

# Peak Customer and Stakeholder Committee Minutes

Wednesday, 25 November 2020  
 Microsoft teams meeting  
 1pm – 4pm

Name	Organisation
<b>Attendees</b>	
Adam Young	AER
Andy Fahey	AER
Mark McKenzie	Council of Small Business Organisations of Australia
Annie Kiefer	Country Womens' Association & National Council of Women NSW
Guy Chalkley	Endeavour Energy
Rod Howard	Endeavour Energy
Leanne Pickering	Endeavour Energy
Scott Ryan	Endeavour Energy
Kate McCue	Endeavour Energy
Colin Crisafulli	Endeavour Energy
Danielle Manley	Endeavour Energy
Jacqueline Crompton	Endeavour Energy
Daniel Deutsch	Endeavour Energy
Julie Sheather	Endeavour Energy
Rory Campbell	Energy & Water Ombudsman NSW – observer role
Shelley Ashe	Energy Consumers Australia
Mark Grenning	Energy Users Association of Australia
Iain Maitland	Ethnic Communities Council
Melinda Liberato	Illawarra Shoalhaven Joint Organisation
Cristina Talacko	Multicultural NSW
Miyuru Ediriweera	Public Interest Advocacy Centre
Bruce McClelland	NSW Business Chamber
Mark Byrne	Total Environment Centre
Nic Pasternesky	Western Sydney Region Organisation of Councils
<b>Apologies</b>	
Janine Young	Energy and Water Ombudsman of NSW
Trevor Oldfield	Greater Blacktown Business Chamber
David White	Urban Development Institute of Australia

## **Introductions**

New members of the Committee were introduced:

- Adam Young, AER
- Andy Fahey, AER
- Melinda Liberato, ISJO

Rod Howard advised of his retirement at the end of the year, and welcomed Chief Customer and Strategy Officer, Leanne Pickering as the new Chair of the PCSC.

## **Actions Arising from Previous Meeting**

Rod Howard noted that the recovery of funds had corrected since the PCSC has last met, and that an outcome resulting in an over-correction was now looking less likely and was still being assessed.

Action	Status	Notes
Update on recovery	Assessment ongoing	To be updated next PCSC

## **Bushfire Resilience**

Scott Ryan presented Endeavour Energy's experience, learnings and preparations for bushfire resilience.

Member	Feedback
Mark Byrnes	<ul style="list-style-type: none"><li>• Advised the TEC would submit a rule change to the AER to enable more flexibility in bushfire resilience (such as SAPS), making networks stronger and distributors flexible</li><li>• Sought opportunity to speak further with EE on proposed rule change</li><li>• Lack of formal requirement to consider resilience in re-building damaged networks.</li><li>• Asked to invite PCSC Members to a 16/12/20 webinar on network resilience.<ul style="list-style-type: none"><li>○ Kate McCue advised Bawley Point SAPS pilot had been postponed due to Covid but EE was working on the delivery of pilot SAPS schemes.</li></ul></li></ul>
Mark Grenning	<ul style="list-style-type: none"><li>• Advised the presentation highlighted the pride the EE staff have in their organisation and recommended that EE advertise this widely.</li><li>• Enquired whether tree clearing met with resistance from NPWS<ul style="list-style-type: none"><li>○ Scott Ryan advised some concern from NPWS – direct engagement on site with them, and strong community support for tree clearing.</li></ul></li><li>• Agree with Mark Byrne on not simply replacing damaged network like for like but innovating re-deployment solutions.<ul style="list-style-type: none"><li>○ Scott Ryan advised 40% of replacement poles were concrete and steel – all supplies used until exhausted.</li></ul></li></ul>
Mark McKenzie	<ul style="list-style-type: none"><li>• Asked for the question of embedded generators to be addressed as set out in Chapter 5 of NER because small business could not be connected until power was restored, stranding petrol stations.</li></ul>

Member	Feedback
	<ul style="list-style-type: none"> <li>○ Scott Ryan advised EE deployed a record number of generators in 2019/20 bushfires, targeting supermarkets, petrol stations, emergency services operations and comms towers. Scott noted restoration priorities during fires are indeed different to large storms.</li> </ul>
Colin Crisafulli	<ul style="list-style-type: none"> <li>● Advised EE working closely with AER on passthrough application. Engaging with Resilience NSW – likely to have an outcome early next year.</li> </ul>

### **Future Grid**

Leanne Pickering presented on Future Grid, introducing a new sub-committee inviting Committee members to participate.

