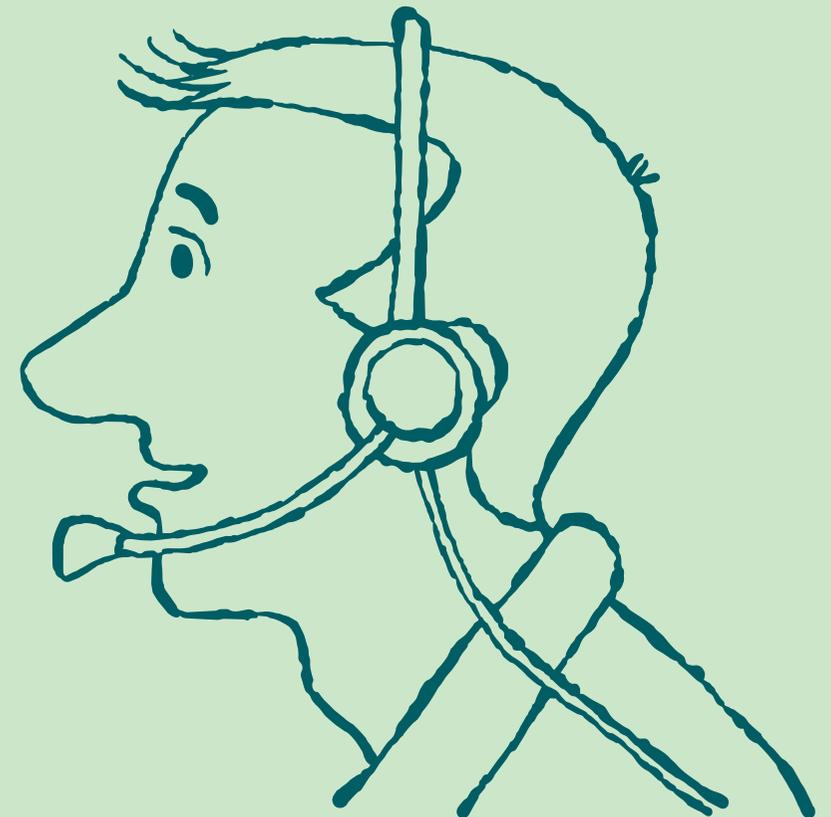


# ActewAGL 2020 Disclosure



# Message from our CEO

In reviewing this year's disclosure, there is a sense that we're reporting on two very different years across 2019 and 2020. The challenges our customers and communities have faced during 2020 are difficult to comprehend—bushfires, smoke, hail and finally, a pandemic. It continues to be a year like no other.

Our highest priority has been ensuring those who require assistance get the help they need, immediately and over the longer term. Our ActewAGL team is passionate about the services we deliver and dedicated to treating our customers compassionately and fairly.

With the onset of the COVID-19 pandemic, we've continued putting the customer at the heart of our business decisions. Internally, we've learnt from examples from across a broad range of industries to influence and inspire new ideas and solutions.

In our first disclosure, we outlined that ActewAGL is committed to looking forward. This remains true today. We are continuously improving and developing new ways of working. This disclosure is intended to share not only our areas of focus over the last year, but more importantly, why we've done it, what the outcomes have been and how that will support our customers and communities into the future.

We've made good progress against the commitments and priorities highlighted last year. However, recognise there is more we can do to ensure our processes, systems, and most importantly, our people, are enabled and supported to deliver upon the needs of customers.

We look forward to this next 12 months and adjusting to a new 'normal'. We will continue to collaborate across the supply chain, and work with customers, consumer and community advocacy groups, regulators and government. Big, systemic changes take time. However, working collaboratively, listening and responding, and making responsible decisions—this is how we can drive change and achieve better outcomes for all.



**John Knox**  
Chief Executive Officer, ActewAGL



# KEY CUSTOMER OUTCOMES:

- ✓ Customer problems are effectively and efficiently resolved.
- ✓ Customers have confidence and assurance that we're listening to what they say.
- ✓ Customers have access to products designed based on feedback, to meet their needs.
- ✓ Organisational culture ensures staff are empowered and encouraged ensure the customer's needs are met.



## Face-to-face support

Although ActewAGL has remained focused on enhancing and optimising its customer experience across both non-digital (Contact Centre) and digital (Customer Experience Platform) channels, a number of customers still prefer to interact face to face.

