

# Attachment 9.1

## Community and Customer Engagement Program (CEP) Report

Revised proposed access arrangement  
information

15 November 2022



Access Arrangement (AA) for the period  
1 July 2023 to 30 June 2027

EDM 62013136

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## Community and Customer Engagement Program Report

October 2022

Report prepared by Kantar Public for Western Power

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# Research Summary



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## Key Western Power Questions

- How do customers feel about current and future (proposed) Rural Long Service Standard Benchmarks?
  - ERA recommendation
  - Western Power proposal
- Is there a desire for a higher number of calls to be answered within 30 seconds by customers?
  - Is there a preference for self-service information?
- Is the proposed reliability reporting information on Western Power’s website useful and does it meet the needs of customers?



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## Methodology

An ongoing customer reference group (CRG), was established as part of the engagement for Western Power’s Fifth Access Arrangement (AA5).

A 2-hour session was held with the CRG on Wednesday 17<sup>th</sup> October 2022.

Kantar Public designed the session plan in consultation with Western Power and Synergies Economic Consulting and facilitated the workshop.



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## Audience

The session included a mix of new and previous participants recruited by Kantar Public’s fieldwork partner, Thinkfield. Those that had attended the previous customer and community reference groups were encouraged to continue their participation due to their existing knowledge and contribution from past engagements.

New participants were recruited to account for any previous attendees that could no longer commit to the ongoing sessions.

Attendance was capped at n=20 WA residents with n=19 attending the session.



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# Key Learnings and Outcomes

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# Service Standard Benchmark

## Rural Long

### KEY LEARNINGS

## Changes to reliability benchmarks in the Draft Decision (Rural Long)

- CRG participants generally felt that an outage benchmark of 290 minutes was too low and potentially unachievable for those on Rural Long feeders, however, they also felt that the existing average was too high.
- Participants highlighted an emotional connection to the issues of Rural Long customers and were happy to see investment to improve their reliability. They also expressed that their willingness to pay would be highly dependent on cost.
- Likely playing a part in their response is the composition of the CRG, which is composed of Urban and Rural Short residential customers. Previous research (1) has shown that only three in ten Urban and Rural Short customers were willing to pay more to improve network reliability in the worst-performing areas of the network, in contrast to the higher support of those on Rural Long feeders (roughly half). Furthermore, Urban and Rural short customers were also unwilling to pay more than an additional 1% of their electricity bill to decrease the average duration of an outage. This presents a potential mismatch between customers' willingness to pay and the outcome of improved network reliability for those on Rural Long feeders if the costs are to be spread across all residential customers.
- Participants also expected that investment to improve the reliability of the network for those on Rural Long feeders would be spread over several years and that local generation sources should play a greater role in increasing reliability and 'future-proofing' the network. Support for renewable electricity generation, in particular, found much greater support among Rural Long customers (48%) when compared to Urban (36%) and Rural Short (36%) in previous research (1), suggesting community support will be mixed regarding the type of power systems employed to meet the new benchmark.
- Education was felt to play a significant role in the wider communities' willingness to pay as participants believed many wouldn't understand the reasons for investment, i.e., the problems faced by Rural Long customers. A similar theme has emerged across the CRG session as part of the AA5 community engagement process, with customers expecting information to be simple, clear and easy to understand.

## Service Standard Benchmarks

Rural Long and  
Call Centre Performance

### KEY LEARNINGS

#### Western Power's alternate approach to reliability (Rural Long)

- Participants generally expressed a preference for the alternative approach presented by Western Power, seeing it as being more 'realistic', 'future-focused' and having wider benefits to the community when compared to the recommendation in the Draft Decision.
- Costs and how they would be spread across residential customers were again highlighted as a key factor and concern in relation to customers' willingness to pay, with the alternative approach generally expected to be a lower-cost alternative.
- Concerns were also raised regarding feasibility, with participants questioning the high expected costs and area of investment, i.e., the relatively small number of Rural Long customers that would benefit from investment.
- Education was again highlighted as an important factor, with the alternative option being seen as more complex and requiring a greater level of education for the community to understand and support compared to the recommendation in the Draft Decision.

#### Call Centre Performance

- Most participants thought 30 seconds was a short time to wait for a call based on previous experiences with other providers, where stated wait times varied from 5 to 30 minutes.
- In line with previous research (2), which shows customers want a multi-channel approach to information, the CRG participants generally expressed 3-5 minutes to be reasonable if there was investment being made into alternative information sources, i.e., website, automated phone messages, app and SMS services.
- Echoing findings from research into the Independent Review of Christmas Outages (Shepherd Review), many participants preferred not to use phone calls as the primary channel for outage information, with the website typically being the first point of reference. The exception is with older generations who express a much higher expectation regarding the level of service they receive by phone (1 minute being seen as reasonable).



