

Customer Experience from Regulator Point of view

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Agenda

- ✓ Introduction to SERA
- ✓ Developing customer experience of Service Provider
- ✓ Enhancing customer experience of SERA
- ✓ The role of the SERA in consumer's empowerment

Introduction to SERA

- Saudi Electricity Regulatory Authority is the regulatory body for the electricity sector in the Kingdom of Saudi Arabia. It aims to make the sector consumer-centric, organized, reliable, sustainable, and highly efficient.

Vision



A well-regulated electricity sector that is efficient, reliable, sustainable, and that fulfills consumer satisfaction

Mission



To regulate the electricity sector in a fair and transparent manner that guarantees consumer protection, balances stakeholder interests and ensures sustainability of the services.

Introduction to SERA

- **Strategic objectives of SERA:**



SERA is dedicated to not only protecting but also empowering consumers, all while ensuring the public interest and securing the rights of every stakeholder involved

Setting the standard for customer centricity in its operations.

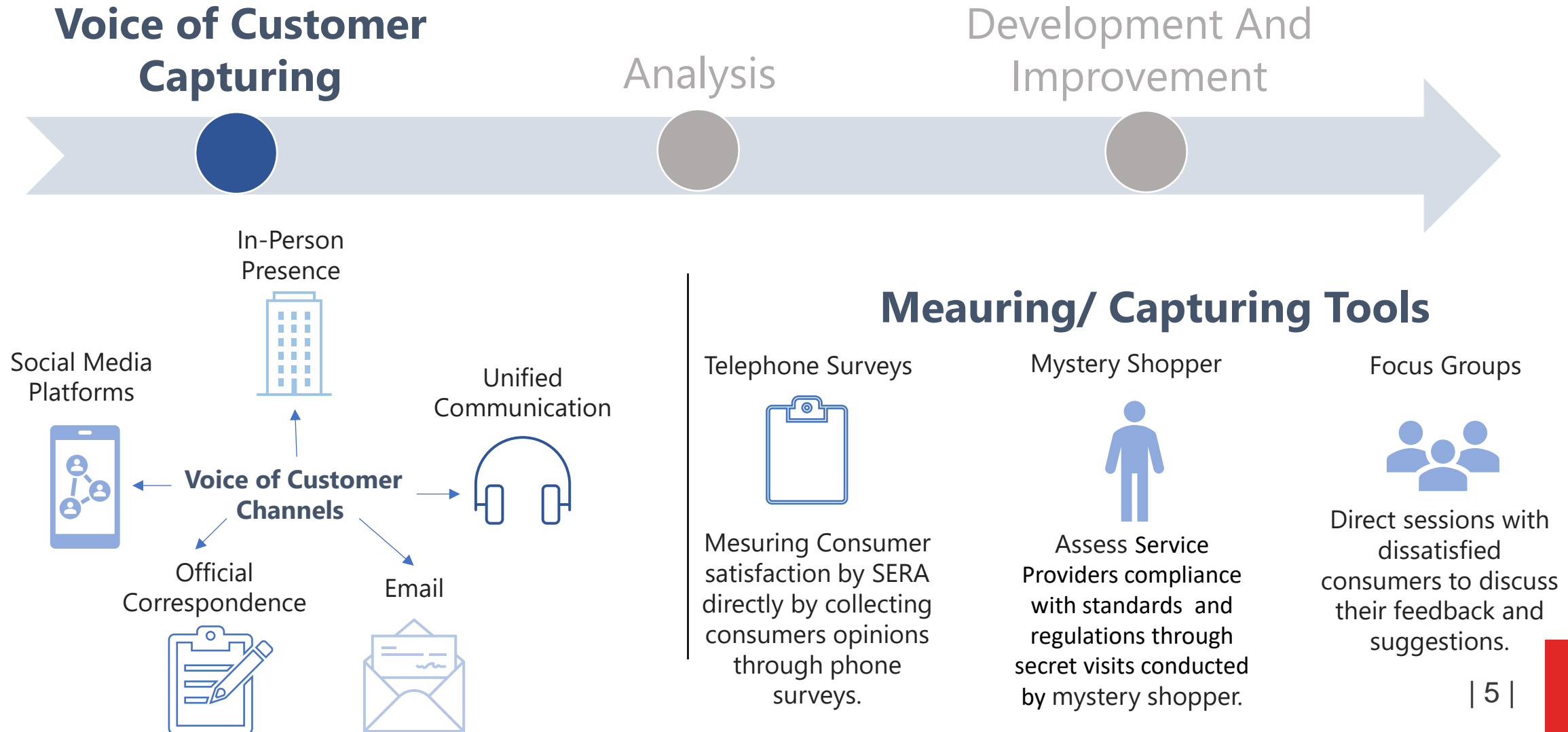
Elevating quality, reducing costs, and driving operational improvements.

Ensuring uninterrupted and dependable service from electricity providers.

Enhancing sector efficiency while ensuring long-term economic and environmental and a reliable sustainability power supply.

Supporting market growth and expanding investment opportunities in line with the sector restructuring goals and the Saudi Electricity Company's objectives.

The role of SERA in developing customer experience



The role of SERA in developing customer experience



- The methodology of (Adaa) was used for analysis, a National Government Center that establishes performance measurement methodologies for public entities in the Kingdom.

The measurement is conducted on three levels:

Level 1: Overall satisfaction evaluation and the services provided throughout the customer journey.

Level 2: Satisfaction evaluation based on specific criteria (procedures, staff, location, speed, digital channel, outcomes).

Level 3: Satisfaction evaluation based on sub-criteria (indicators) to identify the reasons for dissatisfaction among unsatisfied customers.

The role of SERA in developing customer experience



The role of SERA in Enhancing customer experience

Submitting a complaint		
	LAST	CURRENT
CX Enhancement	Time to submit	2 Min
	No. of entries	5
	Submitting complaint to SP	Optional
	Calls management	Available
	Integration with SP	Available

The role of SERA in consumer's empowerment



Guarantee standards

If SP failed to meet the GS shall compensate the consumer

	GS	Compensation
Move-in Move-out requests	3 W.D	100 SAR
New connection	20 W.D	400 SAR
Reconnection after payment	2 Hours	100 SAR
Scheduled outage notification	48 Hours prior	100 SAR
Time to resolve billing complaint	10 W.D	100 SAR
Reconnection after interruption	6 Hours 2	200 SAR
No. of interruption	interruption	400 SAR
Disconnection in prohibited times	-	500 SAR



Electricity Service Guide

- Published document
- Consumer rights
- SP responsibilities
- Regulations and procedures of electricity services: New connection, Tariffs, Billing, Disconnections, Network relocation.

The role of SERA in consumer's empowerment



Consumers with Critical Electricity Needs

- No disconnection due to non-payment
- Priority reconnection in case of a sudden power cut
- Using backup generator in case of a scheduled outage



Payment arrangements

- Consumer can pay 50% of their bills
- Prepayment service
- Installment plan

Thank you..