

# DABS COMMERCIALIZATION PROGRAM PUBLIC OUTREACH PLAN

February 09, 2015

# Structure of the Presentation

## Contents

- Public Relations Department in DABS - Current Scenario
- Overall Program Objectives
- Need for Public Relations
  - Image of DABS
  - Corporate Identity
  - Corporate Planning
- Vision, Mission & Values
- Developing Key Messages
- Communications Strategy
- Internal Communications
- Next 3 months Plan
- Next 6 months Plan
- Next 1 year Plan
- Outreach to International Community
- Success Metrics

# Public Relations Department in DABS – Current Situation and Key Observations



- PR Department formed 4 years back.
- Current Strength – 6 members.
- Campaigns executed during KESIP and during the Reactive Power Compensation Programme for NEPS & SEPS, funded by USAID.
- Following Campaigns undertaken so far:
  - Installation of Electricity Meters.
  - Anti-Theft campaign.
  - Importance of Timely Payment of bills.
  - Energy Conservation..
  - Overloading.
  - Peak & off-Peak Campaigns.
- Regular Press Conferences & Media interviews being coordinated.
- Media was involved against defaulting consumers who misuse their positions of power. This move was effective but has now lost its sheen.
- Absence of fixed system for communication of Scheduled Outages.
- Absence of a budget for PR Department.
- Content of routine messages printed on the Bills being handled by the Billing Department.

- Mediums like Radio & Television Spots, Print Advertisements, Posters, Flags, Billboards, Calendars and Booklets have been utilised in the past.
- Mediums used most were Radio & Television Spots due to higher reach & low literacy rate.
- Cartoon booklets have been used to reach out to consumers.
- DABS Website is not consumer friendly.
- Website was being managed by the PR department but is not being updated currently due to the absence of web design support.
- PR Department does not have a skilled person to handle website.

