

Customer Research, Insights and Performance

Drop-in session for new consultative group members - customer insights



Empowering South Australia

What we do

CX Performance & Insights team

The CX Performance & Insights team is dedicated to consolidating our customer data, analytics, CX tracking, research, customer management and reporting to drive customer-centric innovation and foster meaningful improvements in service delivery and customer satisfaction.

We work with the business and customers in the community to develop engaging strategies for improvement.

Transformation

> Customer surveys capturing customer satisfaction

WHERE WE WERE

Previous program

- **1,800** responses each year
- **Broad** organisation-level measure
- **Limited** visibility of individual journeys
- **Lagging** insight mainly used for reporting
- **Harder** to connect feedback to operational causes



WHERE WE ARE NOW

Always-on, journey-based CSAT

- **60,000+** responses since the pilot in July 2024
- **26** active campaigns across key journeys
- **Near real-time** feedback after service interactions
- **Connected** customer, operational and location data
- **Actionable** drivers used to target and test improvements

The shift: from reporting a score, to identifying what is working, where experiences break down and what to improve next.

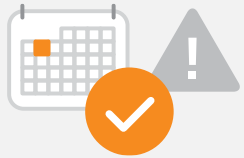
Across 4 key interactions

We capture Customer satisfaction (CSAT)

SA Power Networks has an internal corporate metric we strive to achieve and exceed:

=>68%

SA Power Networks measures Customer Satisfaction (CSAT) across core services:



Planned interruptions



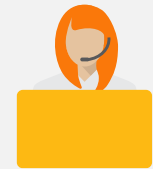
Unplanned outages



Minor connections

From an electrician and customer perspective.

New service provision, alteration and abolishment of supply.



General enquiries (GE) handling

How does it work?

What is CSAT?

Customer satisfaction score (CSAT), is a metric that indicates how satisfied SA Power Networks customers are with a recent interaction. For instance, after there has been planned work impacting a property, the account holder may receive a survey from SA Power Networks within the week, to provide insight on how their experience was. We use this information to provide valuable feedback back to the business and make improvements.

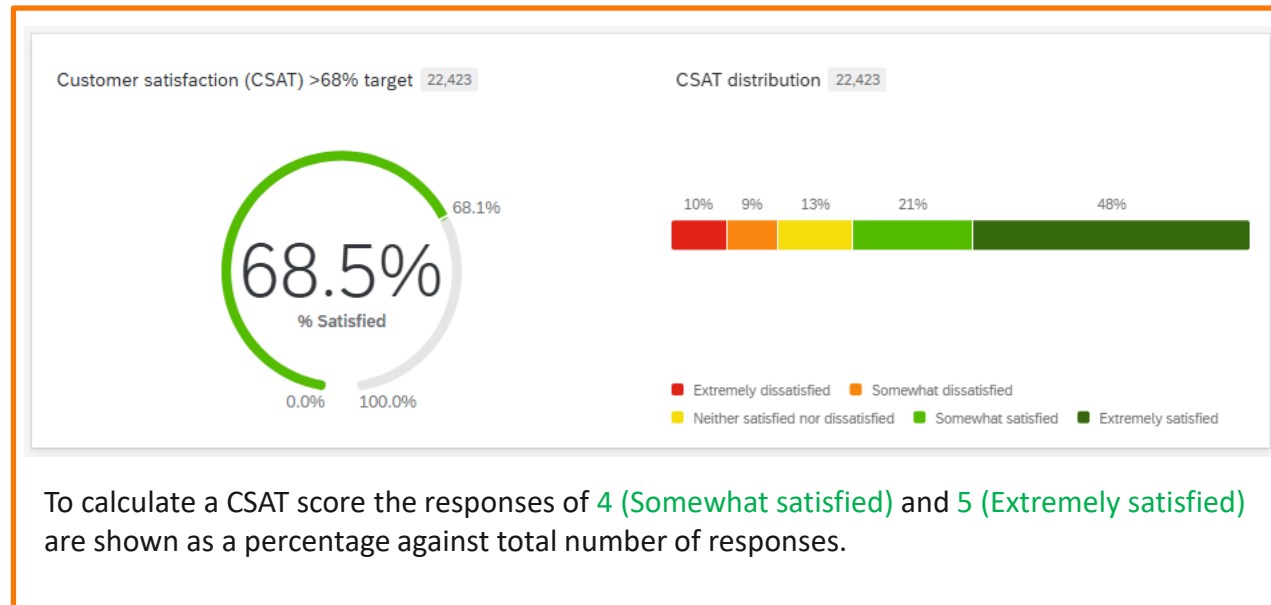
CSAT measured as a percentage of customers who are satisfied (100% would be excellent).

