

# Our customer principles and values

“I’m treated like a partner”

Achieved by living our principles\*...

C We CARE



Which our customers experience as...

- We take time to listen and work with our customers
- We treat our customers as a priority

A We are AGILE



- We are proactive and flexible
- We continually look to improve

T We are TRANSPARENT



- Our processes are clear and easy-to-follow
- We provide accessible information when our customers need it

T We earn TRUST



- We make things simple and use our expertise to guide
- We do what we say we will

V We deliver VALUE



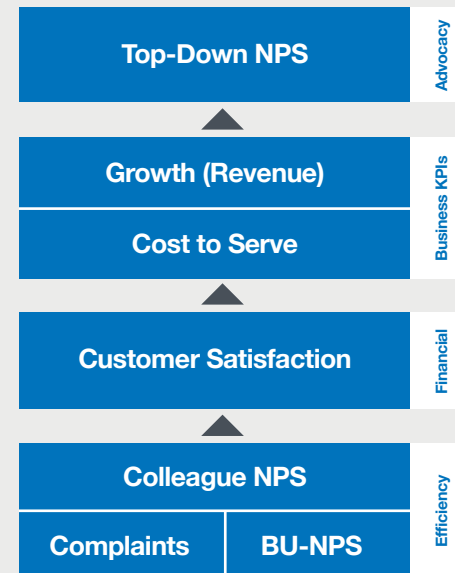
- We understand the impact of our actions on our customers
- We will drive efficiency

We are doing the right thing by finding a better way,  
through listening to what our customers need.

\*Our principles were developed through listening to our customers.

# Our measures

Which we will know through...



# What we do

The Customer and Stakeholder Experience team work in partnership with colleagues across the business to:

- Help us drive towards National Grid's vision of exceeding our customers' expectations.
- Lead on the governance to ensure the value of customer experience is delivered consistently across the business.
- Work with colleagues to co-create a customer experience strategy and supporting action plans to deliver it.
- Create insight through gathering data from Customer and Stakeholder Satisfaction (CSAT and SSAT), Top-Down Net Promoter Score, Colleague Net Promoter Score and Customer Listening.
- Improve experience through understanding customer and colleague journeys.
- Develop our curriculum and ensure colleagues are equipped with the right knowledge and skills to deliver a great customer experience.

Working together  
to exceed our  
customers'  
expectations.

Bring  
Energy  
to Life

nationalgrid

To find out more and to access  
resources to support you, please  
visit the Customer and Stakeholder  
Experience Library on SharePoint  
or email [box.CustomerTransformation@nationalgrid.com](mailto:box.CustomerTransformation@nationalgrid.com)

# Our purpose and vision

Bring Energy to Life

**We will** exceed the expectations of our customers, shareholders and communities today and make possible the energy systems of tomorrow.

# Who are our customers?



**Our customers** are the people or entities who pay us for the products and/or services they receive from us.

# Our customer segments



## Electricity

- Generators
- Distribution Network Owners (DNOs) & Interconnectors
- Suppliers
- Directly Connected Demand



## Gas

- Shippers
- Connection Customers
- Distribution Networks

# Customer facts



10% of our customers provide around

**85%**  
of our revenue.

## We serve:

- Over **230** customer groups across electricity and gas transmission
- **6** electricity distribution network groups
- **4** gas distribution network groups
- **62** suppliers

Figures correct as of March 2019

# Why change?

**We must act now to secure our future because...**

*"The industry is changing and National Grid is a bit behind."*

**Customer**

*"What is urgent for us should also be urgent for National Grid."*

**Customer**

*"We will bring in tougher price controls with lower expected returns for network companies."*

**Ofgem**

*"We must earn trust by building our reputation as an ethical company that our customers and stakeholders want to do business with."*

**National Grid**

# Our goal

**To hear our customers say...**

**"I'm heard, understood and National Grid consistently anticipates and delivers what I need"**

**We change through delivering four enablers**

**1**

Our team are here for you (Leadership, Talent & People)

**2**

Technology to facilitate your needs (Systems)

**3**

Delivering you a seamless customer experience (Customer Journeys)

**4**

Performance driven by your expectations (Customer Analytics & Insights)