



C₂C

Capacity to Customers Customer Survey Post-Acceptance Survey Report

27 March 2015



VERSION HISTORY

Version	Date	Author	Status	Comments
First Draft	26th March	Michael Brainch	First Draft	
Final Draft	TBC	Kate Quigley	Final Draft	
V1.0	TBC	Paul Turner	Issued	

GLOSSARY OF TERMS

Abbreviation	Term
CATI	Computer Aided Telephone Interviews
C ₂ C	Capacity to Customers
CEP	Customer Engagement Plan
DNO	Distribution Network Operator
ENW	Electricity North West
I&C	Industrial & Commercial
LCNF	Low Carbon Network Fund
MPAN	Meter Point Administration Number
Responsible Person	Individual in an organisation responsible for new electricity connections or electricity supply considerations

FOREWORD

This post acceptance survey report marks the culmination of an 18-month customer engagement exercise that involved 15 industrial and commercial (I&C) customers who either accepted or rejected a C₂C managed connection agreement or a managed supply construction and installation agreement. The customer survey from which this report is derived was jointly designed by Electricity North West and its market research provider, Impact Research.

Impact Research conducted the customer surveys and summarised their findings which are disseminated in this post acceptance survey report.

Electricity North West welcomes the report and recommends it to all LCN Fund stakeholders. The report findings will be incorporated into the closedown report for the Capacity to Customers (C₂C) Project. This report and any related learning material has been published on the [C₂C website](#).

1. EXECUTIVE SUMMARY

This report is submitted as part of the Electricity North West; Capacity to Customers (C₂C) Tier 2 Low Carbon Networks Fund (LCN Fund) Project.

C₂C seeks to test if new and/or existing customers are willing to adopt new forms of commercial arrangements which allow the network operator to place short duration restrictions on their demand and/or generation as necessary, in response to fault outage events.

This document and the analysis therein forms part of the Project dissemination and specifically details the learning from a strategic piece of customer engagement research undertaken by Impact Research, an independent market research company. The purpose of the research was to understand customers' motivations and barriers to signing the C₂C managed connection agreement/managed supply construction and installation agreement and how these learnings can be utilised in the future if the C₂C Method is implemented across the a broader geographical network.

The key findings outlined in this report provide evidence to suggest that financial rewards play a pivotal role in the decision-making process for signing a C₂C commercial agreement, although the payment methods available, the length of contract and the duration of interruptions are also influential.

1.1. Research hypothesis

The C₂C Project sought to test the technology used to enable the C₂C Method and also verify the assertion that customer engagement could facilitate the commercialisation of the C₂C Method. In order to achieve this, the C₂C Project was designed to specifically answer seven key hypotheses;

- The C₂C Method will release significant capacity to customers (in the range of 75% to 100% of available capacity/circuit rating) from existing infrastructure
- The C₂C Method will enable improved utilisation of network assets through greater diversity of customers on the network ring
- The C₂C Method will reduce like-for-like power losses initially but this benefit will gradually erode as newly released capacity is utilised
- The C₂C Method will improve power quality resulting from stronger electrical networks;
- The C₂C Method will facilitate lower reinforcement costs for customers for the connection of new loads and generation
- The C₂C Method will effectively engage customers in a new form of demand and/or generation side response thereby stimulating the market and promoting the future use of commercial solutions to address the Problem
- The C₂C Method will facilitate a reduction in the carbon costs of network reinforcement.

This report deliberates on the extent to which the post acceptance survey customer engagement has provided evidence as to the feasibility of commercialising the C₂C Method.

A suite of customer engagement studies were undertaken in order to address the key customer related component; hypothesis six, which sought to engage customers in a new form of demand and/or generation side response.

This hypothesis can be supported in one of two ways; firstly demonstrating that there is a commercial appetite for C₂C and secondly; providing sufficient learning in terms of the motivators and barriers of signing up to C₂C that then helps DNOs promote future use of commercial solutions to address the Problem. The hypothesis can also be supported if it can be demonstrated that I&C customers who have signed the C₂C managed connection agreement/managed supply construction and installation agreement also have an interest in extending their contract beyond the 18-months, for which they originally signed. The analysis included within this document examines three key questions;

- What are the key motivations for customers signing the C₂C commercial agreement?
- What are the key barriers for customers rejecting the C₂C commercial agreement?
- Are customers, who sign the C₂C agreement, satisfied with the commercial arrangement after acceptance?

1.2. The research approach

The research approach referenced within this document was submitted as part of Electricity North West's C₂C customer engagement plan (CEP) approved by Ofgem on 28 June 2012.

In the CEP Electricity North West committed to:

- Carry out detailed research of all I&C customers on the Trial circuits to test their willingness to participate in the Trial and to test potential uptake of new commercial contracts on offer.

A detailed summary of the research methodology and findings from the customer research undertaken can be found in the [customer segmentation report](#).

An additional piece of customer engagement was subsequently conducted to provide supporting evidence on the feasibility of commercialising the C₂C Method. This took the form of a customer survey targeted at I&C customers who had either signed or rejected a C₂C managed connection agreement or managed supply construction and installation agreement.

It was felt that a post-acceptance survey would add significant value to the customer engagement by providing real evidence from customers who had received a C₂C offer as to the feasibility of commercialising the C₂C Method.

In total, 15 quantitative interviews were completed with both existing and new connections customers who had either accepted or rejected a C₂C commercial agreement.

Existing customers were defined as businesses with an existing connection to the electricity network ie they had a meter point administration number (MPAN).

New I&C customers were defined as businesses that originally did not have an MPAN for their commercial premises and accepted a C₂C quotation for a new connection to the electricity network. During this process when a new customer connected to the network they were offered the option to sign up to a managed contract in exchange for a reduced connection charge. Under the C₂C Method reinforcement of the network was mitigated therefore the reduction in connection charge was equivalent to the saving of reinforcement costs.

In order to optimise the survey response rate amongst a target sample of customers who held senior decision-making positions in their respective organisations and therefore typically had high workloads and less time to prioritise the completion of surveys of this nature, a multi-mode approach was taken. This consisted of offering customers the opportunity to participate in a computer aided telephone interview (CATI) or an online self-completion survey at their convenience. The question set for both survey modes was the same.

To qualify for the survey customers were required to have decision-making responsibility with regards to electricity connection contracts for the site mentioned in the C₂C managed connection agreement/managed supply construction and installation agreement and have personally been involved in the decision to either accept or reject the agreement.

