



**CUSTOMER SATISFACTION SURVEY
2011**

Overall Summary

Overall Perceptions

- ELEXON's overall rating has maintained its high level over the past four years.
- Despite this stability, just over a third feel that ELEXON's service has improved over the past 12 months (although this is down vs. 2010).
- In particular, Party Agents perceive improvements, and many say flexibility has improved.
- Many say that the improved relationship with their OSM and more proactive contact generally has improved their perception of the service.
- Others mention the new website and improved/simpler communication. However, the new website has not improved opinion overall. Just as many say that they would like to see it improved.

Customer Support

- The new website has not been universally well received. 40% still find it hard to navigate and 30% find it too slow.
- However, the OSM service is seen to add value and the improvements of last year have been maintained.
- Info Sheets/Process Guides and the ELEXON Quarterly Report are seen as more useful.

Overall Summary

Modification & Change



- The way Modification & Change procedures work and the information content of the Modification Reports has improved.
- However, ELEXON is seen as less supportive of Change and so poorer value for money in terms of change implementation.
- Awareness of where to find information about approved changes has also dropped.

BSC Operations



- The service desk has improved strongly according to respondents and incidents/issues are felt to be dealt with effectively.
- Business being affected by outages is well down vs. last year.

Assurance & Metering



- Last year's improvements have been maintained.
- But respondents say that improvements could still be made, such as having a more tailored approach.

Other Changes



- Perceived management of contracted agents has improved significantly.
- Respondents feel that ELEXON has not been as supportive to the Panel and committees.

Overall Summary

The Future?

- **Smart metering** continues to cause concern with just under two thirds of businesses mentioning it as one of their top three challenges for the future.
- Other main concerns are:
 - Uncertainty around regulation (with some mention of European directives).
 - Market reform.
 - Wholesale price volatility (and energy security).
 - Dealing with the green deals.



General Measures - Main Changes

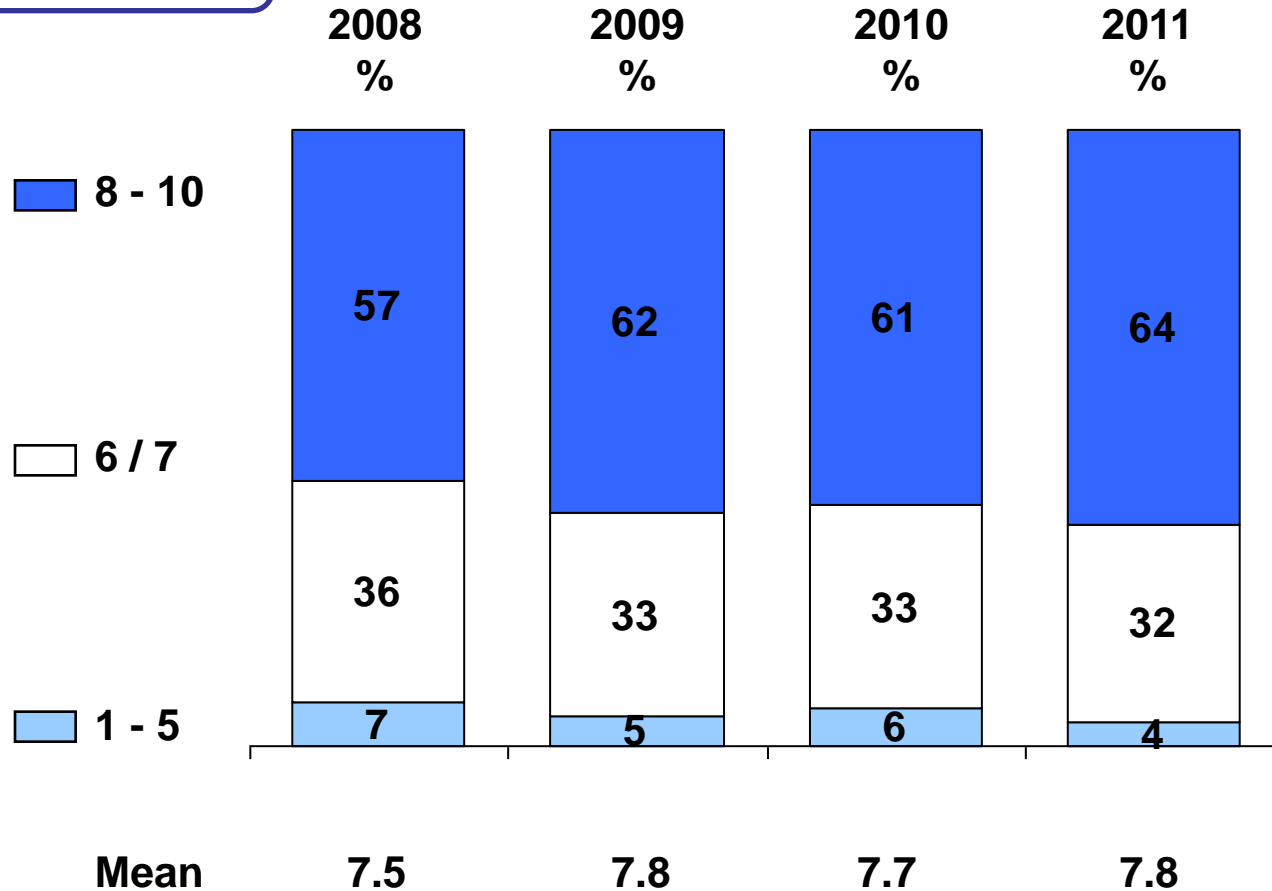
Service improved over the past 12 months -9% (Improved a lot/little)

