

# Customer innovations

We focus on getting to know the needs of our customers. We believe that it is worth developing to meet these needs. We focus on innovation, which allows us to set market trends.

## Our priorities

- Building long-lasting relationships with Customers, based on positive experiences in contacting committed and motivated consultants;
- Creating offers of products and services responding to complex needs of Customers;
- Development of remote (digital and traditional) sales and customer service channels;
- Providing Customers with an optimised network of modern, functional Customer Service Offices;
- Consistent improvement and automation of processes related to ensuring simple operation;
- Improvement and development of the Enea Operator connection portal.

## In 2017, we carried out a number of activities with Customers in mind

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In the area of retail sales:

- Development of the loyalty programme under the Purchasing Zone;
- Introduction to the portfolio of new products for households: Enea Smart and Enea + Family;
- Customer service satisfaction and quality survey;
- Implementation of new functionalities in concluding contracts by the Internet channel;
- Implementation of an analytical system supporting forecasting and management of the sales and purchase portfolio;
- Development of support for Customers who feel cheated by other electricity sellers.

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In the area of customer service:

- Implementation of the Simple Customer Service programme (simplification of the way of concluding agreements by introducing declarations, simplification of forms, introduction of faxes which shortened the time of answering customers, implementation of the Simple Document initiative to ensure friendly written communication with customers);
- Improving the quality of telephone services by, inter alia, shortening the time of waiting for a call with a consultant;
- Implementation of a new multi-channel Contact Centre Platform to handle all incoming contacts;
- Implementation of a new live chat communication channel with the possibility of attaching attachments;
- Modification of the billing and sales system in order to improve the service and shorten the time of execution of customer applications;
- Opening of the third Customer Service Office in Poznań, which is available 7 days a week, and which, due to greater availability for customers, we have located in one of Poznań's shopping malls, namely 'Pestka';
- Modernisation of subsequent Customer Service Offices;
- Launch of the queueing system in all Customer Service Offices, which simplified customer service and

- allowed to reduce the waiting time in queues to a maximum of 20 minutes;
- Installation of anti-rapid systems in Customer Service Offices for the safety of Customers and Employees;
- Updating Customer Service Standards in order to adjust them to Customers' expectations and the changing market environment
- Implementation of quality guidelines and new standards of work in after-sales service;
- Development of electronic service channels, which resulted in the doubling of the number of Customers using the Electronic Customer Service Office and e-invoice;
- Implementation of a new concept of operation of after-sales service, which improved the timeliness and implementation of applications;
- Implementation of a coherent model of service quality monitoring at Customer Service Offices, Contact Centre and in after-sales service.

## Our plans

- Development of channels of contact with Customers through means including video chat and Facebook;
- Development of a portfolio of products for households and business customers;
- Development of the Purchasing Zone loyalty programme for business customers;
- Changing the model of providing services to business customers from the SOHO segment in order to improve the quality of their services;
- Continuation of modernisation works at Customer Service Offices – new visualisation of subsequent Customer Service Centres;
- Improving the readability of electricity invoices (Simple Invoice);
- Development and improvement of the functionality of Electronic Customer Service (eBOK 2.0);
- Implementation of self-service voice services (self-service);
- Development of CRM – simplification of the process of offering and selling with the use of CRM, full implementation of the tool in the channels of contact with customers;
- Implementation of customer satisfaction surveys based on telephone surveys addressed to the customer after completion of service on the hotline and in the Customer Service Office (assessment of customer satisfaction with each and every service contact with Enea).

## Examples of our innovations:

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Enea Operator:

- successively strengthens the security of electricity supply in north-western Poland by implementing innovative solutions, such as technologies allowing for automatic detection of damage and limiting its range to the place of occurrence. Thanks to the company's launch of the dispatching SCADA system, whose FDIR (Fault Detection, Isolation and Restoration) module can bypass a damaged part of the network;
- has launched an innovative Central Power Dispatching System, which allows for the management of the high voltage network from one location – this investment will significantly affect the continuity of electricity supply for our Customers;
- has received funding for the construction of smart grids; this solution will in the future allow for a very quick reduction in the number of Customers deprived of energy supplies in the event of a failure;
- established cooperation with the Maritime Academy in Szczecin concerning innovative and research and

development projects;

- Enea Operator and the University of Zielona Góra received co-financing for the implementation of a research and development project aimed at developing technologies based on energy storage, which in the future will enable the provision of new system services for DSOs in low voltage networks.

Other companies:

- Enea Serwis, Enea Innovation and Leszno local government have started cooperation on the construction of distributed hybrid RES microinstallations, thanks to which the city of Leszno will gain more secure energy supply and reduced costs of energy purchase.
- We are involved in the development of electromobility, we have become a member of the 'Polish Electric Bus - a supply chain for electro-mobility' cluster.

**In April, the Enea Group became a member of the cluster 'Polish Electric Bus - supply chain for electromobility'. The aim of the cluster is to cooperate in the development of e-mobility, in particular electric buses and their components, which will be based on technical solutions developed in Poland.**

- Cooperation with PGG in the development of technology for a new fuel mix

**In June, Enea Trading and the Polish Mining Group (Polska Grupa Górnicza, PGG) started cooperation in the field of exchange of experience and knowledge in order to prepare a new fuel mix with the use of coal sludge, which could be commercially used in the power industry.**

## Customer satisfaction surveys

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We value the opinions of our customers, which is why we regularly conduct satisfaction surveys among them. Their results are a valuable source of information for us and on their basis, we plan further activities in the area of cooperation with the Customer.

In 2017, we conducted the 'Enea vs Competition Customer Satisfaction Survey'. The aim of the survey was to determine the level of satisfaction with cooperation with Enea in all customer groups, both individual and business. We have conducted similar research among the Customers of our market competitors. The survey involved more than 1 400 Enea customers and nearly 1 000 third-party customers.

The Customer Satisfaction Index (CSI) for Enea in a survey conducted in 2017/2018 was 78.79 . The satisfaction of our customers increased by 2.27 points in comparison to the result of the previous year. We assume continuation and cyclical, annual surveys of this Customer Satisfaction Index.

|                                   | 2015  | 2016  | 2017  |
|-----------------------------------|-------|-------|-------|
| Customer Satisfaction Index (CSI) | 67.83 | 76.52 | 78.79 |

We also conducted other customer opinion surveys, such as 'Mystery Customer' surveys and customer satisfaction surveys in customers of Enea Oświeetlenie and Enea Serwis.