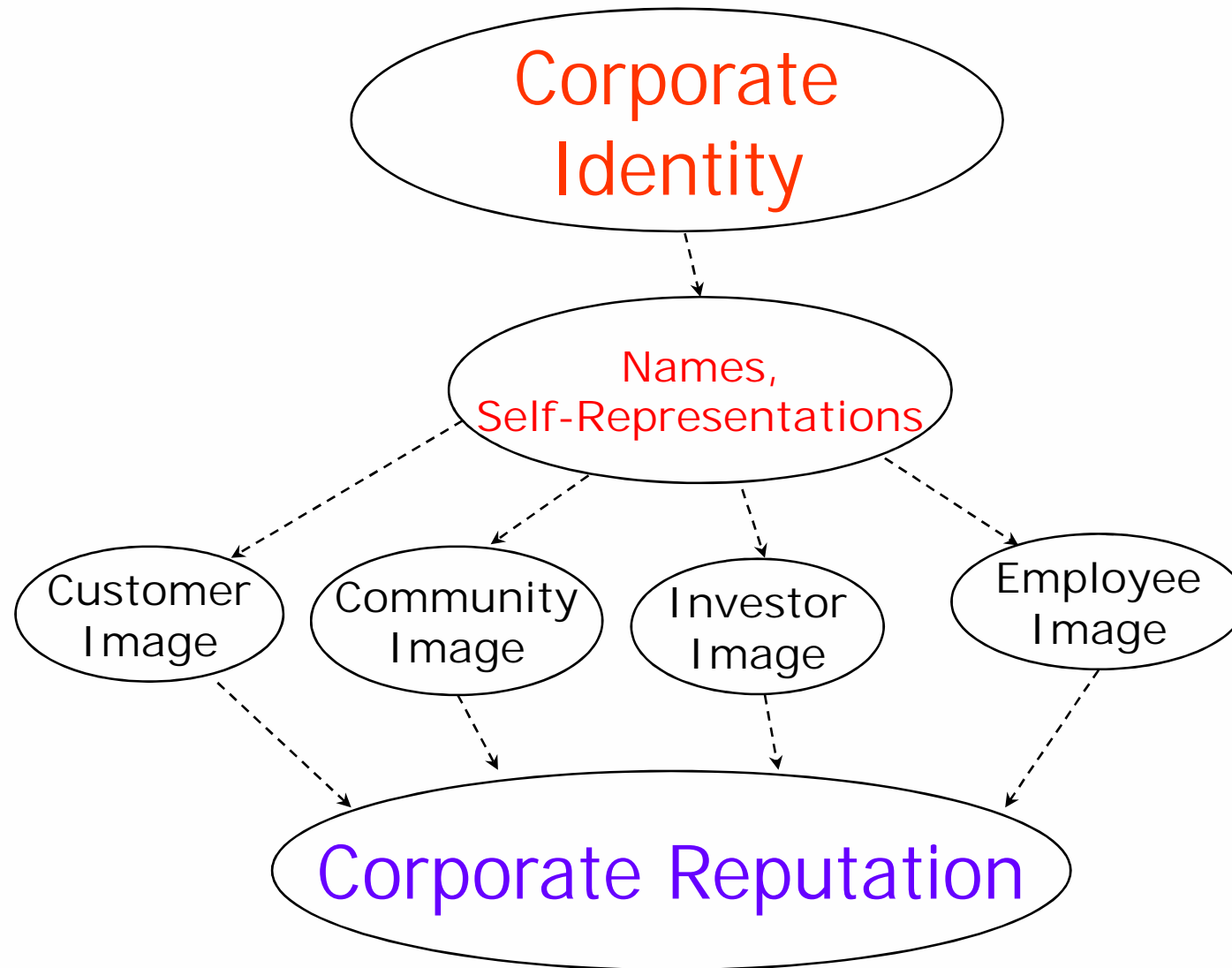
# Overall Program Objectives



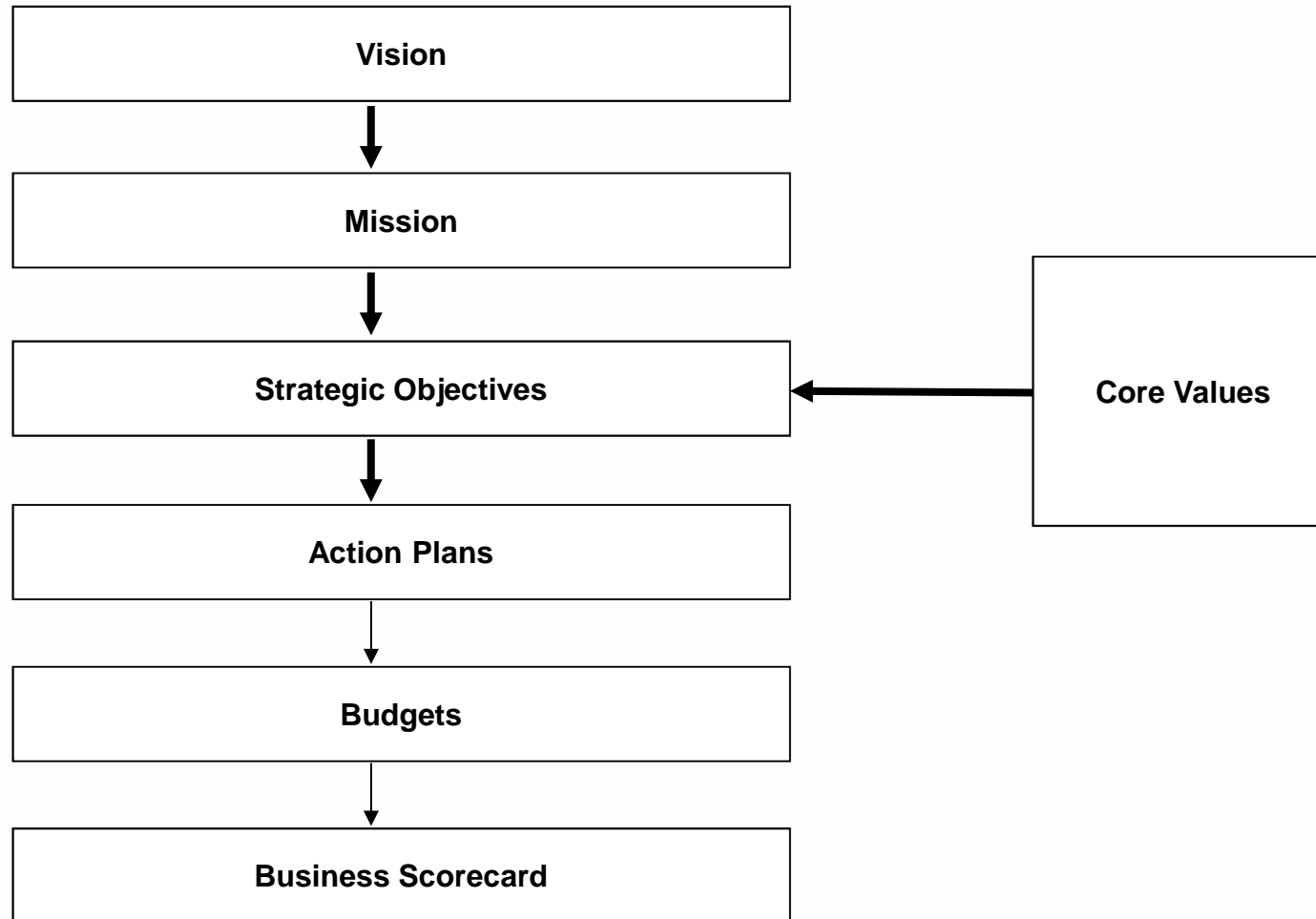
Transform DABS into a financially sustainable national electricity utility with effective commercial and technical management.

