

RECORD KEEPING 2010/2011

CODE OF CONDUCT FOR THE SUPPLY OF
ELECTRICITY TO SMALL USE CUSTOMERS



MAKE IT EASY

UNDERSTAND
ME

KEEP ME
INFORMED

KEEP YOUR
PROMISES

INTRODUCTION



In 2010/11 Western Power continued its journey of commitment to the customer, focussing on service quality throughout the business. We recognise the importance of our relationship with the wider community and the imperative to continually improve our customers' experience in everything we do.

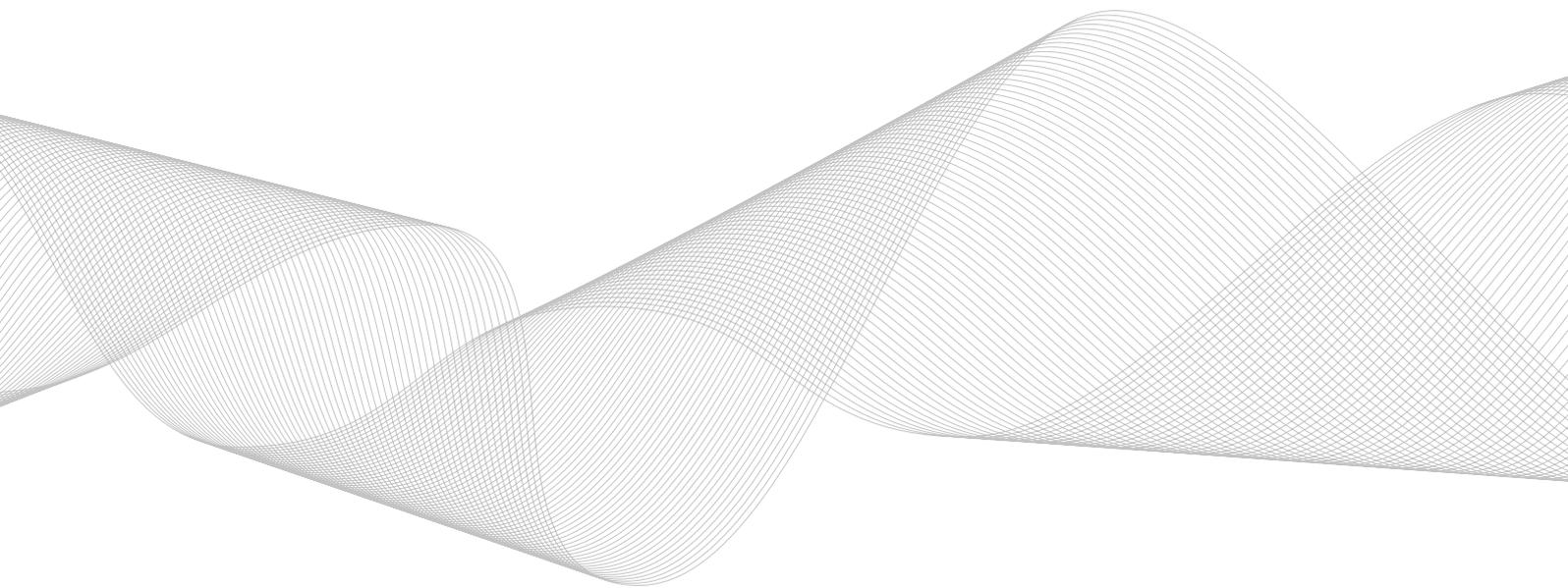
We are committed to actively engaging with our customers, including measuring and reporting how we have performed. This report is one such way that we provide information on our performance standards for a number of important customer functions and some of the things we are doing to improve our customer service.

Annually, Western Power reports on its performance in a number of areas such as customer complaints, street lights, service standards and customer charters. This report is published on Western Power's web site with copies also provided to the Economic Regulation Authority and the Minister for Energy.

The report is structured to provide a definition of each record keeping requirement as denoted in the Code of Conduct for the Supply of Electricity to Small Use Customers, together with Western Power's performance to that requirement and information related to that performance.

It has now been 5 years since Western Power was created as the "poles and wires" part of the electricity energy sector. Each year we continue to build our capability to place customers at the forefront of what we do. Western Power is committed to delivering quality customer service outcomes and a positive experience.