To address this, an ActewAGL Energy Bar opened in September 2019 on the ground floor of ActewAGL house, located in the heart of Canberra and easily accessible for customers. The Energy Bar is a full-service one-stop-shop, where customers, new and existing, can access all our services. This includes everything from individual bill enquiries, to signing up to new plans or discussing tailored financial support measures.

During February 2019, we also commenced new partnerships with community groups and the Energy & Water Ombudsman NSW for regular 'Bring Your Bill Days'. Through these events, we've been able to engage with some of our most vulnerable customers, including customers in hardship and those with English as a second language, supporting them with face-to-face, personalised financial support in a local community space.

### PRINCIPLE ALIGNMENT – 1, 3 & 4

#### WHY WE MADE CHANGES THIS YEAR:

Internal and external feedback highlighted the difficulties faced by different groups of customers, some of whom prefer face-to-face assistance.

#### WHAT WE CHANGED:

Customers have access to additional support measures, responding to their feedback and designed to suit their individual needs.

# WHAT'S HAPPENED:

2019	WHY?	HOW	WHAT NEXT?	PIA	IAP
✓	ActewAGL implemented significant changes to its structure and ways of working to ensure the teams supporting customers at the front of the business, were effectively enabled by those supporting customers from the back office. Management wanted staff (as a newly organised team) to collectively define the team vision, values and behaviours.	Organisational culture program implemented with participation from all staff – including individualised profiling to understand strengths and preferences for optimised working relationships. The team defined its own vision, values and behaviours.	Implement initiatives postponed due to COVID-19. Regular engagement pulse checks to ensure measures remain effective.	1.3	19
✓	We committed in our 2019 disclosure to improving the organisational culture by increasing transparency and communication. Increasing trust, including through increased transparency, supports higher staff satisfaction, productivity, performance and overall morale.	Introduced "The Week That Was", a weekly communication from the General Manager Retail. It provides updates on everything from safety, strategy, operational matters and personal staff events. A key focus is always at least one customer experience from the week. The separation of staff from their teams and the office, as a result of COVID-19, has increased the value of this weekly update even further.	Continue with this weekly communication and check in with staff as to the content they find useful.	1.3	5
✓	We recognise the importance of ongoing assurance for the Board and Executive that customers continue to be prioritised at all levels and business areas, through all relevant communications, products, processes and policies (i.e. that they remain at the heart of our business).	Key Performance Indicators (KPIs) at all levels (including reporting to the Board and Executive) aligned to our previous disclosure.	Revise and update KPI reporting to expand beyond transactional metrics to measures which represent more holistic and strategic outcomes (including CSAT and Net Promoter Score).	1.2	16, 18, 19
✓	To ensure that the voice of the customer is being heard through all levels of management.	The General Manager Retail sits in the Contact Centre at least fortnightly with different team members.	All Group Managers to sit in the Contact Centre at least once per month. Additional Executive team members to regularly visit the Contact Centre.	1.2	16
✓	Staff engagement survey results demonstrated that some team members were seeking additional exposure to new and different roles or teams.	Expanded shadowing and secondment opportunities (both formal and informal arrangements).	If conditions allow, expand opportunities further in 2021.	1.3	5
✓	Decisions, planning and prioritisation of work to reflect direct customer feedback, insights and preferences.	Created the Powerboard (Customer Reference Group) as a structured way of soliciting customer feedback, insights and preferences.	Establish panel of research organisations. Panel to be implemented and in use by the next disclosure.	1.4	12, 13
	Customers indicated a preference for increased price certainty.	Launched a product in response to customer demand for price certainty (with prices declining over the benefit period).	Continue to engage customers in product design and prioritisation.	1.4 4.3	
✓	Customers indicated a preference for increased options to self-serve when calling, rather than needing to hold and speak to an agent.	Updated our Interactive Voice Response (IVR) to allow for additional self-serve options.	Explore further options for IVR self-fulfilment.	1.1	5
✓	A key Customer Experience (CX) enhancement initiative was to 'close the loop' on customer feedback, to ensure we were consistently acting on customer feedback and incorporating this into decision making and strategic planning.	A dedicated team created to facilitate closing the loop with customers who provided feedback.	Explore opportunities to further expand the ways customers can provide feedback.	1.4 4.3 4.4	12, 13
✓	Ensure fact-based decisions are made to prioritise areas for improvement.	Introduced CSAT and Net Promoter Scores (NPS).	Continuing to focus on improving these results, while looking to also introduce the 'Net Easy Score'.	1 4	10
✓	Create a CX framework against which to measure performance for our Contact Centre agents.	Utilising benchmarking results and other key performance metrics to monitor a suite of CX measures.	Roll out the CX framework across other areas of ActewAGL.	1.1	10
✓	Creating opportunities for staff to express ideas and participate in projects, to support growth and development.	Introduced 'Shark Tanks' within the business—a place where staff can pitch their idea, product or service offering, as well as offer to join or assist with other pitched ideas.	Continue to hold "Shark Tanks" at least quarterly.	1.3 1.5 2.4 4.3	5

