

Public

2015 customer survey results

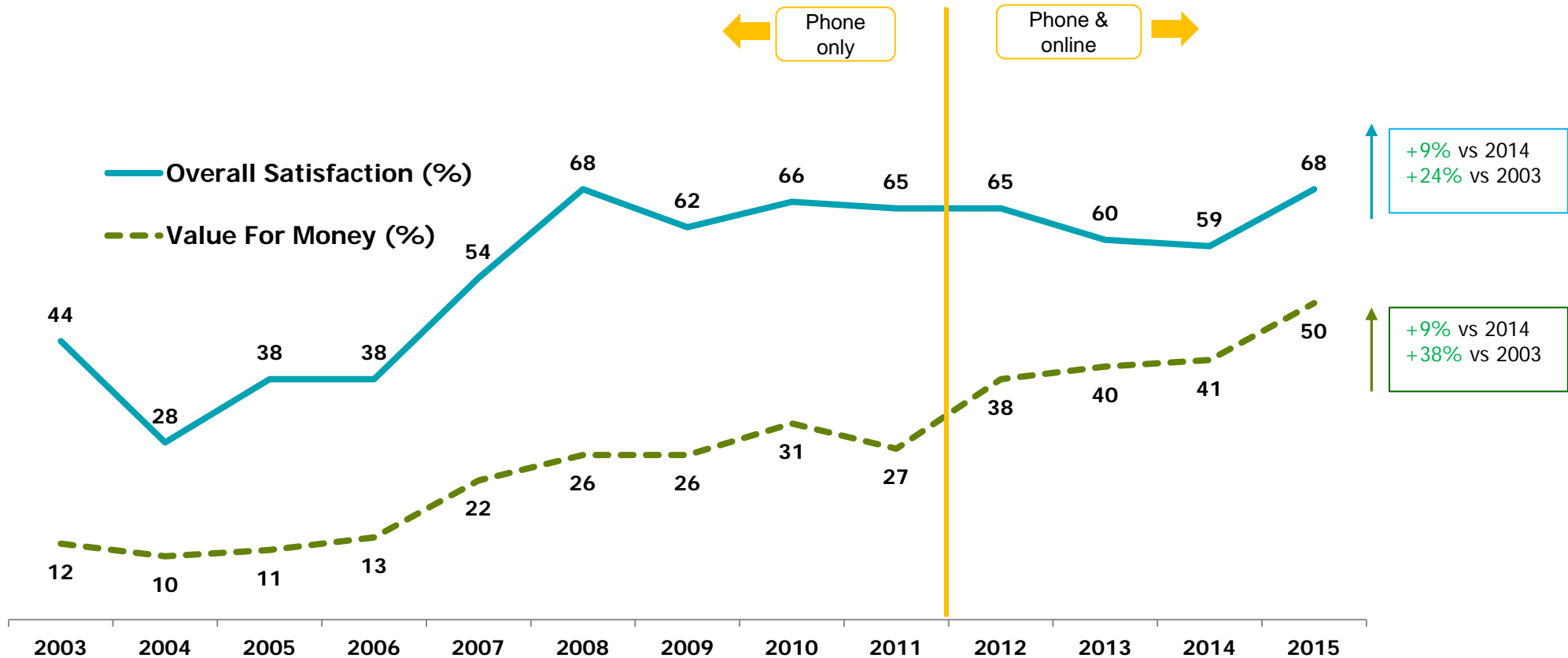
ELEXON

Key themes

- Short, online/phone quantitative survey (131 responses) (NB: Qualitative interviews will be conducted every other year to allow time for actions to have had an impact).
- ELEXON has shown clear improvement on all of the main KPIs with Overall Satisfaction, Value for Money, and Advocacy at their highest levels to date. This improvement has come across different kinds of customer organisations, large and small.
- Feedback on the majority of specific areas has strengthened. Perceptions of efficiency, relevance and flexibility are most improved and ratings of Performance Assurance and Market Entry have also increased notably this year.
- A number of opportunities have been highlighted to improve overall communication with stakeholders including: website usability, listening to customers, reducing inaccuracies, keeping participants in the loop about meetings, teleconferencing facilities, and writing in more user friendly language (i.e. less jargon).
- With Big 6 Suppliers there is also more scope to strengthen perceptions of ELEXON's knowledge and expertise, and following up on queries more responsively.