An image is the set of meanings by which an object is known and through which people describe, remember and relate to it. That is the result of the interaction of a person's beliefs, ideas, feelings and impressions about an object.

(Dowling, 1986)

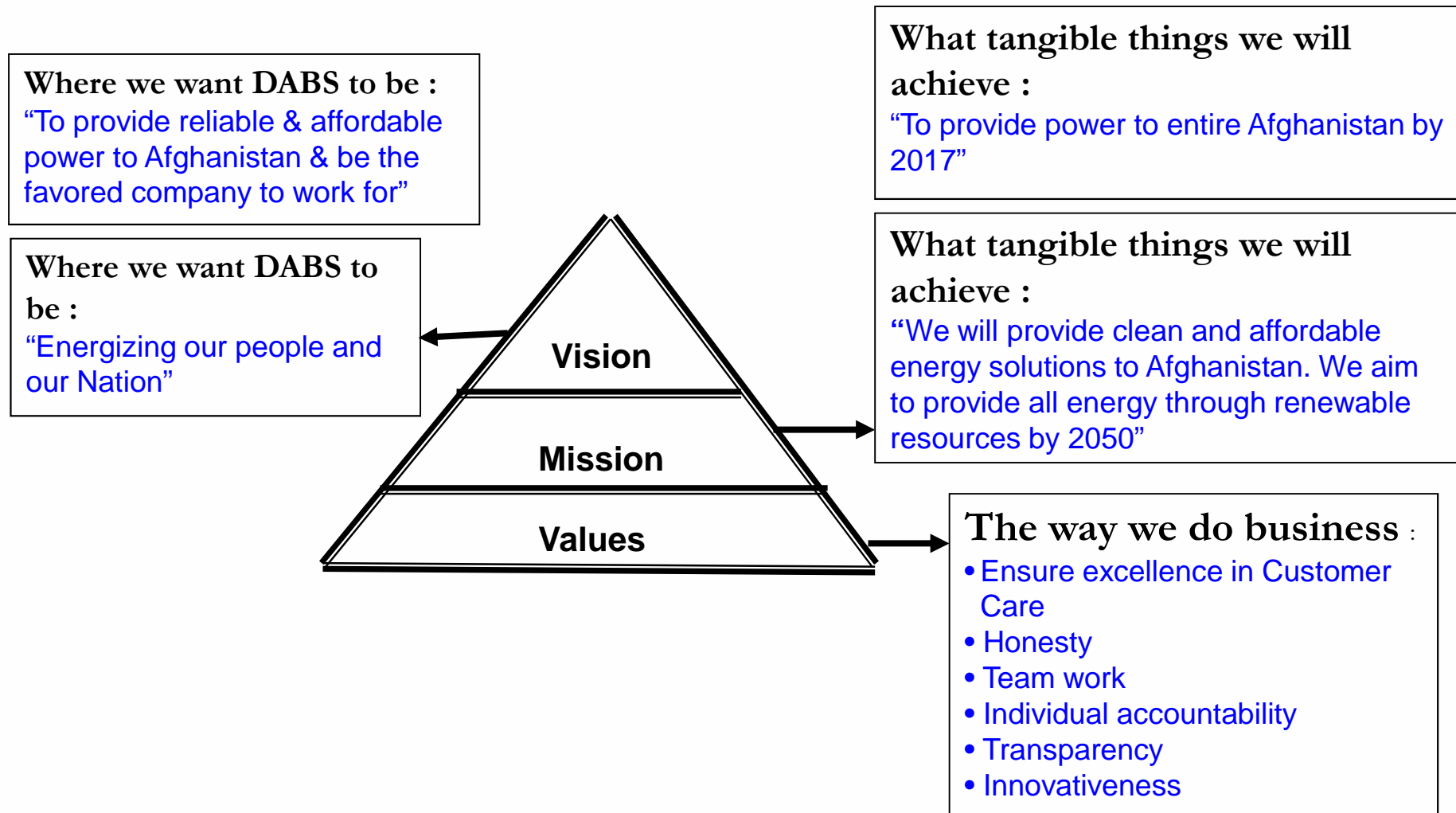


# Corporate Planning Framework





# Defining the Business



## Purpose of Messages

- Closely tied to DABS goals and objectives
- Deliver important information that compel the audience to think, feel or act
- Agreed upon set of statements that convey key information