SPECIFIC RATINGS

Being flexible (Party Agents +28%)	+11%	(8+ score)
Overall quality of communication (Big 6 +23%)	+10%	(8+ score)
Providing a valuable expertise resource (Big 6 +22%)	+8%	(8+ score)
Overall professionalism	+8%	(8+ score)
Providing accurate information & answers	+6%	(8+ score)
Providing all the necessary information	+5%	(8+ score)
Overall level of communication (Party Agents +28%)	+5%	(8+ score)
Very capable	+12%	(Just like that)
Bureaucratic	-10%	(Just like that)
Expert	+7%	(Just like that)
Proactive	+7%	(Just like that)
Ambitious	+7%	(Just like that)
Understanding your business (Smaller co.s -15%)	-6%	(8+ score)

Average Satisfaction Scores

Scale 1 to 10
1= Poor/ 10= Excellent



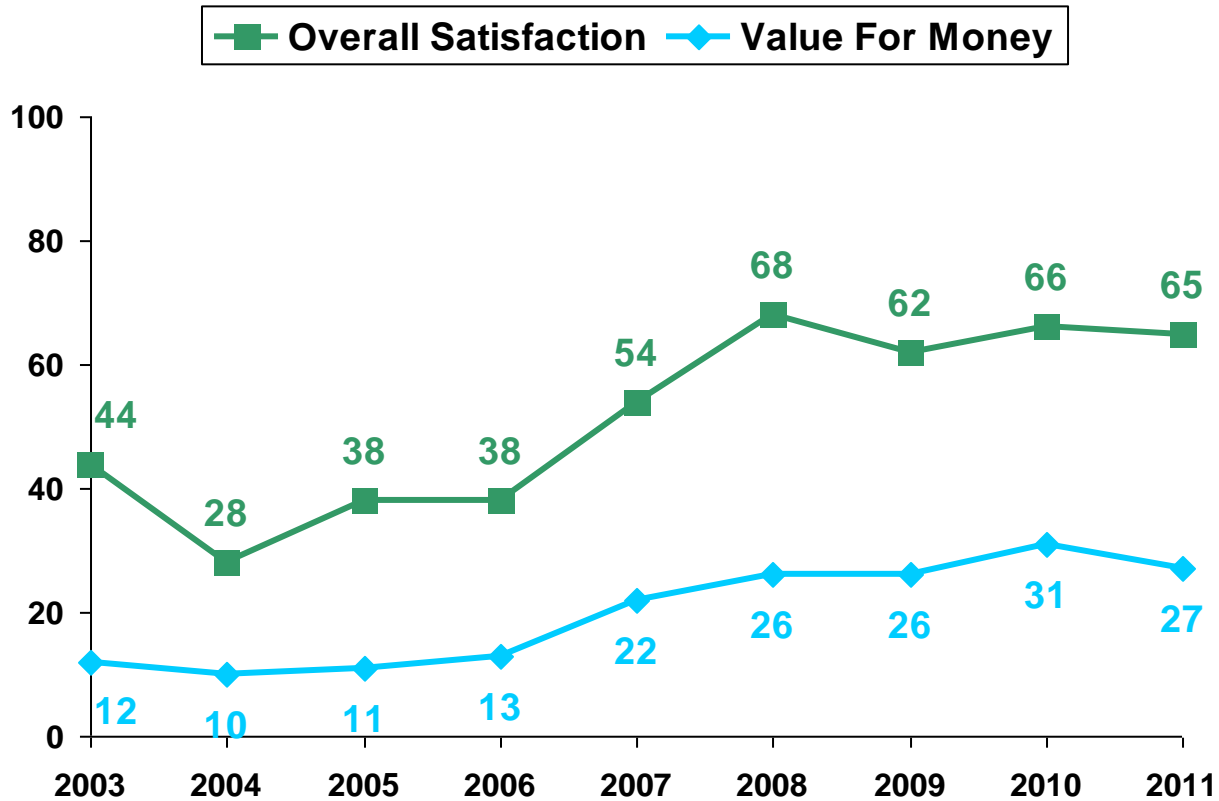
These Scores Have Been Calculated By Averaging
The Responses Across All 16 Individual Statements.

