

Report

Customers' satisfaction with their supplier - supplier level findings

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This document presents data on two indicators of energy customer satisfaction for eight energy supply groups. The data comes from the Energy Consumer Satisfaction Survey, which is a survey of GB domestic energy consumers commissioned by Ofgem and Citizen's Advice.

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Introduction

While many households continue to struggle with energy bills, it is more important than ever that energy suppliers provide good service to their customers. As Great Britain's independent energy regulator, Ofgem's priority is to protect energy customers. Ofgem has committed to publishing more information on supplier customer service standards, with the aim of enabling more informed consumer choice to drive up standards. For more information on this see [Ofgem's Forward Work Programme 2024/25 Consultation](#).

This document presents two key customer satisfaction indicators for eight energy supply groups.¹ The data comes from the Energy Consumer Satisfaction Survey, a survey of GB domestic energy consumers commissioned by Ofgem and Citizens Advice. The aggregate results of this survey are regularly published. [The results from the latest wave \(August - September 2023\) are published here](#).

The survey was designed to be nationally representative of the GB energy consumer population. It uses a quota based approach to sampling and results were weighted overall by age, gender, region, Index of Multiple Deprivation (IMD), ethnicity and payment type. We used a mixed mode method of data collection which was largely online and included face to face interviewing targeted at digitally excluded respondents. The fieldwork was conducted between 30th August and 18th September 2023 with 3,742 domestic energy consumers.

¹ These are the eight suppliers with the largest sample base in the survey.

Results

As outlined in the main report, consumers' overall satisfaction with their supplier in August-September 2023 is stable compared to the previous wave (November/December 2022), while their satisfaction with customer service has fallen. Both measures are now well below the tracking peaks recorded in 2019 and 2020.

The table below shows the proportion of domestic energy consumers who are satisfied with their supplier and with the customer service from their energy supplier. Subsidiary brands such as white label brands are included in the supply group that is responsible for their customer service operations.²

Table 1: Customers' perceptions of their energy supplier overall, and the customer service they provide

	GB Average	British Gas	EDF Energy	E.ON / E.ON Next	Octopus Energy	OVO Energy	Scottish Power	Shell Energy Retail	Utilita
Overall satisfaction: Satisfied or very satisfied	69%	67%	61% ▼	69%	84% ▲	61% ▼	62% ▼	61%	75%
Satisfaction with customer service: Satisfied or very satisfied	62%	61%	54% ▼	60%	76% ▲	57% ▼	55% ▼	56%	64%

▲ Significant difference against GB average at 95% confidence interval

A5: Overall, how satisfied or dissatisfied are you with [supplier] as your supplier of <FUEL TYPE>?

A7: Overall, how satisfied or dissatisfied are you with the customer service you have received from [supplier]?

Satisfaction metrics are answered on a five point scale: very dissatisfied, dissatisfied, neither satisfied nor dissatisfied, satisfied, and very satisfied. The results in this table show the total satisfied figures (very satisfied and satisfied) at a total market level (Great Britain average) and then split by individual suppliers.

Base: total market (Great Britain average) all respondents, August/September 2023 (3,742), British Gas (1063), EDF Energy (355), E.ON / E.ON Next (including Sainsbury's Energy) (543), Octopus Energy (including Cooperative Energy, M&S Energy and London Power) (583), OVO Energy (including SSE and Boost Energy) (379), Scottish Power (267), Shell Energy Retail (153), Utilita (153).

² The survey took place before Shell Energy Retail was taken over by Octopus Energy, and so Shell Energy Retail are included as a separate entity. The takeover occurred on 1 December 2023.

Interpreting these results

The data reported reflects customers' perceptions of their supplier and the service they receive. It does not provide an independent assessment of suppliers' processes or practices.

The survey is based on a sample of the population of energy consumers in Great Britain responsible for paying their energy bills. We cannot be certain that the figures obtained are exactly those that would have been reached if everyone had taken part (the "true" values). The reported figures are estimates, within a small margin of error. The margin of error varies with sample size – the larger the sample is, the lower the error will be. For this reason, individual suppliers with fewer than 100 respondents taking part in this survey are not shown.

We have marked statistical significance on the table. Statistical significance testing allows us to assess how confident we can be that the difference between an individual supplier's satisfaction and the satisfaction for the rest of the market is likely to reflect a true difference. We have tested the results at a 95% confidence level.

Given that the survey uses quotas rather than random probability sampling, statistical significance is indicative only. This has been marked to aid understanding of where differences are meaningful. It indicates where a supplier's results are statistically higher than the GB average as shown through the use of an up arrow, or significantly lower than average as shown through a down arrow.

Full details of the methodology, including further detail on statistical significance testing is available [in the technical report for the Energy Consumer Satisfaction Survey](#).