

Tractivity Case Study:

Proactive Stakeholder Engagement during critical events

Tractivity®



Scottish & Southern
Electricity Networks

Introduction

Scottish and Southern Electricity Networks (SSEN) Distribution maintains the electricity distribution networks across two licence areas: the north of Scotland and central southern England.

When storms hit, ensuring rapid and effective communication to stakeholders is crucial to maintaining operations, minimising disruption, and ensuring that key decision-makers remain informed.

SSEN Distribution recognised its existing communication processes needed improved to keep up with the increasing frequency of weather warnings and subsequent storms.

Using the Tractivity and Mapolitical integration, SSEN created a process that supports proactive engagement with key stakeholders before, during, and after severe weather.





Developing a regional approach for stakeholder engagement

SSEN adopted a regional approach to stakeholder engagement, allowing it to target specific groups based on geographic impact.

Explains Lyndsey Stainton, Head of Engagement Delivery at SSEN Distribution:

“We recognised that, while it was great to have an overview across the UK, we needed a system that would allow us to differentiate between our own regional boundaries. This meant we could engage more precisely with stakeholders affected by storms in specific areas.”

By implementing this process, SSEN’s team was able to identify and communicate with stakeholders based on their proximity to affected areas. This ensured only relevant stakeholders received updates, reducing unnecessary communications while increasing efficiency and the impact of the messaging.

Building a stakeholder engagement workflow

To implement this regional engagement strategy effectively, SSEN leveraged the capabilities of Mapolitical and Tractivity.

Through Mapolitical, the team provided GIS shapefiles that defined their licence areas, which were then used to map out subsections of the north of Scotland and central southern England network areas.

Says Lyndsey:

“We provided Mapolitical with GIS shapefiles, which allowed us to create detailed maps of our regional boundaries. This mapping capability enabled us to pinpoint the exact stakeholders within each affected region and ensure accurate, tailored, and timely communications.”

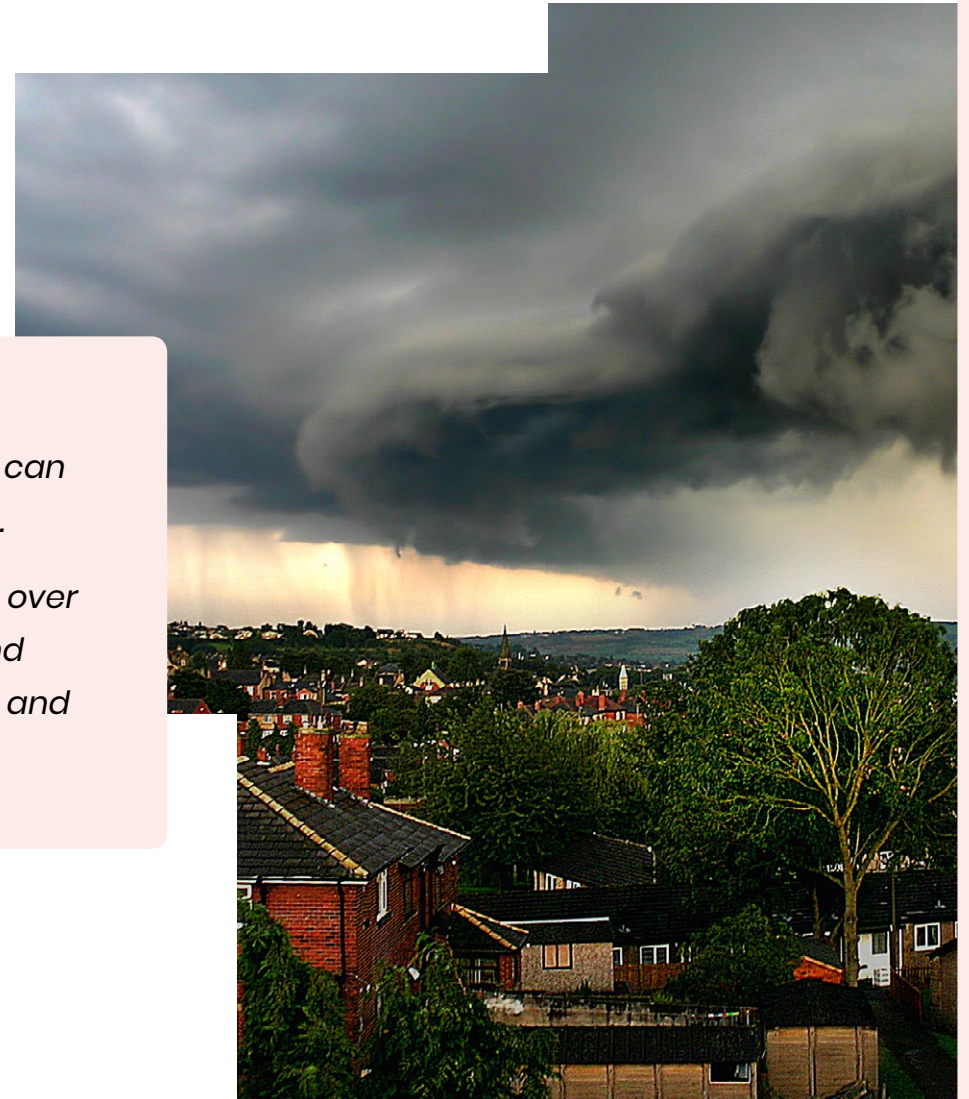
With Mapolitical's mapping capabilities integrated into Tractivity, SSEN designed a step-by-step workflow for storm response:

