

Our customer experience objectives



1. Make every interaction simple



2. Embed the customer voice



3. Enable sustainable futures, together

Horizon 1

2024-2026



Identify, prototype, test and implement

We will continue establishing new customer interactions and solutions, identifying what works elsewhere for our customers and partners. Aligning these with efforts already underway ensures seamless integration and builds on past successes, with implementation happening in the horizon. Our focus remains on action and learning, assessing new solutions' potential before investment commitment.

Horizon 2

2026-2028



Validate and refine

We will continue to test and validate the concepts developed in Horizon 1. Through pilot programs, we will ensure that the solutions and engagement channels we offer are effective, efficient and valued by our customers and partners.

Horizon 3

2028-2030



Embed and scale

As we continue our implementation journey, our focus shifts to embedding and scaling. We'll fully implement new solutions and customer experience practices, ensuring retention and improvement of established solutions. Continuously reviewing our activities, we'll measure their effectiveness and customer perception. Using this feedback, we'll ensure our solutions remain relevant and appropriately scaled.



1. Make every interaction simple

'You make it simple and keep me informed and engaged; you know quickly when something is not working.'

Objective

We're modernising our systems and operations to deliver simple, transparent and timely interactions, creating convenient access to digital self-service and building trust through collaboration and education.

Benefits

- Faster issue resolution and streamlined support (increasing customer satisfaction).
- Increased operational efficiency through data sharing.
- Enhanced customer insights driving decision making.

Projects	Horizon 1: 2024-2026	Horizon 2: 2026-2028	Horizon 3: 2028-2030
Create a Single View of Customer	<ul style="list-style-type: none"> • Explore options for Single View of Customer (SVC) through existing enterprise solutions, either Customer Relationship Management (CRM) solution and/or a Customer Data Platform (CDP) and develop a detailed business case. 	<ul style="list-style-type: none"> • Develop a proof-of-concept for SVC and pilot solution with Customer Experience and Operations (CXO) team. 	<ul style="list-style-type: none"> • Scale use of Single View of Customer. • Pilot enhanced customer data sharing through apps and internal systems. • Use customer data in decision-making.
Communicate the right information at the right time	<ul style="list-style-type: none"> • Align business structure and processes through customer journey mapping*. • Assess options for SVC capability within CRM platform. • Scope out detailed requirements for a comprehensive CRM solution. • Prototype stand-alone developer module and explore workflow management. • Improve the accessibility of communications through digital channels and content review. 	<ul style="list-style-type: none"> • Prototype stand-alone case and complaint module to test the value to business and customers of investing in a comprehensive CRM solution. • Pilot CRM solution . • Pilot sharing of usage data in apps*. • Create proof of concepts for personalised, targeted outage notifications*. 	<ul style="list-style-type: none"> • Explore using AI-powered chatbots to handle common requests. • Implement targeted outage notifications.
Enhance our digital self-service tools	<ul style="list-style-type: none"> • Explore options for a customer portal within existing enterprise solutions and develop a business case*. • Deliver smart meter project*. • Refresh and enhance the current website and mobile apps*. 	<ul style="list-style-type: none"> • Pilot 24/7 account management and outage notifications within the mobile app. • Pilot digitally accessed pre-paid credits*. 	<ul style="list-style-type: none"> • If pilots are successful, build on capabilities and scale self-service solutions across all customer cohorts.
Collaborate with value-chain partners	<ul style="list-style-type: none"> • Build stronger stakeholder relationships through existing strategies and formalised roles and responsibilities. • Dedicate customer support and engagement resource(s) for developers – pilot Developer Concierge*. 	<ul style="list-style-type: none"> • Explore options for enhanced data sharing. • Establish a comprehensive complaint and resolutions framework. 	<ul style="list-style-type: none"> • Continuously improve the engagement program, government relationships framework, complaint and resolutions framework and effective communications and engagement for major projects.
Empower customers through education and data	<ul style="list-style-type: none"> • Assess targeted communications capability within existing enterprise solutions. • Enhance Customer Education Strategy*. 	<ul style="list-style-type: none"> • Pilot CRM/SVC to enable targeted communications*. • Deliver pilot education campaigns. 	<ul style="list-style-type: none"> • If return on investment is proven, scale communications workflows to deliver personalised and targeted content to all customer cohorts.

* Initiatives that are already in flight



2. Embed the customer voice

*'You listen and care;
you understand
and value me.'*

Objective

We're integrating the customer voice across our operations, fostering a customer-focused culture of continuous improvement and evidence-based decision making, while empowering our team with essential skills and building on success stories.