## VOICE OF THE CUSTOMER

### Feedback

"Customer service is good. Wait time to speak with Customer Service needs to be improved".

### DIRECTLY DRIVES THE CHANGES WE MAKE

Implemented a register to assist in 'closing the loop' on feedback received from customers more effectively.

Updated information accessible to staff to provide support to customers. Website and My.ActewAGL online account services changes and enhancements prioritised based on customer feedback.

# KEY CUSTOMER OUTCOMES:

✓ Customers and the community receive practical support.

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✓ Customers can access products and services that best meet their needs.

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✓ Customers have greater control and visibility of their bills and energy usage.

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✓ Collaborative partnerships across the supply chain to support customer outcomes.



## In partnership with our community

ActewAGL has transitioned to a consolidated Community Support and Partnerships program.

The program leverages ActewAGL's local presence and is designed to actively support customers and our broader community in an impactful way. It also supports positive and ongoing engagement with other key stakeholder groups (including customer advocates, industry, regulatory and Government agencies).

Through this consolidated program, we have established:

- A Community Grants Program which supplied funding to 13 local, low-income and not-for-profit charities and organisations. This funding has supported these organisations to continue their COVID-19 response programs within the Capital Region.
- The Utilities Support Fund (previously the Energy Support Fund) which provides energy vouchers to customers facing financial difficulties, along with financial education and counselling through our select community partners.
- A Small Business Support Program, which connects organisations with one-on-one, free advice sessions with the Southern Region Business Enterprise Centre and the Canberra Business Enterprise Centre. This program was established in response to the challenges faced by small businesses as a result of the bushfires and COVID-19.

### PRINCIPLE ALIGNMENT – 2, 3, 4 & 5

#### WHY WE MADE CHANGES THIS YEAR:

ActewAGL wanted to ensure that it was providing customers and community with the most impactful support.

#### WHAT WE CHANGED:

Direct and meaningful assistance provided to the entire community through established local organisations.

