

# CUSTOMER RELATIONS

**W** The Company's goal in the area of customer relations is to build a customer-centric model of operations and organisation of services and facilities based on efficient and comfortable interaction with customers through analysing customer experience and meeting the actual needs of both households and businesses.

Rosseti Kuban pays special attention to regularly informing consumers about the services it provides, ensuring comfortable framework for face-to-face service, and improving the accessibility of services through interactive tools.

The Company accommodates its customers through the TP Portal, as well as in the consumer service offices.

In 2024, Rosseti Kuban PJSC received almost 112,400 requests through interactive customer service tools, of which about 50% were grid connection applications.

Based on the results of 62 checks carried out on the basis of reports of electricity theft submitted by consumers via the call centre, off-the-meter electricity worth RUB 271,000 was detected.

In the reporting year, Rosseti Kuban PJSC actively cooperated with the representatives of the executive authorities of the Krasnodar Krai and the Republic of Adygeya, members of the public, businesses and potential consumers of the Company's services with respect to the issues related to the development of the power grid complex and higher availability of power infrastructure".

**Alexander Chepusov**

Deputy General Director  
for Development and Grid Connection

The main function of the customer relations departments of Rosseti Kuban is to ensure prompt, unhindered resolution of issues related to grid connection, electricity transmission, organisation of electricity metering and additional services for citizens and legal entities in the Company's operational responsibility.

To maintain the high quality of Company services, 15 customer service centres and 39 customer service offices are available across the power grid regions.

In order to provide remote customer service, Rosseti Kuban operates a 24-hour call centre with a single

federal number, 8 (800) 220-0-220, and a single short number, 220, for the power engineering specialists hotline, 'Light Line 220'. Call-centre operators inform the residents of the Krasnodar Krai and the Republic of Adygeya about any power supply issues and ongoing recovery work / planned repair schedules. Besides,

the operators take messages from the customers concerning electricity theft and consult them about grid connection and other Company services.

## Company's customer relations indicators for 2022–2024 (thousand)

Indicator	2022	2023	2024	Δ, 2024/2023, % (p.p.)
Total number of communications	1,314.0	1,634.6	1,722.2	+5.4%
Share of communications via digital channels (%)	9.3	6.8	6.5	-0.3 p.p.
Share of communications about inadequate quality of services (%)	0.5	0.4	0.4	-
Structure of communications by channel:				
• Service offices	60.9	70.9	72.4	+2.1%
• Contact centre	1,111.8	1,432.1	1,522.0	+6.3%
• Mail	17.8	19.2	15.3	-20.3%
• Interactive tools	123.3	112.3	112.3	-
• Social networks and messengers	0	0	0	-
• Miscellaneous	0	0	0	-

In 2024, 1,586,138 customers contacted the call centre of Rosseti Kuban PJSC (up 7% year-on-year).

In the reporting year, Rosseti Kuban received 7,796 complaints from service consumers.

Complaints from consumers of services were addressed. The reporting period's scheduled activities aimed to eradicate the causes behind the complaints were carried out.

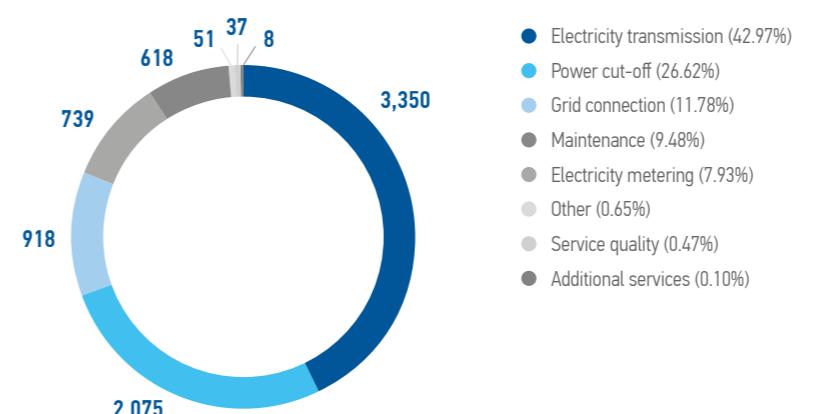
In 2024, Rosseti Kuban PJSC interacted with consumers both at customer service offices and via [TP Portal](#).

Through the TP Portal, consumers are able to submit online applications and requests for the following:

- Grid connection
- Installation/replacement of metering devices
- Redistribution of capacity
- Restoration of grid connection documents
- Additional services, etc.

Moreover, through the TP Portal, consumers can calculate the cost of grid connection, familiarise themselves with scheduled outages, and take a survey to assess the quality and accessibility of grid connection services.

## Structure of customer complaints received by Rosseti Kuban in the reporting year



In 2024, the Company received 112,389 requests via electronic services, of which 58,242 were applications for grid connection.

A total of 49,015 package applications for grid connections were received by Rosseti Kuban PJSC in 2024. As a result, 35,961 grid connection contracts were concluded.

#### **Key outcomes of Rosseti Kuban's efforts pertaining to customer relations for 2024**

- Implementation of the automated information system (AIS) for processing customer requests built on a domestic platform
- Installation of a video surveillance system with audio recording function in consumer service centres
- Holding of 22 remote alignment meetings with potential and existing applicants, business representatives and executive authorities of the constituent entities of the Russian Federation on improving the accessibility of the energy infrastructure, including

Implementation of the automated information system (AIS) for processing customer requests

Holding of  
**22** REMOTE ALIGNMENT MEETINGS  
with potential and existing applicants

the possibility to submit electronic applications for grid connection. About 227 people took part in the alignment meetings

- To upgrade corporate automated systems for handling customer feedback to improve the accuracy and speed of processing
- Participation in a number of meetings chaired by the Deputy Minister of Construction, Housing and Utilities of the Russian Federation on the implementation of integrated tourism projects (Lagonaki, Abrau-Durso, Novaya Anapa), as well as the creation of supporting infrastructure facilities
- Holding of a seminar with representatives of the Ministry of Energy of Russia and the Federal Antimonopoly Service of Russia on the application of the rules for grid connection of consumers<sup>1</sup>

The following measures are planned for 2025 to develop a customer-oriented approach and improve the quality of services provided by the Company:

- To improve the efficiency of customer service by streamlining the processes for receiving and processing customer feedback

Rosseti Kuban uses a customer-centric approach to customer relations, implying:

- Identifying and examining customer needs
- Designing new services and facilities and upgrading the existing ones
- Improving customer satisfaction by providing services and facilities
- Establishing a customer service
- Organising the information disclosure process
- Following the customer service etiquette
- Improving the infrastructure of interaction and feedback tools with service customers
- Conducting research to assess the quality of customer service and analyse the results obtained

## HUMAN RIGHTS

**The Company respects and observes human rights.**

All conditions necessary to ensure interaction with persons with disabilities are in place. For example, the entrance to the main customer service centre is equipped with a lifting platform for low-mobility groups. In addition, applications

for most of the services provided by Rosseti Kuban can be submitted through the relevant electronic services. The grid connection service can also be paid for online.

Additionally, the main customer service centre has a specifically furnished children's area on its grounds.

**2** PEOPLE

with disabilities are employed at Rosseti Kuban's call centre

**IN 2024, ROSSETI KUBAN PJSC REGISTERED NO COMPLAINTS ABOUT HUMAN RIGHTS VIOLATIONS FROM CONSUMERS.**



<sup>1</sup> Approved by Resolution of the Government of the Russian Federation No. 861 dated 27 December 2004 (as amended).