# Service Standard Benchmarks

Rural Long and  
Call Centre Performance

## OUTCOMES

### Changes to reliability benchmarks in the Draft Decision (Rural Long) and Western Power's alternate approach to reliability (Rural Long)

- Based on engagement through the Fifth CRG and previous research, residential customers, especially Urban and Rural short, are unlikely to be willing to pay for the 290-minute Rural Long Service Standard Benchmark outlined in the Draft Decision.
- Consider further exploration with residential customers to identify a Rural Long Service Standard Level that there is a willingness to pay for – outlined by CRG participants as likely being between the existing average of 925 minutes and the 290-minute recommendation.
- There is higher support for an alternative approach, as presented by Western Power to the CRG participants, focusing on improving the reliability of those in the worst-performing areas of the network (the long tail).
- Explore options to increase the use of local generation sources in line with customer expectations to increase support for investment as part of a plan to improve Rural Long reliability.
- Identify the best means to educate the community and garner support for the investment area, keeping information clear, relevant, novel, emotive and easy to understand.

### Call Centre Performance

- Overall, participants were unwilling to pay more for a 30-second benchmark. It wasn't a relevant or attractive investment for the majority (including older age groups); they preferred to keep costs low and invest in other areas, provided the call centre wait time didn't become unreasonable.
- Participants expect and support a wait time of between 3-5 minutes under the provision that information is available through other sources, which the majority prefer to use for outage and service information. Consider reducing investment in Call Centre performance, focusing on improving the availability of information through other channels, specifically the website, automated phone, and SMS services.



# Reliability Reporting Website

## KEY LEARNINGS AND OUTCOMES

### Website Reliability Reporting

#### KEY LEARNINGS

- Participants expressed a desire for the proposed website to be more user-friendly focusing on the reduction of detail in specific areas, including through the use of visual aids and search options.
- Situation information (minutes, the number of outages and assets) was generally positively received and expected upfront on the website with a desire for hours to be used where possible.
- There is general support for greater investment in the information portal.

#### OUTCOMES

- Where possible increase the use of visual aids for information, including figures, maps and interactive tools. Identify lower-value/high-detail bodies of text to be hidden using drop-down menus or through links to separate pages.
- Ensure situation information is clear and upfront on the website, using hours instead of minutes when times are displayed.
- Avoid wording that could be perceived as providing excuses; instead focus information on the situation and how Western Power is rectifying the problem.
- Continue investment in the information portal, focusing on providing easy-to-understand relevant information for customers.

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# Rural Long Service Standard Benchmark

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# Changes to reliability benchmarks in the Draft Decision (Rural Long)

In previous AA5 Customer and Community Engagement research by Kantar Public (1), all residential customers were found to value a reduction in **outage frequency** but were unwilling to pay more than an additional 1% (approx. \$2.44) on their electricity bill to improve the service level. Urban and Rural Short customers specifically were unwilling to pay 1% more on their average bill to halve their average **outage duration**. In contrast, Rural Long customers were found to be willing to pay 3% more per bill (approx. \$7.33) to reduce the average **outage duration** from 14 hours to 4 hours. Interestingly, only three in ten residential Urban (33%) and Rural Short (31%) customers were willing to pay more to improve network reliability in the worst-performing areas of the network. This contrasts with almost half (46%) of Rural Long customers who were willing to pay more to see greater reliability in the worst-performing areas. Rural Long residential customers were also found to be more supportive and willing to pay for renewables and new technologies if it would decrease outage frequency and duration.

## October Community Reference Group (CRG) findings:

- CRG participants felt that 290 minutes was too low as a benchmark for those on Rural Long feeders but prefaced that the current average of 925 minutes was also too high. In general, customers expressed concerns as to whether the 290-minute benchmark could be met in such a short time.

*“...it’s very optimistic.” “...it’s in fairyland.” “...it’s a big gap.” “...an ambitious goal.”*

- There was an expectation that the level of service and investment provided to Rural Long customers should be increased but not to the extent proposed. Participants felt that investment in the Rural Long network was required and were generally happy to invest in the area but prefaced that it strongly depended on cost.

*“...bring them up to modern standards.”*

- Cost was a key concern for many, with questions regarding whether the 10 ½ hour reduction was worth the investment required to achieve it and what the cost would be per resident. Further comments were also made regarding the wider communities’ willingness to pay for investment in the area, with participants generally feeling it would be mixed.





