



25<sup>th</sup> May 2012

Utilities Commission  
GPO Box 915  
Darwin NT 0801

To the Commissions Attention,

**ERM response to Draft Standards of Service Code – Consultation Paper, May 2012**

We are pleased to submit our response to the draft “Standards of Service Code” – Consultation paper of May 2012. In particular we will focus on the retail component, reflecting our newly granted retail license.

**Refer to Schedule 3 – Retail customer service performance indicators**

**3.114** Where applicable, the proposed retail customer service performance indicators will apply to all licensed retailers, irrespective of the customers’ consumption levels.

**ERM Response:** ERM Power intends to only retail to commercial and industrial customers and not to households and small business (which is in line with our operating model in both the National and West Australian electricity markets). In our experience, large users of electricity simply do not need the protection of customer service standards as they have the internal experience and resources coupled with the requisite market influence to deal with these matters themselves. This approach is fully consistent with the market rules in both the NEM and WEM whereby customer service standards only apply to small customers.

**3.115** Retail customer service performance indicators measure phone answering, complaints, hardship, and written enquiries associated with retail services.

**3.116** Information for phone answering comprises:

**ERM Response to 3.115/6:** ERM operates in a unique market area where every customer is assigned a specialist account manager who has the capacity to respond to customer enquiries 7 days a week regardless of contact methodology (phone, email, indirect through appointed agents, text, mail). ERM Power does not

operate a call centre for our customers as it is our belief that type of approach does not lend itself to customer service excellence. Our account managers take full ownership of their assigned customers and ensure that when questions are asked or problems are raised that a solution is reached quickly and professionally. As customers can contact their assigned account manager via mobile phone, desk phone or the main reception it is not practical for us to install the equipment necessary to collate phone answering statistics and nor would those statistics be meaningful. Evidence of the strength of our approach in our customers' eyes is detailed in the attached satisfaction statistics as measured by an independent research company.

The relationship with our customers is a one to one relationship. Therefore the contact methodology is more varied than the draft code allows.

**3.117** Information for complaints comprises:

- percentage, total number, and type of complaint associated with retail services.

**3.118** Information for customer hardship enquiries and complaints includes:

- total number of disconnections for failure to pay and reconnections in same name;
- total number of customer service and customer complaints;
- total number of calls associated with the use of prepayment meters;
- total number of calls relating to the collection of security deposits; and
- total number of calls associated with social welfare concessions, including membership of pensioner concession schemes and other relevant schemes.

**ERM Response to 3.117/8:** We believe there is relevance to these statistics; our aim in the market we operate in is to provide services that pre-empt complaints and avoid disconnections through providing early regular contact and reports or advice to our consumers. Concession customers are not in our sphere of market operation.

Our expectation is this will be "nil" each report. *Are nil reports required?*

**3.119** Written enquiries comprise:

- Average time taken to respond to a written customer enquiry.

**ERM Response:** All written requests are responded to within two working days.

For any questions about this response please contact the undersigned. Thank you for allowing our response early in our retail license period.



Sincerely

A handwritten signature in blue ink, appearing to read 'SR', followed by a long horizontal line.

Steve Rogers, GM Retail Operations  
ERM Power Retail Pty Ltd

Email: [srogers@ermpower.com.au](mailto:srogers@ermpower.com.au)

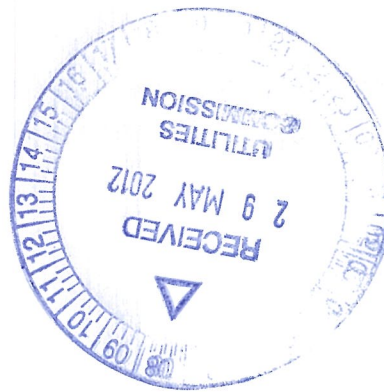
**ERM Power Retail Pty Ltd**

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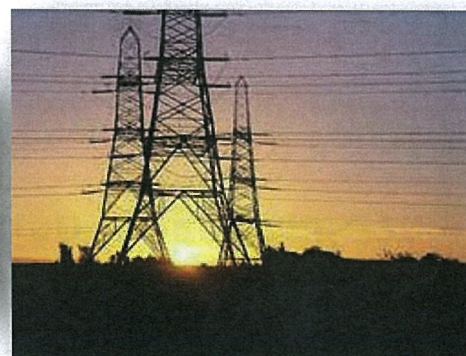


