

**Draft Customer Experience Strategy**  
Stakeholder feedback report  
January 2023

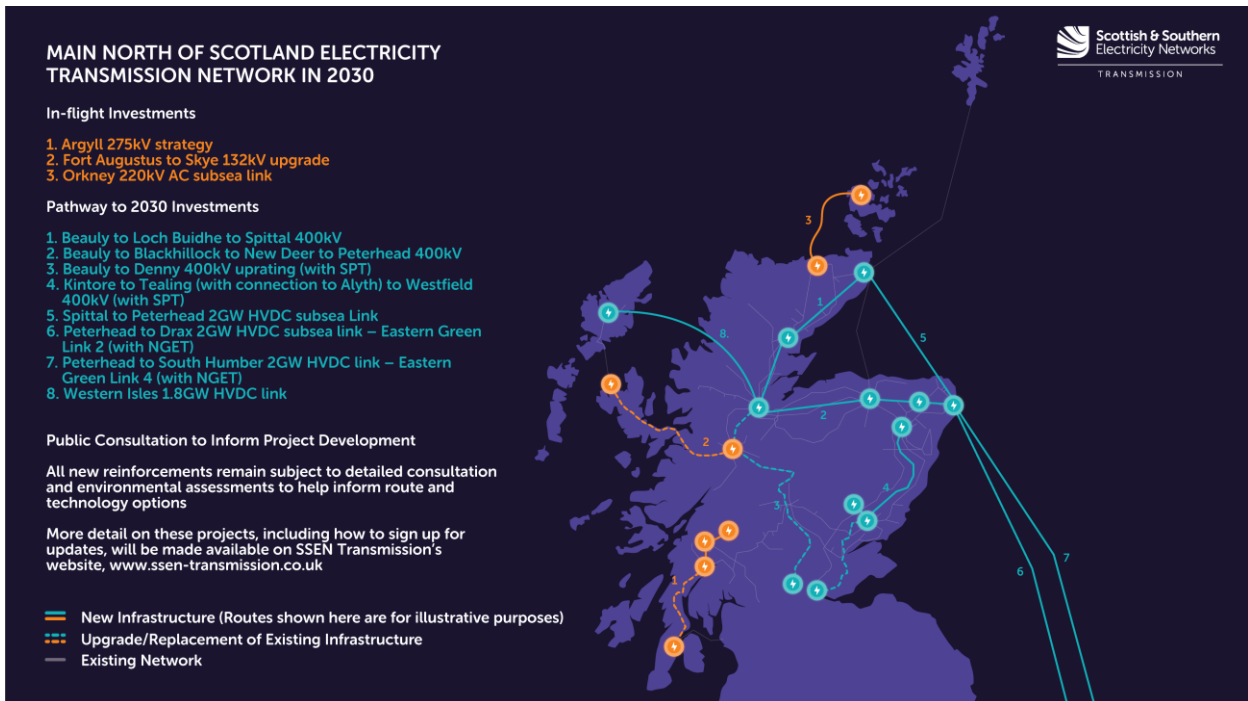
## About us

We are SSEN Transmission (the trading name for Scottish Hydro Electric Transmission), and we are part of the SSE plc Group. We are responsible for the electricity transmission network in the north of Scotland maintaining and investing in the high voltage 132kV, 220kV, 275kV and 400kV electricity transmission network.

Our network consists of underground and subsea cables, overhead lines on wooden poles or steel towers, and electricity substations. It extends over a quarter of the UK's land mass, crossing some of its most challenging terrain and powering our communities by providing a safe and reliable supply of electricity. We do this by taking the electricity from generators and transporting it at high voltages over long distances through our transmission network for onwards distribution to homes and businesses in villages, towns and cities.

Scotland's transmission network has a strategic role to play in supporting delivery of the UK's Net Zero target. We're already a mass exporter of renewable energy, with around two thirds of power generated in our networks area exported south. By 2030, the north of Scotland will need 22GW of renewable energy capacity, increasing to 45-50GW by 2050 to support net zero delivery. For context, we currently have just over 8GW of renewable generation connected in the north of Scotland.