Base: Total Sample

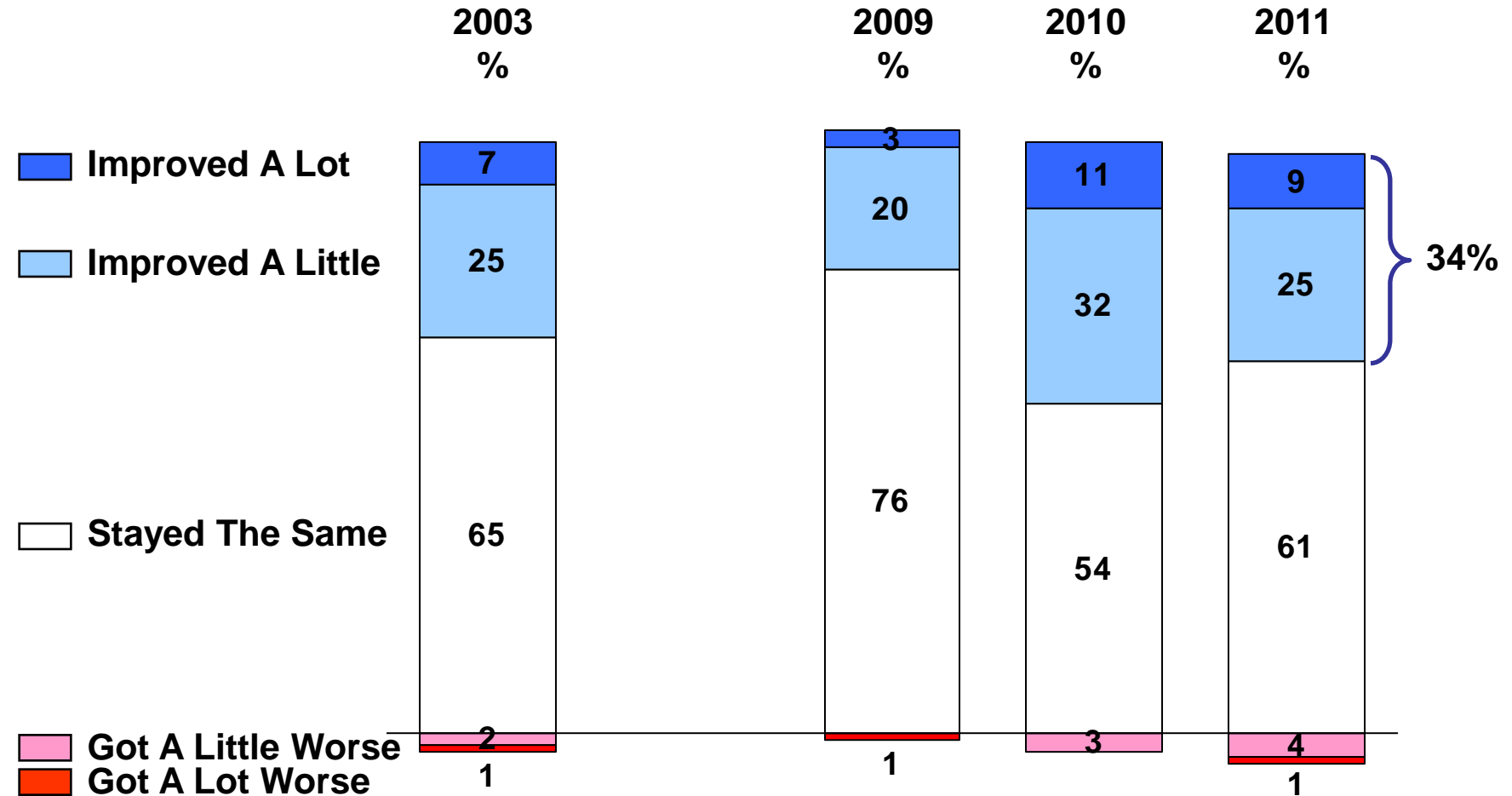
Overall Ratings of ELEXON

Overall Satisfaction & Value For Money Ratings

SCORE 8+ (Out of 10)



Whether ELEXON's Service Has Improved Over Past 12 Months



What ELEXON Has Improved On

50% identify an improvement:

Website	16%
OSMs	14%
Level of support/contact/proactivity	12%

The website has been revamped and it has changed for the better.

OSM service has improved – more help and advice and giving us more information and assistance.

The website and customer facing services have been improved.
The look and feel of documentation is a lot cleaner.

Attitude has improved and more proactive in terms of trying to help – more visible and visit more regularly.

Only 16% mention areas that have got worse, of which 9% feel that the new website is a step backwards

What Most Like ELEXON To Improve On

56% identify potential improvements, down slightly on last year. Mentions are scattered but the top 3 are...

Website navigation/search	20%
Performance Assurance/Performance Monitoring	4%
Cost/efficiency	3%

The website i.e. navigation and the search engine.

Simplification of reporting on PARMS – already starting that though.

They can reduce costs by employing less staff.

Role Definitions

- **Party** – a signatory to the BSC. They contribute towards ELEXON's costs. This covers the Supplier, Generator, non physical trader, interconnector users, the Transmission Company and LDSO role types.
