

# Our customer experience principles

These 6 principles serve as guiding lights for how we interact with and serve our customers. They link to our values and tell us what customers care most about when interacting with us.

<b>1. We listen with empathy and seek to understand</b>	<ul style="list-style-type: none"><li>• Enable internal collaboration.</li><li>• Establish cross functional teams to build strong relationships between internal departments.</li><li>• Communicate with partners openly and clearly.</li><li>• Foster supportive, transparent and collaborative working environments with partners.</li></ul>
<b>2. We are accurate, transparent, reliable, and trustworthy</b>	<ul style="list-style-type: none"><li>• Provide accurate information.</li><li>• Communicate clearly and transparently in all interactions to manage expectations.</li><li>• Proactively update customers about planned maintenance, upgrades or changes.</li><li>• Enable customers to be well-prepared for any situation.</li></ul>
<b>3. We are accountable, proactive, responsive and timely</b>	<ul style="list-style-type: none"><li>• Take responsibility.</li><li>• Proactively address customer needs and concerns.</li><li>• Commit to timely and efficient resolution of issues.</li><li>• Take the lead in identifying and rectifying issues.</li><li>• Be transparent about disruptions to services.</li></ul>
<b>4. We empower our customers with knowledge and tools to self-serve</b>	<ul style="list-style-type: none"><li>• Give customers the information and tools they need to make decisions.</li><li>• Provide user-friendly interfaces and personalised insights.</li><li>• Provide customers with tools to take control of their use.</li></ul>
<b>5. We track and measure actions to ensure continuous improvement</b>	<ul style="list-style-type: none"><li>• Regularly track, measure, and evaluate actions.</li><li>• Leverage data and analytics to proactively address challenges.</li><li>• Stay ahead of customer expectations.</li></ul>
<b>6. We embrace a sustainable, equitable future with innovation</b>	<ul style="list-style-type: none"><li>• Actively seek innovative solutions for a more sustainable and equitable future.</li><li>• Push the boundaries of innovation to improve our existing services</li><li>• Evolve our business to respond to the renewables transition.</li><li>• Adapt to change in a just, fair and equitable way.</li></ul>