

Hi Team,

Happy Friday!

I did attend a few stakeholder forums and found it very interesting and informative. Being a part of market research and consultancy, where I specifically focus on Utilities, the forums were a right place to be in, for gaining some knowledge via discussions and at the same time understanding where we as a sector want to head towards in the future.

I have prepared a summary of what I could get out of the forums and would like to share it with the charter.

Two specific points that jumped out to me in the discussions were:

- What is the plan of the charter to move to an independent assessment than self-evaluation? It is crucial because only by this means there will be an unbiased and equal comparison across all signatories which is not the case now
- I did see in the disclosure reports and hear in the discussions about supporting vulnerable customers. I feel energy companies can do much better than what they are doing currently to measure the CSAT of this specific cohort. Also, at the same time, defining and understanding the spectrum of the vulnerable customer is of utmost importance. It is continuously spreading – what I mean from the life support customers to be the only identifiable segment; we now have CALD customers, a financially hit cohort in the COVID who won't be able to pay their bills, women facing domestic violence and many more.

Hope you find this useful.

Kind Regards,

Sudipta Dutt

Account Manager, Utilities

+613 9605 4900 | m. 0406 731 495 | sudipta.dutt@csba.com.au



www.csba.com.au PO Box 375, Collins St West VIC 8007 | +613 9605 4900

This email is confidential and intended solely for the use of the individual or organisation to whom it is addressed. Any opinions or advice presented are solely those of the author and do not necessarily represent those of the Customer Service Benchmark Companies. If you are not the intended recipient of this email, you should not copy, modify, distribute or take any action in reliance on it. If you have received this email in error please notify the sender and delete this email from your system. Although this email has been checked for viruses and other defects, no responsibility can be accepted for any loss or damage arising from its receipt or use.

CSBA KNOWLEDGE DOCUMENT

Key takeaways from the IAP stakeholder forum – Energy Charter



Energy Sector

Oct | 2020



Contents

3 Background

4 The three D's in the energy sector

6 Key priorities

7 Key questions to answer



BACKGROUND

Setting up the context

The Energy Charter is an industry-led, whole-of-sector initiative to address customer expectations of the energy industry. Energy businesses across the energy supply chain have committed to this initiative to progress the culture and develop the solutions required to deliver energy in line with community expectations.

The Energy Charter Independent Accountability Panel (IAP) was established to assess the progress of the energy companies that are Signatories to the Energy Charter Principles.

CSBA attended the IAP 2020 Stakeholder Forums which were delivered online across New South Wales, Queensland, Victoria, South Australia, Western Australia and Regional/Remote Australia between 19-23 October 2020. The feedback from stakeholders at these forums was wide ranging and very informative.