NETWORK CONNECTIONS



Prior to connecting customers to the network, Western Power must make sure an electricity supply exists that is able to provide adequate power to meet the needs of the customer. If we need to upgrade the network we work with the electrical industry and our customers to set a date for the connection to be completed. Once a site is ready for a new connection we commit to energise it within the times shown below:

- Perth metropolitan area and in major regional centres
– next business day;
- Rural and country areas
– within five business days

In 2010/11 there were 1,043,364 meters connected to the Western Power network. In this year Western Power provided 24,614 new connections. This was a decrease of 6.4 per cent on the 26,304 new connections provided in 2009/10. Our performance in providing these connections was consistent throughout the year, averaging 96.4 per cent of new connections being made within the target time.

In 2010/11, 885 new connections (3.6 per cent) were not provided within the target time, or by the date agreed with the customer. This was comparable to the 3.6 per cent of new connections not provided within the target time in 2009/10. In addition, Western Power performed 14,640 reconnections (98.9 per cent within the target timeframe) with 164 reconnections not provided within the target time.

Customer applications for the installation of solar energy systems nearly tripled in 2010/11 with a total of 64,657 applications received by Western Power (compared to 23,681 applications in 2009/10). Customer activity increased significantly toward the end of 2010/11 as changes to the Feed-in Tariff were announced by the State Government.

Western Power is continuing to work with Industry and Energy Safety to improve the Contractor Connect Scheme. This scheme benefits customers by expediting the connection process, allowing electrical contractors to directly connect and energise customer premises. In 2010/11, 62 per cent of new connections were completed by electrical contractors, up from 54 per cent in 2009/10.

During 2010/11, Western Power continued to work closely with Electrical Contractors to promote the use of our online work notice submission system (ETIC). Western Power registered an additional 432 Electrical Contractors for ETIC (up from 43 registered users in 2009/10) and provided on-site training and support for these new system users. This resulted in 42,411 work notices being submitted via ETIC (compared to 13,151 submitted in 2009/10). This helps provide efficiencies in administrative processing and customer connections.

In 2011/12, we will continue to work with Electrical Contractors and their peak body NECA (National Electrical Contractors Association) to facilitate system improvements and further increase the number of electrical contractors using ETIC.

STREETLIGHTS



Western Power maintains a total of 229,908 streetlights, with 84 per cent (192 890 lights) of these being within the metropolitan area and four centres of Albany, Bunbury, Geraldton and Kalgoorlie. The remaining 37,018 lights are located in regional areas.

Western Power operates a 24 x 7 Customer Service Centre at its Head Office in Perth. Customers can report streetlight faults by calling our 24 hour number, email or by using the online reporting system on our website. Some streetlights are maintained by Main Roads or Local Government, and if these are reported as faulty we pass the information along to the appropriate authority, so they can arrange for the repair.

We commit that we will repair streetlights within five business days of receiving the fault notice in the metropolitan area and in major regional centres, and within nine business days outside of these areas.

Our continuous improvement focus, and programs such as our bulk globe replacement scheme, again showed positive results with the number of faulty streetlight reports decreasing by 18.9 per cent (38,834 reported in 2010/11 compared to 46,192 reported in 2009/10). Of the 38,384 faulty street lights reported, 35,912 were in the

metropolitan area and four centres of Albany, Bunbury, Geraldton and Kalgoorlie, and 2,922 were in regional areas.

An improvement was also seen in the number of lights repaired within the required timeframes, with 97 per cent (37,617) of reported streetlight faults being repaired within the target timeframes. This correlates with a decrease in the number of lights not being repaired within the required time (1,217 streetlights in 2010/11 compared to 6,406 streetlights in 2009/10). Of the 1,217 street lights not repaired within the require time, 1,134 were in the metropolitan area and four centres of Albany, Bunbury, Geraldton and Kalgoorlie, and 83 were in regional areas.

We also delivered a reduction in the average number of days to repair a streetlight in the metropolitan area, which was 1.44 days, improving from 1.98 days in 2009/10. The regional area average number of days to repair a streetlight was 1.74 days, comparable to 1.70 days in 2009/10. Importantly the average repair time remains well below the target of 5 business days for the metropolitan area and major regional centres, and within nine business days outside of these areas.

Collectively these positive results are clearly evidenced by the 84 per cent decrease in streetlight complaints, with only 15 formal complaints received in 2010/11 compared to 96 complaints in 2009/10.

CUSTOMER COMPLAINTS

Western Power actively seeks feedback from its customer about its service and performance. We believe it is very important for us to hear from our customers about how we are going and areas we need to improve. Customers can feedback to us by phone, email, web site or in writing.