# Changes to reliability benchmarks in the Draft Decision (Rural Long)

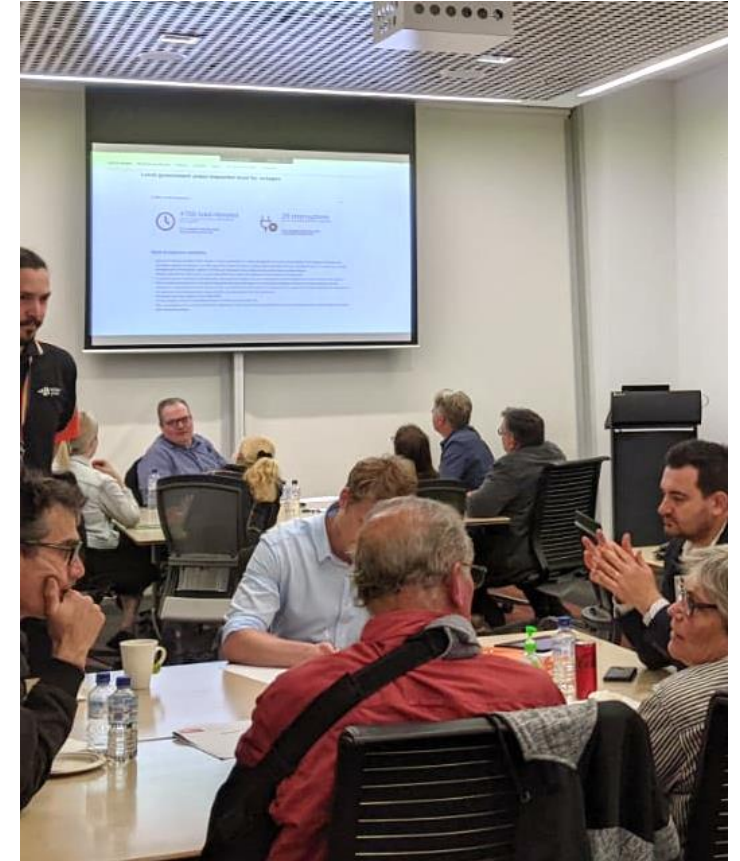
...continued

## October Community Reference Group (CRG) findings continued:

- Most expected that the investment would be staggered over several years to meet the 290-minute benchmark, gradually increasing it to “...spread the investment out”.
- Many questioned if investments in the network would be made in the right places, with an expectation that local generation sources should play a greater role in increasing reliability and ‘future-proofing’ the network.
- A number of participants in support of the 290-minute benchmark highlighted that their position was linked to it being a national standard. However, they expressed concerns in line with the wider reference group regarding feasibility and costs.

*“...you would have to abide by the [national] code...”*

- Elements of an emotional connection to rural customers (i.e., wanting them to have greater reliability) were discussed among participants in relation to the investment costs. Questions were raised regarding if the money would be better spent elsewhere to impact a larger number of people.
- A number of the participants also felt that the majority of Rural Long customers were happy with their service, believing that outages only impacted a relatively small percentage of rural customers (note: this may be a result of the low Rural Long representation in the CRG).
- Some highlighted that a high level of education would be required for the community to understand the reasons for investing in the area (note: this was also the case for Western Power’s proposed alternative).



# Western Power's alternate approach to reliability (Rural Long)

## October Community Reference Group (CRG) findings:

- Participants generally felt that the alternative approach outlined by Western Power was more 'realistic' than the recommendation in the Draft Decision. Discussions touched on it being perceived as more 'targeted', 'manageable' and 'feasible', with several participants noting that it felt 'future-focused' and appeared to have broader benefits to the community, i.e., "...not just rural customers".

"It's more realistic." "...sensible way to go..." "...targeting those in need."

- While positive, participants did express concerns regarding the long tail (i.e., "...it's a long tail") of customers experiencing high outage times and the feasibility of bringing them back in line with a more reasonable service level given the expected costs and the small number positively impacted.
- There were also concerns regarding the technical nature of the approach, with participants highlighting the number of new technologies involved and the level of education required by the wider community to understand the proposal (perceived to be more complex than the recommendation in the Draft Decision). Moderators noted initial clarifying questions among participants, suggesting the presented material may have been initially too technical for the audience.
- While not prompted, willingness to pay was again discussed amongst CRG participants. Many expressed concerns about the costs involved and how they would be spread across residents, with the majority assuming a lower cost associated with the alternative approach. A number of questions were again raised regarding who would be expected to pay in relation to the approach.
- Groups again discussed the weigh-up between emotional and economic factors; some participants recognised their emotional desire to go after the long tail [help Rural Long customers] but questioned if "...there was enough money to support them" and if it was being used in the right places.