# UTILITY . MARKET . INTELLIGENCE

## CUSTOMER RESEARCH IN UTILITY MARKETS

### Key Retailer Benchmarks - ERM Power

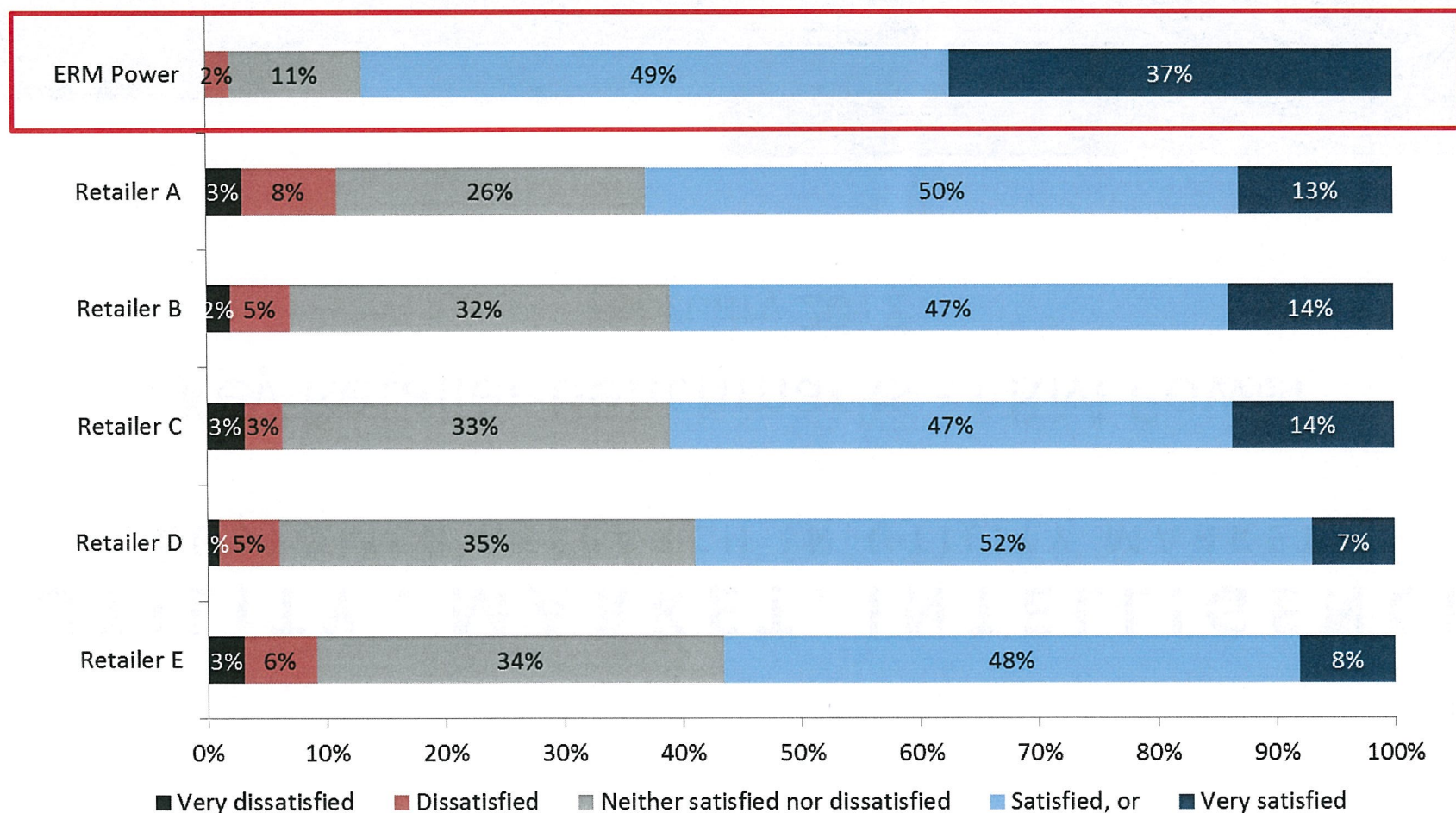