We manage complaints by:

- Operating a formal complaint management system;
- Providing customers with information and assistance to use our complaints process;
- Offering customers the opportunity to have their complaint reviewed by a senior manager;
- Using information provided to help resolve complaints and issues with our processes or systems; and
- Offering customers a detailed explanation of the reasons behind our decision, in relation to their complaint.

In 2010/11 Western Power received 1,064 complaints* from customers (this figure totals 1,738 if including the 420 Ministerial & Ombudsman referred queries and 254 MP referred queries). In 2009/10 service standard payments for planned outage notifications were included in the total number of complaints. For clarity, service standard payments for planned outage notifications are now excluded from the 2010/11 complaints number and are detailed separately under the service standard payments section of this report.

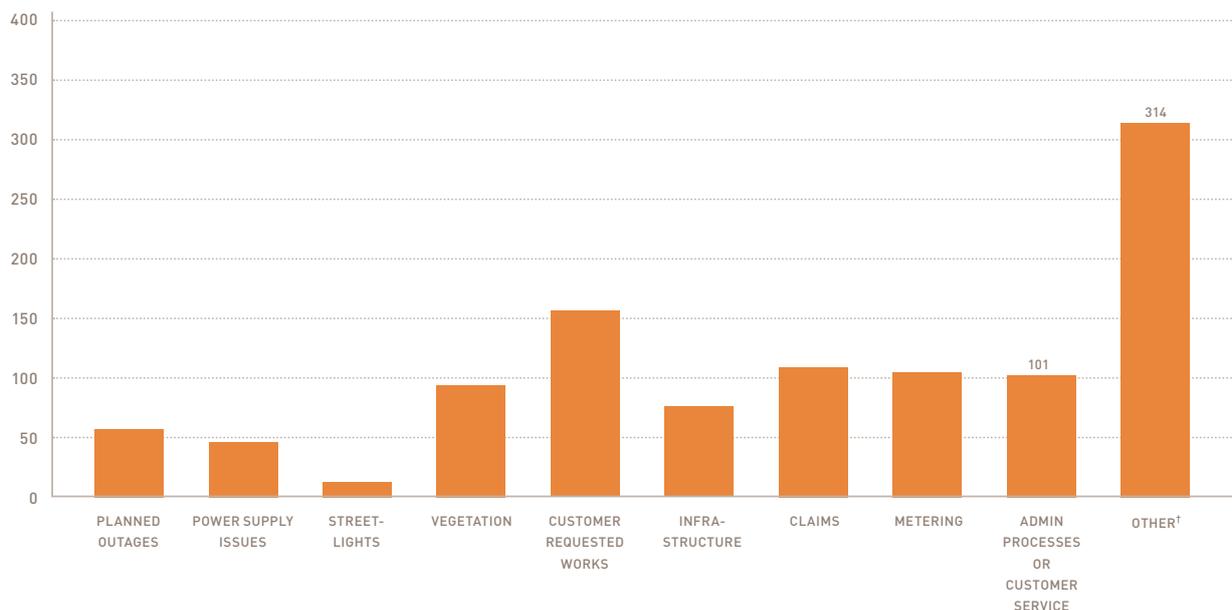
Our Customer Charter commitment is to acknowledge written complaints within 10 working days and respond to them within 20 working days. In 2010/11, 98 per cent of all complaints were managed within the 20 working day target time, or by a date agreed with the customer. This was a slight improvement compared to 97 per cent in 2009/10. The Code also

requires Western Power to record the number of complaints concluded within 15 days – in 2010/11 26.3 per cent of complaints were concluded in this time.

Although the largest number of complaints were due to customer requested works, there was a 43 per cent decrease from 265 in 2009/10 to 151 in 2010/11 resulting from a significant number of business improvements. Vegetation complaints decreased by 37 per cent from 149 in 2009/10 to 97 in 2010/11 due to a proactive community awareness program. Western Power did not receive any complaints in relation to pre-payment meters.

*The Code requires the exclusion of quality and reliability complaints

2010/2011 **



**Excludes Ministerial/Ombudsman/MP queries & Quality & Reliability complaints.

†The main categories included in 'other' are: charges/costs, standards/policy, reinstatement, poles, asset location and damage to customer property.

SERVICE STANDARD PAYMENTS

EXTENDED OUTAGE PAYMENT SCHEME*

Western Power is committed to providing a safe and reliable supply of electricity. While there are circumstances beyond our control that can interrupt power supply, (such as storms, vehicle accidents and vandalism) we aim to restore customers' power as quickly as possible.

