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# Nurturing Relations with the Customer

Customer satisfaction with eServices

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# Customer communication ?

- “If we close a valve nobody needs to know about it.”



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  - Case Tampereen Sähkölaitos
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# Development of customer communication



# Development of customer communication

- Example case from Finland
- 1970 - 1980 decades
  - Fitters taped notifications of service breaks on doors of property, trash bins etc. strategic places
- 1990 decade
  - Start of sending notification letters of planned service breaks to contact address of the properties
- 21<sup>st</sup> century
  - Press releases of large scale interruptions and service breaks for the press and radio
- 2010 decade
  - Automatic outage communication via Internet Map Service and/or SMS and email
  - 24/7 contact management and two directional communication



## Driving forces of the changes in customer communication

- Customers desire for knowledge
- Increased pressure of the press
- Competition between heating methods
  - Quality of DHC services
- Operation efficiency of the DHC companies
  - Customer service
  - Shorter service breaks
- Transparency of DHC companies activities



# Examples of enhanced customer communication

Case Tampereen Sähkölaitos



## Tampereen Sähkölaitos, DHC company

- Third biggest DHC company in Finland
- Heat sales ~ 2,5 TWh/y
- 200 000 people lives in DH heated houses in Tampere

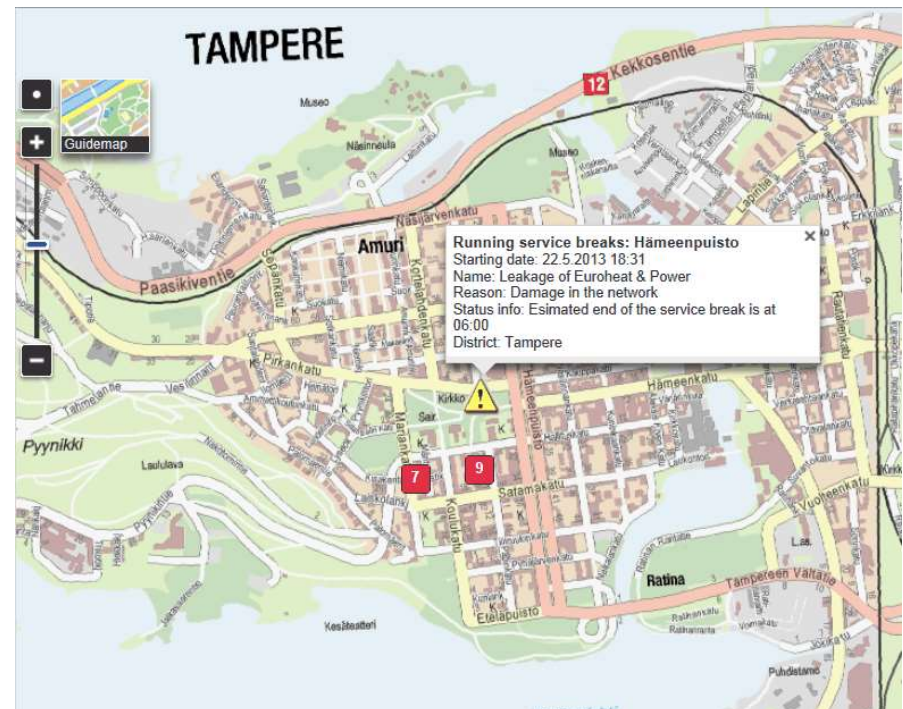






## Internet Map Service, Tampereen Sähkölaitos

- For customer communications on Internet page:
  - Location of DH network
  - Service breaks
  - Different working areas
- Updated automatically according to the changes in Operation Management System





## Internet Map Service, Tampereen Sähkölaitos

- Targets
  - Improve customer service
  - Communications about working areas
- Production use started in summer 2011
- Feedback from the users
  - Usability is very good = it is easy and fast to learn to use
  - Illustrative
  - Full fills their requirements
  - Positive feedback from the customers