A total of 15 customers took part in the customer survey. Although a relatively low number, this is almost half of the 31 customers who accepted or rejected a C₂C commercial agreement, and is therefore a good representation of the customers that Electricity North West engaged with.

1.3. Summary of the key findings

The analysis summarised within this section examines the three key questions posed in section 1.1.

1.3.1. What are the key motivations for customers signing the C₂C commercial agreement?

Customers, who accepted the C₂C managed connection agreement/managed supply construction and installation agreement, found the payment methods available, the length of the contract and the financial rewards the most appealing aspects of the agreement. Furthermore, the financial rewards were considered to be the single most important factor in customers' decision regarding whether to sign the agreement or not.

1.3.2. What are the key barriers for customers rejecting the C₂C commercial agreement?

The financial rewards and duration of interruptions were considered to be the main barriers to signing the C₂C commercial agreement. The implication of this was that some customers felt that the financial rewards were not sufficient to compensate for the loss of productivity during a fault of up to eight hours.

1.3.3. Are customers, who sign the C₂C agreement, satisfied with the commercial arrangement after acceptance?

Customers are satisfied with the commercial arrangement after acceptance. No customers, who accepted the C₂C managed connection agreement/managed supply construction and installation agreement, were opposed to extending the contract beyond the 18 months, which they have already agreed.

2. KEY FINDINGS

2.1. Introduction

This section of the report summarises the key findings of the customer survey analysis which addresses three key questions, as stipulated in the executive summary.

2.2. What are the key motivations for customers signing the C₂C commercial agreement?

2.2.1. Overall summary

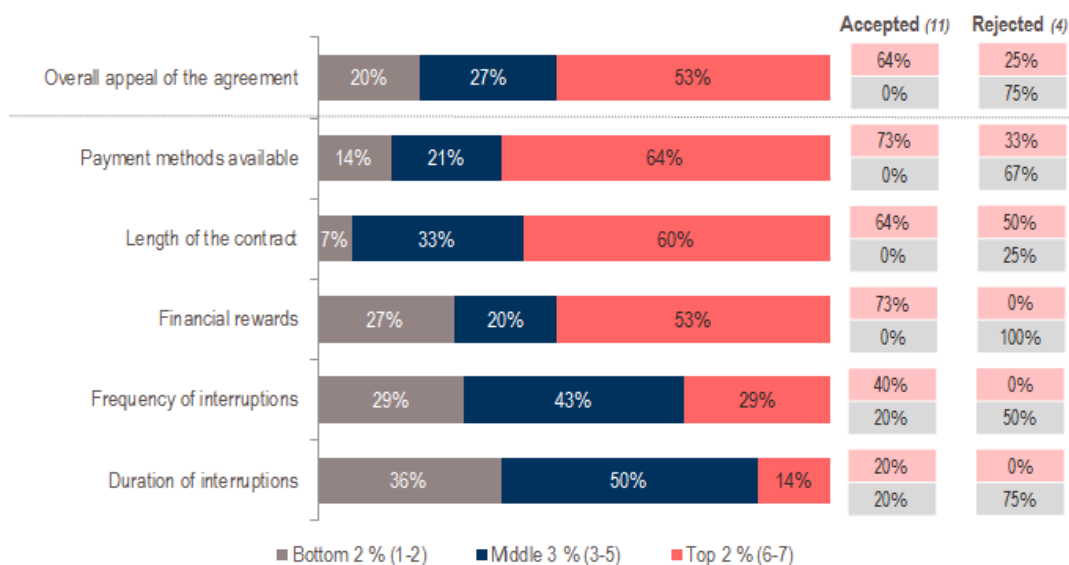
Customers, who accepted the C₂C managed connection agreement/managed supply construction and installation agreement, found the payment methods available, the length of the contract and the financial rewards the most appealing aspects of the agreement. The financial rewards in particular were the most differentiating attribute with both customers who rejected and customers who accepted the agreement claiming that it was the most important factor in their decision regarding whether to sign the agreement or not.

2.2.2. Appeal of the different aspects of the C₂C commercial agreement

Over half of all customers found the C₂C commercial agreement appealing overall (ratings of 6-7 on a one to seven rating scale). This increased to two thirds amongst customers who accepted the agreement.

Looking at the relative appeal of different aspects of the agreement, it is clear that certain elements contributed to the overall appeal more so than others. Chart 2.2.2a provides a breakdown of the levels of appeal of different aspects of the agreement and how these vary by customers who accepted the agreement and those who rejected it:

Chart 2.2.2a: Appeal of the different aspects of the agreement



The key elements that drove overall appeal of the agreement, especially amongst customers who signed the contract, were the payment methods ¹available, length of the contract and the financial rewards.

At an industry level, organisations in the Manufacturing and Processing industry found the financial rewards and length of contract particularly more appealing than customers in other industries. However, they found the duration of possible interruptions less appealing, suggesting that these customers feel more reliant upon a constant power supply, and therefore may perceive a higher degree of risk when assessing the cost and benefits of the C₂C commercial arrangement.

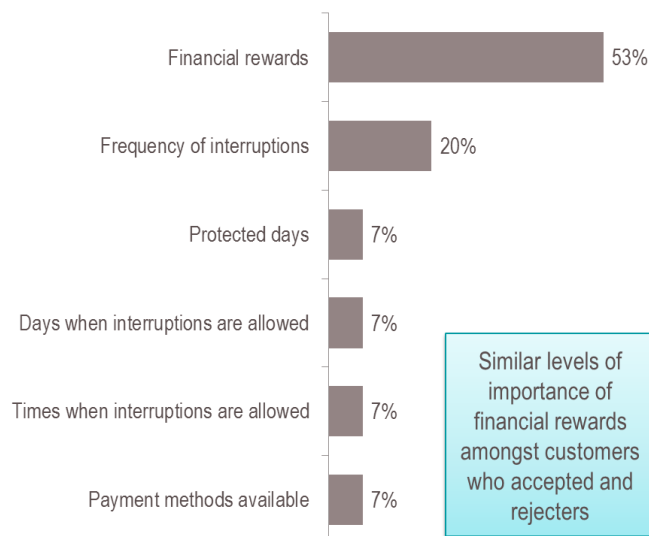
Chart 2.2.2a also demonstrates the extent to which the financial rewards offered can differentiate between those customers who accepted the agreement and those who rejected it. Customers who signed the agreement found the financial rewards highly appealing, whilst all those who rejected it felt they were unappealing, giving them a score of one or two.

