



# SSEN Transforms Customer Service With AspenTech Grid Reporter™

**“This product has become our single most significant point of customer contact during power cuts and dangerous situations. What began as a customer-facing platform evolved into a cornerstone of our service model, delivering unrivalled speed, clarity and reassurance when our customers need it most.”**

Bradley Smith, Digital Journey Owner at  
Scottish and Southern Electricity Networks (SSEN)

# £10 million

Additional Operational Expenses  
Avoided Per Year

## CHALLENGE

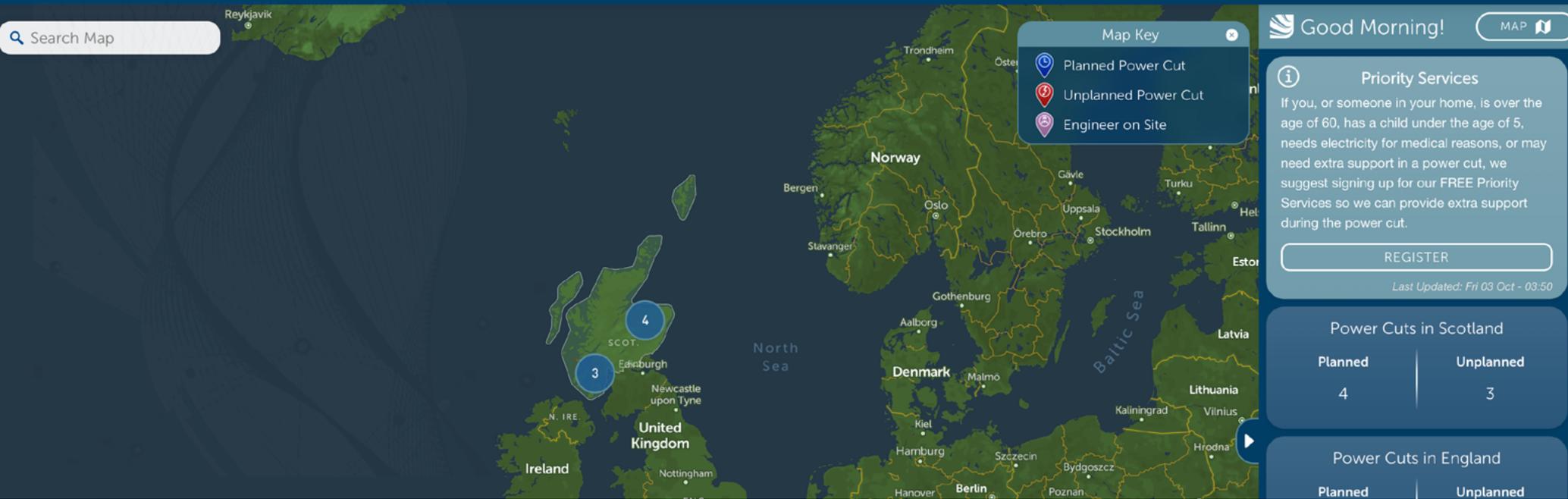
- Limited visibility on the ground, resulting in restoration inefficiencies and higher operating costs
- Slow outage response times, per SSEN target metrics
- Strained customer service teams during major outage events
- Increasing frequency of storms damaging SSEN's network

## SOLUTION

- AspenTech Grid Reporter was selected based on several important capabilities:
- Web-based outage map for consumers
  - Ability for consumers to report outages and damage, including geo-tagged images, for improved triage
  - Option to subscribe for updates sent through SMS or in-browser
  - Interface allowing customer service teams and engineers to manage incoming reports linked to their OMS

## VALUE CREATED

- Streamlined SSEN operations and consumer journey, saving an additional £10 million in operational expenses per year
- Cost savings from reduced volume of calls and strain on call centers
- Ability to leverage images from consumers to triage the severity of faults and prioritize crews during potentially life-threatening situations
- Higher customer satisfaction scores, even when compared to other digital channels



## Overview

Scottish and Southern Electricity Networks (SSEN), serving over 3.9 million customers across Scotland and England, launched a digital transformation initiative in 2016 to modernize how outages and equipment damage are reported. The goal was to empower consumers with a fast, intuitive self-service experience while reducing the strain on call centers.