Benefits

- Collaboration and holistic problem-solving.
- Sharpened focus and sustained attention on customer experience.
- Financial accountability.

Projects	Horizon 1: 2024-2026	Horizon 2: 2026-2028	Horizon 3: 2028-2030
Embody customer-centric values	<ul style="list-style-type: none"> · Develop employee strategy and plan*. · Socialise Customer Experience Strategy*. · Refresh induction content for new starters. · Manage the change in definition of customer – aligning the whole organisation*. · Establish change management framework. 	<ul style="list-style-type: none"> · Align recruitment policies, job descriptions, KPIs and performance review criteria*. · Continue and enhance customer centric rituals and change champion networks*. · Recognise and reward customer-centric behaviours*. · Incorporate customer satisfaction metrics into employee evaluations. 	<ul style="list-style-type: none"> · Align recruitment policies, job descriptions, KPIs and performance review criteria*. · Continue and enhance customer-centric rituals and change champion networks*. · Recognise and reward customer-centric behaviours*. · Incorporate customer satisfaction metrics into employee evaluations.
Grow customer experience (CX) capabilities	<ul style="list-style-type: none"> · Recruit program lead to deliver Customer Experience Strategy. · Develop a Customer Experience training program to uplift internal capabilities. · Build evidence for investing in customer experience roles. · Form cross-functional teams to deliver. 	<ul style="list-style-type: none"> · Establish specialised customer experience roles. 	<ul style="list-style-type: none"> · Scale Customer Experience training program and hiring of specialised customer experience resources across the business.
Continuous improvement and feedback loops	<ul style="list-style-type: none"> · Support development of the Engagement Framework* (inc.Reconciliation Action Plan). · Establish customer experience governance and framework. · Establish a holistic measurement framework. · Explore and pilot social media tools to enable monitoring, listening and provide transparent and timely responses. 	<ul style="list-style-type: none"> · Establish a closed feedback loop process. · Pilot centralised, configurable customer experience governance dashboards. · Measure and track cost to serve to evaluate return on investment. 	<ul style="list-style-type: none"> · Integrate data from various sources to visualise customer insights.
Customer and community engagement	<ul style="list-style-type: none"> · Implement the Engagement Framework in operations* (inc. Reconciliation Action Plan). · Establish repeatable engagement processes. · Explore options for dedicated localised engagement for targeted customers. 	<ul style="list-style-type: none"> · Continue to strengthen community advisory panel(s) for ongoing collaboration*. · Pilot enhanced engagement models and validate return on investment of dedicated localised engagement. 	<ul style="list-style-type: none"> · Scale specialised dedicated customer service and community engagement resources for cohorts.

* Initiatives that are already in flight



3. Enable sustainable futures, together

'You work as one team; I trust you to keep delivering in the right way.'

Objective

We're empowering customers with sustainable choices, strategically investing in sustainable projects, and partnering with other leaders in the renewables transition within the Territory.

Benefits

- Strong stakeholder relationships and shared ownership models.
- Alignment with community values and needs.
- Economic growth and environmental benefits.

Projects	Horizon 1: 2024-2026	Horizon 2: 2026-2028	Horizon 3: 2028-2030
Shaping the narrative about a sustainable future	<ul style="list-style-type: none"> • Strengthen our major partnerships and community grants program*. • Power and Water to support and lead a complementary campaign advocating for a sustainable future. 	<ul style="list-style-type: none"> • Build trust and respect through engagement and delivery of campaign. 	<ul style="list-style-type: none"> • Evaluate initiatives, enhance and scale.
Co-creating our sustainable future with customers and partners	<ul style="list-style-type: none"> • Support effective communications and engagement for major projects*. • Leverage educational campaigns and use established community forums, to foster discussions around sustainability. 	<ul style="list-style-type: none"> • Explore partnerships with educational institutions for specialised training. • Explore opportunities for local businesses to engage in procurement processes. 	<ul style="list-style-type: none"> • Empower remote communities to be involved in decision-making.
Investing in sustainable infrastructure	<ul style="list-style-type: none"> • Redesign and scale up the energy system*. 	<ul style="list-style-type: none"> • Develop and implement community-based renewable projects. • Experiment with initiatives that support the execution of the Northern Territory Government's 50% renewables by 2030 target. 	<ul style="list-style-type: none"> • Evaluate initiatives, enhance and scale.

* Initiatives that are already in flight