given the low volumes, variability in experiences and difficulties with data collection and quality. - A panel member suggested that AusNet looks at what Ausgrid and Endeavour have proposed during their consultation, particularly in the areas where there is overlap, and test out the questions that differ from Ausgrid and Endeavour. - A panel member raised the importance of measuring general satisfaction to provide an accurate measure on the performance parameters. Variable levels of service based on willingness to pay was discussed.

- A panel member asked if this was feasible – e.g. if a customer could pay more for a faster connection? AusNet responded that there are some customers such as developers that have a willingness to pay more to receive a faster service, but hasn't asked residential customers if this is a service that they would be willing to pay for.
- Another panel member raised a concern that paying for service levels may further disadvantage customers who can't afford the premium service and/or lead to degradations on current service levels.
- It was agreed that AusNet test willingness to pay for improvements to services that have a community benefit but that they don't regularly access (e.g. connecting a new home) in an upcoming engagement/research opportunity.

The Panel deliberated on service level vs customer experience measures, and its preference for the type and/or mix of measures in the 2026-31 CSIS. There was broad consensus among the group that AusNet should include a mix of service level and customer experience measures in its 2026-31 CSIS. The following specific points were raised:

- A panel member commented that other service providers were finding customers prefer service level rather than a customer satisfaction measures.
- A panel member raised that customer satisfaction is too subjective, whereas service levels are very objective.
- Discussion and agreement to look further at what the other energy networks are doing. AusNet agreed to bring a more detailed summary of what measures other networks have proposed, how they are measuring them, and what their targets are for the next meeting on FQ1

The Panel discussed the proportion of revenue tied to the CSIS scheme. The group agreed to stick with 0.5%, as this felt right to most.

Part 4: C-SAT overview

Topics	Discussion points
	AusNet's Thang Pham provided an overview about the methodology of our CSAT with the objective of informing the panel on how the current scheme works. This included how AusNet receives the data, the key questions that customers are asked, and the results of AusNet customer satisfaction (C-SAT) program. Thang provided an overview of the C-SAT dashboard, displaying how the metric changes over the course of 12 months, and demonstrated how the overall metric is calculated. There were many questions asked. • A panel member asked why the data collection was just done by telephone. AusNet responded by saying that at the time, telephone seemed like the best method to reach out to customers, and reach, particularly rural customers. It was noted that telephone is a good method for some demographics, but not for others. AusNet responded by saying that they would be considering other methods of contacting customers going into the future. • A panel member commented that based on the sampling, it would tend to skew the results towards customers who have experienced unplanned outages and are generally unhappy. AusNet responded by saying that the target sample is people who have had a specific interaction with AusNet, so yes they are surveyed following what is typically negative experience in the case of outages and complaints.

- A panel member noted that the insights highlight the important of talking to customers.
- A panel member asked if AusNet is able to provide quantitative service-level measures to show where customers satisfaction has gone up in areas such as connections for time recovery after unplanned or planned outages. AusNet responded by saying that they will investigate this for future discussions.
- A panel member asked how AusNet determines the weightings of drivers on overall satisfaction for an interaction. AusNet responded by saying that a regression analysis is conducted.
- A panel member asked if customers who lodge a complaint are excluded from being surveyed. AusNet responded by saying that all customers who lodged complaints and have received a resolution from AusNet will go in the pool to be randomly selected for a survey call. The only customers who are deliberately excluded from the survey are those whose complaints are escalated to the Ombudsman or customers who have been disconnected for bill non-payment.
- A panel member commented that the satisfaction about complaints and claims is quite low. AusNet agreed the nature of the complaints interaction typically don't respond in a high rating, and that it can be hard to separate the interaction that led to the complaint originally with AusNet's handling of the complaint, which is intended to be the focus of the survey.
- A panel member asked how the CSAT complaint results and the nature of complaints are different between residential, small businesses and C&I customers. AusNet responded by saying generally, the nature of complaints from C&I customers is more substantial and requires more work from the AusNet team to resolve. However, the most important thing for these customers is to regularly receive open communication and to be kept up to date with the progress of their case. AusNet also added that these customers tend not to be very responsive to research requests and therefore we do not have a large volume of data about them.

Part 5: Other matters

Topics	Discussion points
	• AusNet mentioned that the date will soon be locked in for the joint distribution network vulnerability forum #2. • A panel member raised the importance of the CRM benefiting customers directly, as well as AusNet. It was suggested that it would be interesting for customers to see the history of planned and unplanned outages through the CRM via a self-service tool. AusNet responded by saying that there are plans in the future to improve customer self-service. • A panel member raised AusNet's customer segmentation study and questioned whether AusNet should be more concerned about the number of rural customers who participated. AusNet responded that it is not and is very comfortable with the methodology, and that this will not present an issue for AusNet's intended use cases for this research. Members commented on the discussion today and broadly agreed that it was a great meeting. Further comments included: • One panel member indicated they found the deep dive sessions valuable as they encouraged deep thought on a topic. • Another member agreed and indicated they would like to see unplanned outages as the next deep dive topic. The same member asked what kind of

training the customer contact centre had completed, especially empathising with customers during outages. They offered to write a case study from a customers' perspective on this experience.

- Another panel member highlighted that regarding translation, there are several communities that are smaller and who are not accommodated in some translations.

Close & Next Steps

AusNet's Fran Duiker thanked everyone for their time and contribution to rich discussions, provided a summary of actions arising from the meeting, and invited agenda items for the next meeting, in September.

Action items			
Action	Assigned to	Status	Due date
Update the forward plan with points raised in meeting	R&E Team	Complete	18 July
(If possible given commercial sensitivities) Share more insights on delivery partner incentive arrangements	SP&C Team	Not yet started	FQ1 Deep Dive #2 (2024)
AusNet to provide more information on what the other networks are including in their measurements	R&E Team	Not yet started	FQ1 Deep Dive #2 (2024)
AusNet to test customer preferences on cost allocation for service improvements at upcoming customer workshops	R&E Team	Not yet started	TBC (Maybe Round #2)
Prepare a draft set of measures and metrics for discussion at next CSIS deep dive, incl. considering: • overlap between customer experience and service level metrics • if/how C&I customer experience might be incorporated.	AusNet	Underway	FQ1 Deep Dive #2 (2024)
AusNet to ensure that the level of IAP2 influence associated with customer workshops be clearly communicated to community members, for clarity.	R&E Team	Not yet started	For noting
That unplanned outages be included as a future 'deep dive' agenda item.	R&E Team	Not yet started	FQ2 Deep Dive #1 (Nov '23)
AusNet to investigate options for translating outage communication (SMS) to languages other than English, including languages spoken among smaller communities.	R&E Team	Not yet started	FQ4 #1 Deep Dive (Mar '24)
AusNet to investigate why planned outages are now starting slightly earlier at 8am.	SP&C Team	Complete	FQ2 Deep Dive (Oct '23)

*SP&C Team – Strategic Planning & Customer Team

^ R&E Team – Research and Engagement Team

Reg Team – Regulation Team