Customers were also asked how satisfied they were with the level of financial rewards offered and the results reinforce the point that this attribute discriminates between a customers who accepted from those who rejected. 82% of customers who accepted were satisfied by the financial rewards (scored a 6 or 7 on a scale of one to seven), whilst 0% of those who rejected it were satisfied. Further analysis of the importance of the financial rewards can be found in section 2.3.2.

Supplementary evidence of the influence the financial rewards had on decision makers can be found in chart 2.2.2b. This particular aspect of the C₂C commercial agreement was considered the single most stated important element of the decision-making process. The level of importance was similar amongst both customers who accepted and rejected the contract.

¹ Payment method included the option to offer payments to reward availability (the customer signing up to a contract and making part of their electricity supply available) and utilisation (receiving a payment when Electricity North West 'uses' the contract).

Chart 2.2.2b: The most important aspect in the final decision to accept or reject the agreement



Overall, the majority of customers, irrespective of whether they accepted or rejected the C₂C commercial agreement, claimed to be mostly driven by the financial aspect of the agreement, whether it be the rewards themselves or the payment methods offered.

2.3. What are the key barriers for customers rejecting the C₂C commercial agreement?

2.3.1. Overall summary

Customers who rejected the C₂C commercial agreement did so due to the financial risk posed to their business. This financial risk is inextricably linked to the other main barrier, the duration of possible interruptions. Customers felt that the financial rewards were not sufficient to compensate for the potential loss of productivity during a fault of up to eight hours.

2.3.2. Financial reward vs financial risk

The overall feeling amongst customers who rejected a C₂C commercial agreement was that the financial risk to their organisation outweighed the financial benefit. In the event of an organisation signing a C₂C agreement and the contract being utilised during a demand side response scenario, interruptions may last up to eight hours, whilst other customers on the circuit are prioritised for power restoration. In return any organisation that has accepted the agreement will receive a financial reward.

Customers who rejected the C₂C commercial agreement were dissatisfied with the financial rewards (100% gave a score of one or two on a seven point rating scale) offered to them in the commercial agreement. This group also found the duration of possible interruptions under the C₂C agreement less palatable with 75% of them claiming it was unappealing (a score of one or two).

Analysis of customer feedback indicates that there is a strong relationship between ratings of financial rewards and the duration of interruptions. The implication of this is that in determining the relative appeal of the C₂C commercial agreement customers attempt to determine the likely cost to their business should the maximum interruption of eight hours be activated;

“We have over 100 staff so for us, once we found the value of the reward offered was not rewarding enough, we decided to write the offer off. If the electric was off and we needed to perhaps send home our workforce and this happened twice, we as a business simply could not cope with the impact as our overheads are so high.”

Technical Director, Manufacturing and Processing, 100-249 employees

“Although we always try to save money, this is a risk and the financial rewards could never be appealing for us to take up the offer. In the public sector it is different. They would not be able to increase my score.”

Senior Electrical Engineer, Public Services, unknown number of employees

“The level of financial reward was not high enough for the risk to the business of an interruption, if our generator failed and without a mechanism to safeguard. This prevented us from proceeding.”

Utilities Manager, Manufacturing and Processing, 100-249 employees

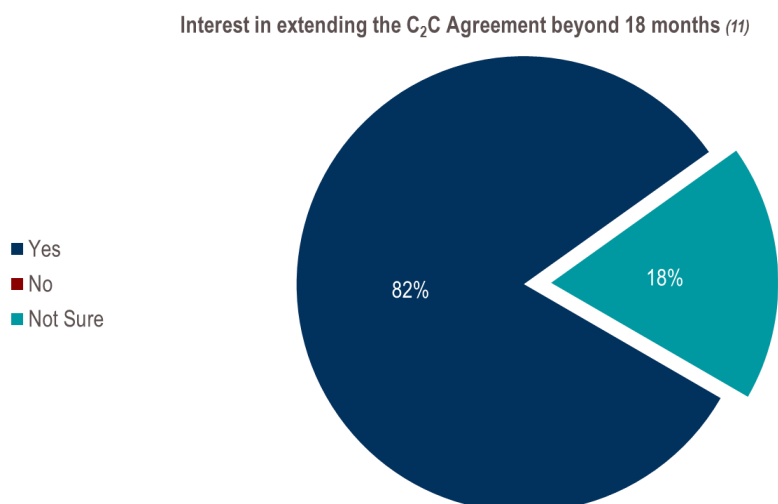
It would be beneficial in future research regarding commercial agreements of this nature to add appropriate questions to the customer survey in order to establish the financial risk to the organisation and to understand how customers calculate that risk (section 3.3). This would assist DNOs in obtaining a deeper understanding of how the agreement could be optimised and to which customers it should be targeted at as part of the commercialisation of the Method.

2.4. Are customers, who sign the C₂C agreement, satisfied with the commercial arrangement after acceptance?

As chart 2.4a indicates, when asked about extending the C₂C commercial agreement already in place, none of the customers who had accepted the agreement indicated they would not wish to. This suggests that customers overall are very satisfied with the commercial arrangement.

Two customers (18%) were unsure as to whether they would exercise an opportunity to extend the agreement. These two customers were smaller organisations of no more than 50 employees and were both existing customers before signing the C₂C commercial agreement.

Chart 2.4a: Interest in extending the C₂C commercial agreement beyond 18 months



3. LESSONS LEARNED FOR FUTURE INNOVATION PROJECTS

3.1. Introduction

This section of the report seeks to disseminate the lessons learned from conducting the post acceptance survey. The lessons learned are specifically focused on describing how Electricity North West and other stakeholders can utilise the learning from this process to support with the challenges faced in similar types of future customer engagement. The lessons learned are as follows:

3.2. Not all customers are comfortable with being approached by a third party aggregator to discuss commercial agreements

As part of the Project plan Electricity North West would work in partnership with Flexitricity and npower to achieve ten acceptances of the C₂C managed connection agreement amongst existing customers in the Trial area. However, customer feedback in the post acceptance survey has suggested that this is not the optimal method of engaging with customers. Only a quarter of customers who accepted the C₂C managed connection agreement were comfortable with being approached by a third party aggregator. The implication of this recommendation is that the commercialisation of the C₂C Method is achieved through customers having direct communication (preferably face to face) with a single point of contact at their respective DNO.