# WHAT'S HAPPENED:

2019	WHY?	HOW	WHAT NEXT?	PIA	IAP
✓	Canberra's seasonality can mean customers experience higher bills for heating during winter.	ActewAGL restored its 'Winter Winner' plan (30% off gas usage and 15% off electricity usage).	Keep monitoring to ensure customers have access to the best offer for their individual circumstance.	2.2	12, 20
	Opportunities for additional collaboration with distributors to support customer experience and outcomes.	Quarterly meetings scheduled.	Continue with regularly scheduled discussions and collaborate on projects, processes and initiatives that will deliver better customer outcomes.	2.3 3.6	7
	Proactively assist and support customers before their debt becomes difficult to manage.	ActewAGL utilised a third-party service provider not as debt collectors, but to supplement its existing team in the provision of proactive, targeted and personalised support.	Dependent on impacts of COVID-19.	2.2 3.6	3, 29
✓	Opportunity to amplify customer needs and preferences in the design of new products, services and experiences, to ensure what we do is aligned with what customers say matters most.	Research to ensure fact-based insights around customer needs and wants inform planning and decision making.	Continue to utilise direct customer feedback, from a variety of sources, to inform decisions and design.	2.4 4.3	12, 13
✓	While other events and initiatives were on hold as a result of the COVID-19 lockdown period, an opportunity was identified to leverage partnerships for community engagement.	ActewAGL and the ANU supported the Canberra Symphony Orchestra to conduct a community engagement activity—the 'virtual community orchestra'. This innovative program was released during the peak of lockdown to keep people connected to their wider community.	Continue to identify opportunities which support customer and community engagement.	1.4 2.4 3.6	5
✓	Opportunity identified to provide support for community groups who are not well-funded by corporate sponsors or government grants.	Introduced the Community Grants program supporting a range of smaller organisations providing impactful support to local customers and the broader community.	The Community Grants Program will continue next year.	2.3 3.6	5
	Ensuring customers are accessing available market offers and discounts to assist in lowering their bills.	Additional information regarding market offers and payment plans was included with letters sent to every customer regarding the prices that would apply from 1 July 2020.  Letters were sent to all ACT concession cardholders on a standing offer, to promote available discounts.	Monitor the number of customers accessing available market offers and discounts.	4.1 4.2	29
	The Independent Competition & Regulatory Commission's (ICRC's) Retail electricity price investigation identified that there were opportunities to improve the transparency and comparability in the ACT retail electricity market.	ActewAGL engaged in the ICRC's process and provided information and data to assist. Internally, ActewAGL updated the 'compare offers' journey on its website, enabling simpler direct comparisons for customers and improving the customer experience.	Implement any additional transparency and comparability measures approved by ACT Government in response to the ICRC's recommendations.	2.5 4.3	9
✓	Over time, many changes occurred to ActewAGL's products, services and information and there was an opportunity to review all website content for relevance, usability and accessibility.	The website was redesigned and much of the content was rewritten and reorganised.	Continue ensuring that the website is maintained as changes occur.	4.1 4.2	12, 13
	An opportunity was identified to collaborate more closely with the ACT Civil and Administrative Tribunal (ACAT) as a key stakeholder providing support to customers in crisis.	The ACAT are included as attendee in monthly community stakeholder updates.	Continue to assist the ACAT where possible.	4.4	14
	Community groups provided feedback that additional translated content would better support their engagement with customers accessing support services (for example, customers from Culturally and Linguistically Diverse backgrounds).	ActewAGL is now sharing an increased level of translated content with community groups to assist them in their work with customers.	Exploring the option of a dedicated phone line to assist these customer groups.	4.1 4.2 4.3 5.2	3

## VOICE OF THE CUSTOMER

### Feedback

"Being able to transfer credit from one account to pay another account is so helpful!"

"Daily usage chart is not clear"

"The customer service person took the time to understand the situation and answer my questions. He also took the time to check that he was offering me the best advice for my situation and was very clear about the next steps in order to move forward with my request. Thank you."

### DIRECTLY DRIVES THE CHANGES WE MAKE

- Improved the promotion of online capabilities.
- Planned changes to the self-service platform to improve the usage graphs.
- Enabled additional self-service functionality.
- Opened the Energy Bar, providing a face-to-face channel for customer conversations.
- Staff recognised and rewarded for customer satisfaction.

# KEY CUSTOMER OUTCOMES:

✓ Customers can make choices based on greater transparency in relation to sustainability and safety.

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✓ Focus on reliable, efficient and affordable energy for all customers.

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✓ Customers are provided with empathetic support and respect.

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✓ Customers can utilise tools and access products that empower them to better manage their energy use.



## Energy efficiency in social housing

ActewAGL is delivering an energy-efficient heating, cooling and hot water appliance upgrade program for Housing ACT. Housing ACT provides social housing and specialist homelessness funding to meet the needs and circumstances of low income and disadvantaged people. Through this program, over 1,500 inefficient heating and hot water systems have been replaced with newer energy-efficient models during the reporting period. These upgrades are undertaken at no cost to the residents.

The upgrade to energy-efficient appliances also has the potential to provide residents with various mental and physical health benefits associated with improved comfort in the home. In a survey conducted by the ACT Government, respondents were enthusiastic about the impact of their new appliance on keeping their home comfortable, with 76% believing it has made a substantial difference. Respondents also noted the impact of new appliances on improved physical or mental health, with 79% saying the new appliances had made some sort of improvement, and one in five believing it had made a significant difference.

This program was due to end on 31 December 2020 however has been extended until December 2021.

### PRINCIPLE ALIGNMENT – ALL

#### WHY WE MADE CHANGES THIS YEAR:

The IAP process in 2019 highlighted the need for businesses to consider all cohorts of customers. In doing this, we identified that whilst we had a successful energy efficiency program for residential customers, businesses were unable to participate.

#### WHAT WE CHANGED:

Customers in social housing benefit from living in more energy efficient homes, with many expressing they have experienced improved health and wellbeing.