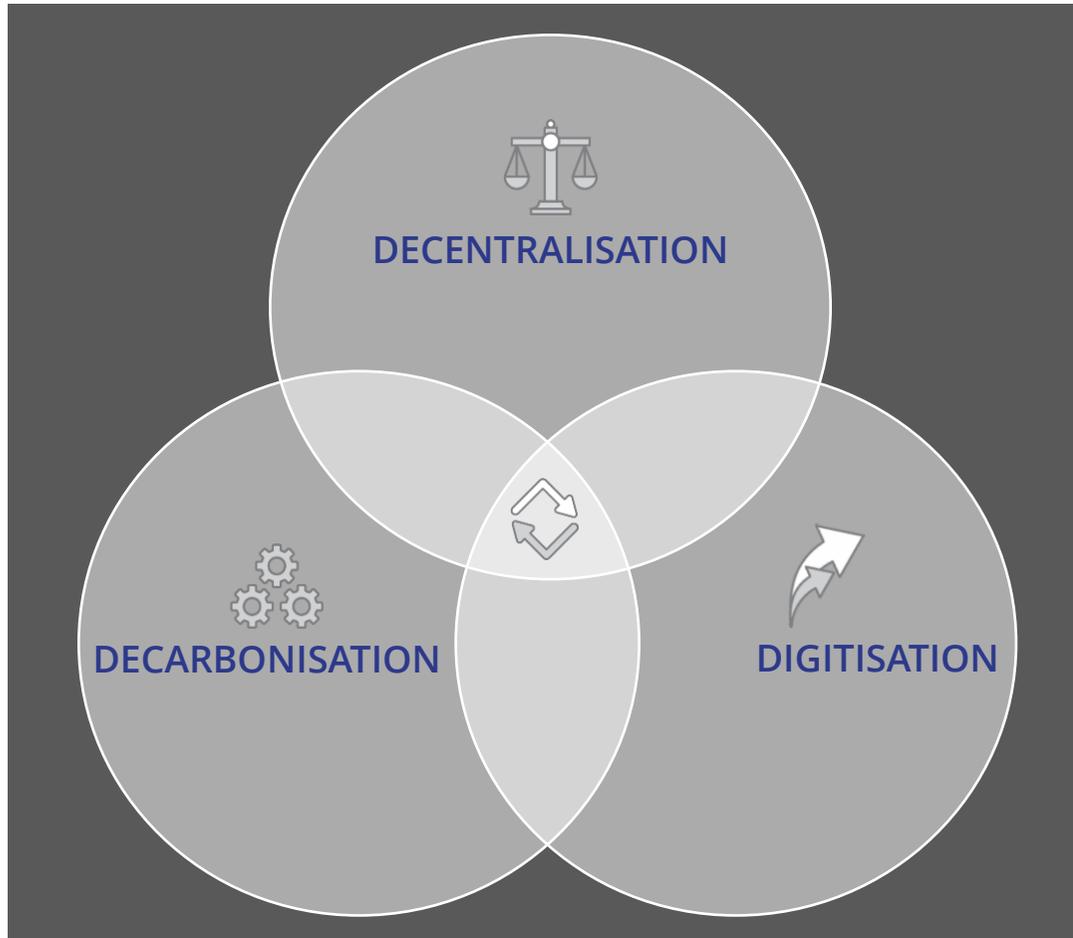
This short paper is a summary of key takeaways from the sessions. It is divided into three sections:

1. The disruptors in the sector
2. Key priorities
3. Key questions to answer, as we move forward

After reviewing the disclosures and customer and stakeholder feedback, the Independent Accountability Panel will publish a public report by 4 December 2020.



The three D's



What does this mean to us?

DECENTRALISATION

Changing the way we interact with energy

From centralised power plants to DERs and prosumers

Cost reduction, more competition putting downwards pressure on prices

Reaping societal benefits

DECARBONISATION

Net zero emission by 2050

Consumer awareness of environmental issues

Increase in uptake & consideration for DER products – both for financial gains & reducing carbon imprint