# Examples of enhanced customer communication

Case Fortum



## Fortum Heat division

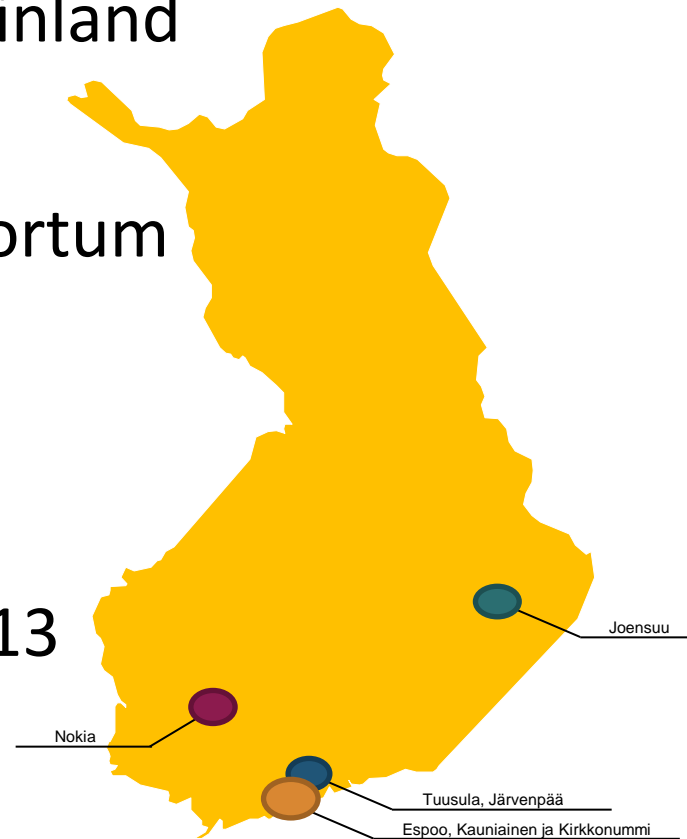
- The leading heat power supplier in the Nordic Countries and Baltic Sea area
- Concentrates on CHP production and DHC
- Strong experience from different fuels
- Main products are district heating, industrial steam and electricity





## Fortum Heat division in Finland

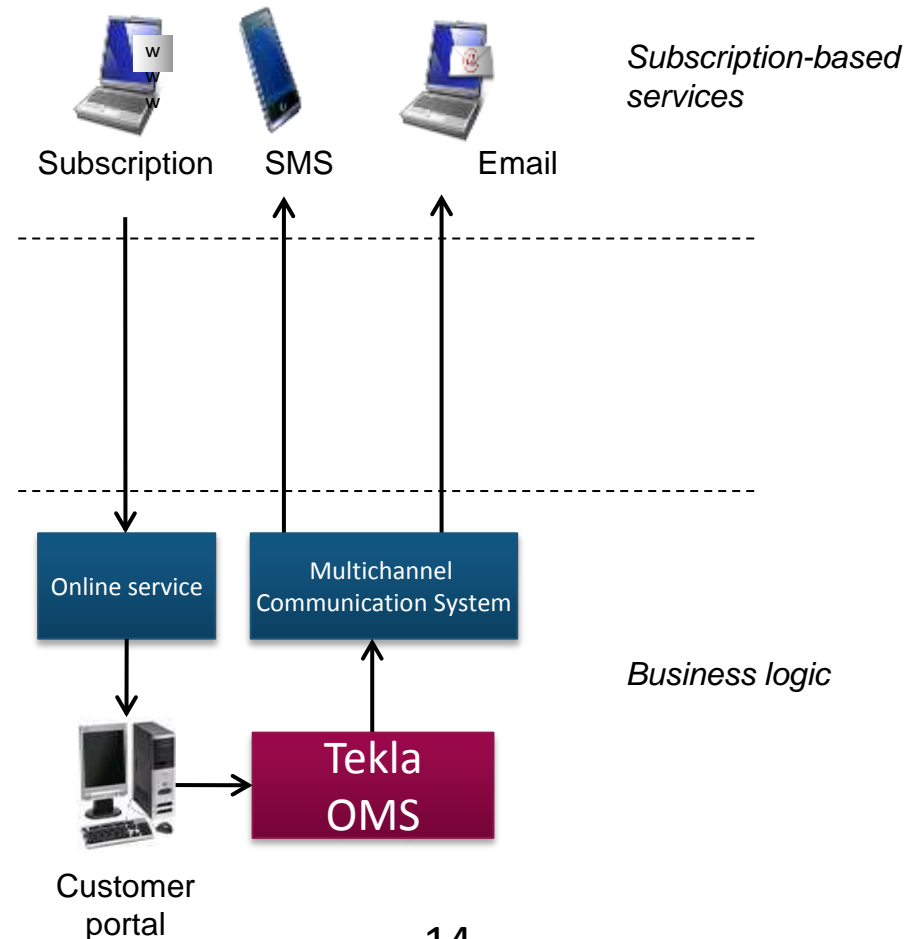
- Second biggest DH company in Finland
- ~ 400 000 people in Finland lives in houses which are heated by Fortum
- Implementation project of:
  - Internet Map Services
  - SMS/email messaging
- Will be completed in autumn 2013