# WHAT'S HAPPENED:

2019	WHY?	HOW	WHAT NEXT?	PIA	IAP
✓	Owners of electric vehicles (EVs) can benefit from financial incentives as a result of their EVs being able to facilitate the two-way flow of energy, thereby reducing their overall vehicle costs.	Participation in the Realising Electric Vehicle-to-Grid Services (REVS) project.	Lead the REVS consortium to demonstrate how EVs can support the electricity grid.	All	20, 21
	Support businesses to improve their energy efficiency and reduce energy bills.	Expanded our range of free, or heavily subsidised, energy-efficient lighting products to eligible businesses.	Explore new opportunities to support business customers to improve their energy efficiency.	2.2 3.5	25
✓	Ongoing discussions with consumer advocacy groups have revealed an opportunity to collaborate further for improved customer outcomes.	ActewAGL is supporting a PhD student in researching the impact of housing energy efficiency on bill changes, driven by time-of-use rates.	The outcomes of this research will be shared with consumer advocacy groups and may inform the development of future energy efficiency programs and innovative tariffs.	3	20
	Ongoing focus on maintaining a positive safety culture.	Recognising positive safety behaviours through a number of staff awards and incentives aligned to positive safety.	Maintain, or improve the annual Safety and Engagement Score.	3.1	
✓	Advocate and participate in forums and initiatives that provide tangible sustainability benefits and clear customer outcomes.	ActewAGL is a member of the Electric Vehicle Council and the Energy Efficiency Council.	Continue to participate and collaborate to deliver tangible sustainability benefits.	3.3 3.4	20, 21
	ActewAGL continues to strengthen its processes and systems relevant to life support customers and identified additional controls relevant to meter exchanges.	Life support customers are now contacted the day before metering works take place, as well as on the day of the installation. If customer contact cannot be made, either via phone call or door knock, works will not go ahead and will be rescheduled.	Exploring alternative options with our Metering Co-ordinators to leverage technology and improve communication with customers.	3.1 3.6 5.2	
✓	Enhanced visibility of the safety performance and compliance of contractors.	A specialist contractor module has been added to ActewAGL's Safety Management system.	Ongoing monitoring of contractor safety performance and compliance.	3.1	
	Support ACT Housing customers with managing their heating costs to ensure they remain safe and well through cooler conditions.	Partnered with ACT Government to provide heating upgrades for customers in public housing.	Continue to promote and refer to available energy efficiency programs.	2.2 2.3 5.4	32
✓	The Energy Charter End User Consultative Group highlighted that customers need to be able to access key information relating to retailer (and other) assistance measures, along with energy efficiency tips and how to access additional support.	A new blog hub has been created and there is an ongoing focus on ensuring information is presented in accessible, plain language, or through infographics.	Continue to update the hub with relevant material.	4.2 4.3	20
✓	Many customers remain on flat usage tariffs, although there are other cost-reflective tariff options available which could help reduce the customer's spend on usage (i.e. time-of-use or demand tariffs).	To support the uptake of other options, ActewAGL has updated materials to more simply explain how using energy at different times can affect the price paid. We've also updated our default assignment policy so new smart meter customers are defaulted on to the simpler time-of-use tariff (compared to the demand tariff option).	Monitor customer usage and determine options for proactively advising customers if there is a better tariff option for them based on their usage profile.	4.1 4.2 4.3 2.2 2.4	20

## VOICE OF THE CUSTOMER

### Feedback

- "Unsure whether there is an electrical fault."
- "Faster response, especially to technical enquiries."
- "Supports local community through grants."

### DIRECTLY DRIVES THE CHANGES WE MAKE

Staff training reiterated, highlighting that any issue relating to potential electrical or gas safety is of the highest priority for resolution.

Continue to ensure staff have access to clear and up to date information, along with points of escalation for technical enquiries.

Transitioned to a more impactful, consolidated Community Support and Partnerships program.

# KEY CUSTOMER OUTCOMES:

- ✓ Customer feels heard, safe and respected.

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- ✓ Customer is empowered to take control of both their debt and current bills.

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- ✓ Vulnerable customers receive help, tailored to their individual circumstances.



## Supporting vulnerable customers

ActewAGL understands that one of the simplest ways to make utilities more affordable for the vulnerable is to lower their bills through the application of a discount. Over the past two years, we have been proactively encouraging customers on our Staying Connected hardship program to access a market offer with a discount (without the typical conditions). By March 2020, ~85% of customers on the ActewAGL Staying Connected hardship program were receiving a discount.