It would be beneficial in future customer engagement seeking to identify the appetite for a similar commercial arrangement to establish the likely risk/cost to the organisation should the contract be utilised. The post acceptance survey analysis has demonstrated the importance of the risk versus reward ratio for organisations, when decision makers are contemplating the appeal of the C₂C commercial agreement. It would therefore be prudent in future research of a similar nature to acquire a deeper understanding of this aspect of an organisation's decision-making process. This would aid a DNOs' understanding of, for example, the financial cost to a customer losing a day of power. This would subsequently assist in improving the financial rewards offered within the C₂C commercial agreement and the targeting of them to specific types of organisations.

3.3. A flexible approach is required to conducting customer engagement of this nature

The type of respondents targeted for the customer survey included senior decision makers such as managing directors utilities managers, energy managers and/or finance managers. Due to the very senior level of these customers, a flexible fieldwork process is required. This involves preparing a multi-mode survey, so that customers can complete the survey by a means of their choosing. The post acceptance survey offered two methods – CATI or online self-completion. However, a face-to-face meeting or postal method could also be offered.

Many of the customer's in-scope also regularly worked off-site, which made survey completion even more challenging for interviewers to achieve. Extra time is therefore required so that interviewers can book appointments in customers' diaries to take part in the survey. Due to the customers' high workloads, appointments were often cancelled or postponed, which further impeded fieldwork progression, hence fieldwork must be conducted over a relatively long period of time.

It is also beneficial to have the main point of contact from the DNO contact the customer in the first instance, in order to introduce the customer survey and emphasise how completing it will benefit them but also how it will genuinely help achieve the aims of the Project. This endorsement typically increases the credibility of the customer engagement.

4. RESEARCH METHODOLOGY

4.1. Introduction

This section of the report provides supplementary information on the customer engagement methodology used to test the hypothesis;

“The C₂C Method will effectively engage customers in a new form of demand and/or generation side response thereby stimulating the market and promoting the future use of commercial solutions to address the Problem.”

A quantitative research method was used to evaluate the hypothesis.

4.2. Quantitative research

In order to demonstrate the viability of scaling up the C₂C Method for broader use across GB, a quantitative research approach was recommended by Impact Research. Through conducting research quantitatively sufficient evidence could be provided to understand the benefits of, and the barriers to, the C₂C commercial agreement.

A total of 15 customers took part in the customer survey. Although a low number, this is almost half of the 31 customers who either accepted or rejected the commercial agreement, and statistically robust sample of these types of customers.

The customer survey was designed to collect information regarding the decision making process that led to the eventual acceptance or rejection of a C₂C commercial agreement. Specific emphasis was placed on the importance and appeal of different aspects of the agreement, whilst also understanding what could be done to make the agreements more appealing to both customers who did and did not sign up.

A multifaceted approach to administering fieldwork was used. Computer Aided Telephone Interviews (CATI) and online self-completion surveys were both offered and provided customers the flexibility to participate in the survey by a means of their choice.

4.3. Customer sample frame

4.3.1. Customer type

In order to understand customers' perceptions of the C₂C commercial agreement, Impact Research engaged with existing Industrial and Commercial (I&C) connections customers and new I&C connections customers, who either accepted or rejected the agreement.

Existing customers were defined as businesses with an existing connection to the electricity network i.e. they had a meter point administration number (MPAN).

New I&C customers were defined as organisations that originally did not have an MPAN for their commercial premises and accepted a C₂C quotation for a new connection to the electricity network, specifically on a C₂C Trial circuit. Customers were able to accept a C₂C quotation for a new connection at any stage during the Trial, with many doing so in reality during the later stages of the Trial.

4.3.2. Sample

Due to the low volume of sample available throughout the C₂C Trial period, Impact Research proposed interviewing as many customers, who accepted or rejected the agreement, as possible.

As soon as a customer had accepted or rejected the C₂C commercial agreement, Electricity North West provided the customer's details to Impact Research, who subsequently contacted the customer to complete the customer survey.

It was of particular importance to contact customers who rejected a commercial agreement as soon as possible, as their engagement with Electricity North West regarding the C₂C Method typically decreased over time and therefore it became more challenging for interviewers to encourage them to complete the customer survey.

The screening criteria used for I&C customers to take part in the survey was devised to seek feedback from the 'responsible person' within the company or for the particular site in question. In a small business, the responsible person for such decisions is also likely to be the person managing the enterprise. But for larger I&C establishments employing greater numbers of workers, the role of the responsible person varied considerably. The job titles of the responsible persons interviewed included:

- Utilities manager
- Finance manager
- Technical director
- Managing director
- Senior electrical engineer.

4.4. Customer survey

The final version of the customer survey can be found in Appendix A of this report.

In practise the customer survey was completed, on average, in fifteen minutes. This was of a sufficient duration for customers to discuss the benefits and barriers to signing the C₂C managed connection agreement, whilst also mitigating the risk of a decrease in response rates due to excessive questionnaire length.

5. CONCLUSION

The post acceptance survey has provided an important forum to gain constructive and independent feedback from customers on their perception of the C₂C managed connection agreement/managed supply construction and installation agreement that they received from Electricity North West.

This report summarises the key findings of the post acceptance survey customer engagement carried out with a representative sample of customers on C₂C Trial circuits who accepted or rejected the C₂C commercial agreement.

6. NEXT STEPS

There will be ongoing learning and dissemination as the C₂C Project is closed down and the key learnings will be reviewed to reflect customer feedback across the various customer engagement activities, of which the post acceptance survey is just one.

In line with the vision of the LCN Fund, all outputs and learning gained from customer engagement activities will be made available to other DNOs. Specifically, all communication materials, research materials and key findings developed in the Project are publicised on the C₂C website. All relevant learning will be shared at C₂C learning events, through trade magazines and in other appropriate forums.

7. APPENDIX

7.1. Appendix A – SURVEY INSTRUMENT

4th April 2013

- **Post Acceptance Questionnaire**

- **Capacity to Customers**

Introduction (Phone Interview)

INTERVIEWER PROMPT:

BEFORE STARTING THE SURVEY PLEASE CONFIRM WHICH SAMPLE FILE THE CUSTOMER HAS COME FROM:

- **SAMPLE TYPE 1** = C₂C MANAGED CONNECTION AGREEMENT (EXISTING CUSTOMER)
- **SAMPLE TYPE 2** = C₂C MANAGED CONNECTION AGREEMENT (NEW CUSTOMER)

INTERVIEWER PROMPT:

Good morning/afternoon/evening. Please can I speak to <INSERT NAME OF CONTACT>?