This is gathered via one or more variations of this question:

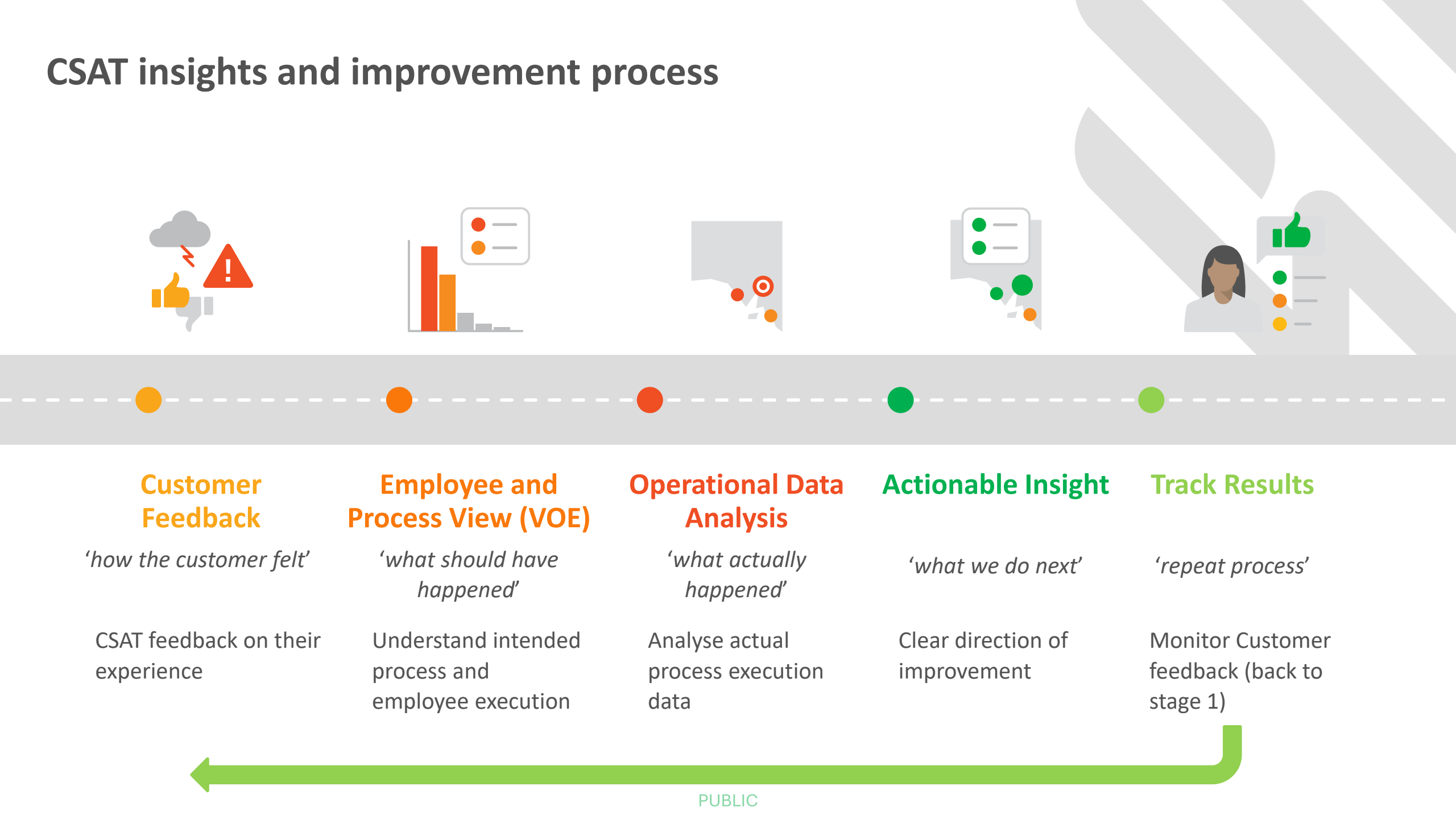
"Overall, how satisfied were you with your [interaction] at SA Power?"