- 1. Identifying and mapping stakeholders:** Using Mapolitical, SSEN identified over 480 high-level stakeholders in the north and more than 2,000 in the south, including council leaders, MPs, local authority leaders, and emergency responders.
- 2. Defining regional boundaries in Tractivity:** These stakeholders were segmented into defined regions, ensuring precise targeting when a weather warning was issued.
- 3. Automated data transfer:** This stakeholder data was automatically imported from Mapolitical into Tractivity overnight, maintaining up-to-date regional lists.
- 4. Creating distribution lists:** By using predefined areas, the team created targeted mailing lists inside Tractivity, that could be quickly activated.
- 5. Proactive communications at every alert level:** Stakeholders received mailshots sent through Tractivity based on their circumstances, relating to Yellow or Red alert levels - ensuring timely updates and supporting preparedness before the storm hit.
- 6. Logging and tracking interactions:** All responses from stakeholders were captured in Tractivity using the Outlook add-in, creating a comprehensive record of engagement efforts.

SSEN Distribution Engagement Delivery Manager, explains:

“When you create a boundary area in Mapolitical and export it, it goes into Tractivity as an area, and then you can create a distribution list in Tractivity based on that area.

During a recent storm, we sent out a series of mailshots over three days - from before the event, during the event, and after. This was crucial in keeping stakeholders informed and aligned with our response efforts.”



Tracking stakeholder sentiment and building a storm inquiry database

Recognising the importance of analysing stakeholder engagement post-event, SSEN created a dedicated Storm Inquiry Database within Tractivity.

Lyndsey says:

“We created an inquiry called ‘Storm A01,’ and during the severe weather, we saved all interactions and meetings under that inquiry. It gave us a real databank of evidence for how we managed communication efforts before, during, and after the storm.”

The benefits

- **Consolidated data:** All interactions were centralised, allowing teams to review and refine their approach for future storms.
- **Sentiment tracking:** By categorising responses, SSEN was able to identify concerns and address them more effectively.
- **Evidence for continuous improvement:** Having a detailed inquiry log meant that SSEN could measure the effectiveness of its communication strategy and make necessary adjustments.

“By day three of a storm, constituents and customers really want to know what’s going on and when they’ll be reconnected. Having a structured system means we can respond in a way that builds trust and provides clear updates” – says SSEN Distribution Engagement Delivery Manager.

The combination of the Tractivity and Mapolitical systems enabled SSEN to optimise its stakeholder engagement approach, allowing the provision of timely, targeted, and transparent communication during storms.

“Continuous improvement is key. We’re already looking at how to log sentiment on emails and track improvements to make our communication even more efficient”, Lyndsey notes.

This step-by-step workflow serves as a best-practice model to enhance any crisis communication strategy.

Get in touch

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