Member	Feedback
Mark Byrnes	<ul style="list-style-type: none"> <li>● Volunteered for sub-committee</li> <li>● Suggested tariff reform as a means of encouraging behavioural change</li> </ul>
Mijuru Ediriweera	<ul style="list-style-type: none"> <li>● Volunteered for sub-committee</li> <li>● Endorsed this approach as a great idea and recommended that EE involve SMEs / technical experts such as academics</li> </ul>
Nic Pasternesky	<ul style="list-style-type: none"> <li>● Volunteered for sub-committee</li> <li>● Suggested bringing in experts from local government</li> </ul>
Mark Grenning	<ul style="list-style-type: none"> <li>● Volunteered for sub-committee</li> <li>● Endorsed this approach as a really good idea for detailed feedback on this issue</li> </ul>
Melinda Liberato	<ul style="list-style-type: none"> <li>● Volunteered for sub-committee</li> <li>● Referenced NRMA EV charging network in Illawarra</li> </ul>
Annie Kiefer	<ul style="list-style-type: none"> <li>● Volunteered for sub-committee</li> <li>● Wanted to ensure balance of male and female input</li> </ul>

### **Storm & Bushfire Campaign**

Daniel Deutsch presenting on an EE public awareness campaign encouraging customer preparedness for the upcoming storm and bushfire season.

Member	Feedback
Iain Maitland	<ul style="list-style-type: none"> <li>● Advised CALD community members and businesses not as frequently engaged with business associations where these materials might typically be distributed.</li> <li>● Urged care with translations for CALD communities – making sure translations checked by community members for accuracy and sensible interpretations.</li> <li>● Asked whether ethnic media and social media channels could be engaged</li> </ul>
Mark Byrnes	<ul style="list-style-type: none"> <li>● Asked whether solar customers be warned that solar cannot be used as a back up power source when the grid is down – this is widely misunderstood.</li> </ul>

Member	Feedback
Miyuru Ediriweera	<ul style="list-style-type: none"> <li>Enquired re synergies with NRMA campaign – could we strategically piggy back off their messaging? <ul style="list-style-type: none"> <li>Daniel Deutsch advised EE was liaising with Resilience NSW to ensure coordination with their “Get Ready” campaign.</li> </ul> </li> </ul>

### **Customer Journey Mapping Focus Group**

Danielle Manley introduced *The Customer Experience Company*, who led a workshop on EE customer experience. Feedback was collated by the CEC representatives, but highlights are summarised here.

Member	Feedback
Mark Byrnes	<ul style="list-style-type: none"> <li>Most customers don't know the difference between retailers and distributors</li> <li>Residential customers are looking for new opportunities to trade energy with neighbours and the wider market</li> <li>Networks as platforms for new products and services that will help to decarbonise the system</li> <li>Customers are suddenly aware of the need for mobile phone towers to keep operating in bushfires</li> <li>IDEA: trial tariffs to encourage support of new sources. Trial tariffs that shows you are keen to help solar, battery and EV owners without hurting people who don't have this gear; This would show your commitment to the future grid.</li> </ul>
Cristina Talacko	<ul style="list-style-type: none"> <li>Customers don't want to waste their time on phone calls</li> <li>I received good feedback from the way Endeavour engaged during the bush fires! My friends said they called Endeavour and the response was quick and highly satisfactory given the circumstances</li> <li>Customers want to be able to find relevant information independently</li> <li>Customers are still confused about power saving apps and how to reduce their bills and on what is cost benefit of solar for example</li> <li>IDEA: utilise AI and new technologies to understand customer needs</li> <li></li> </ul>
Rory Campbell	<ul style="list-style-type: none"> <li>Residential customers want reliability – they are utilising energy for an increasing number of essential services such as A/C, hot water, phone.</li> <li>IDEA: use of an accurate customer database for improved customer relations and response in emergencies</li> </ul>
Melinda Liberato	<ul style="list-style-type: none"> <li>Customers have expectations of real-time data – immediate advice as to status of incidents and supply restoration – they want to see this advice on apps.</li> <li>Loss of power to comms towers was a serious pain point in bushfires</li> <li>Commercial and industrial customers should be consulted on planned outages</li> <li>Love the human centred design approach, and the use of personas!</li> <li>IDEA: going direct to customers both business and residential around what would have helped them during the trauma and stress. Also interested in hearing what could have been improved for the staff on the ground</li> </ul>
Mark McKenzie	<ul style="list-style-type: none"> <li>EE should look at strategies to incentivise residential customers in energy consumption</li> <li>Sophisticated customers are looking at demand side solutions and need access to THEIR 'time of use' data</li> </ul>