February 2012





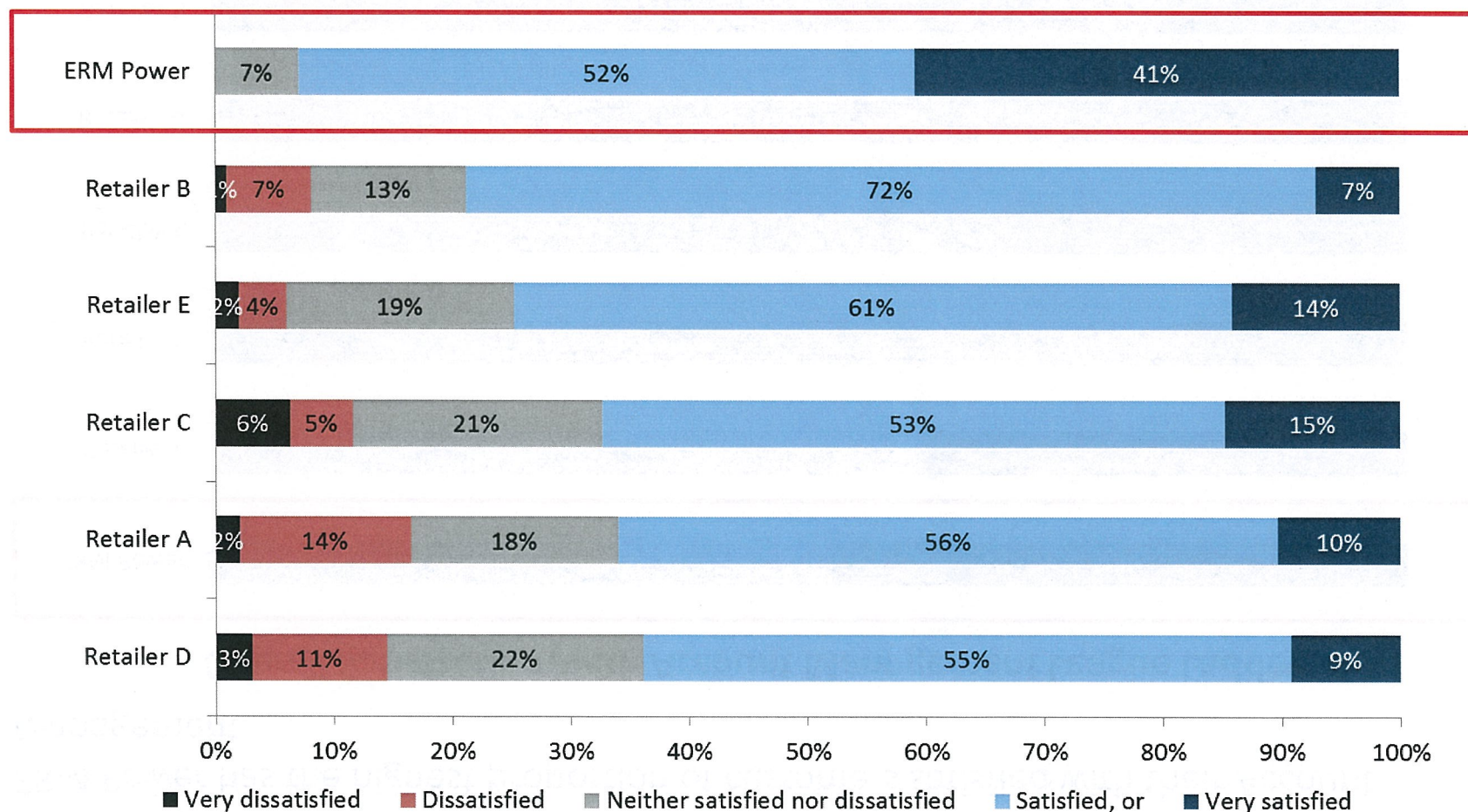
ERM Power has the highest proportion of satisfied customers compared to all other retailers included in this study.

