

TasNetworks Customer Engagement Framework

TasNetworks' engagement framework defines the different levels of participation available to us when engaging with our customers. The framework is used to determine the most appropriate level of customer participation that should be used when undertaking community consultation on particular issues. The framework is based on the International Association of Public Participation Spectrum (IAP2). Five levels of public participation are identified and range from inform to empower. TasNetworks identifies the appropriate level of engagement on a case by case basis, as it is not always possible to provide customers with a decision making role ie: on safety issues.

Increasing Level of Customer Participation

| Customer Engagement Goal | Inform: To provide our customers with balanced and objective information to assist in understanding the problem, alternatives, opportunities &/or solutions. | Consult: To obtain customer feedback on analysis, alternatives and/or decisions. | Involve: To work directly with our customers throughout the process to ensure that customer concerns and aspirations are consistently understood and considered. | Collaborate: To partner with our customers in each aspect of the decision, including the development of alternatives and the identification of the preferred solution. | Empower: To place final decision making in the hands of our customers. |
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| Promise to our Customers | We will keep you informed. | We will keep you informed, listen and acknowledge concerns and provide feedback on how customer input influenced the decision. | We will work with you to ensure your concerns and issues are directly reflected in alternatives we develop and provide feedback on how customer input influenced the decision. | We will look to you for direct advice and innovation in formulating solutions and will incorporate your recommendations into decisions where possible to the maximum extent. | We will implement what you decide. |
| Customer Engagement Tools | Fact sheets Newspaper/TV/radio Letters/Customer cards Social Media Customer charter Brochures | Focus Groups Community Forums Public Meetings Trade Nights Surveys | Workshops Consumer Engagement Forums | Advisory committees Contracts/Legal Agreements | Delegated decisions |