

Nigel Nash  
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Dear Nigel,

**Customer Transfer Process: Discussion Document.**

Thank you for the opportunity to comment on the above.

We welcome the impetus that is being put behind this project by Ofgem. As you quite rightly say in the discussion document, a smooth and efficient transfer process is critical if customers are to retain confidence in the competitive energy market. The key to most companies' marketing strategies is that "switching is easy". It is essential that as many customers as possible find this to be true if, having switched once, they are not to be deterred from ever switching again. Atlantic intends to play a full and active role in the Project. We shall also lobby to ensure that any solution that is arrived at is not anti-competitive. We urge Ofgem to also keep this aim in mind.

I trust that you will find these comments useful. If you would like to discuss any aspect of this response further, please call me.

Yours sincerely,

Siobhan O'Loughlin  
Regulation Officer.