



DIGITALPOWER

Customer Service Approach

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Customer Service Approach

1. Purpose

The customer service 'statement of intent' provides information about the commitments and conditions of Digital Power towards its Residential customers.

2. Scope

This document is limited to those aspects that are relevant to Residential customers only and defines the key customer services within Digital Power ('The Company'). This document will identify rules for validation of data, workflows, activities, and identify where templates are required (for letters or emails) and where further requirements/specifications are needed.

The remainder of this document is structured as follows:

- Treating Residential customers fairly
- Customer service operations
- Acquiring and transferring customers
- Customer communications

3. Customer Service 'Statement of Intent'

The Company will implement and maintain procedures according to the standard conditions of electricity and gas supply license for Residential customers, the company will comply with all the conditions according to the license conditions.

Digital Power shall also have close collaboration to partners in supporting the business beyond software and service relationships, enabling them to share the expertise, experience and contacts with additional guidance to help ensure that full license adherence, sector leadership change readiness and customer excellent can be achieved at the highest level.

3.1 Treating Customers Fairly

Digital Power will consider the following conditions for any actions that directly or indirectly affect the customer.

The standards of conduct sets out general requirements for information provided (in writing or orally) to:

- be complete, accurate and not misleading,
- be communicated in plain and intelligible language, with more important information being given appropriate prominence,
- relate to products or services which are appropriate to the customer it is directed to, and

- in terms of its content and in terms of how it is presented, not create a material imbalance in the rights, obligations or interests of the supplier and customer in favour of the supplier.
- contains an overarching principle that requires suppliers to help customers make informed choices about their energy supply. This rule highlights our expectation that suppliers should proactively seek to understand the information consumers need to have communicated and then act on these insights.

In addition to the Customer Service Arrangements

- Make it easy for the customer to contact the supplier
- Act promptly and courteously to put things right when a mistake is made
- Ensure that the customer service arrangements and processes are complete, transparent, thorough and fit for purpose.

In relation to a customer in a vulnerable situation def: Vulnerable Situation, means the personal circumstances and characteristics of a customer create a situation where he or she is: (a) significantly less able than a typical customer to protect or represent his or her interests; and/or (b) significantly more likely than a typical customer to suffer detriment or that detriment is likely to be more substantial.

- Seek to identify each customer in a vulnerable situation, in a manner that is effective and appropriate to the definition as above.
- And when applying the criteria listed above in all sections do so in a manner that considers any vulnerable situation of each customer.

To meet these standards, Digital Power have broken this into 4 separate categories to allow better monitoring and delivery of customer engagement, vulnerability, and communications. These core principles can be linked directly to the license conditions to ensure that compliance reporting, monitoring, and reporting across the organisations is consistent and proactive.



3.2 Engagement with the Customer

In order to achieve the Standards of Conduct for all engagement with customers. Digital Power will adopt the above commitments as part of the company's core values.

To achieve this all employees within the company will receive training, not limited to job-oriented skills only, but also the cultural aspects Digital Power to uphold the following;

- Fair
- Honest
- Transparent
- Appropriate
- Professional Manners

The management team and HR shall ensure these values will be implemented and monitored and should include any representatives which have been used in direct communication with the customer.

The responsibility for team leaders and managers shall be to ensure that awareness of these values is ongoing and have access to any documentation or support required to ensure the company workforce understands the context of why this is critical to achieve in an Energy Supply business.

3.3 Communications and Products

Digital Power shall ensure that all engagement with the customer will be positive aiming for a high level of customer service.

Enabling small multi skilled teams to manage portions of the portfolio will allow a single call resolution.

All information provided to the customer shall be easy to understand, and time will be taken to assist and explain any aspects of the engagement. Digital Power want to build relationships with all their customers.

One of the key elements to achieve this is working closely with Consumer protection bodies and other charities to ensure that the information provided is relevant to a customer need, being informative and ensuring we can advise customers of other parties to get additional support, advice or help.

Digital Power will be looking at how the Plain English kitemark and accreditation can be achieved for more complex documentation allowing customers to be informed and able to make choices without complex documentation or within the terms and conditions.

Digital Power shall ensure that engagement with the customer shall be at the highest level throughout the customers' contract(s). The principles of ensuring clear, concise and easy to understand will be embedded into all communications. This will allow the customer to be empowered to make informed

choices and to have information as to the requirements being asked of them (Related to specifics within the terms and conditions)

Key areas to ensure are monitored and reported on are:

- Site access requests and reasons why
- Declaration of fuel Mix and Digital Power activity gains environmental impacts
- Accurate and regular Billing ensuring (If not smart or prepay) is based on meter reads
- Explanations of need to back bill and ensuring it meets license conditions
- Ongoing information related to Payments, Security Deposits, Disconnection policy and Final Bills shall be provided on Digital Power website and customers annually or where there is a change
- Prepayment information shall be published on Digital Power website directly to the customer (Verbally or in writing on request), and annual statements shall be provided to all prepayment customers
- Gas Safety information shall be referenced on all communications and on the website ensuring in the event a customer identifies a risk they are informed what to do. A physical check of the meter shall be undertaken annually usually based around a meter reading event, or when requested by a customer
- Tariff information shall be detailed on Digital Power website and information associated to it's costs and specific information relating to any differences between Tariffs offered
- Clear contractual terms. Digital Power is adamant that all contractual clauses will be clear and concise and cover all aspects of any additional charges relating to breaches in the agreed contract, these charges shall also be available on the website and shall also be communicated to the customer at the earliest opportunity either verbally or in writing.
- Billing and Statements shall be provided at least monthly (Bills) and shall contain all information required to ensure customers understand their bill, supply information, usage information, tariff information and where needed any other specifics relating to bill information under

The sales team shall be fully trained to explain the proposition and benefits to the customer. They shall also cover key contractual terms relating to cooling-off periods, renewals process, additional fees if any, and benefits that Digital Power want to achieve to the global and local environment.

