

Tractivity Case Study:

Scottish & Southern Electricity Networks

Tractivity[®]



Scottish & Southern
Electricity Networks

In summary...

As a provider of an essential service, the core purpose of the Scottish & Southern Electricity Networks is to deliver a safe, reliable and accessible service to their customers and communities, putting the needs of all consumers at the centre of their activities. Their old ways of working involved using multiple tools to record engagements, and this led to challenges in managing the outcomes.

The requirements

1. Support continuous improvement of the stakeholder engagement programme.
2. Reduce reliance on fragmented data capture.
3. Improve reporting capabilities.
4. Obtain clarity of stakeholder needs to support overall positive outcomes.
5. Deliver value for money.

The results

- ✓ Effective engagements with thousands of stakeholders across the network in one single system.
- ✓ Consistent and clearly reporting with all stakeholders registered and visible to all users.
- ✓ Ability to send relevant information according to the stakeholders' needs based on their segmentation into smart categories.
- ✓ Improved work efficiency by eliminating duplication from unnecessary communications, saving time.

The situation



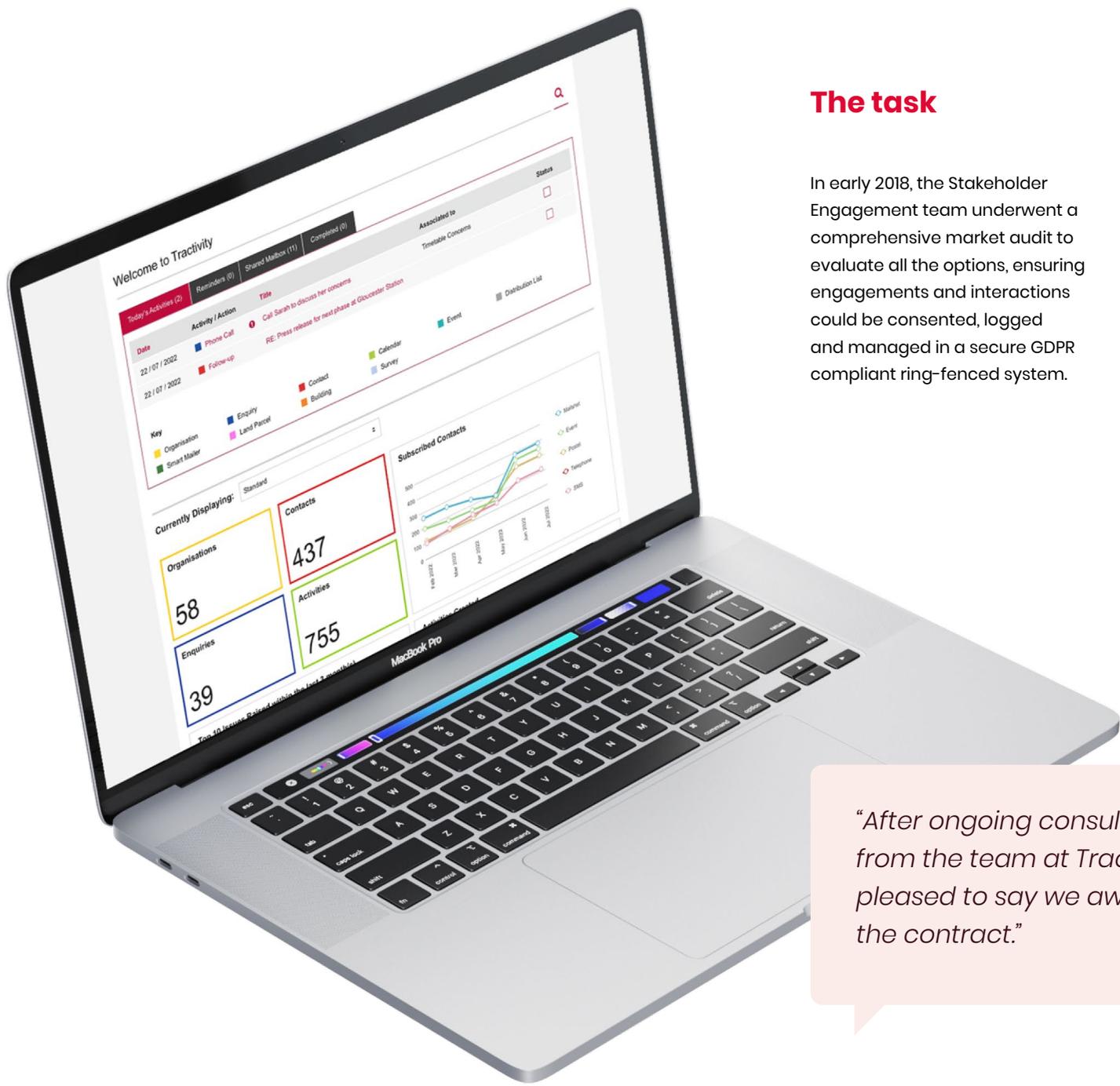
Scottish & Southern Electricity Networks (SSEN) - forms part of the FTSE-50 energy company, SSE.

