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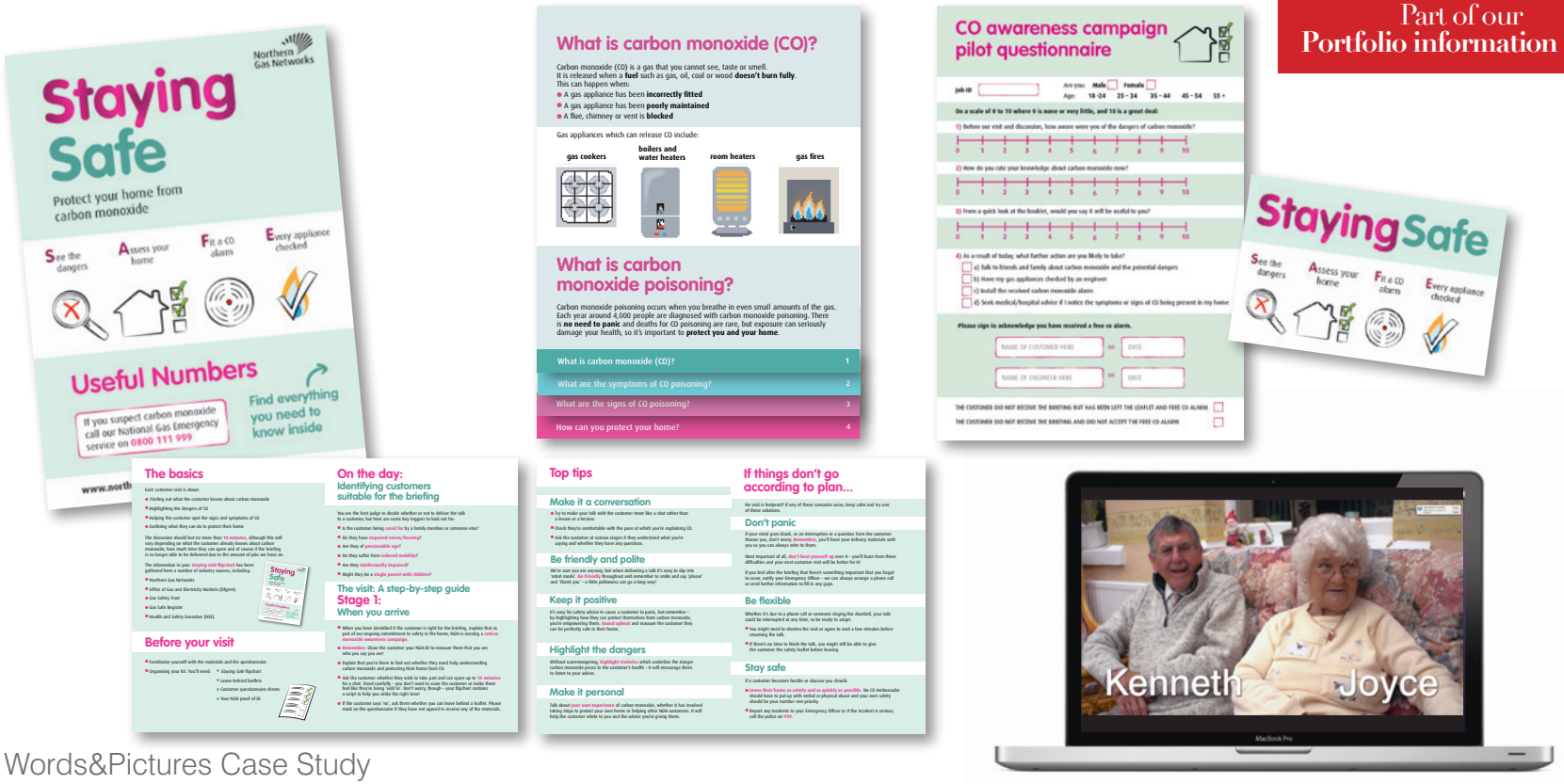
RESULTS OF CUSTOMER FEEDBACK

74% will talk to friends and family about CO and the potential dangers

76% will have their gas appliances checked by an engineer

62% will seek medical help if they notice the symptoms or signs of CO

99% described the CO safety booklet as 'useful'



Words&Pictures Case Study

PROTECTING VULNERABLE CUSTOMERS – NORTHERN GAS NETWORKS

Words&Pictures has widespread experience of delivering large-scale education programmes, so when Northern Gas Networks (NGN) were looking into delivering a carbon monoxide (CO) awareness campaign, engaging with vulnerable customers in their homes – Words&Pictures was an obvious choice.

The co-developed pilot programme saw First Call Operatives (FCOs) visit vulnerable customers to educate them about CO and how they can protect their homes. During the research and development phase, Words&Pictures visited local care homes, speaking with residents as well as spending time with FCOs to better understand NGN processes.

The suite of materials enabled briefings to be delivered in a timely and non-intrusive format that included a step-by-step guide for FCOs and a handheld flipchart to help them communicate key messages clearly to customers, some of whom have sight or hearing difficulties (all materials produced are in line with RNIB guidelines).

Training programme

To support in delivering successful briefings, Words&Pictures developed and delivered a 50-minute training session for FCO ambassadors. To ensure on-going measurement and feedback was captured – all FCO visits were undertaken with an accompanying briefing questionnaire (completed by the FCO with the customer). A substantial amount of feedback and statistics were captured for sharing with key stakeholders and NGNs regulatory body – Ofgem.

Words&Pictures is now undertaking the roll-out across the network, having completed the training of 75 FCOs across 18 training sessions at six sites. Words&Pictures will continue to conduct on-going programme measurement and detailed reporting back to NGN for submission to Ofgem, with results on a quarterly basis.

DURING THE PILOT PROGRAMME, 20 FCOS VISITED 139 HOMES AND DELIVERED 90 BRIEFINGS TO CUSTOMERS IN ONE OF THE NINE NGN REGIONS.