



Consumer liaison

With a view to improve the level of customer service, the year 2021 was declared the year of customer service. The Company established “Proservis” program designed to create a customer-friendly model of interaction and enhance customers’ loyalty.

The Company adopted the following customer-friendly tenets:

1. The Customer is the focus of attention.
2. The Customer sees us as experts and trusts us.
3. The Customer sees our progress.
4. Omnichannel is the basis of service.

Key existing forms and services provided by the Company:

- a) In-person format: customer service centers.
- b) Remote format: interactive channels, postal items, call centers:

There is an increase in the number of requests forwarded to the Company by electronic channels every year. In 2021, the Company received 532,174 requests (+21% YoY). The largest portion of requests accrues to requests related to connection, power outages and fiscal metering. During the reported period the Company achieved the target QoS values, set by the state regulators. In 2021, the Company conducted a survey among its customers aiming at improving Company’s practices and creating the most comfortable conditions for its customers. Average QoS score (using 5-point scoring system) in 2021 totaled 4.13 (for call centers) and 4.7 (for customer service centers). Customers also assessed the quality of request response at 3.5.

The following additional services were put as promising for development in 2022:

Rental lease and arrangements

- rental
- arrangement of telecom equipment

Maintenance and repairs

- maintenance of grid facilities owned by a consumer
- maintenance of street lighting
- maintenance and repairs of grid facilities owned by a consumer
- maintenance and repairs of street lighting
- test run and diagnostics of equipment, personal protective gear, devices
- other services related to maintenance and repairs, test runs and diagnostics

Design and survey, construction and assembly works

- construction and assembly works related to street lighting (“arrangement of street lighting” package)
- connection-related works within the applicant’s responsibility (“turn-key connection” package)
- design and survey works for construction, reconstruction and retrofitting of consumer’s grid facilities
- construction and assembly works, reconstruction and retrofitting of consumer’s grid facilities
- roll-out of metering (installation/replacement, repair of meters, installation of electric power fiscal metering system, etc.)

Consulting and technical services

- energy audit, preparation and implementation of activities related to energy saving and enhanced energy efficiency
- consulting (energy-related consultant, etc.)

Financial and economic targets related to sales of additional (non-tariff) services for 2022–2026, RUB million

Metric	2020	2021	Targets				
	actual value	actual value	2022	2023	2024	2025	2026
Revenues	434	610	957	1,229	1,532	2,003	3,461
Net profit	116	153	128	148	169	208	321