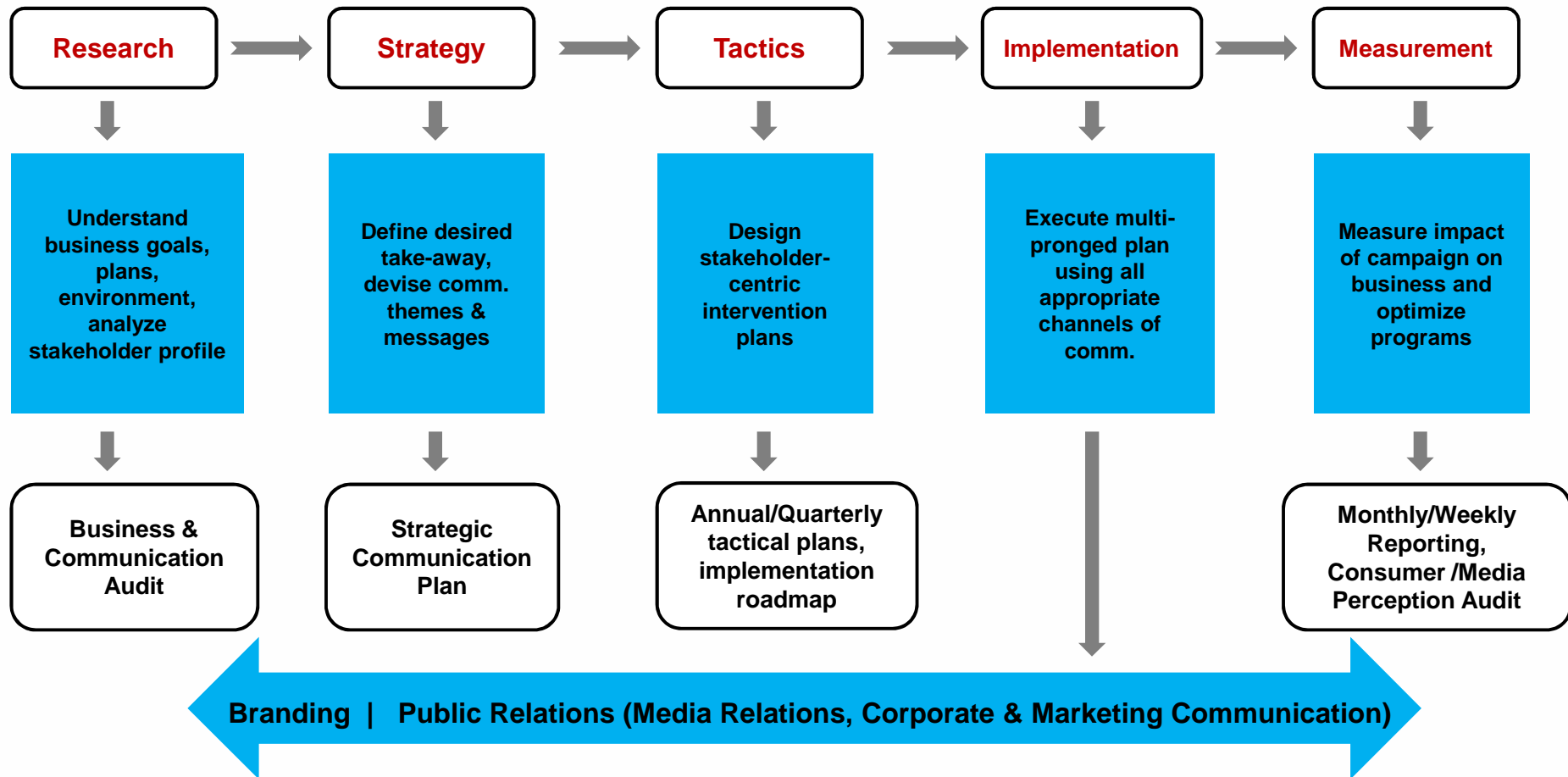
## Factors that help determine public acceptance of messages:

- Clarity
- Consistency
- Main points
- Tone and appeal
- Credibility
- Public need

**“Key messages matter because what you say is always going to follow you.”**

- DABS delivers reliable, good quality and cost effective electricity.
- DABS is a consumer friendly organization.
- DABS has a work environment which encourages teamwork, learning and innovation.
- DABS cares and respects all its stakeholders.
- DABS has the highest ethics which is achieved through integrity & mutual trust.
- DABS is committed to safety for its consumers and employees.
- DABS enriches the quality of life in Afghanistan.
- DABS is committed to the development of the nation.
- Consumer has a stake in DABS as its assets are National Property.

