



# Eneco, at the heart of society

Annual Report 2012 Eneco Holding N.V.



**Personal page 'My Eneco' redesigned**

Early this year, the redesigned version of My Eneco was launched: an online environment that customers can visit for all their energy matters. We have received a lot of comments from our customers, both positive and negative, and tips for further improvement and expansion. Changes that have been made on the basis of this feedback include using new names for the different price categories in all our communication. Furthermore, customers can now print the invoices for their monthly advance payments in addition to their annual bill. A new feature is the extensive payment overview that enables customers to see which bills they have and have not yet paid. The feedback also resulted in the correction of a few errors.

**Quickly resolving interruptions**

We are also working on a higher customer satisfaction with respect to how we handle infrastructure projects and interruptions. Reliability of supply and process improvement are keywords in the further improvement of the quality of our services. We are making good progress in this area, for example by automating customer processes and setting up Joulz own 24/7 interruptions desk.

**Customer satisfaction with Eneco improves**

The Net Promoter Score improved this year, showing that customers increasingly recommend Eneco to friends and acquaintances. One of the activities that contribute to better customer appreciation is the annual customer event at Rotterdam Zoo. Our monthly newsletter and the customer loyalty section of our website also play an important role.

**Customer satisfaction with service provided by Stedin improved in 2012**

Over the past years, Stedin also worked hard to achieve a higher level of customer satisfaction. Stedin measures customer satisfaction as the percentage of customers that award the service provided a score of 7 or higher. Since mid-2012, a different method of measurement is being applied that reflects the activities of Stedin more accurately. This has led to a change in the build up to a general customer satisfaction rating. According

to the new system, the year-end score 2012 was 76% (2011: 73% according to the new system, originally 69%).

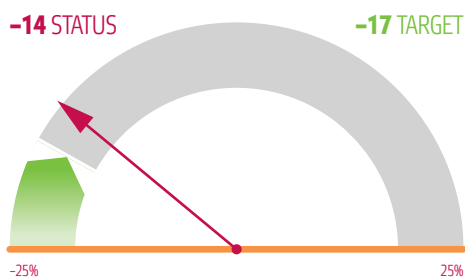
**Getting businesses interested in sustainable energy**

In October 2011, we started the business-to-business campaign 'sustainable business is profitable'. We have continued the campaign in 2012 in more detail. The campaign is aimed at the positioning of the company. We have strived to demonstrate that sustainability is a model for making money rather than an expense. In addition, we wished to position Eneco as the authority on corporate sustainability and the partner of choice for sustainable energy. The campaign was successful: we are increasingly seen as the best partner with respect to corporate sustainability and we leave the competition behind us.

**Showing that sustainability works**

We also undertake other activities to show that corporate sustainability is the future. These include the successful cooperation with the magazines Management Team and Sprout in 2012. The cooperation resulted in 'Groen Succes' (Green Success), a publication describing successful corporate sustainability business cases, that was distributed together with these magazines. We regularly organise Master Classes on special themes (Green Success Live) for groups of customers and business associates. In addition, we frequently publish articles on our vision and our activities in the sustainable channels of Management Team and Sprout.

NET PROMOTER SCORE ENECO



CUSTOMER SATISFACTION STEDIN