We are committed to inclusive stakeholder engagement, conducting regular external assurance audits on both our Stakeholder Engagement Strategy and delivery plans. We were recently awarded 'Accomplished' status for our stakeholder engagement by AccountAbility, the international consulting and standards firm.





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## Introduction

In 2019 we published a Commercial and Connections Policy setting out ambitions to improve our offering for customers connecting to our network. Over the last two years and with a key focus on net zero, the requirements for connecting low carbon generation to our network have grown and the expectations of our current and future customers have changed.

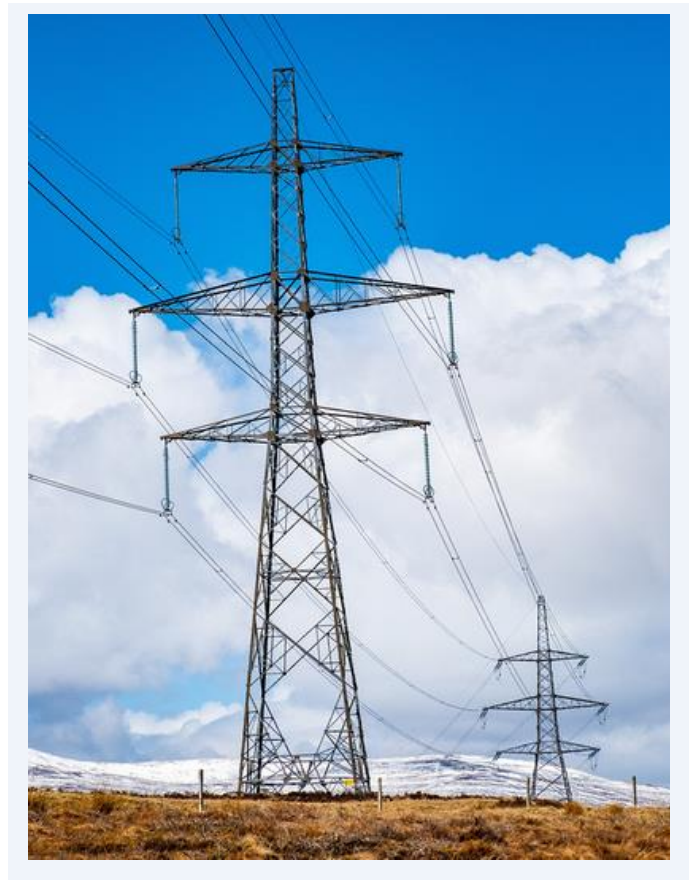
We are committed to continuous improvement and by considering the diversity of our customers and their requirements we can better tailor our services and processes to meet their needs. We published a new draft Customer Experience Strategy which identified pain points and found opportunities to deliver a great experience for customers. The draft Customer Experience Strategy evaluated customer requirements based on fresh insights, creating a comprehensive strategy to deliver connections in line with a pathway to net zero. At its core, the strategy is designed to deliver on the connections elements of our business plan and to deliver connections in line with a pathway to net zero. It sets out to meet three main challenges:

1. Identify and address customers' current pain points
2. Identify and implement measures to improve customer experience
3. Address barriers to connection to enable the growth required to deliver net zero.

To inform our strategy, we have drawn on existing customer insights and undertaken new engagement with different stakeholder groups and supplementary sources. There was also a consultation period on the draft strategy from 1 November 2022 to 2 December 2022. The draft strategy and response survey were published on our website, and we reached out to our stakeholders through a targeted engagement approach. Following the consultation period, we produced a finalised Customer Experience Strategy, which takes into consideration the feedback and insight gathered from our stakeholders.