# Integrated Communication



## Long Term:

- Strengthen the positive brand image of DABS.
- Position the spokesperson as a thought leader.
- Highlight DABS imminent role in the growth of the nation.

## Short Term:

- Comprehensive revenue collection.
- Engage and Educate Consumers about effective energy consumption.
- Eliminate Theft of Electricity by enlisting consumer support.

# Target Audience

Consumers

Government

Citizens

Investors

Media

## Brand Building Consumer Outreach

### Corporate Brand

- Showcase USPs of being a National Utility provider
- Undertake thought leadership initiatives
- Showcase in-house expertise, innovation and research
- Leverage Corporate initiatives

### Consumer Outreach

- Enhance end user engagement and interactivity through sustained campaigns
- Engage consumers and the family as a unit to extend brand experience
- Showcase success stories and consumer testimonials

### Investor Outreach

- Communicate the DABS growth story to target influencers
- Sustained information sharing with target online influencers and investors
- Showcase strong fundamentals and management vision

## Employee Engagement

- Recognition of achievers within DABS which would propel the growth of DABS

## Reputation and issues Management

- Enhance agility in customer engagement by employee empowerment and mitigate risk

## Innovation & Technology Leadership

- Position DABS as a technology leader, partner and employer of choice

## Continue to build DABS Credentials

- Drive and leverage brand value, relevance and reputation
- Build and tie in a robust Citizenship strategy for the region

## Drive the story in Provinces

- Position DABS success in Kabul to leverage growth in provinces
- Support strategic growth businesses by steady outreach

## Simplification

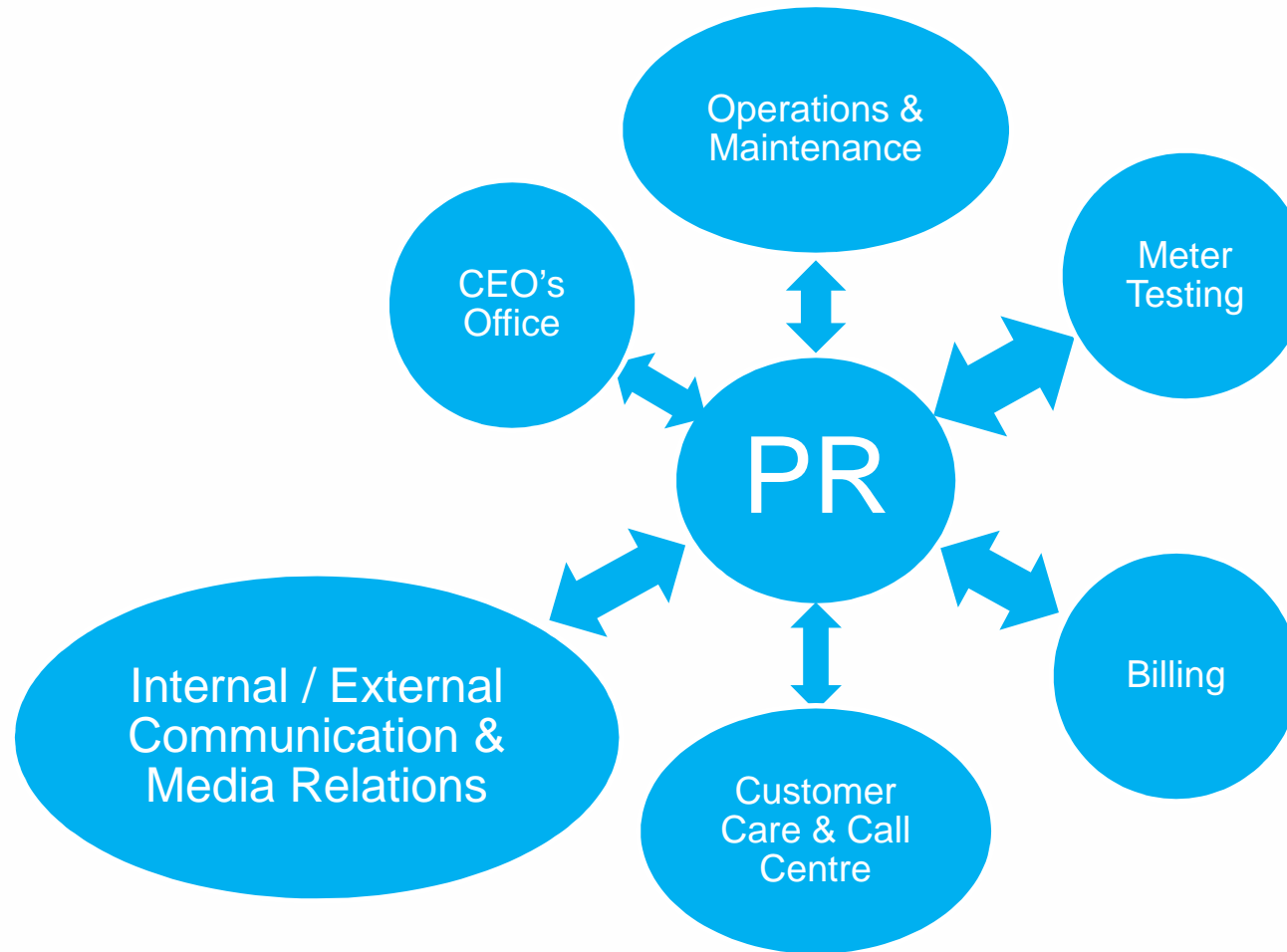
- Focus on DABS efforts while supporting Simplification agenda with more focus on customer centricity