Customer Sales Information and Rights: Digital Power shall ensure that all terms and conditions and tariff information are available and explained in full. The offer will also detail the cooling off period along with complaints processes, green credentials relating to the Tariff, an overview of any increase or reduction in their costs for switching to Digital Power.

These terms shall include the standard consumer rights and obligations of Digital Power. If an agreed variation to a customer or group of customers is also agreed these shall be detailed and the impact of this shall be explained.

The sales channels shall be made up of:

- Direct sales – A fully trained field sales force shall engage in face-to-face sales. A back-office

function shall be in place to ensure that specific compliance is met and a follow up call to customers to ensure that no misselling has occurred along with recapping on key customer rights (Cooling off period)

- Price comparison sites: The products of Digital Power will be listed on third party comparison websites.
- Outbound call: At times Digital Power may call either by phone or site visits for sales purposes.

All the employees who are involved in the sales process will get separate training in order to comply with the license conditions.

3. 4 Services to the Customer

Make it easy to contact: Digital Power want to ensure access to customer services is quick, easy and has multiple channels of contact. The normal channels of Phone, Email and post shall be continued; however, Digital Power want to embrace newer technologies, including online chat, ability for defined time call backs, call queue place hold and call back. At a later stage Digital Power shall also look at the benefits for automation and AI to assist with basic customer queries.

Quick Corrective action when problems happen: Digital Power want to take a proactive approach to problem resolution. Where issues and problems occur, Digital Power Customer Service teams shall engage directly with the customer (Through agreed communication methods) to ensure the problem is explained, what the corrective action is and ask for any information from the customer that would assist in this (Readings, Metering information for example).

Digital Power shall ensure that all complaints are recorded and reported on, and ensure there are fair resolutions.

Effective Customer engagement and satisfaction: The key principle for Digital Power is to ensure that there is one call resolution (regardless of communication method) enabled by having smaller multi skilled teams managing portions of the customer portfolio. Digital Power do not believe the customer should be passed between departments to have a query resolved. On the occasions where investigations are to be made, Digital Power will also be proactive, contact the customer directly, and give regular updates at agreed times.

Digital Power will ask all customers to provide feedback either verbally, in writing, through online surveys or call surveys. They shall also ensure proactive access to social media and Consumer review sites to allow full exposure of consumer satisfaction. Digital Power once established, shall also work with consumers directly on how to continually improve engagement.

Digital Power shall also convene a Supplier Excellence committee that shall meet monthly to ensure any improvements are identified and continue to ensure best practices are core to the business.

Where customers are not engaged Digital Power will work with Ofgem and other parties to reestablish engagement

3.5 Vulnerability and fairness

Priority Service/Vulnerability Information: Where a customer is identified as vulnerable (according to the license condition definitions), the company will record the information in a specific PSR register ensuring that all information is collected and regularly reviewed (At least annually).

- Digital Power shall ensure that as part of its ethos to ensure that all customers know they can discuss Priority Services requirements and needs.
- Where necessary Digital Power shall share specific information to third parties contracted to Digital Power (Meter operators, Regulator, Data Retrievers for example) where consent has been given by the customer.

Debt and Early Engagement: Digital Power shall ensure that they will look at specific trends associated to customer activities that may suggest that they will have problems paying, these include cancellation of direct debits, late payments of bills, high energy consumption or but not limited to the continual access to emergency credit on a prepayment meter. Once identified Digital Power shall take a proactive approach to discuss the situation with the customer and identify what can be agreed to assist them.

- Where there is an outstanding debt post loss Digital Power shall take appropriate action to collect this and if the use of third parties, Digital Power shall ensure that they follow the same values.
- Digital Power will work closely with debt support charities to ensure customers are given additional advice and information to support them further.
- Digital Power in identifying and resolving debt issues as early as possible shall ensure that any switching of the customer is managed correctly

Provide information in multiple forms: Digital Power want to ensure that a customer has the right access to information based on their needs. Digital Power shall ensure that where communication is needed in other forms, the customer can request this at no additional cost (Subject to PSR information) this includes Braille, text to voice capabilities and languages dependent on specific customer requirements.

Engage with Consumer Protection Bodies and other third Parties: Digital Power shall ensure that at the earliest opportunity they will engage with and build a collaborative working relationship with other parties to support the customer needs and allowing the customer to seek additional advice outside of the organization. These will include Citizens Advice, Debt Charities, Age and Disability related charities, Grant and incentive organization, New technologies reducing consumption and benefiting consumers.

See more details in **Managing Vulnerabilities Policy**

4. Policy Change Control

This Work Instruction document will be formally controlled and used to monitor and measure compliance of Customer Service processes and procedures.

Any changes to this Work Instruction shall only occur after completing a risk assessment against the changes for Digital Power, and its effected customers, to ensure Digital Power continue to meet their SEC obligations.

Any material changes should be made by adhering to the latest **Change Management Policy**

Consequences

Non-compliance with this Work Instruction could have a significant effect on the efficient operation of the organization and may result in financial loss and an inability to provide necessary services to our customers. Any employee found to have breached this work instruction may be subject to disciplinary procedure.

If a criminal offence is considered to have been committed, further action may be taken to assist in the prosecution of the offender(s).