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# Gender Perspective on Customer Services Case Study of LESCO

Bushra Jafar  
Public Outreach Specialist

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# Energy Policy Project

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## Background:

- ▶ LESCO's request to conduct Focus Group Discussions
- ▶ Three circles selected – Southern, Eastern and Sheikhupura
- ▶ Set of eight questions selected by LESCO
- ▶ Discussions with members from four categories of customers
- ▶ Separate sessions conducted for female domestic customers

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## Process:

- ▶ Three sessions with female customers
- ▶ Ensured confidentiality of process
- ▶ Candid sharing of experiences and perceptions
- ▶ Charged issues discussed and solutions proposed.

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## Process:

- ▶ Focused recommendations for improved customer relations and services
- ▶ Highly participatory sessions – high level of enthusiasm shown by women
- ▶ Proved a valuable exercise for LESCO – made female customers ‘visible’. “We never thought women would have such useful information.”

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## Key Recommendations:

- ▶ Designate 'Female Liaison Officer' at each circle office
- ▶ Set up confidential 'complaint line' for reporting instances of corruption, electricity theft and other mal-practices
- ▶ Set up some permanent forum for in-person contact between LESCO and customers (such as 'Khuli Kuchery')

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**“I can’t believe this is happening in Pakistan”**

**“ This is the first time any government organization has invited us to hear our views and suggestions”**

## **‘Voices’ of Female Customers**

**“Next time someone asks me what I appreciate about LESCO I will share today’s experience”**

**“This was very useful..but we need a mechanism to continue this sort of personal interaction”.**

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# Thank You and Shukriya!

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