We continue to take all practical steps to increase support and lower bills for customers on our Staying Connected hardship program. It was proving difficult however, to engage with the remaining 15% of Staying Connected customers remaining on the higher standing offer prices. As such, ActewAGL sought approval from the AER to transition any Staying Connected customers who had remained on a standing offer, to a lower, discounted price; without obtaining explicit informed consent.

As a result, all hardship customers have had a discount applied to their account.

Through this initiative, we have provided immediate, practical and ongoing relief for our most vulnerable customers.

### PRINCIPLE ALIGNMENT – ALL

### WHY WE MADE CHANGES THIS YEAR:

We wanted to provide the most impactful support to our vulnerable customers, however needed to find a way to support those not engaging with ActewAGL, or responding to the promotion of available market offers.

### WHAT WE CHANGED:

All hardship customers have had a discount applied, thereby reducing their bills.

## WHAT'S HAPPENED:

2019	WHY?	HOW	WHAT NEXT?	PIA	IAP
	Seasonal increase in bills and the impact of working from home during COVID-19.	Prioritised the promotion of EvenPay (a direct debit option which enables customers to smooth out their annual energy costs into smaller fortnightly or monthly payments). EvenPay was promoted through direct mailouts, emails, customer conversations and social media.	Continue to promote the availability of EvenPay in customer conversations and correspondence.	4.1 4.2	6, 20, 30, 31
	Early identification of customers experiencing financial hardship, to ensure timely and tailored assistance is provided.	Additional training provided to Contact Centre staff to assist in early identification of customers experiencing hardship.	Continue to provide refresher training to staff. Utilise feedback to identify any gaps in the training program.	5.3	28, 30, 31
	Providing practical support to customers through collaboration and partnerships with community organisations and stakeholder groups.	Monthly meetings with community partners and stakeholder groups.	Monitor and maintain commitments through our Community Support and Partnerships program.	5.4	32
	Encouraging customers to engage with ActewAGL and access available support measures (including payment plans) before debts reach levels that are difficult to manage.	ActewAGL has continued the Energy Support Fund with the ACT Government (renamed to the Utilities Support Fund). Through this fund, customers can access Energy Support Vouchers, along with financial education and counselling.	The current fund is in place for the 2020/21 financial year. Ongoing dialogue with the ACT Government to facilitate continuance of the program.	5.1 5.2 5.4	
	Providing additional support to residential customers experiencing financial difficulties during the COVID-19 pandemic, to assist in managing their debt and ongoing bills.	Doubled the incentive credits available through our Staying Connected hardship program, where consecutive payments are made. All hardship customers have had a discount applied to their account. Expanded resourcing within the Staying Connected hardship team, to increase proactive customer communication. Extended vouchers available under the Utilities Support Fund to Companion House, a local organisation supporting visa holders. Additional training provided to staff to assist in identifying customers facing hardship. Worked with the ACT Government to implement additional Utilities concessions and rebates. Worked with the Energy Charter (including the Australian Council of Social Services), to develop a student resource (translated into 9 languages). Ongoing promotion of available support measures through customer conversations and correspondence, as well as the ActewAGL website and social media platforms.	Continue working with community partners, advocates and stakeholder groups to ensure effectiveness of support measures.		
	Providing additional support to small businesses experiencing financial difficulties during the COVID-19 pandemic, to assist them in managing their debt and ongoing bills.	Expanded the Staying Connected hardship program to include small business customers. Correspondence was sent via email to all small business customers, promoting available rebates and support measures. Established a Community Grants Program which supplied funding to 13 local, low-income and not-for-profit charities and organisations. Established a Small Business Support Program, connecting organisations with one-on-one, free advice sessions with the Southern Region Business Enterprise Centre and the Canberra Business Enterprise Centre.	Continue working with community partners, advocates and stakeholder groups to ensure effectiveness of support measures.		2, 31
✓	An opportunity was identified to provide customers with additional information relevant to government support measures.	Obtained feedback from ACT and NSW Governments and re-created content based on their inputs. Redesigned presentation of information relating to Government initiatives, including concessions and rebates.	Regularly review website content to ensure it remains up to date, relevant and easy to understand.	4.1 4.2	12, 20, 29

## VOICE OF THE CUSTOMER

### Feedback

"Your service is excellent, very sympathetic to elderly users."