- **BSC Party Agent** – appointed by a Party to carry out functions or obligations on their behalf specified in the BSC. This covers the ECVNA, MRVNA, CVA MOA, DA, DC, SVA MOA, SMRA, UMSO and MA role types.
- **BSC Agent** – appointed and paid by ELEXON to provide central services specified in the BSC (i.e. Logica, Cognizant and other service providers).
- **The main thing to be aware of is that Agents and Party Agents do very different things.**

Modifications & Changes – Main Changes

Main Improvements

How well they work	+6%	(very well)
Modification Reports include all the relevant information	+5%	(agree)
How well ELEXON fulfils its role in supporting the BSC Change Proposal Process	-10%	(very well)
Value for money for change implementation	-9%	(8+ score)
Know where to find info. regarding costs & implementation of approved changes	-11%	

But...

Everyone says ELEXON implements change well (split almost 50:50 very:quite well).

Customer Support - Main Changes

FIND MORE USEFUL

Info sheets/ Process Guides	+6%	(very useful)
ELEXON Quarterly Report	+12%	(very useful)

WEBSITE

Slight drop in regular usage	-7%	(use 3+ days/ week)
Overall usefulness	-10%	(8+ score)
Ease of navigation (regular users -30%)	-6%	(8+ score)
Ease of finding info/ documents	-6%	(8+ score)
Using terminology that is easy to follow	-6%	(8+ score)

40% still find it hard to navigate or find what they want and 30% find it too slow.

OSM'S

The majority feel that the OSM service adds value particularly liking having a named contact and the supportive/ helpful attitude.