Respondents use the following 1 to 5 scale:

1. Extremely dissatisfied
2. Somewhat dissatisfied
3. Neither satisfied nor dissatisfied
4. Somewhat satisfied
5. Extremely satisfied



CSAT insights and improvement process



Key Improvements to outage communications in 2025

May – Improved ERT accuracy

Internal focus on accurate ERTs, stronger field discipline, and rising custom ERT usage reduced unrealistic default ranges and expectation gaps.

September – Clearer outage communications

Digital template and webpage rewrites aligned wording across channels and removed ambiguity around ERTs, and what customers should expect.

November – Greater outage map transparency

Cause of planned interruption added to the map, giving customers clearer understanding of *why* the power is off and reducing frustration.

Clearer first notifications

New date/time formatting and cause included in the very first message strengthened first impressions

Targeted comms to frequently affected customers

	May	September	November	
				
	May	September	November (Outage Map)	November (Notifications)
Focus	ERT Accuracy	Communications Clarity	Outage Map Transparency	Initial Notifications Clarity
Key Actions	Internal push, leadership reminders, custom ERT usage, reduced default ranges	Template rewrite, webpage rewrite, better alignment, reduced ambiguity	Cause added to map, clearer understanding	New date/time formatting, cause included
Impact	Increase to: Overall Planned CSAT CSAT outage length Planned ERT accuracy CSAT comms quality	Increase to: CSAT planned survey CSAT comms quality Planned ERT accuracy CSAT outage length	Increase to: CSAT planned survey CSAT comms quality	Increase to: CSAT planned survey CSAT comms quality Planned ERT accuracy CSAT outage length

Key improvements to outage communications in 2026

Governance & engagement

Stronger governance, stakeholder alignment and depot engagement to connect customer insight with operational delivery.

Planned communications

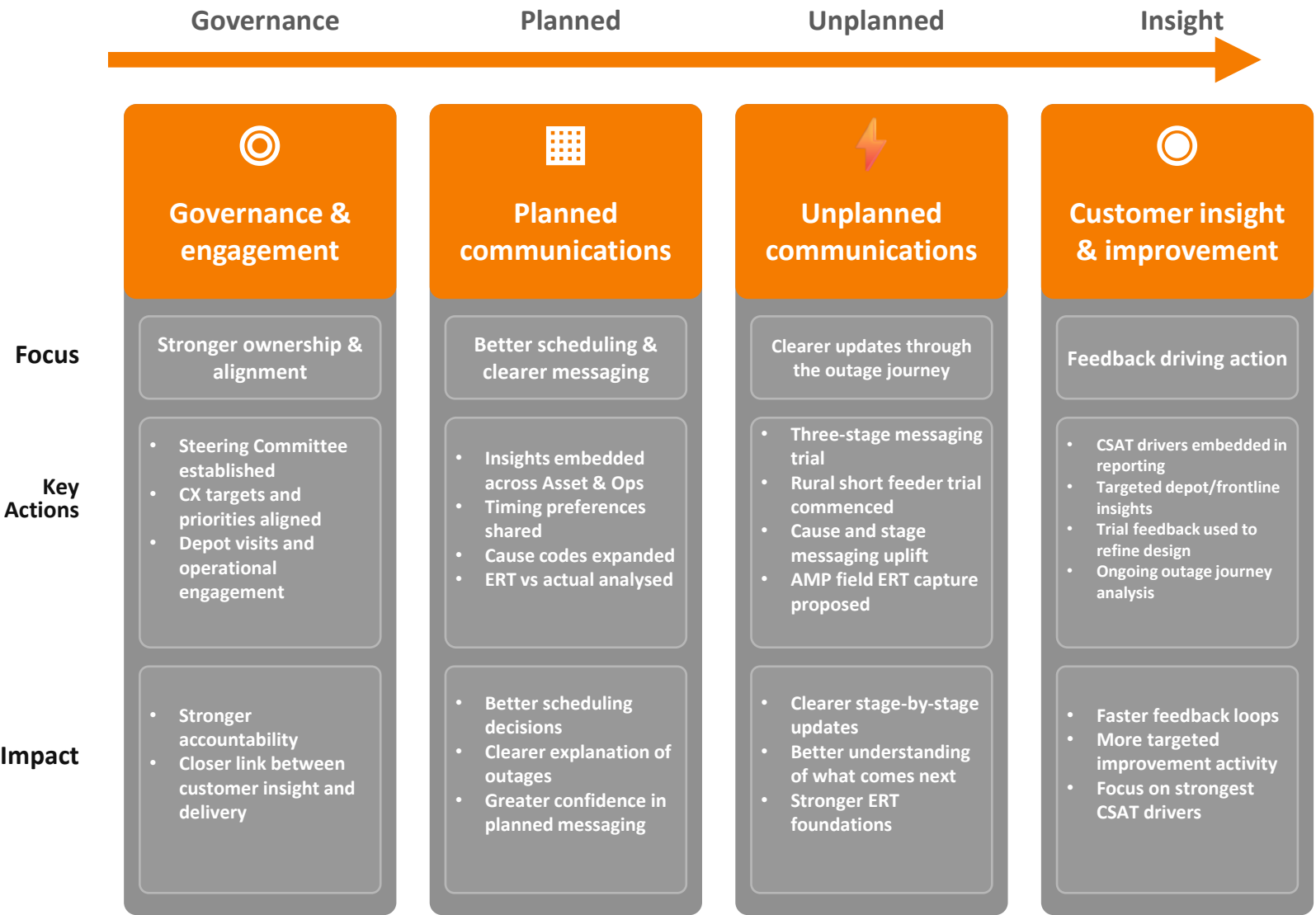
Embedding customer insights into scheduling, timing preferences, cause messaging and ERT analysis.