"The past records you put on the web are great and the website is easy to navigate for an oldie."

### DIRECTLY DRIVES THE CHANGES WE MAKE

Ensured customers have access to multiple ways in which to pay their bill and will be able to find one best-suited to their individual circumstances and preferences.

Accessibility was considered throughout the upgrades made to our website.

# Outcomes

## DISCONNECTIONS

### RESIDENTIAL / NON-PAY CUSTOMERS

#### ELECTRICITY

#### GAS

779  
0.5%  
customers  
2018/19

561  
0.5%  
customers  
2018/19

375  
0.2%  
customers  
2019/20

347  
0.3%  
customers  
2019/20

  
**2,262**  
customers  
accessing Utilities  
Support Fund

  
**100%**  
of hardship  
customers now  
receiving a discount

  
**13**  
Community  
Grants  
funded

  
**35**  
businesses  
assisted via our  
**Staying  
Connected**  
program

  
**CSBA = 76%**  
**1ST IN ENERGY  
SECTOR**

  
**\$25k**  
donation to both  
St Vincent de Paul  
and Salvos to assist  
them in the delivery  
of bushfire  
crisis services

  
**3,845**  
businesses  
proactively  
contacted regarding  
available support  
measures

  
**4**  
staff received  
specialised  
training from  
Care Financial

  
**600+**  
business customers  
provided with  
energy efficiency  
upgrades

## HARDSHIP CUSTOMERS

#### ELECTRICITY

#### GAS

**1600**  
0.9%  
customers  
2018/19

**814**  
1%  
customers  
2018/19

**1612**  
0.9%  
customers  
2019/20

**832**  
0.7%  
customers  
2019/20

  
**14,372**  
new customers  
signed up to  
EvenPay

  
**10**  
Bring Your Bills  
Days carried out,  
in addition to a  
virtual event

  
**1969**  
customers  
had a new  
concession  
applied

  
**75%**  
customer-facing  
documents  
reviewed

## COMPLAINTS

### (RESIDENTIAL & SMALL BUSINESS)

2018/19  
**1107**

2019/20  
**1235**

**14%**

Increase in staff  
engagement  
in 2020 survey

**4.2**

Customer  
Satisfaction  
(‘CSAT’) Score

**+30**

Net Promotor  
Score

**89%**

Safety Culture  
Score

**21**

Shark Tanks

**82,199**

Customers  
used IVR

**50+**

‘The Week That Was’  
communications

**548**

Customers attended  
the ActewAGL  
Energy Bar

## What can we do better?

In ActewAGL's first disclosure, we identified that our primary focus for 2019/20 would be customer journey mapping and the development of our online capabilities.

We made good progress and met the goals we set. As part of our broader focus on the customer experience, we have also highlighted key areas to focus our attention on over the next 12 months.

Customer complaints increased slightly over the reporting period. In response, we are implementing several root-cause analyses and resolution initiatives, to understand and respond.

We'd also like to implement capabilities for earlier identification of customers who may be experiencing difficulty managing their energy usage and costs. Over the next 12 months, we'll be looking at how we can use data and analytics to more effectively identify and support these customers before they reach a difficult position.

While we have invested in developing our online Customer Experience Platform (CXP), some customers have expressed frustration with outages experienced through upgrades and maintenance events. We're looking at opportunities to further stabilise the CXP and reduce the frequency and duration of outages.

# A final thought

As we set out to write this disclosure, the following questions were posed:

**Why is putting the customer 'at the heart' so important?**

**Why are customers better off as a result of the Energy Charter, and our own customers, because we are a Signatory?**

At ActewAGL, 'responsible energy' is more than just our brand. We're a local company focused on serving our customers to the very best of our ability. Keeping customers at the heart of what we do ensures we continue to listen, evolve and adapt in response to what customers are saying matters most.

As a signatory to the Energy Charter, our customers benefit every day from initiatives which have developed from shared ideas and learnings. The power of the Energy Charter network has been apparent through the support, collaboration and assistance provided by the signatories to each other. The relationships built and goodwill fostered by signatories all centre on putting the customer first.

We look forward to making further progress in the coming year through the **#BetterTogether** initiatives.

[actewagl.com.au](https://actewagl.com.au)

ActewAGL Retail ABN 46 221 314 841

**ActewAGL**