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# Call Centre Performance

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# Call Centre Performance

Research conducted by Kantar Public in response to the Independent Review of Christmas Outages (Shepherd Review) (2) found that the use of multiple channels during an outage was positively received by respondents. Western Power stakeholders also highlighted the effectiveness of using multiple channels when engaging with the community due to the difference in their media consumption habits. While phone played an important role, it was often not the first choice for customers.

## October Community Reference Group (CRG) findings:

- Participants thought 30 seconds was a short time to wait for a call based on previous experiences with other providers, where wait times varied from 5 to 30 minutes. The group expressed that 30 seconds was a great target but felt that 3-5 minutes was more reasonable if investment could be made in alternative information sources; generally, participants were prepared to wait up to 5 minutes and preferred to have slightly longer call centre response times in exchange for improvements in other channels.

“...that’s very quick.” “...optimistic.” “I don’t mind waiting 5 minutes.” “...a reduction is reasonable.”

- Customers mentioned the website, phone, SMS, and an app as their preferred information sources. There was a desire to hear recorded messages about the outages, including the location and expected length when known. Many participants preferred not to use phone calls as the primary channel for outage information, with the website typically being the first point of reference.
- Among the participants, there was a clear separation between age groups. Young generations encouraged online communication (i.e., “...I don’t like to call”); they would like to avoid calling and preferred Western Power to invest in an online platform. Older age groups had a higher expectation for the phone service and generally wanted calls to be answered in less time (i.e., “...no more than a minute”, “...ideally 1 minute”), feeling more comfortable having ‘another person on the other end’. Interestingly, when discussed, both groups felt that investment should be spread across information sources and were generally happy to have concessions regarding investment in their preferred channel.
- Overall, participants were unwilling to pay more for a 30-second benchmark. It wasn’t a relevant or attractive investment for the majority (including older age groups); they preferred to keep costs low and invest in other areas, provided the call centre wait time didn’t become unreasonable.

“...I will hang on the phone longer if it is cheaper.” “... it’s already operating above industry averages.”

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# Reliability Reporting

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# Reliability Performance Information (Website)

Research conducted by Kantar Public in response to the Independent Review of Christmas Outages (Shepherd Review) (2) found that CRG participants felt that Western Power should be making information easily accessible to demonstrate transparency (i.e., via social media, SMS, website, infographics, charts), but cautioned it must also be easily digestible. Participants suggested several website improvements, including clearer and faster updates, more accurate outage information, and an outage map with a list layout to clearly show who is impacted. Various comments were made regarding UX design, highlighting the importance of having an easy-to-use interface for accessing reliability performance information.

## October Community Reference Group (CRG) findings:

- Most participants understood the information on the website and felt it had value but highlighted that the level of detail might be too high in some areas. Various suggestions were made to improve the ease of use and increase clarity, including drop-down menus, a post-code search, interactive maps, and additional figures to make it more visual.

“...information overload.” “...too wordy.” “Use more images.” “...an interactive map would be more useful.”

- The inclusion of information related to the minutes, the number of outages and assets was well received by most participants. Several participants mentioned the number of minutes as hard to digest and requested hours instead to make it easier to understand.
- Information describing the situation, including the minutes, areas and number impacted, were generally requested upfront on the website, followed by other information. The group were split on where the cause of the outage should be shown, with some believing it should be upfront while others felt it was less important.
- Echoing comments made in previous CRGs, several members highlighted that Western Power should avoid wording that could be perceived as ‘excuses’ from the organisation, instead focusing on what they are doing to rectify the problem.
- Participants felt that Western Power had listened to the community’s views. They desired to see continued investment in the information portal, with some participants again highlighting the importance of clear and easy-to-digest information.





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# Feedback following the 5<sup>th</sup> Community Reference Group

## Verbatim comments and ratings

*“Very interesting as it affects us all and it’s a part of our future.”*

*“Great that you’re doing community engagement!”*

*“The session highlighted complex issues in WP planning process.”*

*“Missing key information per topic. Topic 1. Cost to customers. Topic 3. Percentages of automatic calls vs human interaction.”*