Overall satisfaction and value for money

SCORE 8+ (Out of 10)
1 = Not At All Satisfied/ 10 = Extremely Satisfied
1 = Poor/ 10 = Excellent Value For Money



The improvements in feedback over the past year mean that ELEXON has achieved an all time high in terms of both Satisfaction and Value For Money.

Advocacy

Net Recommendation Score:

+63%

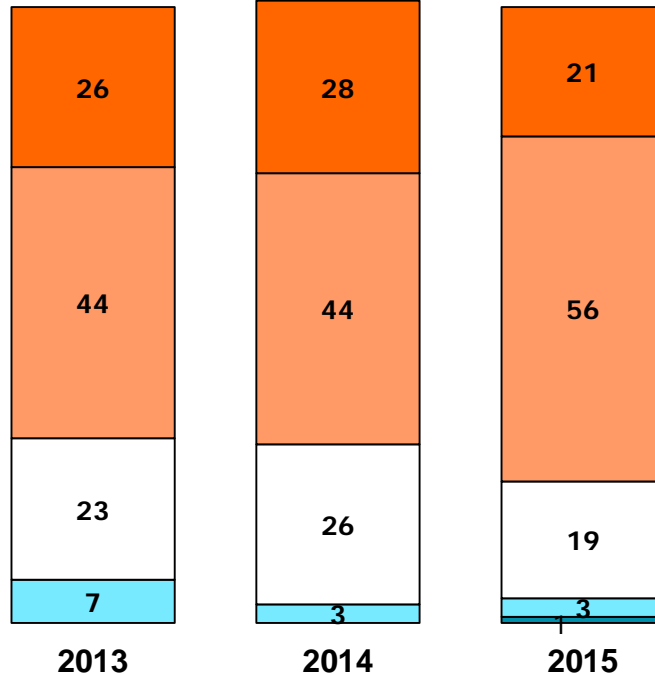
+69%

+73%



%

- I would speak highly of them without being asked
- I would speak highly of them if someone asked me
- I would have no strong opinion either way
- I would be highly critical of them if someone asked me
- I would be highly critical of them without being asked