IF PASSED ON TO SOMEONE, REPEAT: My name is from Feedback Research and we are carrying out a research study on behalf of **ELECTRICITY NORTH WEST** your electricity distributor, into your recent acceptance or rejection of <the C₂C managed connection agreement (existing customer) (IF SAMPLE TYPE 1)/a C₂C managed connection agreement (new customer) (IF SAMPLE TYPE 2)>.

Your feedback is really important to us. Firstly we'd like to ask you a few simple questions to understand the latest status of <the C₂C managed connection agreement (existing customer) (IF SAMPLE TYPE 1)/C₂C managed connection agreement (new customer) (IF SAMPLE TYPE 2)> you received.

INTERVIEWER TO FILL OUT CONTACT'S DETAILS FROM SAMPLE FILE:

Name	
Job Title	
Gender	INTERVIEWER TO CODE- DO NOT ASK:
Telephone Number	
Email address	

Initial Contact

ASK ALL

SINGLE CODE

QA1 What is your responsibility with regard to electricity connection contracts for <this site (IF SAMPLE TYPE 1)/new connections (IF SAMPLE TYPE 2)>?

- Sole responsibility 1
- Joint responsibility 2
- Little responsibility 3
- No responsibility 4 **CLOSE**

SURVEY

ASK ALL SAMPLE TYPE 2

SINGLE CODE

QA2 Did you *personally* fill in an application form for your connection quotation?

- Yes and I made the final decision to accept/reject it 1
- Yes, but I did not make the final decision to accept/reject it 2
- No, I wasn't involved in the application 3 **CLOSE SURVEY**

IF QA1=4 OR QA2=3 THEN PROMPT FOR CORRECT PERSON AND THEIR CONTACT DETAILS

<i>Name</i>	
<i>Job Title</i>	
<i>Telephone Number</i>	
<i>Email address</i>	

ASK ALL SAMPLE TYPE 2

SINGLE CODE

QA3A And what is the current status of your connection quotation?

- I have accepted the standard quotation 1
- I have accepted the C₂C managed connection agreement 2
- I have rejected both quotations 3
- The time I had to make a decision has now expired 4
- I have not made a decision yet 5 **CAPTURE**

VERBATIM:

ASK IF QA3A= 5

SINGLE CODE

QA3V Why do you say that you have not made a decision yet?

Customer prompted comments box:

INTERVIEWER: ASK THE CUSTOMER WHEN THEY ARE LIKELY TO MAKE A DECISION AND CHECK IF THEY ARE HAPPY TO BE RE-CONTACTED WHEN THEY HAVE MADE A DECISION. THEN CLOSE THE SURVEY.

INTERVIEWER NOTES BOX:

**ASK ALL 'TIME EXPIRED' CUSTOMERS (QA3A=CODE 4)
MULTICODE**

QA3B Why did you choose not to accept the C₂C Managed Connection Agreement within the time period the quote was valid?

INTERVIEWER BRIEFING: WAYLEAVE is a process in which Electricity North West must contact a land owner, whose property will have to be accessed in order to install and maintain the cables for the customer's connection.

- It was too expensive 1
- I was unable to get approval internally to accept 2
- Third party funding issue..... 3
- I was unable to acquire a wayleave or 3rd party consent 4
- Not going ahead with the connection 5
- Went with an ICP (independent connections provider) 6
- Other (please specify) 7

OTHER SPECIFY
Interviewer- use this box to note down any comments the customer makes as they answer this question:

AFTER QA3B CLOSE THE SURVEY FOR 'TIME EXPIRED' CUSTOMERS.

**ASK ALL C₂C SAMPLE TYPE 1
SINGLE CODE**

QA3C And what is the current status of the C₂C managed connection agreement that was offered to you?

- I have accepted the C₂C managed connection agreement..... 1
- I have rejected the C₂C managed connection agreement 2
- I have not made a decision yet 3 **CLOSE SURVEY**

**ASK IF QA3C= 3
SINGLE CODE**

QA3V Why do you say that you have not made a decision yet?

Customer prompted comments box:

CREATE A NEW VARIABLE

IF QA3A=2 OR QA3C=1 CLASSIFY CUSTOMER AS:

ACCEPTED

IF QA3A=1 OR QA3A=3 OR QA3C=2 CLASSIFY CUSTOMER AS:

REJECTED

SAY TO ALL QUALIFYING CUSTOMERS:

We recognize that your time is valuable and as a thank you for your participation we will be donating (*£5 per completed interview*) to charity and every customer who **completes our survey** will be offered a £70 gift card of their choosing.

The remainder of this survey should take approximately 15-20 minutes to complete.

Firmographics

Thank you for agreeing to take part in this survey regarding your recent <acceptance (IF SAMPLE-ACCEPT)/rejection (IF SAMPLE- REJECT)/of <the C₂C managed connection agreement (existing customer) (IF SAMPLE TYPE 1)/a C₂C managed connection agreement (new customer) (IF SAMPLE TYPE 2)>.

Please answer the following questions solely on behalf of your organisation. If your organisation has more than one site, please answer on behalf of the site where you are based, or the sites you are responsible for.

Firstly, I would like to ask you a few background details on your organisation.

ASK ALL

SINGLECODE

QB1 What is the main activity of your organisation?

INTERVIEWER: Please select one option from the list below.

Agriculture, forestry and fishing.....	1
Mining and quarrying	2
Manufacturing and Processing	3
Utilities (<i>operational sites</i>).....	4
Wholesale and retail trade	5
Accommodation and food services	6
Transportation.....	7
Information and communication including data centres.....	8
Storage/Warehouse	9
Distribution generators.....	10
Commercial and office premises.....	11
Education	12
Human health and social work activities	13
Arts, entertainment and recreation.....	14
Other [SPECIFY].....	15

ASK ALL

SINGLECODE

QB2 Which of the following best describes your organisation?

INTERVIEWER: Please select one option from the list below.

Public sector.....	1
Private sector	2
Charity.....	3
Other [SPECIFY].....	4

ASK ALL

SINGLECODE

QB3 How many people does your organisation employ at this site address?

[Interviewer: By this we mean the site at which the customer is employed to work]

0-4.....	1
5-9.....	2
10-19.....	3
20-49.....	4
50-99.....	5
100-249.....	6
250-499.....	7
500-999.....	8
1,000 or more.....	9
Don't know	98

ASK ALL

SINGLECODE

QB5 Does your organisation have its own electricity generation capability (e.g. *backup electrical generator*) or generation offset available which can be used as contingency when there is a power cut?