*“Good food.”*

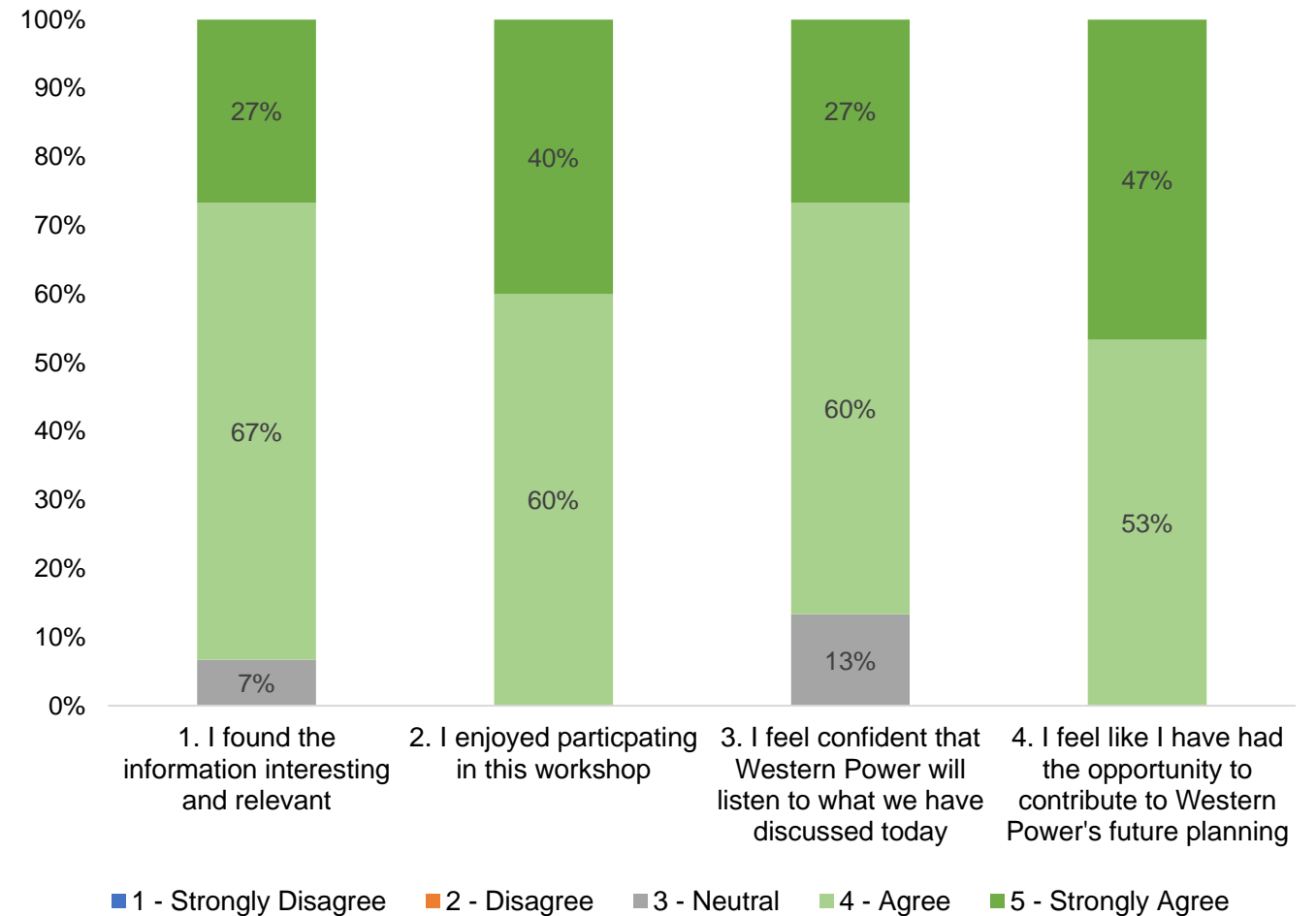
*“Excellent format with 4 separate discussion groups. Great facilitator.”*

*“Good to see topics discussed in previous sessions reflected in the session I’ve attended today.”*

*“Slides on projector could have been more easily read.”*

*“Very good.”*

Western Power Community Reference Feedback Form



# CRG Discussion Guide

Western Power: AA5 Customer Reference Group  
 Session #5 – Service Standard Benchmarks  
 17<sup>th</sup> October 2022, 6:00 – 8:00pm  
 Western Power Office, 363 Wellington Street, Perth

