



Study Committee No : B1
WORKING BODY FORM

Group No : B1 – CAG

Name of Convener : E.Bergin (IE)

TITLE of the Group : B1- Customer Advisory Group

Scope:

A permanent Customer Advisory Group was installed in SC B1 with the Scope to implement CIGRE TC's suggestion, that "Study Committees have to ensure that the needs of their Target Groups are fulfilled." The B1-CAG will be the working body within SC B1 to co-ordinate all activities in this field. It will work in close contact with the SC Chairman and the Strategic Advisory Group B1-SAG and will involve all SC B1 members as contacts and interfaces to their national or local customers.

The Terms of Reference (ToR) of the B1-CAG are as follows:

1. Identification of Target Group

- systematically identify SC B1's Target Groups in different countries
- listing of respective organizations, persons, social groups, etc.
- analysing of organizational levels and hierarchies
- identifying of most important and influential addressees

2. Communication means with TGs

- develop systematic and effective concepts for active contacts and communication
- consider how to implement sustainable communication links to organizations and persons
- consider how to disseminate most effectively B1's activities and outcomes to TGs
- propose appropriate presentations (Paris Session, Tutorials, Symposia, etc.) in accordance with the TAG

3. Collection and mapping of TG's needs

- identify problems and map systematically needs of TGs
- propose review/revision of current SC B1 activities with regard to needs of TGs

4. Collection and evaluation of feed-back from TGs

- collect and map the degree of TG's satisfaction
- evaluate the findings and derive, if necessary, measures for improvements and new actions
- identify opportunities to increase TG's satisfaction
- coordinate activities at national level where appropriate

Deliverables:

B1-CAG will present their findings regularly to the SC, at least twice a year as all other working bodies or additionally whenever appropriate. External actions will only be taken after approval by the SC Chairman and the B1-SAG, respectively.

Created: **2003**, Duration : **permanent**

The Convener is a permanent member of the B1-SAG

World regions represented : AFRICA, NORTH AND CENTRAL AMERICA, SOUTH AMERICA, ASIA-OCEANIA, MIDDLE EAST, EASTERN EUROPE, WESTERN EUROPE

Date : December 2004