Member	Feedback
	<ul style="list-style-type: none"> <li>• Customers with rooftop solar are looking for smarter ways to manage the time gap between solar generation and peak use (i.e. battery storage is expensive and feed in tariffs are sub-optimal)</li> <li>• SMEs are amenable to pay higher rates to ensure reliability</li> <li>• Load shedding not available to SMEs</li> <li>• Tenants have limited opportunities to deploy site-based generation for back up supply, leaving them more vulnerable to outages</li> <li>• Tariff structures do not support / reflect the way the networks are actually used – should include more options on</li> <li>• IDEA: discreet segmentation of SMEs</li> <li>• IDEA: revise current tariff structures - not limited to Endeavour.</li> </ul>
Adam Young	<ul style="list-style-type: none"> <li>• Customers experiencing financial hardship are now more likely to expect suppliers to come to their aid (referenced Covid experience with banks)</li> </ul>
Iain Maitland	<ul style="list-style-type: none"> <li>• CALD communities have limited access to technologies</li> <li>• CALD SMEs behave more like domestic customers, and also don't fully understand difference between retailer and distributor</li> <li>• Confusion in CALD communities about who's responsible for what – communities don't know where to go, who to talk to, what to do, don't know about Ombudsman</li> <li>• Our research with CALD SMEs points to enthusiasm for energy efficiency measures</li> <li>• IDEA: good data collection re language and CALD communications practices</li> <li>• IDEA: access to information and a response in language would be a great improvement generally (not just Endeavour)</li> </ul>
Bruce McLelland	<ul style="list-style-type: none"> <li>• Energy &amp; Telecommunications are like oxygen to business customers, down time &amp; disruption can be accommodated if notified in advance and alternate sources can be arranged to bridge the disruption</li> </ul>
Annie Kiefer	<ul style="list-style-type: none"> <li>• The elderly feel vulnerable and uninformed</li> <li>• Consumers are more well informed of their rights, and don't respond well to outages</li> <li>• IDEA: be open about where the buck stops – reduce customers' experience of being passed around a lot when seeking help</li> <li>• IDEA: Can EE share with customers info re fire-retardant mesh / bushfire resilience products that can be used in the home</li> </ul>
Miyuru Ediriweera	<ul style="list-style-type: none"> <li>• Messaging gaps in social media – there is insufficient information regarding when power will be restored and what works are being undertaken to restore it.</li> <li>• IDEA: Clearer information about how to reach the right person to advise you</li> <li>• IDEA: Essential Energy use meter readers to disseminate advice about knock before you disconnect -recommend similar approach <ul style="list-style-type: none"> <li>○ Danielle Manley advised EE already liaising with Essential to create a similar pilot</li> </ul> </li> </ul>
Nic Paternasky	<ul style="list-style-type: none"> <li>• IDEA: Retain a human being on the end of the line instead of AI</li> <li>• IDEA: good to see people can report when lights are out. Recommend EE report back to customers when issues / outages are resolved (close the loop).</li> </ul>
Mark Grenning	<ul style="list-style-type: none"> <li>• Customers are looking for lower prices because they keep hearing about how cheap renewables are</li> </ul>

Member	Feedback
	<ul style="list-style-type: none"> <li>Large consumers are generally happy with the level of reliability e.g. they do not support the security standards in the NSW roadmap; they are looking for efficiencies along the supply chain - including just like residential consumers - waiting for the lower prices form renewables</li> <li>IDEA: Large customers liaise with personal account manager rather than having to access 1800#</li> </ul>

A reminder to please complete the evaluation of this committee's experience at <https://www.surveymonkey.com/r/K522GVT>

We thank those who responded to the last evaluation and welcome your input on ways we can work to better engage with customer and stakeholders.

### Actions Arising from Meeting

Action	Notes
Update on pass through for bushfire recovery	Assessment ongoing regarding final recovery amount and process for re-distribution. Colin Crisafulli to update.
Meter reader letter drop pilot program	Danielle Manly to update on progress of pilot program
TEC Webinar	Jacqueline Crompton to facilitate invitation from TEC to PCSC members to join resilience webinar on 16/12/20.
Resilience Rule Change	Kate McCue to facilitate further discussions between Mark Byrne and EE regarding proposed rule change.
Requested complete copy of presentations	Jacqueline Crompton to provide
<b>Committee invited to complete evaluation of their experience today</b>	Jacqueline Crompton to provide
Dates for 2021 meetings	Tuesday 23 February 2021 Tuesday 18 May 2021 Tuesday 17 August 2021 Tuesday 23 November 2021

### Meeting Close

Rod Howard brought the meeting to a close at 3.45 pm.