Section	Activity	Timing	Time
CRG Introduction	<ul style="list-style-type: none"> <li>- Sign in; collect name tags</li> <li>- Get some food/drink; find your tables</li> </ul> <p><b>MC:</b></p> <ul style="list-style-type: none"> <li>- Hi everyone; thank you for being here this evening and great to see you again.</li> <li>- For those who might be joining us for the first time, welcome! I'm, Chris, "I'd like to start by acknowledging the Traditional Owners of the land on which we meet today. I pay my respects to their elders, both past and present."</li> <li>- and I'll quickly get our table leaders and viewers to introduce themselves [KP AND WP REPS TO INTO THEMSELVES]</li> <li>- I'll just go through some housekeeping, then I'll run you through the plan for this session and then we'll get cracking... <u>sound</u> ok?</li> <li>- Let's start with housekeeping – feel free to help yourself to the food and drinks. We will have a break partway through the session, but feel free to grab food whenever you like. If you need the bathrooms, they are through the door at the back of the room and through the turnstiles and to your right.</li> <li>- In terms of coming back to the wider group after we're having our table <u>discussions</u> I'll give a couple of claps in the air and then grab your attention.</li> <li>- The flow of the session will be <u>similar</u> to those that we've had before. We'll hear from a speaker and then we have time for a chat at our tables to discuss.</li> <li>- Just to remind you, we have a wide range of people here with mixed backgrounds so it's totally ok to agree or disagree with others at your table – we want to know if you agree or disagree, but please <u>remain respectful of others' opinions at all times</u>.</li> <li>- In terms of the progress and updates around AA5, the submission went to the Economic Regulation Authority (the ERA) on February 1<sup>st</sup>, since then, the ERA has provided their draft decision with several amendments for Western Power to respond to. Tonight, we will be discussing a few of these amendments relating to Western Powers Service Standard Benchmarks. We will also cover some other topics; we're</li> </ul>	10 minutes	6:00 – 6:10

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	<p>going to further our discussion on reliability reporting, this time specific to reporting on the website.</p> <ul style="list-style-type: none"> <li>- Your input is critical for Western Power, so thanks again for being part of this.</li> <li>- Great lets, get stuck into it!</li> </ul>		
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## MAIN DISCUSSION

Topic	Activity	Timing	Time
Introduction	<p><b>MC:</b></p> <p>I'm going to hand over to <b>Zahra Jabiri (Head of Regulation and Investment Assurance)</b> to provide a recap of Western Power's AA5 Proposal.</p> <p><b>[WP Presentation - Submission reminder (slides 4-6)] – 10 min</b></p> <p><b>MC:</b></p> <p>Thanks Zahra. In last year's sessions, we touched on the reliability of the Western Power network, and you told us that the reliability of the network is generally quite good for Urban and Rural Short customers. Many of you highlighted that there had been very few outages and those previously experienced lasted only a short amount of time. The exception to this was Rural Long customers (those in rural areas) who strongly supported increased investment in reducing rural outages; when we last discussed this topic, rural customers on average experienced one outage every three months.</p> <p>We've found that Urban and Rural Short customers care most about affordability and expressed that reducing electricity prices was the most important investment priority for Western Power followed by a focus on reliability. This contrasted with Rural Long customers, who were generally willing to pay more for improved reliability and servicing.</p> <p>A lot has changed since our last discussion, including extensive outages over the 2021/2022 Christmas period that impacted both metro and regional customers. We have previously discussed the Christmas outages and several topics including reliability reporting which we will discuss a bit later. Given the Christmas outages and changing economic conditions, we would like to explore your view on Rural Long Reliability, the Draft Decision by the regulator and a possible approach to this issue.</p>	15 minutes	6:10 – 6:25

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# CRG Discussion Guide continued...

	I'll hand over to Bhavik Shah (Senior Frameworks and Regulation Specialist) to explain more about his important area of focus and to introduce some of the potential changes in the way Western Power reliability benchmarks work.		
Topic 1: Changes to reliability benchmarks in the Draft Decision	<p><b>[WP PRESENTATION – SSB – Reliability and Changes]</b></p> <p><b>MC:</b> So, let's have a chat about this topic. Don't worry if you are new to this group, we are looking forward to hearing your views as part of our discussion. Moderator, feel free to jump into the topics at your tables and we will reconvene shortly.</p> <p><b>MODERATOR:</b> <b>Rural Long SSB</b> The Economic Regulation Authority's amendment is for Western Power to increase its level of service to customers on Rural Long feeders. This increase in service is in line with the level set under a national code which would require that Western Power decrease the length of an outage for Rural Long customers by 635 minutes – from 925 minutes to 290 minutes over a 12-month period (that's a reduction of about 10 ½ hours on the existing average). This will require significant investment from Western Power and <b>the cost will need to be spread across all residential customers.</b></p> <p><b>[POINT TO RURAL LONG SSB ON SLIDE AND RURAL LONG CUSTOMER LOCATION]</b></p> <ol style="list-style-type: none"> <li>1. How do you feel about the new proposed service standard level? Acknowledging the significant investment required to achieve this.             <p><b>DEEP DIVE ON:</b></p> <ol style="list-style-type: none"> <li>a. Is there anything that jumps out to you about what was just discussed?</li> <li>b. Do you think this is reasonable?</li> <li>c. Is it an expected change?</li> <li>d. Would you say it is required?</li> <li>e. How do you think the public will feel about this?</li> </ol> </li> </ol> <p><b>IF ANY NEGATIVE:</b> what would you expect to see, what would be reasonable? <b>Promote discussion: Determine how this sits with the public</b></p>	~10-15 min	6:25 – 6:40