**DABS is a partner in Afghanistan's growth and development. DABS works to innovate, partner and develop technology solutions that improve quality of life in the country**



- Robust & continuous communication to various target audiences.
- Effective synchronisation of PR Department with all departments of DABS.
- Creating Annual Public Relations Budget.
- Optimal utilization of resources (collaterals).
- Identify, target & engage key influencers to communicate key messages.

# Integrating PR Department



# Addressing the internal Stakeholders - Employees

## Town Hall

- CEO/COO to address all the employees of DABS.
- Discussion points:
  - Current developments
  - Challenges
  - Plans ahead
- Opportunity to share the same passion as of the Senior Management.
- Instil Ownership & Motivation amongst employees

### Features:

- Initially, to be held at DABS Office & proceedings to be shared with all the employees.
- To be conducted in various Junction Offices as per the travel schedule of CEO/COO/CCO.
- A bi-monthly activity, to be conducted at the beginning of the week.

**Generates Immense feeling of a Team and a Family**

# Internal Newsletter

*A monthly newsletter to be circulated in mail*

## IMPACT

An initiative of DABS, for the people of DABS

CEO's Message

New Consumers /  
Revenue Collection

Major Milestones to  
be achieved

Achievers / Birthdays  
of the month

KYC  
Know Your Company  
Key People across departments

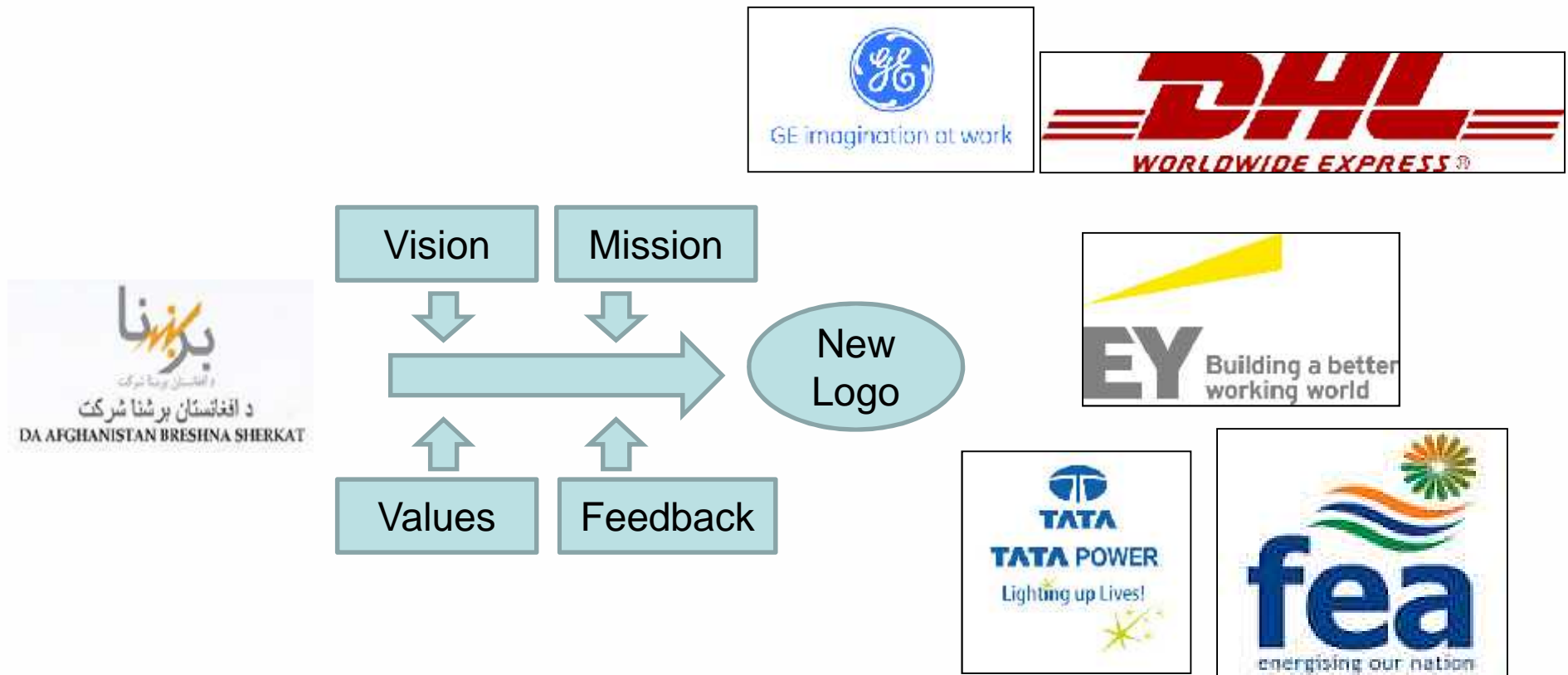
**Vision**

**Mission**

**Values**

# Logo

Corporate Image and Logo refers to how the Organization is perceived by the audience. It represents visually, the entire image of what the business stands for.



# DABS in News

Daily News Update  
Sent to CXOs by e-mail & hard copy



# Next 3 months...



## Engage and Educate:

- Establish relationship with influencers like **Government Officials, Energy Experts** through regular meetings

This relationship to be developed as a gradual and ongoing process

Key discussion points:

- Current developments
- Challenges
- Plans ahead



The idea is to build **well** **wishers** of DABS through ongoing interactions

- Media to be plugged in for amplification effect (post approval)

