



ONE:
We will put customers at the centre of our business and the energy system

Having the right culture underpins the way we behave, the decisions we make and the outcomes we deliver. We recognise that getting the culture right for our customers is crucial not only to deliver on our customer commitments, but also to the long-term success of our businesses.

We will develop the culture within our businesses that puts the customer at the centre and will work together and with our stakeholders to deliver the safe, affordable, reliable and sustainable energy system the community expects.

Principle in action

To fulfil this principle energy businesses should:

- 1.1** Have a Board that actively oversees the business' culture so as to be aligned with Energy Charter Principles.
- 1.2** Have management operationally accountable for embedding a 'customer at the centre' culture.
- 1.3** Ensure employees are engaged and rewarded to be focused on positive customer outcomes.
- 1.4** Have robust processes to determine customer and community needs and be accountable on how feedback has been considered and incorporated into decision making.
- 1.5** Demonstrate a culture of innovation and collaboration for positive customer outcomes, including through sharing insights with government, research institutions and across the supply chain and joint advocacy on regulatory, policy and operational issues.



TWO:
We will improve energy affordability for customers

We recognise that affordable energy is essential for Australian households and businesses.

We will do what we can to make energy more affordable, by running our businesses efficiently so customers benefit, by offering customers energy deals that best meet their needs, helping them manage their energy use, and by working together to put downward pressure on price, as well as innovating for cost effective solutions that meet residential and business customer needs.

Principle in action

To fulfil this principle energy businesses should:

- 2.1** Ensure that investment, commercial and operational decisions are cost efficient, and explain how customers benefit.
- 2.2** Offer customers energy deals that best meet their needs, supported by effective tools and incentives for customers to manage their energy use and cost.
- 2.3** Work cooperatively across the supply chain and with other stakeholders to put downward pressure on price over the short and long term.
- 2.4** Innovate to deliver competitive energy solutions for business and residential customers
- 2.5** Advocate on behalf of customers to improve energy affordability through engagement in regulatory and policy processes.



THREE:
We will provide energy safely, reliably, and sustainably

We recognise the essential nature of energy, the value it brings to the community and the potential consequences and impacts for customers when they cannot access it.

We will provide energy safely, reliably and sustainably and will listen to customer preferences and demonstrate how they inform decisions and outcomes.

Principle in action

To fulfil this principle energy businesses should:

- 3.1** Maintain the highest standards of safety for people, the community and the environment.
- 3.2** Implement solutions across the supply chain:
 - a. that support energy connection, service and reliability that meets customers' needs.
 - b. to resolve service issues that impact customers and the community.
- 3.3** Engage with customers and communities to support and implement new investments, deliver innovative energy solutions and manage operations in line with their expectations.
- 3.4** Facilitate new opportunities and technologies that support cleaner energy solutions.



FOUR:
We will improve the customer experience

We recognise that it must be easy for customers to make informed decisions about their energy, that outcomes should be transparent, and all customers should benefit from the transformation of the energy system. The customer experience with energy businesses should be respectful, efficient and seamless, particularly if things go wrong.

We will make it easy for everyone to get the best product or service for them regardless of their ability to engage, or interest in, the energy market. We will continually improve our processes and communication and will work together to provide better services across the supply chain to meet customer needs.

Principle in action

To fulfil this principle energy businesses should:

- 4.1** Enable customers to get fair outcomes regardless of their ability or desire to participate in the energy market.
- 4.2** Empower customers by:
 - a. making sure all communication is clear, in plain terms, accessible and understandable,
 - b. providing insightful and useful information and accessible tools, and
 - c. streamlining access to, and portability of, customer energy data.
- 4.3** Ensure that innovation and design in products and services, as well as communication platforms and tools are driven by customers' needs and preferences.
- 4.4** Have effective and accessible dispute resolution processes, co-ordinated across the supply chain to resolve customer issues and implement process improvements in response.



FIVE:
We will support customers in vulnerable circumstances

We recognise that some customers may experience vulnerability that requires support from energy providers, which may require collaboration with governments and community service organisations. Not all experiences of vulnerability will be the same and providing support require solutions tailored for different circumstances.

We will support customers to navigate periods of vulnerability and collaborate with the community and government to assist those who need it most.

Principle in action

To fulfil this principle energy businesses should:

- 5.1** Have processes to enable early identification of customers at risk of vulnerability, coupled with intervention measures that can prevent customers falling into hardship.
- 5.2** Provide products and services that are tailored to customers in vulnerable circumstances and support them in getting back on track.
- 5.3** Provide flexible solutions that are easy to access and are provided by specially trained frontline staff with expertise in supporting those customers who face additional barriers to engaging with the energy market.
- 5.4** Take a collaborative approach, partnering across the energy supply chain, and with government and community service organisations to implement innovative solutions that improve outcomes (cost or experience) for customers in vulnerable circumstances.