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		~10-15 min	6:40 – 6:55
SSB - Topic 2: Western Power's alternate approach to reliability (Rural Long)	<p><b>MC:</b> Great, thanks everyone for an interesting discussion. We'll now hear from Bhavik Shah (Senior Frameworks and Regulation Specialist) again about Western Power's alternate approach to reliability.</p> <p><b>[WP PRESENTATION]</b></p> <p><b>MC:</b> <a href="#">Thanks</a> Bhavik, let's jump back to our groups and chat about this in more detail...</p> <p><b>MODERATOR:</b></p> <ol style="list-style-type: none"> <li>1. What are your thoughts on this approach?             <ol style="list-style-type: none"> <li>a. Is there anything that jumps out to you about what was just discussed?</li> <li>b. Do you think this is reasonable?</li> <li>c. Would you say it is required?</li> <li>d. How do you think the public will feel about this? How do you think this will sit with them?</li> </ol> </li> </ol> <p><b>IF ANY NEGATIVE:</b> what would you expect to see, what would be reasonable?</p> <p><b>PROBE:</b> Reasonable/expected/required</p> <p><b>MODERATOR:</b> Send for food break early if time permitting and engagement exhausted; note report back on this topic after break.</p>		
<b>BREAK</b>		5 mins	6:50 – 6:55
Report Back 1	<p><b>MC:</b> I would love to hear from the moderators at each table now. Moderators, what are some thoughts coming from your tables in relation to reliability in relation to Rural Long customers?</p> <p>1-2 insights from each moderator (MAX 30 seconds)</p>	5 mins	6:55 – 7:00

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# CRG Discussion Guide continued...

	Jake, Tessa, Karen  This has been an interesting discussion, thanks moderators. Feel free to take a five-minute break everyone, maybe grab a coffee and some food, and we will reconvene shortly.		
MC Intro to next section	MC: - Bring everyone back to tables and into the next section  I hope you all had a quick break and grabbed a bite to eat.	3-5 min	7:00 – 7:05
SSB - Topic 3: Call Centre	MC: We are going to jump into another of Western Powers Service Standard Benchmarks, this time we are going to be looking at their call centre performance which measures the percentage of calls responded to in 30 seconds or less. I'll hand over to David Masters (Customer Service Centre Manager) from Western Power to give you some background on this benchmark.  <b>[WIP PRESENTATION ON CALL CENTRE BENCHMARK] – 5 minutes</b>  MC: Thanks David. In order for Western Power to meet the new benchmark (which is based on actual performance over the last access arrangement period), while also being able to respond to the growing digital forms of customer communications new investment would be required which may result in additional costs for customers. The change to the Service Standard Benchmark for answering customer phone calls incentivises providing more resources to answer phone calls (in order to meet the higher level of calls answered in less than 30 seconds); this draws investment away from online information and proactive customer messaging during outages. Let's discuss this at our tables  MODERATOR:  SLIDE: <b>SHOW HISTORICAL TARGET VS ACTUAL, FORECAST AND RECOMMENDATION. POTENTIALLY SHOW INCREASES IN DIGITAL/OTHER CHANNEL ENGAGEMENT.</b>	15 min	7:05 - 7:20

