Internal Data User Personas

Understanding our data users is key to delivering the right data and digitalised solutions and outcomes. To support this we've developed Beta User Personas to support further improving our understanding of data users' needs and expectations

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User persona

Planning Engineer

Frequency of data use

Annual — Weekly

Detail of data required

Low — High

User level

General — Specialist

Interaction required

Low — High

Our Planning Engineers are responsible for ensuring that our network is compliant with industry standards and work closely with our customers to provide timely connections to our network. Data is at the heart of every decision they make and the accuracy of the data used is crucial. Planning Engineers use data from a variety of different sources including our control system, Geographic Information System (GIS) and asset database.

Typical data used

- Asset information ranging from power ratings, types, age and condition
- Time-series data to understand the profile of energy being delivered across the network at any one time
- Visibility of existing and planned customer connections
- Details of reinforcement on the upstream network

Goals

- Access to all of our relevant data systems in one place that is fast and efficient to access
- Full visibility of all planned schemes that could affect strategic decisions on their network
- A power system planning tool that connects with all the systems to give an accurate and clear presentation of the HV network

Challenges

- Information is dispersed across a number of different, independent systems
- The data stored is not always fully up to date and requires verification before being used
- Useful data may not be available due to business separation rules
- Visibility of other works requires significant interaction with other teams

Providing better access and improving the availability of network data will help our Planning Engineers make decisions faster, without comprising safety and accuracy. Our plan to improve data management and increase network data insights will benefit our Planning Engineers significantly.

“Network data is critical for my role. I use a number of different systems to ensure I plan the network in the most cost effective way”

User persona

Senior Manager

Our Senior Managers guide our business and strive to exceed the expectations of our customers. They work with a variety of different data from across the business and are primarily interested in the Key Performance Indicators (KPIs) for each department. Access to accurate data at the right level is important so that they are fully equipped to make well informed decisions on the operation of our business.

Frequency of data use
Annual — Weekly

Detail of data required
Low — High

User level
General — Specialist

Interaction required
Low — High

Typical data used

- Health & safety, network, customer and financial Key Performance Indicator (KPI) data
- Status and progress on major projects and key company initiatives
- Detailed information on major network incidents, outages and regulatory reporting

Goals

- Presentation of live KPI data providing detailed insights into real-time performance
- Access to business wide data that can be easily filtered to provide specific details on areas of interest
- Automatic production of dashboards to provide summary information that can be shared with team members

Challenges

- Data required is split across multiple systems that use different platforms
- Manual manipulation is required to filter and present useful insights, which can be time consuming
- KPI data is presented in different ways and is released on a monthly basis

Our business is rapidly changing and it is more important than ever that our Senior Managers have easy access to the latest data pertaining to the operation of the business. Making use of new data collation tools will help combine data from across our business and allow Senior Managers to easily filter what is important to them. This will help improve decision making and will result in overall efficiency savings across the business.

“Our data tools, dashboards and key performance data helps me quickly appraise situations and make business critical decisions”

User persona

Call Centre Operator

Call Centre Operators provide the daily interface between our business and our customers. They deal with a variety of different enquiries and questions from new connections to informing customers about faults on the network. Our Call Centre Operators rely on clear, well managed data so that they can interpret information and provide an exceptional service to our customers.

Frequency of data use
Annual — Weekly

Detail of data required
Low — High

User level
General — Specialist

Interaction required
Low — High

Typical data used

- Full contact details of customers including any special requirements they may have
- Current status of the network and any faults observed across our different regions
- Key company contacts, roles and routes of escalation for urgent issues

Goals

- Real-time and consistent updates across all our customer accessible platforms
- High-level detail of our operations that are presented in a clear way for a non-technical audience
- Ability to share data relating to customer interactions that can be used to automatically improve the way we engage

Challenges

- Wide range of data from our various departments which is presented differently with varying levels of complexity
- Available data is not always fully up to date and requires manual verification
- Large volume of customer calls and queries across a wide range of topics

We are continuing to publish more valuable data to our customers across a variety of different platforms to help them find the information they need. It is important that we equip our Call Centre Operators with access to data that is easy to interpret, up to date and informative so they can engage confidently and consistently with customers, especially those that require more in-depth support.

“I’m the first point of contact for our customers, therefore I need access to data that is relevant and accurate to provide great service to everyone I speak to”

User persona

Network Operative

Frequency of data use

Annual — Weekly

Detail of data required

Low — High

User level

General — Specialist

Interaction required

Low — High

Our Network Operatives are primarily based in the field and are responsible for looking after the assets that provide electricity to our customers. They rely on accurate asset information and records to identify issues and track the performance of the network. Network Operatives also work closely with our Control Engineers to plan, manage and minimise outages on the network.

Typical data used

- Detailed plant and equipment data for our underground and overhead assets
- GIS records and cable schedules accurately depicting the location and types of assets
- Guidance from Control Operators to confirm work requirements and ensure robust safety adherence

Goals

- Access to the latest policies and procedures in one place that is simple to navigate
- Availability of real-time data to help with challenges and issues that arise on site
- Automated method to produce records and plans as work progresses in real-time

Challenges

- Rapid increase in new technologies being connected to the network requiring additional training
- Updating records and plans requires a lot of manual effort on site
- Retrieving updates and large volumes of data is difficult to manage when operatives are “on the move” and not in the office

The types of new technology being installed on the network are helping to ensure that we maximise the existing assets we have. These also provide new challenges as operatives need to become experienced with this technology and how best to manage the network when outages occur. Creating interactive user guides, online libraries and use of AI technology will help ensure our operators have the tools for managing this new type of network.

