

002 – Individual response

Sent: 01 August 2023 11:44

To: Retail Stakeholder Team <RetailStakeholderTeam@ofgem.gov.uk>

Subject: Consumer Experience Consultation

Hi Jemma,

I've just been reading through the consultation that has been launched on customer experience and its very timely

that you have launched it and firstly I'd like to say its very well presented and is very progressive in what it seeks to

achieve. By way of background, I've worked in the energy industry across Europe across most major european

markets having lived and worked in many countries over 20 years. In my role here at Medallia I have been looking at

how we bring in principles from across industries particularly those that are more fiercely competitive and how they

approach customer satisfaction and experience. In this context I have some observations and suggestions that I'd

like to add..

1. While I understand that Ofgem may not wish to step in being an arbitrator of experience - much like what

Ofwat are consulting on, there could be a benefit in capturing and analysing the worst experiences to stop

them lowering standards knowing they are all declining and there isn't much to gain or loose

2. It is possible for platforms to be connected together for Ofgem to have direct visibility of customer experience performance directly into supplier stats and encourage them to publish them in a way that

removes the need for Ofgem to launch a CMEX style initiative.

3. If it does come to it a CMEX style measure should be completely automated and the subsections of quality

must apply not only to suppliers but also to other constituents of the energy market such as Elexon, DCC,

TSO, DSO etc etc while billing and customer care is one very important and direct aspect.

I'd be very happy to contribute personally to help with my ideas - although I write from a commercial perspective

there is no intention in benefiting commercially in any way from this - its more with a view to share views and

experience and you could reach me directly too. My contact details are below

regards