The improvements achieved last year have been maintained.

The ELEXON Website

- Spontaneous Dislikes

64% find something **negative** to feed back, only marginally higher than last year. Despite the changes many still find the navigation a problem, followed closely by speed (although some mention that this is being resolved).

40% hard to navigate/ can't find things easily

Navigation has become less straight forward because of the change.

It is quite difficult to find things. The headings on the website are quite confusing so one is not sure where to look for the relevant information.

30% find it too slow

It is still not as quick that I feel it could be.

It is slower than the previous one. It is painfully slow when opening documents.

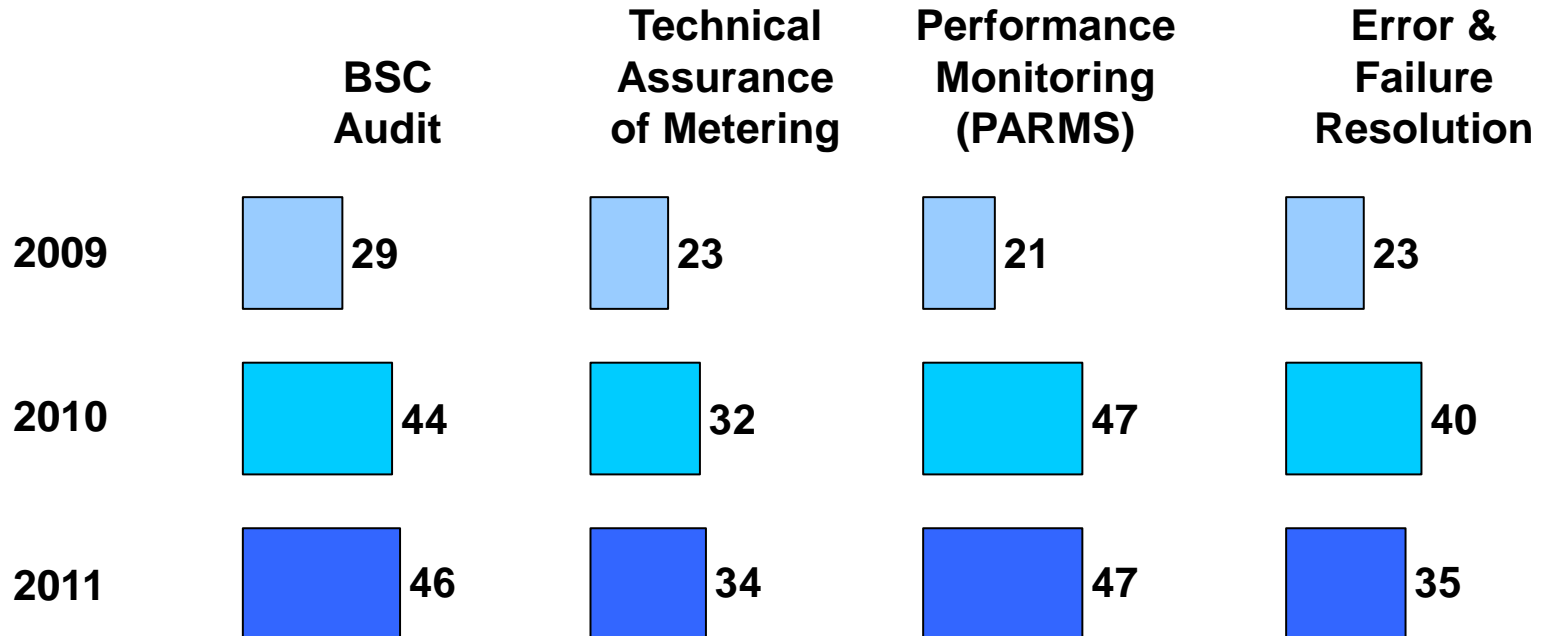
Assurance & Metering – Main Changes

Last year saw many improvements in this area, and in particular on PAF value for money and Performance Monitoring (PARMS).

Encouragingly these improvements have been maintained in 2011.

How Well Does ELEXON Support You With Regard To....

VERY WELL



Top Three Issues Or Challenges That Face Your Business