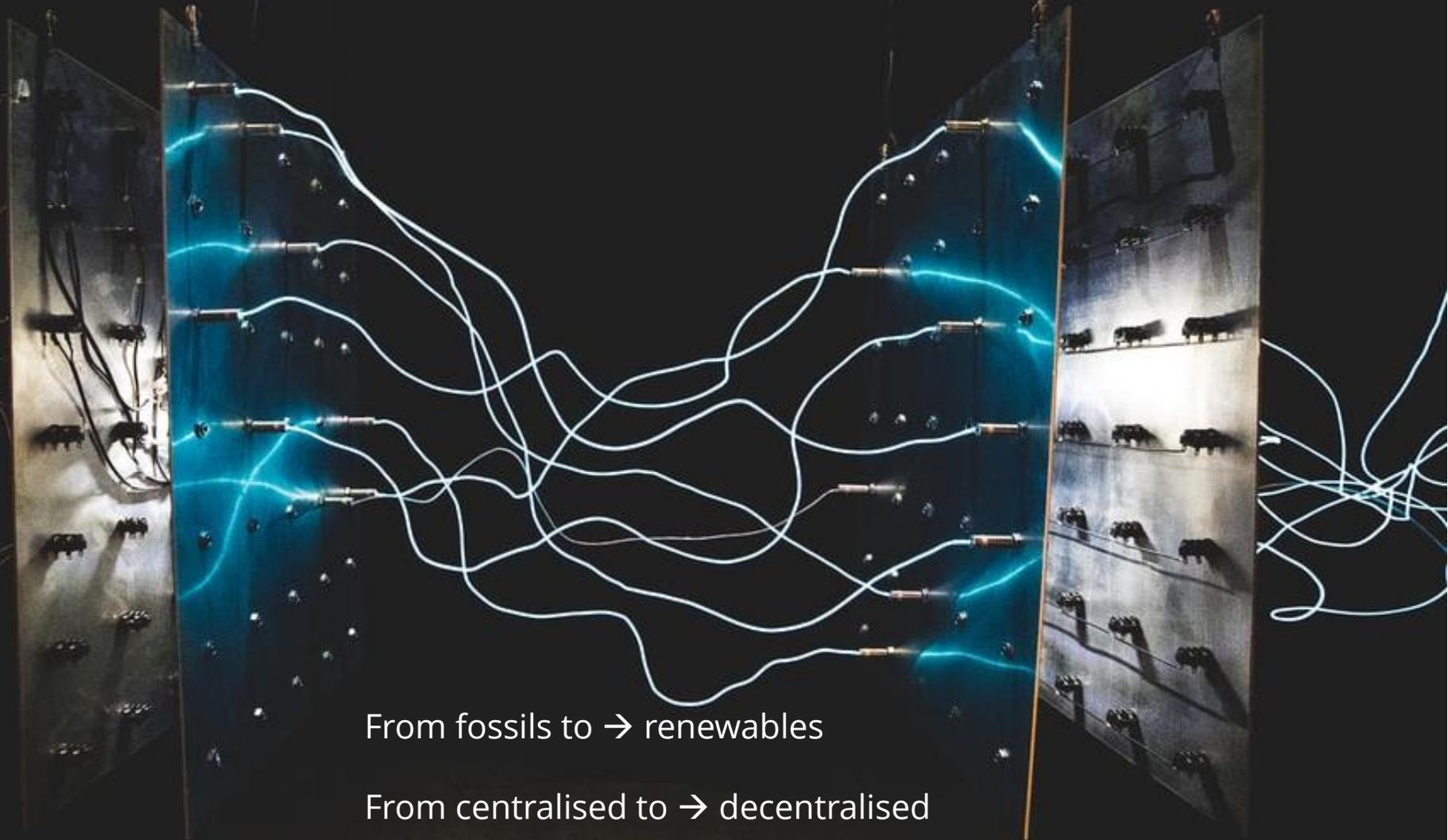
Community batteries, solar gardens etc. – adding new dimension to the sector

DIGITISATION

Exploring the customer-facing element of digitisation to drive:

- Self service capability
- Customer engagement
- Operational improvement to pass on the benefits to the customers

