



Creating engaging experiences, in the moments that matter

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UK Power Networks: Delivering your energy video
<https://www.youtube.com/watch?v=MuKPB2LH8r4>

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- A person with curly blonde hair, wearing a black headset, is seen from the side, sitting at a desk in a call center. They are looking at a computer monitor. The background is a blurred office environment with other people working at computers.
- Case for Change
 - Staff Empowerment
 - Embrace Technology
 - Value of Data
 - Being Transparent
 - What's next...
 - 4 key takeaways

The case for change



- Poor service 6.25/10
- Complaints rising
- >4min ATTA
- Reactive
- Culture & engagement
- Limited channels

Empowering our people

- **Staff Forum** to bring about continued change
- **Barriers** can also be the measures in place
- **Captivate** the teams to want to deliver the best experience
- **Celebrate** successes and all customer feedback



Embrace technology



Value of accurate data

- Underpins & enhanced service
- Ability to make it easy
- Seamless experience

Case Study

- Service experience
- Behaviour
- Culture



Being transparent

- **Trust** is key to engaging experiences
- **Commit** to the customer
- **Co-design** all new services with customers



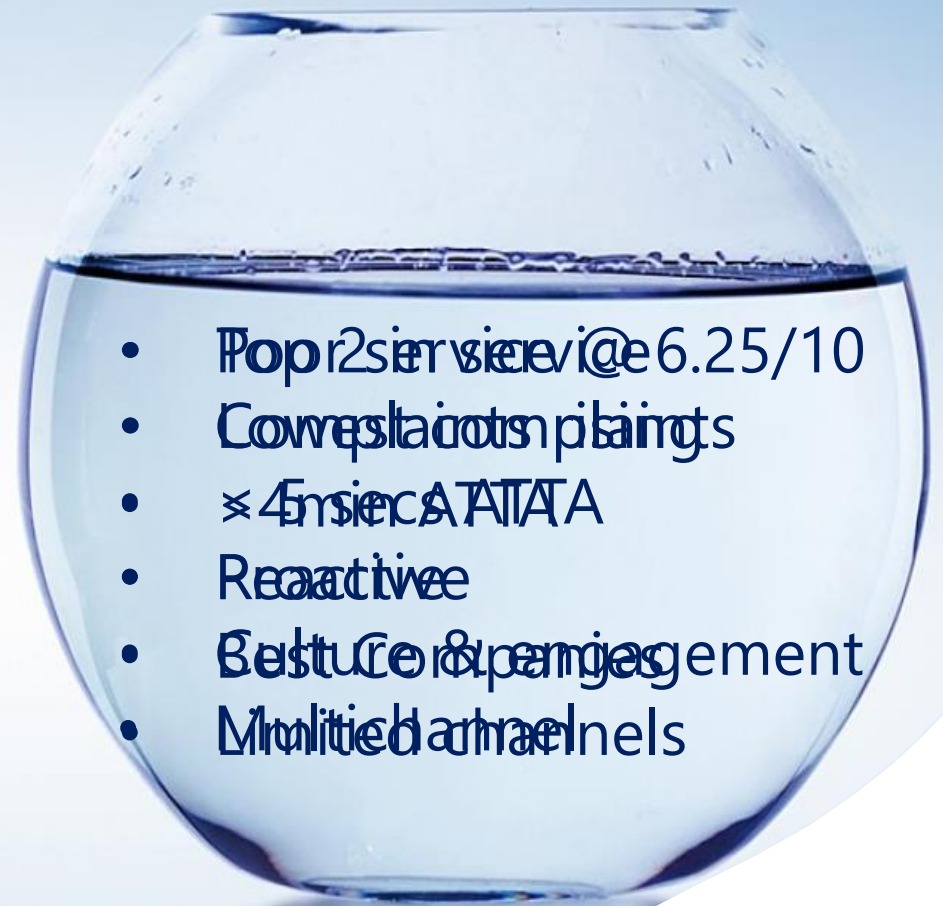
UK Power Networks: Electric Avenue Video:
<https://www.youtube.com/watch?v=8xPkqcHzO8s>

What's next.....

- **Consistency** in all areas
- **Digital** re-think
- **Technology** fulfil generation Z expectations



Where are we now?



- Pop 2 service @ 6.25/10
- Complaints
- Enquiries
- Reactive
- Best Company
- Multiple channels

Four Take Aways

Think Customer

Empower people

Choice is key

Find the moments



Thank You