Yes, we have our own electricity generation capability.....	1
Yes we have our own generation offset.....	2
Yes, we have both our own electricity generation capability and offset.....	3
No, we have neither	4

Previous Interaction with Electricity North West: FREQUENCY & DURATION OF FAULTS

ASK ALL

SINGLECODE

QC1 In the **last year**, **how many** power cuts have you experienced at the site address, **where** the C₂C managed connection agreement **will be based**?

Note; by this we mean how many power cuts have been experienced in total regardless of their planned or unplanned nature.

- Once 1
- Twice..... 2
- Three times 3
- Four times 4
- Five times or more 5
- Don't know 6
- None 7

ASK ALL WHO CODE 1-5 AT QC1

SINGLECODE

QC2 And again, thinking about the last year, how long, on average, have the power cuts you experienced at the site address, **where** the C₂C managed connection agreement **will be based**, been?

INTERVIEWER- PLEASE TAKE CARE WHEN CODING THE TIME GIVEN. AN ANSWER OF "3 HOURS" WOULD BE ANSWER CODE 4 RATHER THAN CODE 3,

- Less than half an hour (<29 minutes) 1
- Between half an hour and 1 hour (30-59 minutes)..... 2
- From 1 hour up to 3 hours 3
- From 3 hours up to 6 hours..... 4
- From 6 hours up to 12 hours..... 5
- From 12 hours up to 24 hours..... 6
- More than 24 hours..... 7
- Don't know 8

Information on C₂C

INTERVIEWER TO READ OUT:

You will have received a <C₂C managed connection agreement (IF SAMPLE TYPE 1)/a standard connection quotation and a C₂C managed connection agreement (IF SAMPLE TYPE 2)>.

C₂C aims to: (i) release previously untapped emergency network capacity for everyday use; (ii) enable savings by changing the way electricity is used; (iii) reduce infrastructure improvement costs being passed to customers; and (iv) deliver environmental benefits to the North West region and the entire UK.

ASK ALL

MULTICODE

QD1 Which of the following sources of information regarding C₂C, if any, did you access?

INTERVIEWER: RANDOMIZE THE ORDER IN WHICH YOU READ OUT THE FOLLOWING:

- Electricity North West website 1
- C₂C information video 2
- C₂C information leaflet 3
- Telephone call from Electricity North West 4
- Face to face meeting with a representative from Electricity North West..... 5
- Information contained within the /C₂C-managed connection agreement pack..... 6
- Other [PLEASE SPECIFY]..... 7
- I was offered no information about C₂C 8 EXCLUSIVE,
FIXED

ASK ALL

MULTICODE

QD2 What **other** sources of information about C₂C, if any, would you have liked Electricity North West to have offered you access to?

SHOW CODES NOT SELECTED AT QD1

INTERVIEWER: RANDOMIZE THE ORDER IN WHICH YOU READ OUT THE FOLLOWING:

- Electricity North West website..... 1
- C₂C information video 2
- C₂C information leaflet 3
- Telephone call from Electricity North West 4
- Face to face meeting with a representative from Electricity North West..... 5
- Information contained within the /C₂C managed connection agreement pack..... 6
- Other [PIPE IN ANSWER FROM QD1] 7
- I feel that no other sources of information are necessary 8 EXCLUSIVE,
FIXED

The C₂C Application Process - Managed Connection Agreement (New Customers)

ASK IF SAMPLE TYPE 2

SINGLECODE

QF2 Which of the following statements best describes the delivery of your quotations?

Interviewer: Note that Electricity North West is hoping to deliver every C₂C managed connection agreement and the standard quotation at the same time- hence the majority of customers *should* code option 3.

- I received the standard quotation before the C₂C agreement..... 1
- I received the C₂C managed connection agreement before the standard quotation..... 2
- I received the C₂C managed connection agreement and the standard quotation at the same time..... 3

ASK IF SAMPLE TYPE 2

SINGLECODE

QF4 And using the same scale as before – i.e. where 1 is equal to very dissatisfied and 7 is equal to very satisfied – how satisfied were you with the **time** it took Electricity North West to deliver the quotations to you?

Very Dissatisfied						Very Satisfied
1	2	3	4	5	6	7

Customer unprompted comments box:

ASK IF SAMPLE TYPE 2

SINGLECODE

QF5 Further to receiving the C₂C managed connection agreement how satisfied were you that Electricity North West had **understood** your supply requirements?

Interviewer: This measure seeks to understand if customers feel Electricity North West fully understood their connection requirements in their application and quoted appropriately.

Very Dissatisfied						Very Satisfied
1	2	3	4	5	6	7

Customer unprompted comments box:

ASK IF SAMPLE TYPE 2

SINGLECODE

QF7 And using a scale of 1 to 7, where 1 is equal to very dissatisfied and 7 is equal to very satisfied, can you please tell me how satisfied you were with the **usefulness** of the C₂C managed connection agreement pack?

Interviewer: The agreement pack is designed to help explain the quotation, any assumptions made, any terminology used and all the details you require for completing your connection.

Very Dissatisfied						Very Satisfied	DK/NA
1	2	3	4	5	6	7	8

Customer unprompted comments box:

Interviewer: use this box to note down any comments the customer makes as they answer this question

ASK IF SAMPLE TYPE 2

SINGLECODE

QF8 How satisfied were you with the **amount of communication** you had with Electricity North West during the quotation process?

Very Dissatisfied						Very Satisfied
1	2	3	4	5	6	7

Customer unprompted comments box:

ASK IF SAMPLE TYPE 2

SINGLECODE

QF9A You will have received both a standard connection quotation and a C₂C managed connection agreement. How satisfied were you with the **cost** of your standard connection quotation?

Very Dissatisfied						Very Satisfied
1	2	3	4	5	6	7

Customer unprompted comments box:

ASK IF SAMPLE TYPE 2

SINGLECODE

QF9B And how satisfied were you with the **cost** of your C₂C managed connection agreement?

Very Dissatisfied						Very Satisfied
1	2	3	4	5	6	7

Customer unprompted comments box:

ASK IF SAMPLE TYPE 2

SINGLECODE

QF10 Based on the information provided in the quotation pack only, how satisfied were you with how clearly the **difference** between the standard quotation and the C₂C managed connection agreement **was explained**?

Very						Very
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Dissatisfied						Satisfied
1	2	3	4	5	6	7

Customer unprompted comments box:

ASK IF SAMPLE TYPE 2

SINGLECODE

QF11 Thinking about your **overall experience** during the quotation process, how satisfied were you with the service provided by Electricity North West?