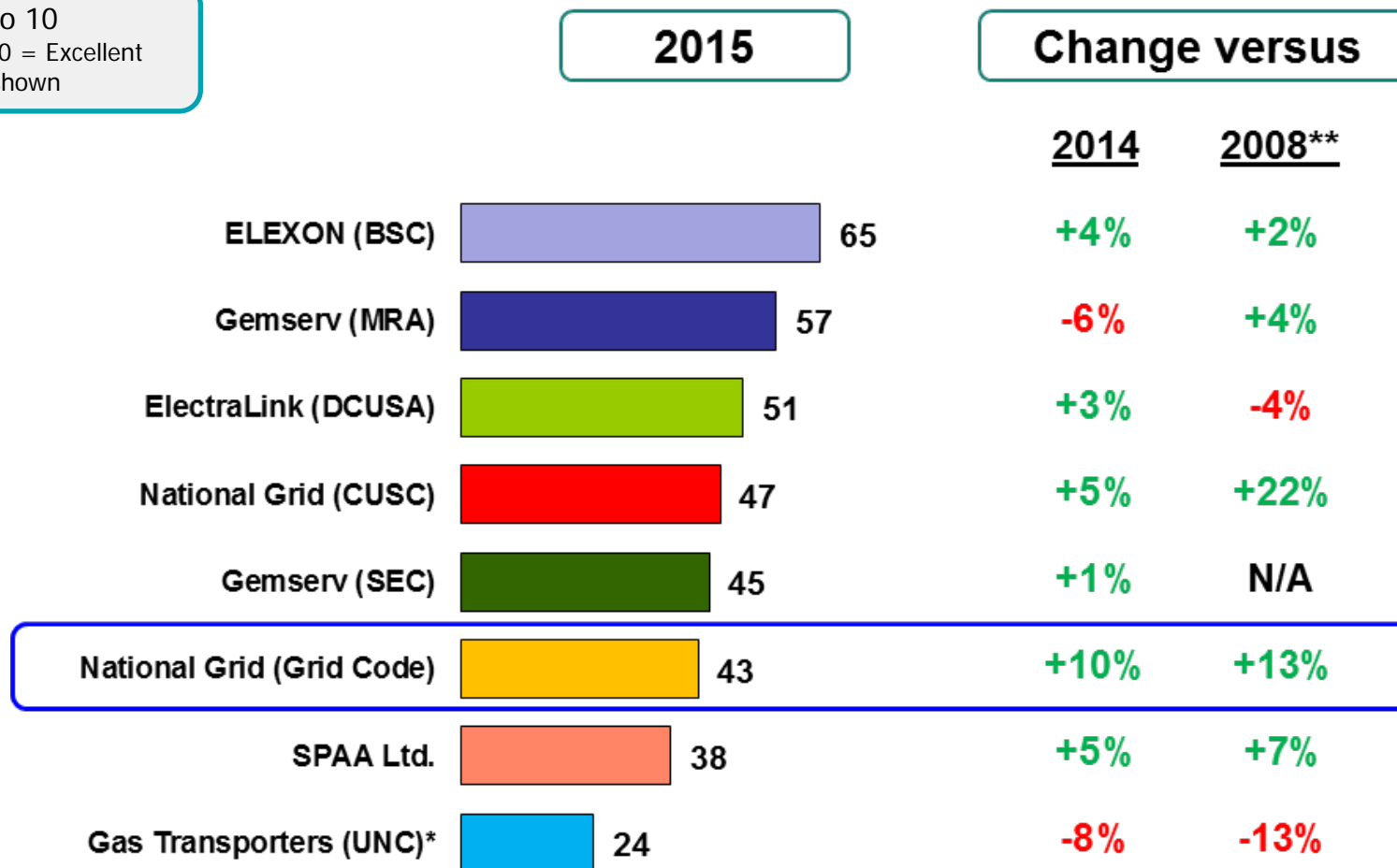


Net Recommendation Score (%)	2014	2015
Total Sample (116)/(131)	+69	+73
'Big 6' Suppliers (35)/(38)*	+71	+71
Other Companies (81)/(93)	+67	+75
BSC Party (68)/(76)	+70	+74
Supplier Agent (43)/(37)*	+72	+81
Committee/ Panel Member (36)/(38)*	+75	+65
Industry Body (16)/(14)*	+63	+57
Operations (44)/(64)	+84	+81
Compliance (28)/(40)	+66	+77
Regulatory Affairs (25)/(50)	+66	+80

Net advocacy is at its highest level overall since first measured two years ago. The main improvements this year have come with Supplier Agents and those in compliance or regulatory roles.

Comparative ratings

SCALE 1 to 10
1 = Poor/ 10 = Excellent
8+ Scores shown



*CAUTION: Low Base Size

** Results before 2012 based on phone interviews only (no online surveys)

ELEXON's rating for delivering the BSC remains more positive than other management codes and agreements. Ratings of the Grid Code continue to improve amongst those with experience of it.