## Engagement process

- We sought stakeholder feedback on our draft Customer Experience Strategy to help shape and inform our final approach and strategy
- The draft strategy and consultation survey was published on our website and the consultation ran from 1 November 2022 to the 2 December 2022
- We emailed over 180 customers and stakeholders and invited them to give their views on the draft strategy
- The consultation was also promoted on SSEN Transmission's social media channels and through customer membership organisation channels.
- We reached out to internal SSEN Transmission teams for feedback
- We have engaged with pre and post connection customers, customer membership organisations, industry experts, other transmission operators and National Grid ESO
- We have collated and analysed all the feedback received via email, survey responses, and directly from internal teams.
- The development of the draft strategy was informed by external customer focus groups and analysis of insights by an external consultancy.





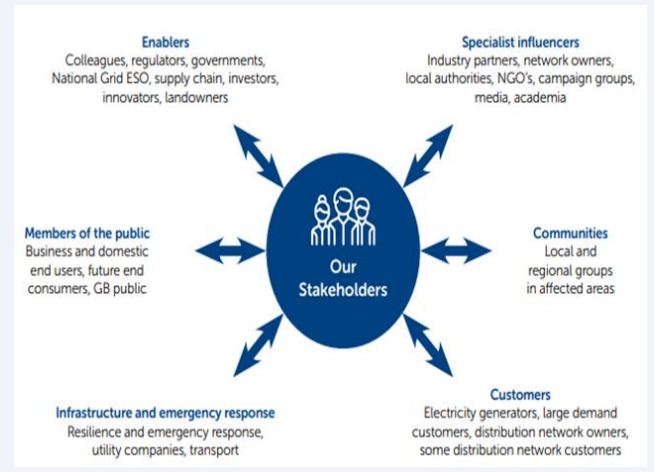
## Stakeholder participation

- **Over 180** customers and stakeholders emailed to invite them to give their views on our draft strategy.
- Internal teams asked to respond to the consultation and share with their key stakeholders to ensure good representation across stakeholder groups.
- 17 responses received to our consultation
- 47% of stakeholder feedback received from the customer groups and 53% from internal stakeholders from across the business.
- 94% of feedback had a positive view of the strategy with 100% of survey respondents satisfied that we were focusing on the right areas in the draft customer experience strategy.



## Our Stakeholders

SSEN Transmission adopts AccountAbility’s definition of ‘stakeholder’ which is “any individual, group of individuals, or organisations that affect and/or could be affected by our activities, products or services, and associated performance”.



## Your feedback

Feedback on our Draft Customer Experience Strategy was positive. This section summarises the response from stakeholders to the consultation. There was a total of 17 responses to the consultation, with 65% of feedback (11 responses) received through the online survey and 35% (6 responses) received through verbal or email communication.

100% of survey respondents were satisfied that we are focussing on the right areas in our customer experience strategy and that we are being ambitious enough in the strategy. 91% of respondents (see figure 1 below) were either satisfied or very satisfied that the objectives address the three challenges outlined in the strategy of:

- (1) Identify and address customers’ pain points
- (2) Identify and implement measures to improve customer experience
- (3) Address barriers to connection to enable the network growth required to deliver net zero.

82% of respondents agreed that they are satisfied with how we propose to meet these objectives and monitor our progress (see figure 2 below).

“I thought the strategy was really well structured, clear, concise and easy to read. The visuals were all very effective too.”

Overall feedback from stakeholders was positive towards the strategy, with comments on the presentation, comprehensiveness and accessibility of the publication.

The strongest theme for feedback was around Objective 5 in the strategy, which focuses on implementing new digital systems and tools for improved management of connections and projects throughout their lifecycle.