### Overall Satisfaction League Ladder



ERM Power dominates all other retailers in terms of customer satisfaction with billing.

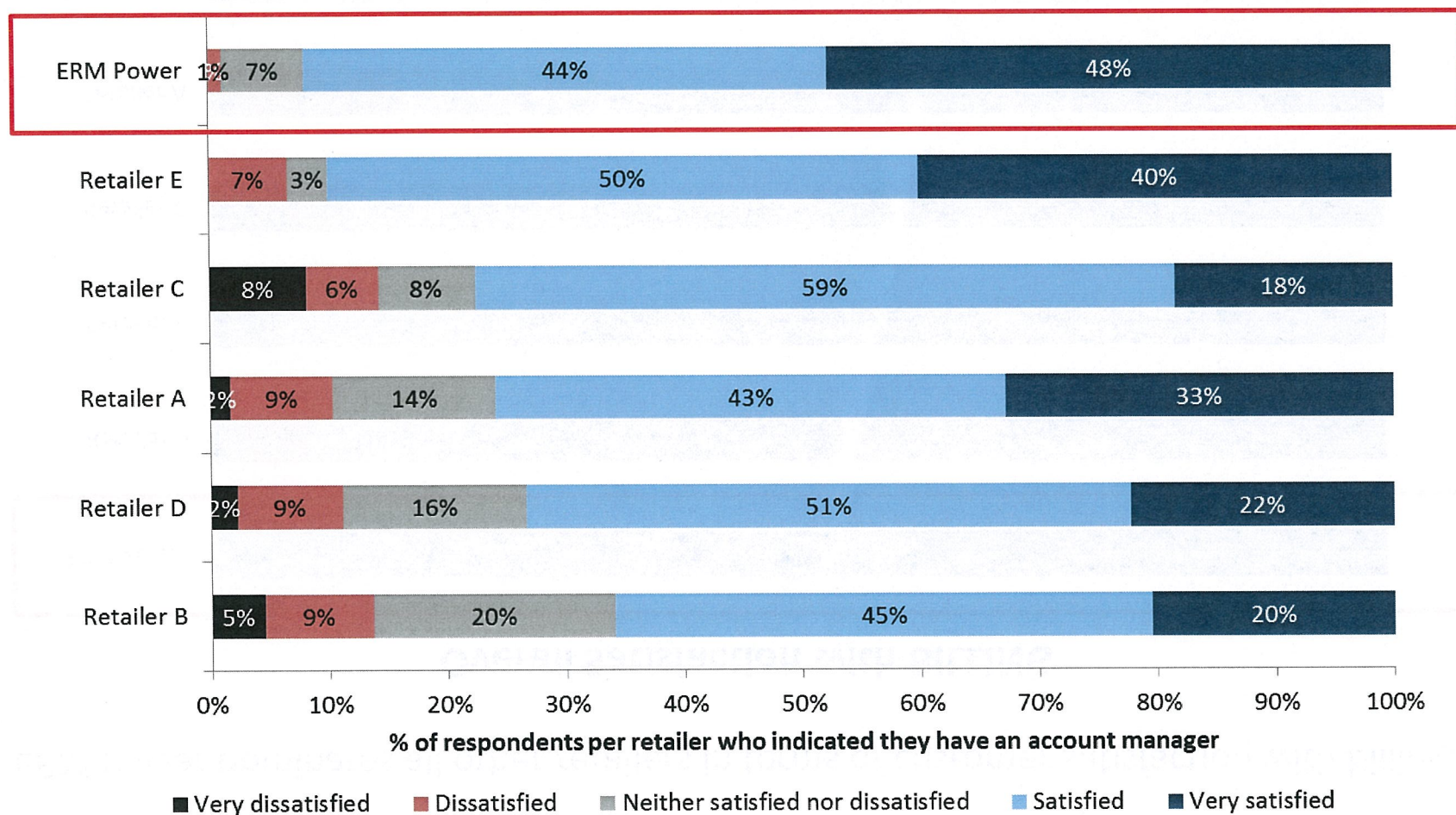
## Overall Satisfaction with BILLING





ERM Power has the highest proportion of customers satisfied with their Account Management.