Unplanned communications

Trialling clearer stage-based updates and improving the way outage causes, restoration stages and ERTs are communicated.

Continuous insight

Using CSAT drivers, frontline feedback and trial outcomes to target the improvements that matter most to customers.



Customer research in action

Designing the New Connections experience

- Co-designing the new customer welcome experience through in-depth interviews with recent and future connection customers.
- Using card sorting and quantitative design testing to understand what information customers value most and shape the final welcome pack.

Understanding the Public Lighting fault journey

- Mapping the end-to-end streetlight fault journey to understand reporting, repair expectations, communication and follow-up.
- Combining customer feedback with Contact Centre and operational data to identify repeat contact and opportunities to improve digital reporting and updates.

Understanding the Vegetation Management experience

- Exploring customer experiences of vegetation management, including pruning, communication, property impacts and perceived reliability.
- Combining survey results and customer comments to identify recurring pain points, expectation gaps and opportunities to improve the experience.

Improving the website and digital self-service experience

- Using targeted intercept surveys to capture feedback while customers are actively using our website.
- Analysing task completion, satisfaction, ease and customer comments to identify improvements to navigation, content and self-service.

Other highlights



Brand Health embedded in our Customer Research Platform



Numerous strategic and tactical improvements, including new and bespoke surveys to measure First Contact Resolution, complaints, major customer experience.

Future of Customer Insights & Research that supports the realisation of customer experience, ROI and Energy Transition opportunities

Customer Experience

Support NeCXt benefit delivery through use of rich insights to:

- Adapt service experiences to the stage of customers' journey
- Personalise communications based on customer context and needs
- Ensure digital information is tailored to customers' needs and personas

Productivity and ROI

Unlock a next wave of commercial benefits for SAPN by:

- Enhancing current asset led decision optimisation with customer data
- Secure the opportunity from successful CSIS delivery
- Applying AI to deliver productivity and customer experience benefits

Energy Transition

Support and guide customers through the energy transition by:

- Ensuring great core service delivery to secure the social license for DSO
- Using insight on needs and motivations to guide customers through their energy options
- Building trust in SAPN and market data to enable collaboration and commercialisation opportunities

Questions / discussion

- Key challenges/ strategic issues
- Focus over next 12-18 months and how you think you might want/ need to engage with the consultative groups