Very Dissatisfied						Very Satisfied
1	2	3	4	5	6	7

Customer unprompted comments box:

The C₂C Application Process - Managed Connection Agreement (Existing Customers)

ASK IF SAMPLE TYPE 1

SINGLECODE

QF12 You will have initially received a call from Npower or flexitricity about C₂C. How comfortable did you feel about being contacted by a third party (Npower or flexitricity) to talk about your electricity supply?

Please use a scale of 1 to 7 where 1 means 'Not at all comfortable' and 7 means 'very comfortable'.

Not at all comfortable						Very comfortable	Not contacted by NPower/flexitricity
1	2	3	4	5	6	7	8

Customer unprompted comments box:

ASK IF SAMPLE TYPE 1

SINGLECODE

QF12B Electricity North West would like to understand how to best engage with customers and what the most appropriate channels are to discuss new commercial arrangements such as C₂C.

Which of the following statements most apply?

1. I am happy to be approached initially by a third party aggregator such as npower to discuss any commercial opportunities but I would then prefer to discuss commercial arrangements directly with Electricity North West
2. I am happy to discuss all matters relating to new commercial arrangements with a third party aggregator such as npower acting on Electricity North West's behalf
3. I only wish to speak directly to Electricity North West about new electricity supply commercial arrangements

IF CODE 8 WAS SELECTED AT QF12 SKIP TO QG1

ASK IF SAMPLE TYPE 1

SINGLECODE

QF13 On that call how satisfied were you that the third party **understood** your electricity supply needs?

Please use a scale of 1 to 7 where 1 means 'very dissatisfied' and 7 means 'very satisfied'.

Very Dissatisfied						Very Satisfied
1	2	3	4	5	6	7

Customer unprompted comments box:

ASK IF SAMPLE TYPE 1

SINGLECODE

QF14 And how satisfied were you with the agent's knowledge of C₂C?

Please use a scale of 1 to 7 where 1 means 'very dissatisfied' and 7 means 'very satisfied'.

Very Dissatisfied						Very Satisfied
1	2	3	4	5	6	7

Customer unprompted comments box:

ASK IF SAMPLE TYPE 1

SINGLECODE

QF15 How satisfied were you with the usefulness of the information given to you on that call?

Please use a scale of 1 to 7 where 1 means 'very dissatisfied' and 7 means 'very satisfied'.

Very Dissatisfied						Very Satisfied
1	2	3	4	5	6	7

Customer unprompted comments box:

ASK IF SAMPLE TYPE 1

SINGLECODE

QF16 Using a scale of 1 to 7, where 1 is equal to not at all effective and 7 is equal to very effective, how effective was the call agent in explaining the key benefits of C₂C?

Not at all effective						Very effective
1	2	3	4	5	6	7

Customer unprompted comments box:

ASK IF SAMPLE TYPE 1

SINGLECODE

QF18 Following the call with the third party (and just based on your discussion with Npower or flexitricity), how confident were you that you completely understood C₂C? Please use a scale where 1 is 'Not at all confident' and 7 is 'Very confident'.

Not at all confident						Very confident
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1	2	3	4	5	6	7
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Customer unprompted comments box:

Understanding of the C₂C Managed Connection Agreement

ASK ALL

SINGLECODE

INTERVIEWER BRIEFING NOTE: Please note that the following questions are about the time period AFTER the initial call that existing customers may have had with either Npower or flexitricity. The following questions are in relation to the C₂C managed connection agreement itself, not the agent.

QG1 **Following receipt of your C₂C managed connection agreement how confident were you that you completely understood C₂C? Please use a scale where 1 is 'Not at all confident' and 7 is 'Very confident'.**

Not at all confident						Very confident
1	2	3	4	5	6	7

Customer unprompted comments box:

ASK ALL

SINGLECODE

QG2 Overall, how **appealing** did you find this new the C₂C managed connection agreement? Please use a scale of 1 to 7 where 1 is 'not at all appealing' and 7 is 'very appealing'?

Not at all appealing						Very appealing
1	2	3	4	5	6	7

Customer unprompted comments box:

ASK IF SAMPLE TYPE 1

SINGLECODE

QF17 Using a scale of 1 to 7, where 1 is very dissatisfied and 7 is very satisfied, how satisfied were you with the financial rewards (*availability and utilisation payments*) offered to you in the C₂C Managed Connection Agreement?

Very Dissatisfied						Very Satisfied
1	2	3	4	5	6	7

Customer unprompted comments box:

ASK ALL

SINGLECODE

QG3 To what extent do you believe C₂C will succeed in mitigating the problem of meeting future increases in electricity demand? Please use a scale of 1 to 7 where 1 is 'I don't believe in it at all' and 7 is 'I completely believe in it'.

Don't believe in it at all						Completely believe in it
1	2	3	4	5	6	7

Customer unprompted comments box:

Interviewer- use this box to note down any comments the customer makes as they answer this question

Motivations & Barriers

ASK ALL

MULTICODE

QH1 What did you perceive to be the main benefits of signing up to the new C₂C managed connection agreement?

CODES 1 AND 2 FOR "SAMPLE TYPE 1" CUSTOMERS ONLY

CODE 3 FOR "SAMPLE TYPE 2" CUSTOMERS ONLY

CODES 4-10 FOR ALL CUSTOMERS

Financial rewards through signing up (Availability/utilisation payments)	1
The option to renew the agreement for a further 12 months.....	2
Saving the cost of connection reinforcements	3
Avoid future increases in your bills	4
Minimise disruption to the electricity network	5
Meet future network electricity supply needs	6
Environmentally friendly- low carbon economy	7
Contribute towards the future of the North West.....	8
Other (please specify)	9
There are no benefits as far as I am concerned	10 EXCLUSIVE, FIXED

ASK ALL

MULTICODE

QH2 What do you perceive to be the main barriers/risks to signing up to the new <the C₂C managed connection agreement?

