

Vulnerability Strategy Development

Customer Challenge Group
Vulnerability sub-group

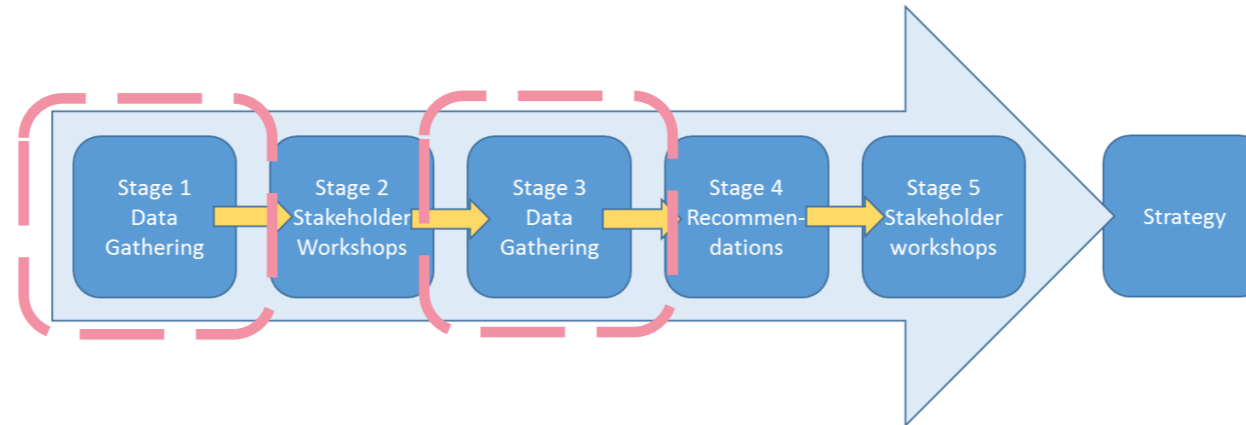
Meeting 11,

26 June 2018



Why a Vulnerability Strategy?

- Our Aim – a 5 out of 5 service for everyone
- Seek to understand what services customers want and we need to provide to inform co-creation



Customers

Stakeholders

Energy forums

SEW Teams

CCG

Horizon Scanning

Published reports

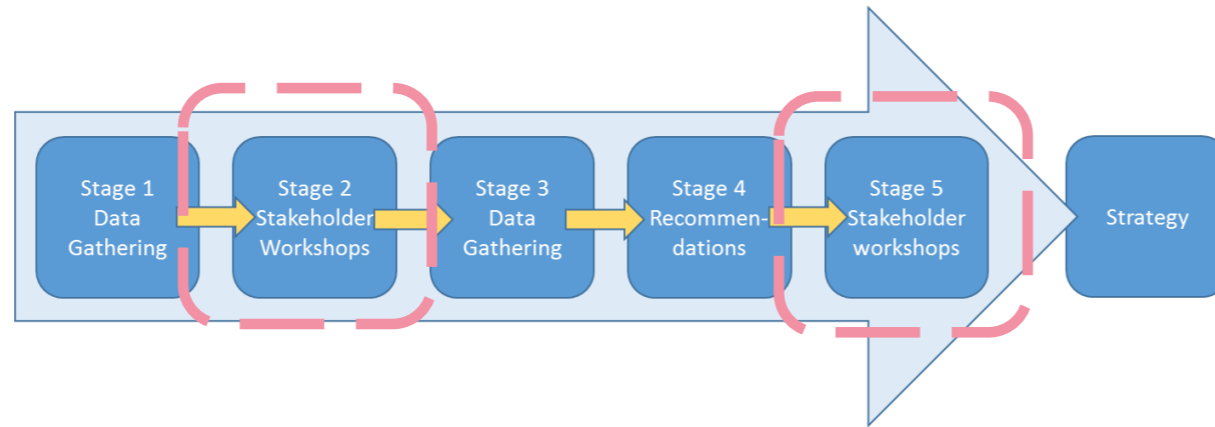
BSI Audit

Vulnerability dashboard

External data

Stakeholder Workshops told us

- Over 100 participants – diversity of organisations



Engagement - Strategic Vulnerability Themes



- Over 400 lines of insight distilled into key themes for Business Plan

Strategic Vulnerability Themes

Affordability



Vulnerability Strategy

Household Income	No. Households
Less than 15K	74702
15K to 19,999	48614
20K to 29,999	117177
30K to 39,999	118126
40K to 49,999	108345
50K to 59,999	81984
60K to 69,999	66395
70K to 99,999	120430
100K to 149,999	66205
Over 150K	34969

Affordability

Financial Support

- Expansion of our Helping Hands Support - new tariff
- Short Term Financial Hardship
 - Payment breaks
 - short term reductions
- Earlier communication
 - Identification of financial vulnerability tiggers
 - Greater bill frequency (e.g. monthly)
- Work with stakeholders
 - Improve awareness of available SEW support
- Look at branding – remove “negative” context
 - Share data
 - initiatives and funding support
- Make things easier for our customers
 - Recognise links between financial and other circumstances
 - Allow sign-up but trusted agents - maximising One Stop ‘Passport’ schemes
- Help Customers to help themselves
 - Talk simply
 - Provide certainty – new fixed budget plans

Water Efficiency and Bill Size

- Maintain / improve link to Water efficiency
- Visit vulnerable customers to help manage / reduce bill
- Stakeholder initiatives – working with agencies to maximise income
- Fitting of efficiency and protection devices for PSR customer groups

Strategic Vulnerability Themes

Accessibility



Vulnerability Strategy

Ensuring all customers are able to access SEW's services

Accessibility

Improve Access

- No-cost phone numbers for PSR customers
- Ensure non-digital channels are maintained for PSR customers
- Working with customers' trusted agents – act as customers' agents for sign-up and subsequent communications
- Ensure field teams have access to customer data
- Maintain engagement with vulnerable customers and stakeholders on service design and development

Improving Communications

- Plain English – work with stakeholders and Crustal mark to ensure customer bills and communications are understandable
- Adoption of the wider circumstances list
- Transient circumstances included
- Integrated mapping tool enabling us to manage vulnerability
- Proactive communications to customers and stakeholders
- Be clearer on our services and deliver on promise
- Reduce the burden on our customers and stakeholders
- New risk assessment process

Strategic Vulnerability Themes

Protection



Vulnerability Strategy

Ensuring vulnerable customers are identified, understood and supported during service and supply interruptions

Accessibility

Increasing our PSR Registration

- New customer sign-up processes to help customers understand service
- Training to improve trigger identification
- Additional PSR codes – e.g. bottle opening
- Cross referral collaboration and partnerships
- Data share – agency sign-up, cross sector sharing
- Improved Promotion – digital and non digital channels

Extending our PSR Service

- Adoption of the wider circumstances list
- Transient circumstances included
- Integrated mapping tool enabling us to better target vulnerability support
- Be clearer on the our services and deliver on promise
- Reduce the burden on our customers and stakeholders
- New risk assessment process

Protection

Resilience & Incident Management

- Integrated mapping tool providing better community and stakeholder management
- Proactive communication to stakeholder groups – customers' trusted agents
- Innovation improvements on customer communications
- Expansion of our PSR promise during incidents
- Improved proactive communications
 - Winter readiness
 - Resilient customers (e.g. water butts)

Remaining stages

- Strategy being finalised
- Draft for review first week of July
- Customer research on support for enhanced vulnerability services currently underway

End