When customers experience a network power interruption of 12 or more hours, they may be eligible for an Extended Outage Payment Scheme payment of \$80 for the inconvenience caused. The availability of these payments is promoted to customers by means of the Synergy Life Magazine, via media coverage and on the Western Power web site. Payments approved under this scheme decreased by 28.7 per cent from 34,151 in 2009/10 to 24,328 in 2010/11, totaling \$1,946,240.00. The reason behind this decrease was the 2009/10 reporting year included \$2.4m paid out as a consequence of the massive March 2010 storm.

PLANNED OUTAGE NOTIFICATION*

Planned power interruptions sometimes occur when we are required to perform maintenance and upgrades on the network. Western Power's business customers are open longer and more often, and its residential customer have a high expectation for network availability. These demands mean we must have high quality communications with our customers regarding work that affects them. When Western Power carries out this work, we commit to notifying customers of the interruption at least three business days prior.

Customers may be eligible for a Service Standard Payment if Western Power does not provide adequate notification of the planned interruption. Service Standard Payments for planned interruptions doubled, from 573 in 2009/10 to 1158 in 2010/11, totaling \$57,900 (Western Power pays \$50 per approved claim while the Code requires a \$20 payment). Analysis on this increase shows 3 factors driving the change. Firstly Western Power's more proactive management of customers not informed in a timely manner, Secondly, there is an increased awareness of the payment itself driven proactively by Western Power, Synergy and media coverage. Thirdly, there was an 18 per cent increase in

the number of planned power interruptions Western Power was required to undertake in order to maintain and grow the network.

Western Power has recognized that our customers, more particularly business customers, are concerned about the impact of planned outages on their operations. In response, Western Power established a dedicated Coordination team, who are available to speak directly with customers and work with them to find workable solutions including; supply of generators, back feeding of power or rescheduling work to more appropriate times. In addition, a new customer notification process was implemented which provides more informative letters mailed directly to customers and strives to provide as much notice as possible prior to a planned outage.

COMPLAINTS MANAGEMENT

When acknowledging and responding to a customer query or complaint, if Western Power does not respond within the targeted timeframes, a customer may be eligible for a compensation payment of \$50. In 2010/11 Western Power received and paid 1 claim for not meeting this requirement.

*These schemes / payments are provided under the Electricity Industry (Network Quality & Reliability of Supply) Code.

CALL CENTRE PERFORMANCE

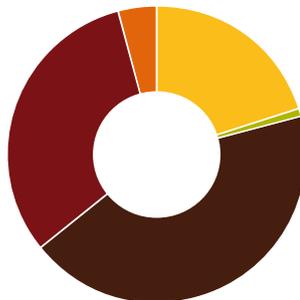
Western Power operates a state of the art 24 x 7 call centre which strives to answer at least 85 per cent of calls within 30 seconds and provide customers with relevant and easy to understand information.

In 2010/11 our Call Centre received a total of 957,085 calls from customers. This was a 12 per cent decrease compared with the previous year (1,083,908 calls in 2009/10). Of the calls received in 2010/11, 461,459 were satisfied after hearing a system generated message about the power restoration times in their suburb. The remaining 495,626 of callers chose to speak with a call centre agent.

Of the total calls, 754,121 (79 per cent) were fault calls and 202,964 (21 per cent) were general customer service enquiries. General customer service enquiries increased this year by 4 per cent (194,226 2009/10 compared with 202,964 2010/11) with fault calls decreasing by 15 per cent (889,682 2009/10 compared with 754,121 2010/11).

Call volumes and distribution 2010/11

GENERAL SERVICE CALLS	202,964	
GENERAL SERVICE CALLS - ABANDONED	6,868	
FAULT CALLS - SYSTEM HANDLED	437,639	
FAULT CALLS - AGENT HANDLED	275,335	
FAULT CALLS - ABANDONED	41,147	



For all calls, including those handled by the messaging system, 84.4 per cent (807,909) were answered within 30 seconds, 10.6 per cent were answered outside of 30 seconds and 5 per cent of calls were unanswered (compared to 2009/10 where 83.7 per cent were answered within 30 seconds, 9.1 per cent were answered outside of 30 seconds and 7.2 per cent were unanswered).

In 2010/11 for agent handled calls, 70 per cent were answered within 30 seconds, the average speed of answer was 50 seconds and 9.7 per cent of calls were unanswered (compared with 2009/10 where 67 per cent of calls were answered within 30 seconds, the average speed of answer was 46 seconds and 9.3 per cent of calls were unanswered).

It is important to note that 2009/10 included the data from the massive March 2010 storm which added more than 230,000 fault calls to the statistics for that year.