## Engage and Educate:

- Establish relationship with **Editors and Senior Journalists of various media** through regular meetings

This relationship to be developed on a gradual and ongoing process

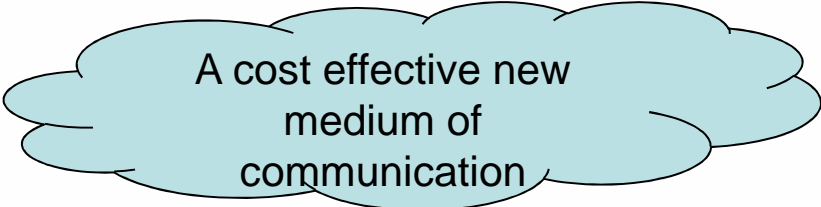
Key discussion points -

- Current developments
- Challenges
- Plans ahead



The idea is to build **friends** of DABS through ongoing interactions irrespective of coverage.

- Participate in industry stories with precise and speedy inputs



A cost effective new  
medium of  
communication

## Teaming Up

Let's build the Nation Together...  
An initiative of DABS to reach out to the most  
important stakeholder, you

- A bi-monthly newsletter to be sent along with the bills.
- Consumer friendly pictorial messages to be drafted.

## Teaming Up

Let's build the Nation Together...

An initiative of DABS to reach out to the most important stakeholder,  
you

Tips on Energy  
Conservation

Power Theft – An inhibitor  
for Nation's Growth

Call Centre – For all your  
Power Needs

Beware of Touts &  
Impostors

## Engage Consumers

### Educate through:

- **Key Message** – Loss of revenue will lead to increase in burden to consumers. Hence, will impede the growth of Nation.
- Press Releases in various media platforms.
- Meeting with key journalists.

Consumer Contest – “Become a well wisher of DABS – Spot a Power Theft & get rewarded”

**XX% discount in the bill**

### Collaterals –

- Posters & billboards across the region.
- Radio Spots.
- Column in Newsletter.

**Empowering Influencers to reach out to Influential Defaulters**

## DABS Camp


- A Customer Outreach Camp to be held in individual municipality districts.
- This Camp will provide solutions to minor grievances and way-ahead for resolution of major issues.
- DABS representatives to seek suggestions for better service
- Program to run throughout the year at regular intervals
- Will create immense Goodwill amongst citizens

### Collaterals:

- Posters across the municipality districts.
- Radio Spots.
- Schedule of Camp to be published in Newsletter & website.
- Verbal Feedback to be collected from all attendees – An effective tool for improvisation of camp services.