CODES 1-4 AND 12 FOR "SAMPLE TYPE 1" CUSTOMERS ONLY

CODES 5-6 FOR "SAMPLE TYPE 2" CUSTOMERS ONLY

CODES 7-11 FOR ALL CUSTOMERS

Financial rewards (<i>availability/utilisation payments</i>) not substantive enough....	1
Electricity North West must have access to the site at any time during the term	2
Already have a demand side response (DSR) contract e.g. STOR, TRIAD	3
T&C's : 2 interruptions within 24 hours is classed as the same relevant fault.....	4
T&C's : In the event of a relevant power cut, supply will be restored up to 8 hours after standard contract customers have had their power restored.....	5
T&C's : 6 months' notice is required to terminate the contract.....	6
I was uncertain of how it would affect my electricity supply	7
Concerns over being first to adopt trial which is not "tried and tested" – <i>will it work?</i>	8
I require flexibility in terms*	9

**N.B. this may include provisions to adjust the contract for specific times of the year, days of the week, specific events...*

The flexibility I required had too significant an impact on the financial reward offered	12
Other (please specify)	10
I did not think there were any barriers/risks to signing up.....	11

EXCLUSIVE

ASK IF SAMPLE TYPE 1

QH3 Thinking about the C₂C Managed Connection Agreement you received, how appealing was each of the following aspects (as specified in Appendix 1 in the contract)?

Not at all appealing						Very appealing	Don't Know
1	2	3	4	5	6	7	8

Please use a scale where 1 is 'Not at all appealing' and 7 is 'Very appealing'

- A. Payment methods available – *availability/utilisation payments*
- B. Length of the contract – *18 month trial*
- C. Duration of interruptions (de-energisations) – *maximum duration of interruption per de-energisation*
- D. Frequency of interruptions (de-energisations) – *number of de-energisations in a specified period*
- E. Financial rewards (*Part B 1.1 in Agreement*)

INTERVIEWER BRIEFING NOTE:

“Payment methods available” relates to how appealing it is to offer payments in the form of availability (*the customer signing up to a contract and making part of their electricity supply available*) and utilisation (*receiving a payment when Electricity North West uses the contract*). This is different to other payment methods which aren't being made available- such as pay as you go (*customer receives a payment each time the contract is used and they are de-energised*) or alternatively just a one off fixed payment up front for signing up to a C₂C Managed Connection Agreement.

“Financial rewards” relates to the actual value (£) of the rewards offered.

ASK RESPONDENTS ABOUT EACH MEASURE CODED 1-4 AT QH3

OPEN ENDED

QH4 You gave <INSERT MEASURE AT QH3> a score of <INSERT SCORE GIVEN AT QH3> for its appeal. What could Electricity North West have done to improve your score?

INTERVIEWER: PLEASE PROBE SO THAT WE FULLY UNDERSTAND WHAT WOULD HAVE MADE THE CONTRACT

MORE APPEALING. FOR INSTANCE, RATHER THAN SAYING THE FINANCIAL REWARDS SHOULD HAVE BEEN

HIGHER, ASK BY HOW MUCH SHOULD THE FINANCIAL REWARD BEEN HIGHER?

INSERT VERBATIM

ASK IF SAMPLE TYPE 1

SINGLECODE

QH5 Which of the following was **most important** in your decision to <accept (IF SAMPLE-ACCEPT)/reject (IF SAMPLE- REJECT)> the C₂C Managed Connection Agreement?

INTERVIEWER: PROMPT CUSTOMER TO SELECT ONE OPTION

- A. Payment methods available – *availability/utilisation payments*
- B. Length of the contract – *18 month trial*
- C. Duration of interruptions (de-energisations) – *maximum duration of interruption per de-energisation*
- D. Frequency of interruptions (de-energisations) – *number of de-energisations in a specified period*
- E. Financial rewards (*Part B 1.1 in Agreement*)
- F. Times when interruptions (de-energisations) are allowed
- G. Days when interruptions (de-energisations) are allowed
- H. Seasons when interruptions (de-energisations) are allowed
- I. One-off events when de-energisations are not allowed (protected days) -

ASK IF SAMPLE TYPE 1

SINGLECODE

QH6 Which of the following statements best describes how you felt about the reliability of your electricity supply after reading the C₂C Managed Connection Agreement ~~contract~~?

The C₂C agreement reassured me and I feel confident that my electricity supply will be **just as reliable** as usual under C₂C..... 1

The C₂C agreement attempted to reassure me, but I still have **some doubts** about the reliability of my electricity supply under C₂C..... 2

The C₂C agreement **did not seek to reassure me** about the reliability of my electricity supply under C₂C..... 3

ASK IF SAMPLE TYPE 1 AND QH6= CODE 3

SINGLECODE

QH6B Do you feel the C₂C Managed Connection Agreement should have had more information regarding the **reliability** of your electricity supply should you accept the agreement?

Yes..... 1

No 2

ASK IF QH6B =1

OPEN ENDED

QH7 What could Electricity North West have done to reassure you that your supply on a C₂C Managed Connection Agreement would be just as reliable as usual?

INSERT VERBATIM

ASK IF SAMPLE TYPE 1 AND ACCEPTED

SINGLECODE

QH9 Would you be interested in extending your current C₂C Managed Connection Agreement beyond 18 months (this would have to be mutually agreed by both your organisation and Electricity North West)?

- Yes 1
- No 2
- Not sure 3

Thank you for taking the time to complete our survey. To show our gratitude we would like to make a £5 donation towards a charitable organisation on your behalf.

ASK ALL

SINGLECODE

QH8 Which of the following charities would you prefer your donation to be sent to?

INTERVIEWER: IF CUSTOMER DOES NOT MIND, PLEASE AUTOMATICALLY SELECT THE CHRISTIE

- The Christie..... 1
- British Heart Foundation 2
- Macmillan Cancer Support..... 3
- ChildLine 4
- Oxfam 5
- SolarAid 6

ADD THE FOLLOWING TEXT TO THE SAME SCREEN AS QH8:

Please note that it is our intention to send your preferred charity funds within 30 days of our survey closing. We will also endeavour to send you, via your preferred charity, a confirmation email that funds have been received.



This survey is now completed. We appreciate you taking the time out of your busy day to share your thoughts and opinions with us.

Please be assured that the answers that you have given will not be attributed to you personally, but will be presented in grouped form only for analysis purposes, **unless you give your express permission for us to attribute your responses to you...**

QD3 Would you be happy to have the feedback you have given to us today attributed to you so that Electricity North West are aware that you have taken part in this market research?

- Yes..... 1
- No 2

QD4 Would you be happy for us to get in touch with you again in the future to discuss the service you receive from Electricity North West for market research purposes?

Yes..... 1
No 2

QD5 Would you be happy for your data to be passed to Electricity North West, or one of its 3rd party partners in order that they can discuss with you any aspect of Capacity to Customers in the future?

Yes..... 1
No..... 2