# Customer communication via SMS/email

- Messaging of service breaks via email and/or SMS in real time
- Solution architecture
  - Customer portal for subscribing
  - OMS for managing service breaks and delivering outage information
  - Multichannel communication service





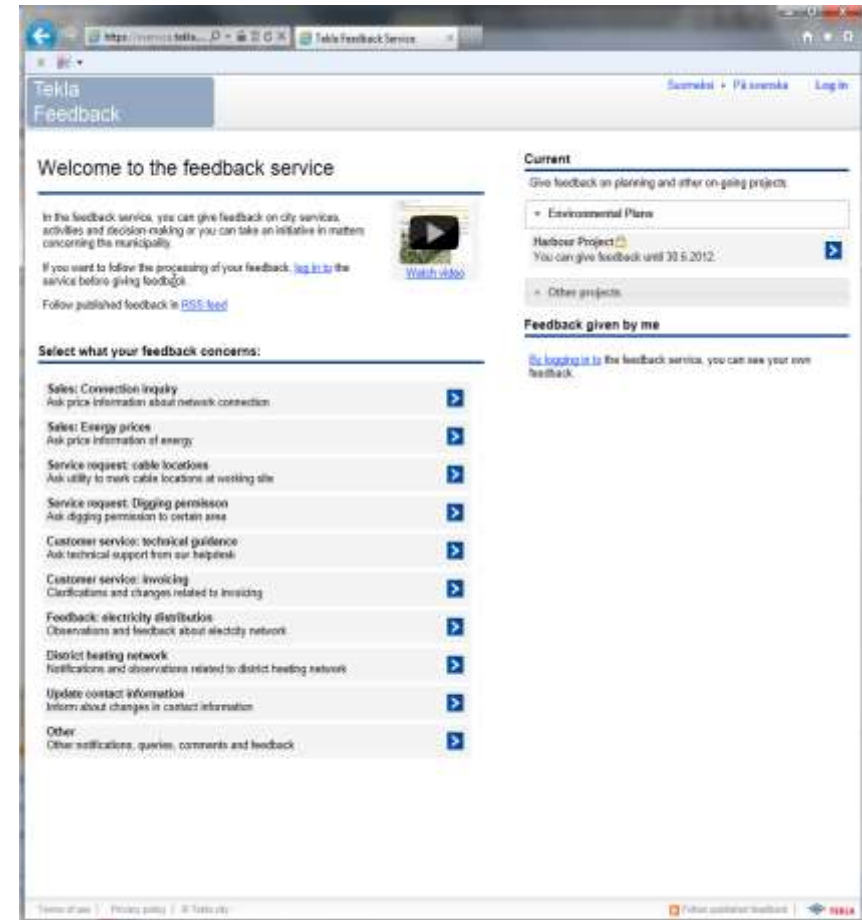
# Examples of enhanced customer communication

Case Mäntsälän Sähkö



# eFeedback from customer's perspective

- 24/7 service for communicating with the utility
- Possibility to follow status of own contacts (if registered user)
- Possibility to follow requests & feedbacks given by other customers
- Possibility to share in social media







# Customer: creating service request/feedback

- Easy-to-use internet application
- Possibility to add attachments: pictures, documents
- Possibility to see feedbacks given by other customers
- Possibility to see and create feedback to relevant network objects
- Possibility to share feedback (RSS)
- Possibility to order notifications about processing

Feedback service > Give feedback: Electricity distribution

### 1. Give feedback

Select a subject so that your feedback is directed to the correct person. Give feedback in the Feedback text field or in the location's explanation on map. Fields with yellow background are mandatory.

Subject: Street lights | Lights, streets

Feedback text: Broken Lamp.

Market: Proposal

Date: 15.6.2012

Attachments:

### 2. Give feedback location

Draw your feedback location on map using the drawing icons. You can search the area using the address field and the Search button.

Turku Street 5 | Turku |  Area: Choose Area

Show feedback according to subject  
 Show objects according to subject

Feedback locations

- Feedback location  
Broken lamp is located here.

### 3. Give contact information

Contact information has been retrieved from the information given during registration.

Last name: Leppänen | First name: Jukka

E-mail:  | Phone: 040-5180079

Request for contact: By e-mail

Feedback can be published

I'd like to receive information on feedback processing by e-mail



# eFeedback - Key benefits

- Improved customer service
- Suitability for all kind of contacts
- Centralized/systematic management of feedback data
- Modifications by using own IT knowledge





# Summary

- If we close a valve, users of DHC should know about it
- Technical solutions for better customer communication exist all ready
- 24/7 eServices will become more important
- Two directional customer communications is coming and will change many processes of DHC companies



Thank you!

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