Create positive  
image amongst  
Consumers

- All the Scheduled Outages of more than 30 minutes duration to be communicated to consumers, a day in advance.
- Press Release should be sent to media - print & electronic.
- Separate Press Release should be disseminated for outages due to tree trimming operations.
- Monthly schedule of outage should be uploaded on website and printed on posters and displayed on Notice Board of Customer Service Department (CSD).
- PR Department to have a proactive approach in integrating the information loop with maintenance, Call Centre & CSD.



Create positive  
image amongst  
Consumers

- Commissioning of the Meter Testing Bench to be announced through an event.
- Key Government Official to be invited as a Chief Guest.
- Media to be invited for amplifier effect.



- Current website to be refurbished to become user friendly.
- Columns like Outage Schedule, Media Room, Events, Customer Care, etc. to be added.
- Website to be updated on a real-time basis

- Current bill to be redesigned to make it more consumer friendly.
- Pictorial Content to be introduced for conveying key messages.
- An effective tool to reach out to consumers.
- A tool which has a captive audience.
- Sponsorships by various companies will take care of costs and generate income for DABS.

Engage  
Consumers

## Educate through:

- Press Releases in various media platforms.
- Meeting with key journalists.
- Integrating timely payment with growth of Nation.

# Utilization of Free Media

- Press Releases
  - Scheduled Outages.
  - Highlighting faulty consumers.
  - Areas of high electricity theft.
- Article Placement
  - Power Sector – the driver of growth of nation.
  - Need for energy conservation.
  - Evolvement of power sector of Afghanistan.
- Spokesperson Interviews
- Influencer interviews in media

**Next 6 months...**

# Community Outreach

# DABS on Wheels



## One Stop:

- Bill Payments
- New Connections
- Name Change
- Change of Meters
- Load Enhancements

## Associations:

- Telecom Company
- Bank
- Traffic Police
- Police
- Local Community

## Launch:

- Senior Govt. Official
- DABS CEO
- Media Event
- Community Announcement

## DABS Camp in Provinces

- A Customer Outreach Camp to be held in provinces.
- This Camp will provide solutions to minor grievances and way-ahead for major issues.
- DABS representatives to seek suggestions for better service.
- Program to run throughout the year on regular intervals.
- Will create immense Goodwill amongst citizens.

### **Collaterals:**

- Posters across the provinces.
- Radio Spots.
- Schedule of Camp to be published in Newsletter & Website.
- Verbal Feedback to be collected from all attendees – An effective tool for improvisation of camp services.



## Educate Community

- People to be identified for a basic training on electrical circuits and equipment.
- Energy Conservation tips to be shared.
- Municipal Communities to be involved for identification.
- Program to run throughout the year on regular intervals.
- Will create Goodwill Ambassadors in the community.

### Each participant to receive a Certificate

#### DABS Workshop on Electricity

#### Collaterals:

- Posters & billboards across the region.
- Radio Spots.
- Column in Newsletter.
- Media to be invited during the Workshops.

# The yearly thought..

## Educating the Children

### Overview

- Energy Club is an Energy Conservation Club that focuses on bringing about a first-hand realization of the energy crisis in the country.
- It is based on the idea that each person makes a contribution by helping reduce waste. Energy efficiency benefits people, the school, community, state and planet.
- The Primary change agent community are students from Grades VI to VIII. They can be influenced, motivated, agitated to bring about change in energy consumption patterns.
- The influence group are Teachers and Parents.

### Tangible Benefits:

- Energy Savings.
- Monetary Savings.
- Environmental Benefits.

### Intangibles:

- Creation of responsible and proactive future leaders for the country.
- Inculcate conscious and responsible attitude towards conserving nature and natural resources in children in today's era of consumerism.
- High brand equity and advocacy for DABS sustainability agenda.
- Creation of goodwill towards brand DABS.

# Outreach to International Community/Investors

## International Energy Summit *Afghanistan embraces Renewable Energy*

- A global forum of experts which will address the following:
  - Renewable Energy - The future of electricity
  - Global Energy Dynamics
  - Markets & Regulation
  - Technology & Innovation
- Experts to be invited from across the world and specially from developing Nations.
- **President/CEO of Afghanistan to be the Chief Guest.**
- Senior Government Officials to be invited to chair various sessions.
- A two day summit with 4 sessions in a day, hosted by DABS.
- A Networking Dinner.
- A major branding exercise will elevate the platform.
- International and Domestic Media will be involved.
- Extensive use of Social Media will be necessitated.
- Associations with various organizations will aid in funding the summit.

# Success Metrics

- Bi-annual & Annual goals.
- Additional yearly goals.
- Weekly and Monthly Reports.
- Measures of success/failure
  - Increase in revenue Collection.
  - Increase in Consumers.
  - Increase in trust of Stakeholders.
- Requirements for success.

# Thank You