“Having the correct data allows me to be efficient in the way I work and ensures the safety of myself, and those around me”

User persona

Control Engineer

Control Engineers are at the centre of our day-to-day operations and ensure that we maintain a reliable service to our customers. Our Control Engineers require data relating to the visibility of our network and real-time performance of our assets. With more LCTs and distributed generation on the system than ever before, understanding the behaviour and response of the network has never been more important.

Frequency of data use
Annual — Weekly

Detail of data required
Low — High

User level
General — Specialist

Interaction required
Low — High

Typical data used

- Real-time network data such equipment indications and electrical measurements
- Historic and planned operation and maintenance data for circuit and equipment outages
- Switching schedules to ensure that network control actions are carried out safely and in accordance with procedures

Goals

- Predictive data to help restore customers quickly and safely following a network disturbance
- Filtering out non-critical network data to ensure the focus is only on the data required for safe and efficient operation
- Easy access to other relevant data to help manage and plan the network effectively

Challenges

- Increasing network complexity and additional data due to the proliferation of distributed low carbon technologies
- More interaction with data for the transition to Distribution System Operator, requiring more active network control
- Large volumes of data being stored for investigations and trend identification

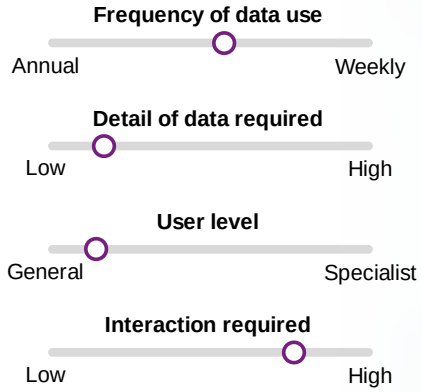
As we install more smart equipment and sensors that capture more information it could easily be possible to overwhelm our Control Engineers. It is therefore important that our Control Engineers are able to quickly source and use critical network data to make decisions to maintain high network reliability. New data gathered from the various systems could also be used to help our Control Engineers predict faults and prepare plans to restore customer supplies.

“I rely on accurate real-time network data so that I can make the clear, safe decisions at the right time”

User persona

Stakeholder Officer

Engaging with our customers and the wider industry is incredibly important and helps us shape our business. Our Stakeholder Officers communicate our plans, initiatives and performance on a regular basis and collate feedback to improve how we do things. They use our business plans and other high-level data, tailoring these for the different stakeholders we engage with.



Typical data used

- Details of high-level plans and initiatives across the business and how these affect our stakeholders
- Latest data on industry policies and procedures that affect the way we operate
- Feedback from our stakeholders and customers informing behaviours and trends

Goals

- Provision of data that can easily be tailored to the respective stakeholder audience
- Filtered data that provides a high-level view that can be easily understood by our stakeholders
- Access to all data sets with a search function to find information on all parts of our business from sustainability through to customer connections

Challenges

- Our business interacts with a wide range of different stakeholders who have varying levels of knowledge and experience
- Data needs to be manually tailored for our various stakeholders
- Manual checks need to be carried out to check for new policies, procedures and initiatives

Our stakeholders will help us shape the network and prepare it for a Net Zero future. Therefore, communicating and sharing our data in a clear and consistent way will increase engagement with stakeholders. Having a simple and easy to use platform for providing feedback will also allow stakeholders to incorporate their thoughts and ideas into our business plans.

“Data helps me actively engage with our stakeholders and understand what is most important for them”

User persona

Network Strategy Engineer

Planning major investments and ensuring the network is fit-for-purpose is the job of our Network Strategy Engineers. They coordinate closely with our other departments to ensure that planned investments can be delivered efficiently and provide best value for money. They use our network asset information to perform detailed studies and analysis to identify the investments that need to take place now and into the future.

Frequency of data use
Annual — Weekly

Detail of data required
Low — High

User level
General — Specialist

Interaction required
Low — High

Typical data used

- High-level network data to perform their own studies and analysis
- Visibility of upcoming investments planned on the network and government policies that will impact the network
- Detailed regulatory and business strategy data to align decision making

Goals

- Trends in data identified through the use of AI/ML techniques to help develop accurate strategy decisions
- Integration of diverse data sources to create multi-scenario based assessments
- Automated reporting and published data for DNO stakeholders including regulator, customers and generators

Challenges

- Increased uncertainty in electricity demand patterns due to increasing numbers of low carbon technologies
- Multitude of complex options have to undergo detailed investigation to establish the best value for customers
- Rapid change in the energy landscape due to the drive towards net zero

Developing the detailed strategy for the network has become more complex and involves the use of scenarios to predict what could happen in the future. These scenarios are dependent on new data relating to items such as customer behaviours and the uptake of new technologies. Working with our stakeholders we can combine data sources and perform complex analysis to develop optimal scenarios to ensure the investments we make provide value for money to our customers.

“Network data allows me to make informed decisions on where to focus investments and resources to meet our business objectives”