SSEN leveraged the configurable aspect of AspenTech Grid Reporter and introduced "Power Track," a scalable reporting tool built on the Grid Reporter platform. Released as a native mobile app in 2018 and later expanded to a web application in 2021, Grid Reporter provides consumers with a streamlined channel for submitting reports, enhancing both engagement and operational responsiveness.



# Challenges

Before 2018, SSEN relied on a static outage map and call centers as the primary method for consumers to report outages and equipment damage. While functional, this system struggled to keep pace during severe weather events, when report volumes would surge and overwhelm customer service teams.

Across the UK, distribution network operators have faced a steady increase in call center traffic in recent years, highlighting the urgency for a scalable digital alternative. One of SSEN's most pressing challenges was its limited ability to provide timely updates on faults and restoration timelines. The absence of a digital solution led to delays in communication, particularly during storms, creating frustration and uncertainty.

Additionally, dependence on manual reporting processes introduced the risk of human error, resulting in data inaccuracies. In an environment of strict regulatory oversight, poor data quality can have serious consequences, including financial penalties and reputational harm.

# Proven Resilience Under Pressure

Grid Reporter is designed as a cloud-hosted software-as-a-service (SaaS) solution for SSEN with robust auto-scaling capabilities that are crucial for handling unpredictable spikes in user traffic. Its resilience was put to the test during Storm Arwen in November 2021, when it was the only outage map in the UK to remain operational throughout the storm, ensuring uninterrupted service and real-time updates for SSEN customers. Grid Reporter logged 12,803 "no power" reports and 1,329 damage reports over one week during the storm and the aftermath.

Its performance was further validated during Storm Eunice in February 2022, which drove nearly 300,000 visitors to the platform over the two days. Grid Reporter's ability to scale seamlessly under pressure reinforced SSEN's reputation as a leader in dependable customer-facing digital infrastructure.



**Over 90%**  
of consumer outage  
and damage reports  
are submitted through  
AspenTech Grid Reporter

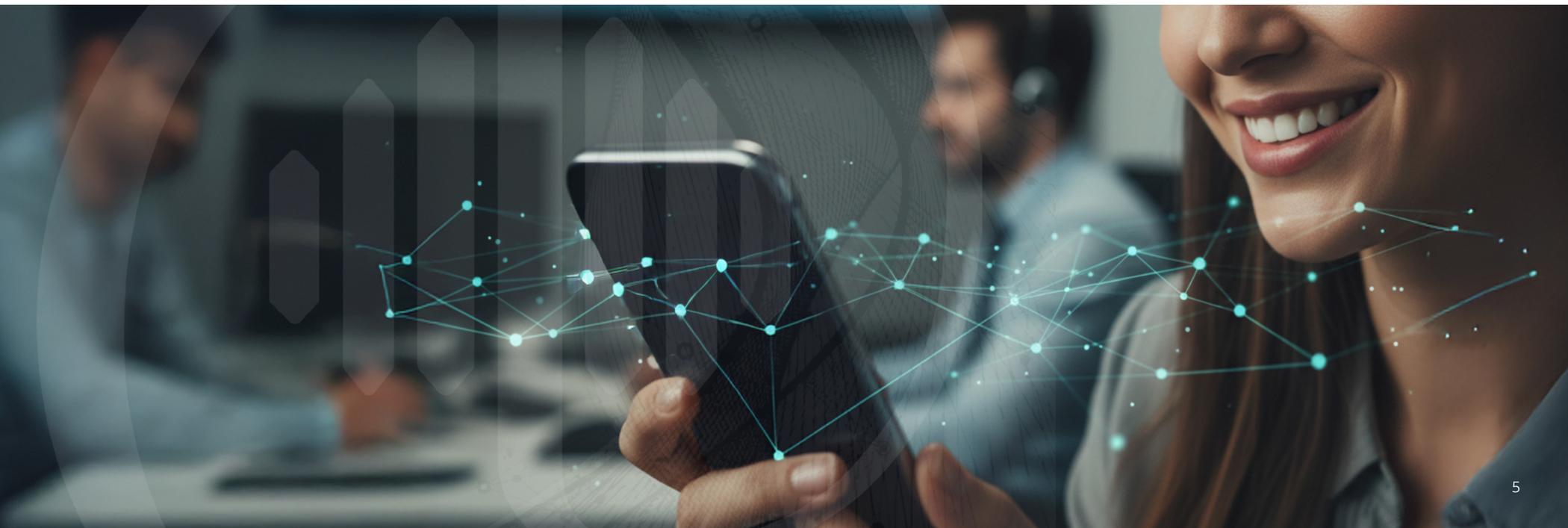
## Balancing Technology With Human Touch