Areas for improvement – spontaneous feedback

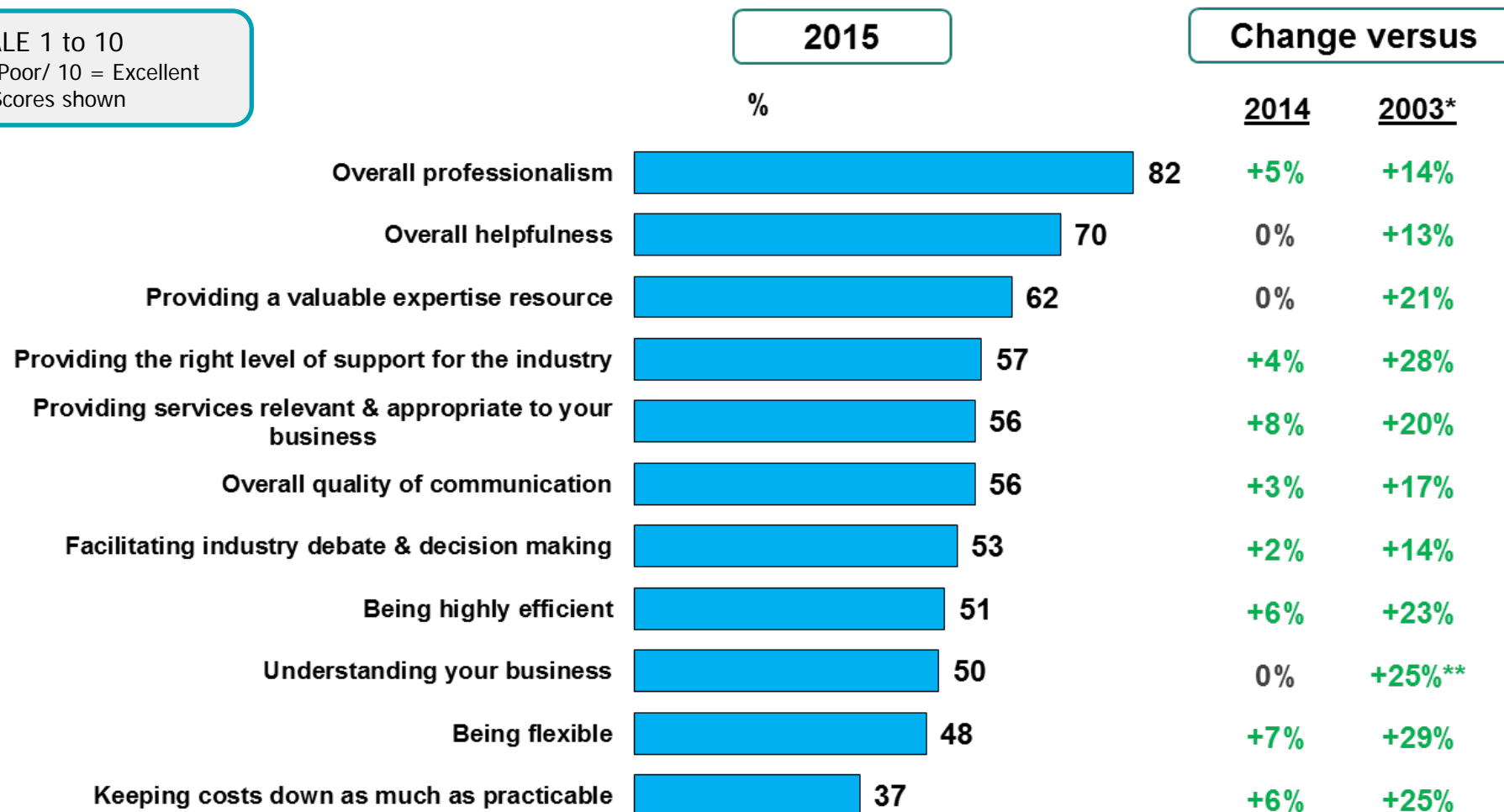
- 32% gave ELEXON a score of less than 8 out of 10 for Overall Satisfaction. 74% have spontaneous suggestions for improvements:



Base: Those rating ELEXON 1 to 7 out of 10 for overall satisfaction (42)
NB: Responses on less than 2 people not shown

Detailed attribute ratings

SCALE 1 to 10
1 = Poor/ 10 = Excellent
8+ Scores shown



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** Comparison with 2004 (first year question included)