The SSEN's electricity distribution and transmission networks carry electricity to over 3.7 million homes and businesses across the north of the Central Belt of Scotland and also Central Southern England. With two licenced areas, the list of stakeholders who are interested in or impacted to some degree by their activities is extensive including trade bodies, domestic bodies and customers, environmental groups regulators, emergency responders and government.

Shaping the electricity distribution network of the future is an exciting prospect and a strong digital backbone will be required to fully deliver on this potential.

SSEN are continually looking to improve stakeholder engagement and recording feedback plays a big part in the engagement activity.

As a result of this, SSEN's team were looking for a new system and ways of working that could bring together all their activity into one place, and provide efficiency and clarity across the stakeholder networks at the same time as reducing the time taken to deliver the outcomes needed.



The task

In early 2018, the Stakeholder Engagement team underwent a comprehensive market audit to evaluate all the options, ensuring engagements and interactions could be consented, logged and managed in a secure GDPR compliant ring-fenced system.

The action taken

Once the decision was taken to implement Tractivity, the Tractivity team quickly started to do the heavy lifting. Taking data and moving it inside the new Tractivity system. This was then followed by onsite training sessions focusing on how to get the most from Tractivity and how to maximise stakeholder engagements going forward.

“After ongoing consultation and support from the team at Tractivity, we are pleased to say we awarded Tractivity the contract.”

Results to be proud of

Tractivity has equipped SSEN with the power to not only clearly report, but also to engage with the thousands of stakeholders across their network in one single solution. The system is used to both share and store stakeholder information, while also providing a powerful communication suite to allow SSEN teams to send surveys, newsletters, updates and record events, all the way from planning to execution.

During the engagement process, updates are often required – however, not each stakeholder wants or needs the same information. Tractivity now comes into its own, enabling the SSEN team to now segment stakeholders into categories relevant to their requests for information, saving time and duplication from unnecessary communications.

With the ability to track and log all interactions and responses within Tractivity, SSEN can now gather a picture of their entire stakeholder network.

Additionally, they can track sentiment, providing the team with peace of mind that they're meeting legislative obligations, not only in response times but also with GDPR compliance.

Tractivity gives one central view of all data and stakeholders and continues to grow with the business. Initially, SSEN launched with 15 Tractivity users and now it is being successfully used by 62 users across the organisation.



Testimonial

“Tractivity has improved the way we engage with our stakeholders and manage our interactions. We now have more consistent approach to recording stakeholder engagement across our Network teams.

The system gives us access to a broad range of tools and reports which ultimately means Tractivity delivers the results we look for in one system across our business.

Working with Tractivity has been and continues to be a success for us at SSEN, and yes, we would absolutely recommend it.”

Scottish & Southern Electricity Networks

Get in touch

Discover the benefits Tractivity can bring to your organisation and daily activities. Contact us for a free, personalised demo:



[+44 \(0\)1629 815 928](tel:+441629815928)



enquiries@tractivity.co.uk



www.twitter.com/Tractivity_SRM



www.linkedin.com/company/tractivity-limited/



www.tractivity.co.uk

Tractivity[®]

Some of our clients