In summary: The energy transition

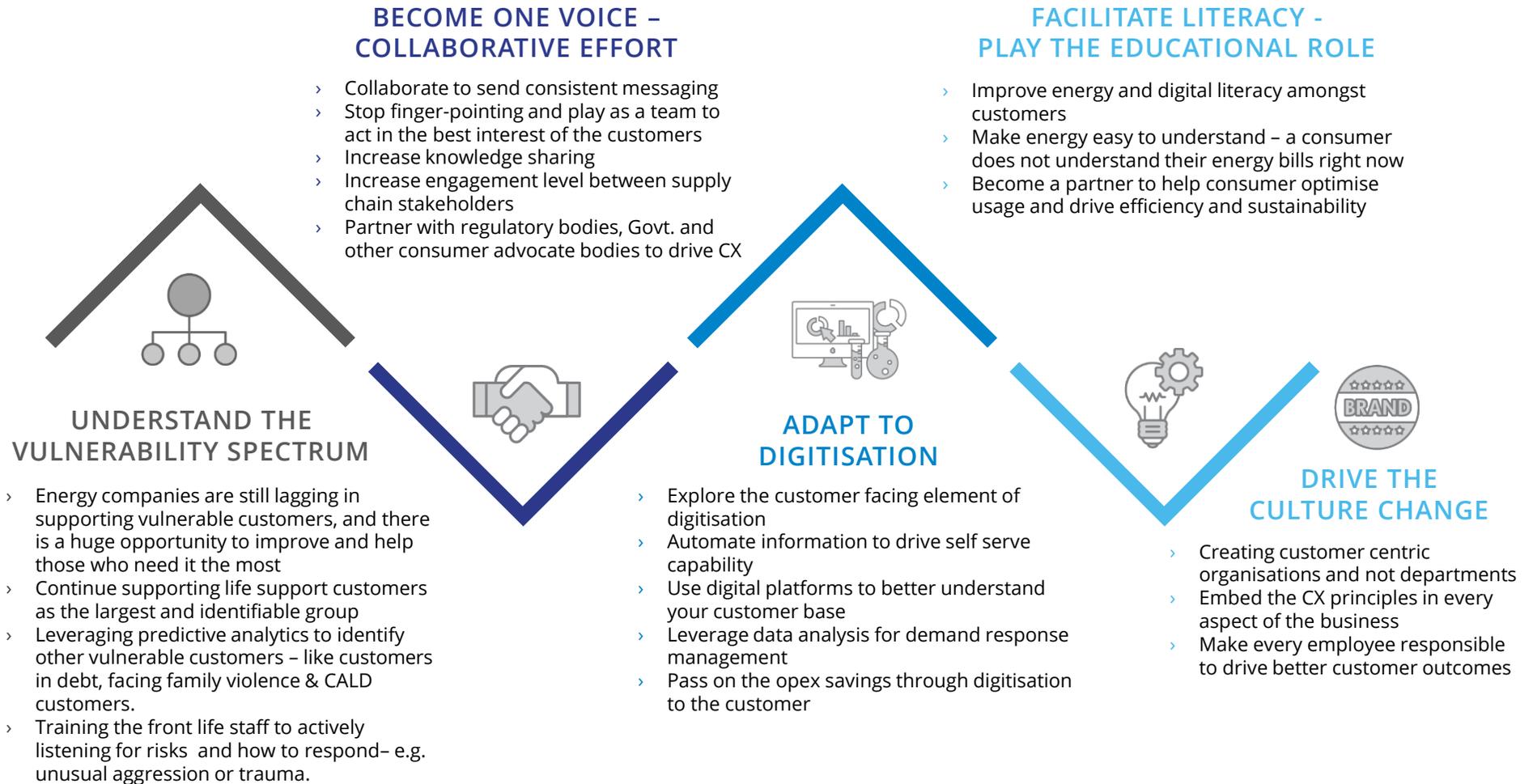


From fossils to → renewables

From centralised to → decentralised

From dumb things to → smart things

Key priorities for the sector



Key questions to answer

1

Customer and digital pathways are at the forefront of everything today. We need to act like a 21st century business – otherwise we will be irrelevant very soon

- › Are we ready to act like one?
- › Have we revisited and reviewed our internal capabilities, systems and processes to deliver to the customer expectations?

2

With increasing awareness and technological advancements, consumer expectations are converging

- › How do we build the trust? Apparently, energy companies are rated lower than banks in terms of being trustworthy as per recent research done by ECA.
- › Are we prepared to work collaboratively and act as one voice for the customer?
- › Do we know how to act inclusively while we take our customers on the journey of energy transition?

3

With COVID came a lot of turbulence. Utility companies were some of the best to support customers with deferral and hardship programs and keep essential services on. However, as we are now well into the pandemic, what are the next steps?

- › Deferral programs are about to end, but there is still a significant section of Australians who are jobless. Do we have a plan in place to help customer under debt?
- › Undoubtedly, we will need our frontline agents to be prepared for a rough phase to handle difficult situations and still act in the best interest of the customer. Have we made sure they have the proper guidance and training to quickly build or brush up on that skill?



For better customer experiences
STRATEGY | RESEARCH | QUALITY ASSURANCE | TRAINING

 www.csba.com.au  +61 3 9605 4900  info@csba.com.au  /csba

Sudipta Dutt

Account Manager

0406 731 495

Sudipta.dutt@csba.com.au