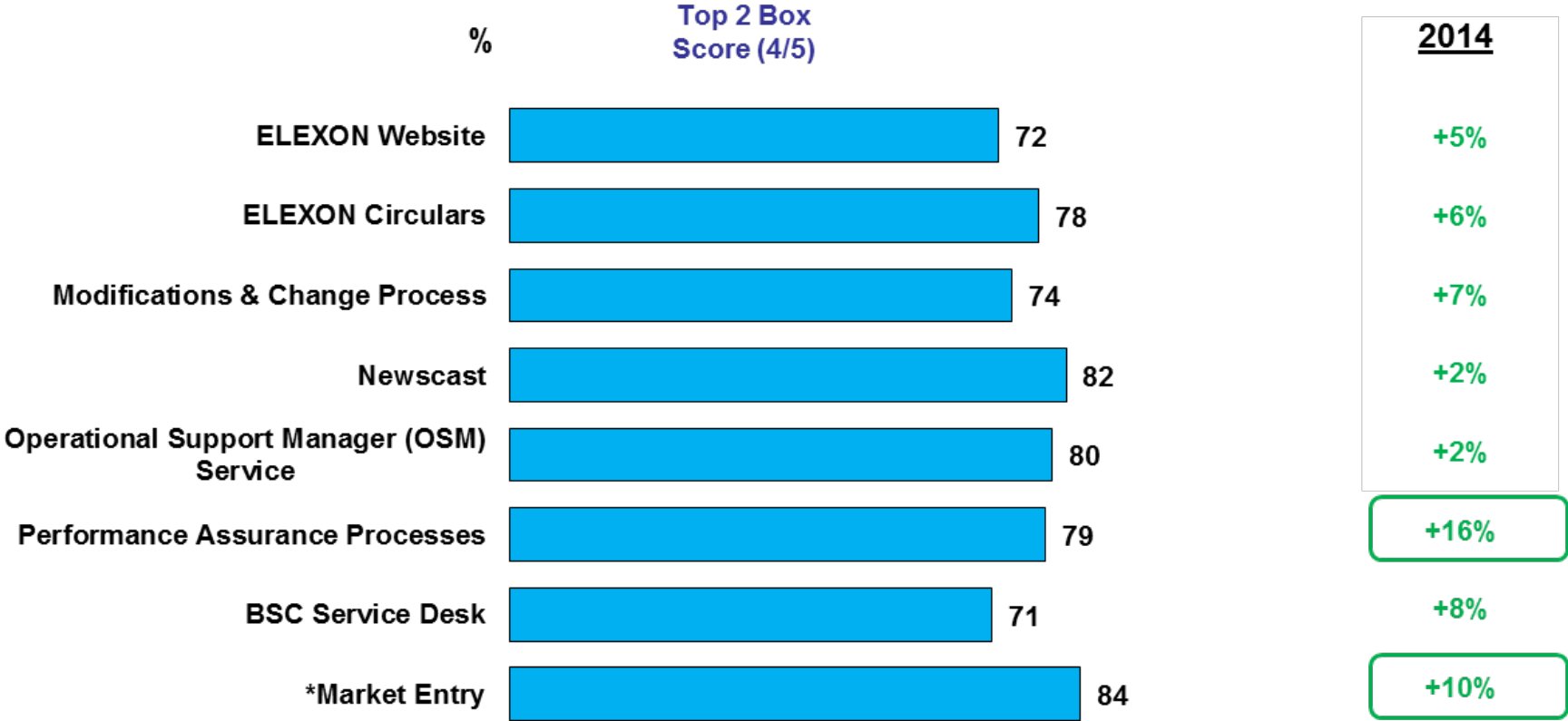
ELEXON continues to be rated most highly for its professionalism and helpfulness, but most areas show some directional improvement this year.

Rating of ELEXON service areas

SCALE 1 to 5
1 = Not At All Well/ 5 = Very Well

2015

Change versus



***CAUTION: Low Base Size**

Feedback is more positive for all eight service areas, but most notably Performance Assurance and Market Entry.

Next steps

- Look for ways to improve our communications by:
 - reducing jargon and inaccuracies
 - increasing consistency of reporting
 - launching a new search function on our website to help our customers find information while redeveloping our website.
- Continue to identify ways to improve on:
 - Flexibility and efficiency.
 - Understanding our customers' businesses.
 - OSM Service.
- Review issues raised about teleconferencing equipment.