While digital platforms can streamline operations, they often reduce personal interactions, especially critical during stressful situations like widespread outages. SSEN proactively addressed this concern by implementing a hybrid engagement model, integrating AspenTech Grid Reporter with their existing customer support channels, including call centers and social media platforms for communication and updates.

Unlike other digital initiatives within SSEN that saw lower satisfaction compared to person-led interactions, Grid Reporter consistently achieved higher customer satisfaction scores. By providing users with intuitive tools and preserving human support where needed, SSEN maintained its high service standards.

Today, Grid Reporter handles 90% of outage and damage reports submitted by consumers. During Storm Eunice alone, the platform logged 29,007 “no power” reports and 1,675 damage reports, which would have otherwise flooded call centers.

This shift has provided a return on investment by avoiding £10 million in annual operational costs, while easing the burden on customer service teams and driving a sustained decline in call volumes over the past two years.





## Smarter Reporting, Faster Response

Grid Reporter combines intelligent algorithms, electrical network data and embedded geolocation to automatically identify the precise service point or asset linked to a consumer's report. This enables quicker diagnostics and fault identification, which is especially valuable during storm events.

Users can also submit photos with their reports, giving field crews clear visibility into the extent and nature of damage before arriving onsite. This integration of spatial and visual data reduces minutes lost, improves response times and allows SSEN to mobilize resources more effectively.

In storm conditions, Grid Reporter automatically correlates reports with network faults, preventing backlogs within their outage management system (OMS). Meanwhile, SSEN support teams gain the ability to send localized, timely communications, keeping consumers informed and reassured throughout recovery operations.

## Enabling Regulatory Compliance

In the UK, the energy regulator requires utilities to maintain accurate records of fault conditions and restoration estimates. Meeting these requirements with manual systems posed risks of noncompliance, penalties and reputational damage.

By digitalizing its outage reporting processes, SSEN can now quickly generate validated, real-time data that meets regulatory requirements. Grid Reporter strengthens data accuracy and reliability, equipping SSEN with confidence in its operational performance and its ability to demonstrate regulatory alignment.





## Conclusion

In the absence of a self-service digital platform, SSEN's customer service teams faced an overwhelming influx of outage and damage reports, especially during high-impact events. With the implementation of AspenTech Grid Reporter, SSEN has transformed this challenge into an opportunity.

By streamlining and automating critical reporting processes, the solution not only enhances operational efficiency but also delivers substantial cost savings of £10 million in annual operational expenses. Grid Reporter empowers SSEN to better serve its consumers while maintaining a resilient, responsive and future-ready energy network.



## About Aspen Technology

Aspen Technology, now part of Emerson, is a global software leader helping industries at the forefront of the world's dual challenge meet the increasing demand for resources from a rapidly growing population in a profitable and sustainable manner. AspenTech solutions address complex environments where it is critical to optimize the asset design, operation and maintenance lifecycle. Through our unique combination of deep domain expertise and innovation, customers in asset-intensive industries can run their assets safer, greener, longer and faster to improve their operational excellence.

[www.aspentech.com](http://www.aspentech.com)

© 2026 Aspen Technology. All rights reserved. AT-1460871