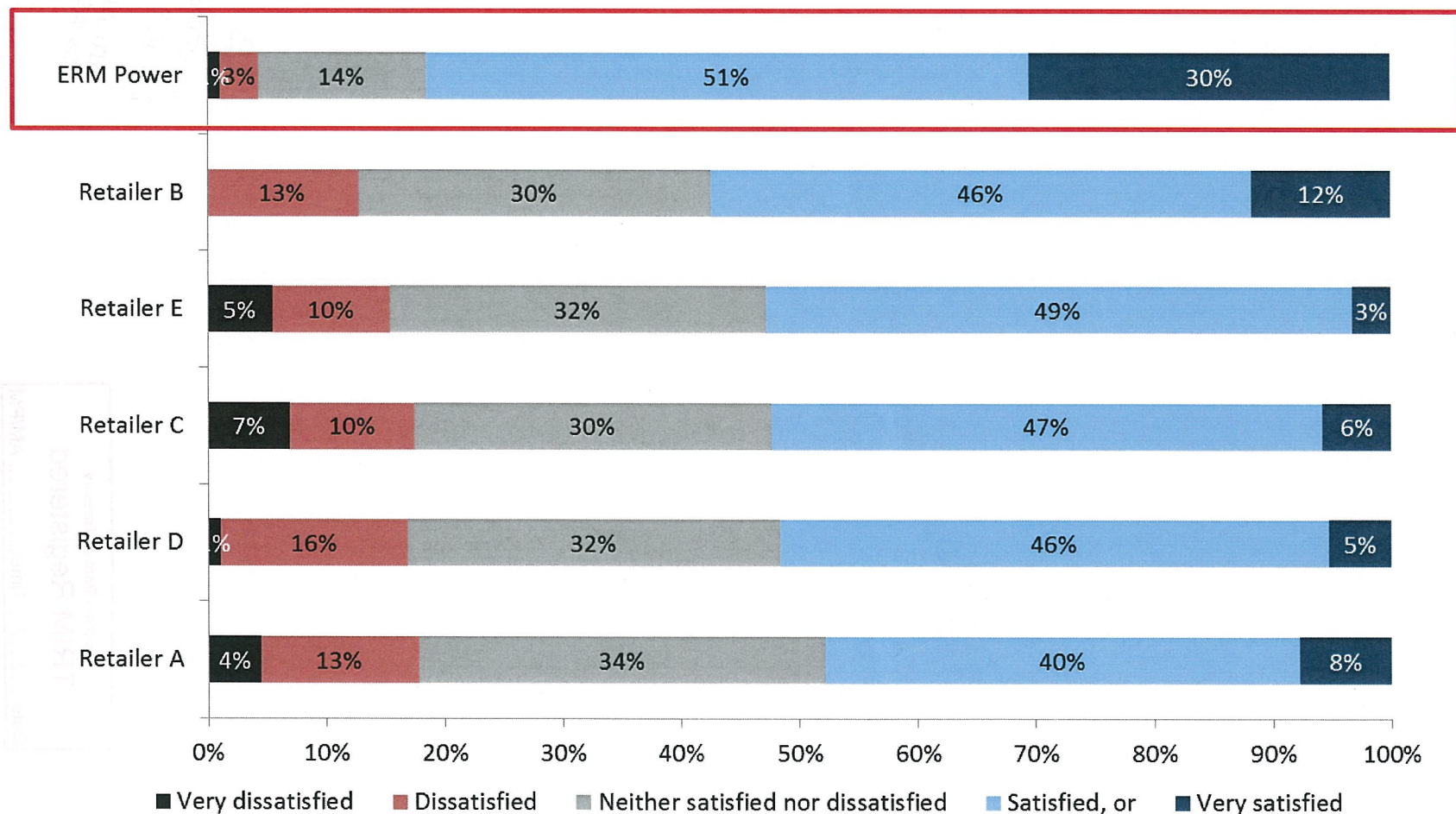
### Overall Satisfaction with Account Management League Ladder





ERM Power has the highest customer satisfaction with information provision and technical advice.

## Overall Satisfaction with Information and Technical Advice





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