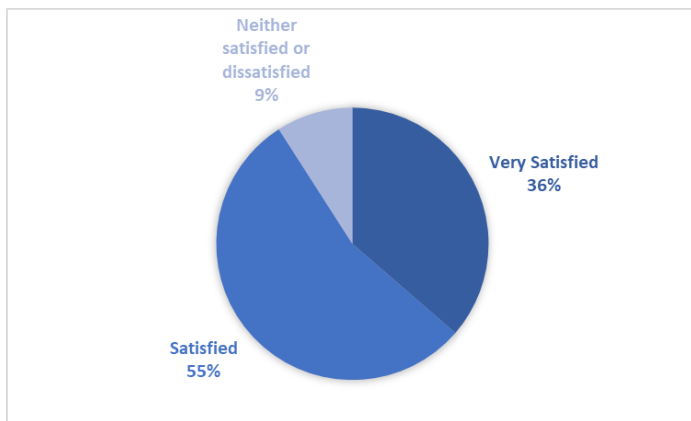
The focus on this objective was welcomed, with many seeing the benefit of improved digital tools and a self-serve approach, whilst also making it clear that they would wish to retain the option to have continued engagement with the teams to gain the value from those direct discussions.

Enthusiasm for this theme was closely followed by Objectives 1 and 3, which outlined our focus on actively engaging with our customers, getting to know them and understanding their needs and reviewing products and processes to provide a clear, seamless and efficient service that meets the differing needs of our customers. Feedback from both internal and external stakeholders was that the strategy needs to cover the full customer journey and project life cycle, including the operational, post connection phase. Feedback from internal stakeholders highlighted benefits, for example in setting out more clearly the responsibilities with customers at the start of the process, outlining requirements to customers and the role of Transmission to help manage expectations.

“We would very much welcome more details on how you plan to implement these objectives...We would like to see high level timescales and details of measures you plan to take to ensure effective delivery and monitoring.”

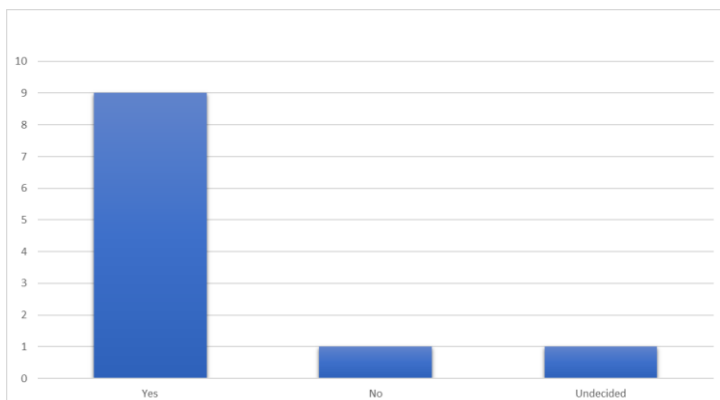
Some feedback received from external stakeholders was that they would like to see more detail on the implementation of the plan and how it will be monitored and measured to ensure effective delivery of the objectives.

**Figure 1**



‘Within our strategy objectives we are looking to address the following three challenges: (1) Identify and address customers’ pain points (2) Identify and implement measures to improve customer experience (3) Address barriers to connection to enable the network growth required to deliver net zero. How satisfied are you that we have done this?’

**Figure 2**



‘Are you satisfied with how we propose to meet these objectives and monitor our progress?’



## Next steps based on your feedback

Following the consultation process and taking into consideration all feedback received from our stakeholders, the draft strategy was reviewed and updated, to produce our final Customer Experience Strategy which has been published on our website. The feedback was prioritised in accordance with the short term and long term deliverables for the strategy, with some elements being incorporated within the final strategy and other elements being used to inform the business planning and delivery process. In particular, the strategy has been updated to reflect coverage of the full end to end customer journey and stakeholders will be kept informed as we implement our strategy through our website and direct engagement.



## How to get in touch

Feedback on our approach to customer experience is welcome from all our stakeholders throughout the year. Any stakeholders who wish to get in touch with us or wish to provide feedback on any of the areas within our Customer Experience Strategy can email us at [transmission.stakeholder.engagement@sse.com](mailto:transmission.stakeholder.engagement@sse.com)



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