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	<ol style="list-style-type: none"> <li>If you were making a call to a service provider such as Western Power, how long would you expect them to take to answer the phone? What's reasonable?</li> <li>If you had an outage and wanted more information, where would you go for this information?</li> <li>Broadly, what do you think about Western Power trying to achieve this benchmark? <b>REFER TO BENCHMARK</b> <ol style="list-style-type: none"> <li>Do you think it is important for Western Power to maintain this level of service into the future? Why? PROBE: vulnerable/specific community groups</li> </ol> </li> <li>Would you expect Western Power to invest in alternative customer information options like online information or self-service options?             <ol style="list-style-type: none"> <li>Would you expect investment in alternative information sources to reduce investment in the call centre?</li> </ol> </li> <li>Would you prefer to have slightly longer call centre response times in exchange for improvements in information on other channels (e.g. Western Power Website, Facebook)? Why? PROBE: for which channels and use-cases</li> <li>Are you willing to pay more for Western Power to achieve this benchmark? Why?</li> </ol>		
Report Back 2: Call Center SSB	MC: It's really interesting hearing everyone's thoughts, moderators what are the participants saying at each of your tables in relation to the call centre performance measure of 30 seconds? Is there a desire to maintain this level or would customers exchange slightly longer call centre response times for improvements in information on other channels?  1-2 insights from each moderator (MAX 30 seconds)  Tessa, Karen, Jake	5 min	7:20 – 7:25
MC into new topics	MC: Thanks everyone; it's interesting hearing your thoughts, there are some great discussions happening across the room.  We are now going to dive into a few topics that we have touched on before. Reliability reporting and messaging to reduce your use of electricity during periods of high network load.	-	-

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# CRG Discussion Guide continued...

<p><b>Topic 4: Reliability Reporting</b></p>	<p><b>MC:</b> Earlier this year we discussed the idea of transparency and what this means for you in relation to Western Power. As a group, you told us that transparency means that Western Power delivers up-to-date, accurate, honest, and relevant information that is easy to understand. In this room about a year ago, you recommended several different ways that Western Power could increase transparency in reliability information, and Western Power has listened. We are now going to discuss one of the areas that Western Power are working on to increase transparency and the experience of the community, specifically, reliability performance reporting and the development of website content that can support awareness of reliability in various parts of the network, these relate to,</p> <ul style="list-style-type: none"> <li>those affected by major and emergency events in the last 18 months;</li> <li>those consistently experiencing reliability challenges (feeder and Local Government Area related); and,</li> <li>those areas where assets are scheduled to be replaced or undergo maintenance in the current network planning cycle</li> </ul> <p>I'll hand over to <b>Simon [ROLE/TITLE]</b> to run us through the new reliability performance information on Western Powers website. Simon...</p> <p><b>[SIMON WP TO PRESENT EXAMPLES AND WEBSITE SCREENSHOTS]</b></p> <p>Let's, jump back to our tables now and discuss the work that Western Power has been undertaking in this area.</p> <p><b>MODERATORS:</b></p> <p><b>SCREENSHOTS OF WEBSITE REQUIRE TO TEST WITH GROUPS</b></p> <ol style="list-style-type: none"> <li>Can you understand the information? Does it make sense? <b>PROBE:</b> clarity, detail</li> <li>Do you think showing the number of minutes of outage is useful information? <b>REFER TO SCREENSHOT</b></li> <li>Do you think showing the number of power interruptions is useful information? <b>REFER TO SCREENSHOT</b></li> </ol>	15 min	7:25 – 7:40
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	<p>4. What about the information <b>Saved to \\ktsydfil001\Perth</b>, is it useful? <b>REFER TO SCREENSHOT</b></p> <p>5. Any thoughts about how the content is displayed? <b>PROBE:</b> format, ease of use, clarity</p> <p>6. Thinking about all the information shown, what information is most relevant, how would you rank them? <b>PARTICIPANTS TO RANK:</b> number of minutes, number of interruptions, estimated \$ value of work, type of assets being worked on</p> <p>7. Would you personally access this information? Are there any you wouldn't access?</p> <p>8. Is there anything you would have liked to have seen? Any additional information?</p> <p>9. From your perspective, does having this information increase the transparency of Western Power as an organisation in your eyes?</p> <p>10. How do you feel about the initiative overall, do you think Western Power have listened to previous discussions and acted in line with community feedback?</p> <p>11. Do you think Western Power should continue developing this information source? Why?</p>		
<p><b>Report Back 3: Reliability Reporting</b></p>	<p><b>MC:</b> There are some interesting thoughts coming through. Let's have a quick run around the room to hear some of the thoughts in relation to reliability reporting... <b>1-2 insights from each moderator (MAX 30 seconds)</b></p> <p><b>Tessa, Karen, Jake</b></p>	5 min	7:40 – 7:45
<p><b>Thank CRG and close</b></p>	<p><b>MC:</b> That brings us to the end of tonight's session. <b>Its</b> been really interesting hearing all of your views regarding tonight's topics.</p> <ul style="list-style-type: none"> <li>Hand out feedback forms and quick report back from moderator</li> <li>We've come to the end of the discussion</li> <li>Thanks for your involvement!</li> <li>Next session = INSERT DATE OF NEXT SESSION (TBD)</li> </ul> <p>Look forward to seeing you then!</p>	3 min	8:00

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October 2022

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