

01 | The majority of our customers are on fixed price tariffs



We have the lowest percentage of customers on Standard Variable Tariff (SVT) of the larger suppliers, achieved through:

- direct advertising
- consistently pricing competitively
- contacting customers encouraging them to move to another one of our competitive deals
- introduced a simpler process for customers to switch tariff.

02 | All of our tariffs are available to new and existing customers



We believe our customers should have access to all of our best deals.

03 | Our customers can move to our best deal for them anytime, no fee

Our customers can compare our tariffs and move to a new deal **online or by phone at anytime free of charge.**



04 | We proactively notify all our customers at least twice a year about cheaper deals

We are also working with Ofgem to target our SVT customers of over three years tenure to encourage them to move to a cheaper tariff.

28,000 customers have been contacted initially

And from early 2018, customers will move to a fixed price tariff instead of SVT if another tariff is not selected when their current one ends.

08 | Our customers can request a credit refund at any time



With our simple online tool customers choose how they want to spread their balance by allowing them to request a refund when it suits them best.

This is another important way to make it easier for SVT customers to engage with us regularly.

07 | Customers can control their own Direct Debit – up or down

Our Direct Debit manager allows customers to choose what they want to pay each month for their energy use.



30% ↓
put it down and,
40%
keep the payments the same.

06 | We are doing more to encourage Warm Home Discount (WHD) customers onto the best deal for them

We use **direct mail and emails** as the most effective channels to prompt fresh engagement with these customers.

40,000 customers have been contacted initially



And from 02 February 2018, we're introducing a price cap for WHD customers.

05 | We will apply the lessons learnt to additional segments of SVT customers encouraging them to move to the best deal available



09 | We keep bills simple

Following research, we introduced a simpler bill that was **designed for customers by customers.**

We consulted our Customer Panel with over:

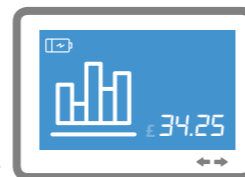
15,000 members



Overall satisfaction increased by 7% points.

10 | We are investing in innovation to give customers more control over their energy

Energy is changing. With the development of Smart Meter technology, we are doing things differently.



In 2016, we launched PowerUp, a new way for customers to pay for their energy. Customers can now buy their energy in 'days' in advance.

11 | We have introduced personalised tariffs to offer more choice to our customers

Our new **low, medium and high** user tariffs mean we can offer customers a better deal based on their usage.



e.g. **A low user tariff has a lower standing charge and higher unit rate which may be more competitive for those with a lower than average energy usage.**

12 | We have made it easier for customers to get in touch

We understand customers want to contact us when it's most convenient for them.



Call centre opening hours extended to **10pm on weeknights and 8.30am – 6.00pm on Saturday.**

We continue to improve our call answering times...

with customers able to speak to an advisor in **less than 90 seconds on average.**



Online support is also available 24/7 and our new community and web chat support was launched in 2017.