

## **Effective Energy Information – An energy suppliers view**

- **How can the provision of additional information add value for energy suppliers?**
  - **Differentiation and competitive advantage via the provision of an added value service**
  - **Build customer relationships leading to increased loyalty**
    - **Customer insight and understanding**
    - **Improved two way dialogue**
    - **Helping customers to save money**
    - **Greater engagement of customers in energy efficiency leading to increased take-up of EEC measures**
- **Improved energy information needs to be considered as part of a broader customer offering**
  - **Directly linked to EE advice, audits, schemes and grants**
  - **Part of a broader energy services package**
- **Information should be based on a clear understanding of customer needs:**
  - **What level of information is required?**
  - **Frequency – annually, quarterly, winter bills**
  - **On the bill, with the bill, separately, on line**
  - **Importance of providing feedback to customers on changes to consumption after action has been taken e.g. reduced consumption after insulation installed**
- **Different customers have different needs – a segmented/targeted approach v ‘one size fits’ all should be adopted where possible**
- **Link information to key events where energy consumption is top of mind**
  - **Home moving**
  - **Winter bills**
- **Information must be relevant, useable and engaging**
  - **Comparison to similar houses**
  - **Base lined – weather has an impact**
  - **Avoid data overload**
  - **Energy is a low interest category especially amongst direct debit consumers**
  - **Importance of feedback as a result of actions taken**
  - **On line is potentially more engaging - enables more information to be provided + interaction**
- **Issues to consider**
  - **Energy suppliers will need to invest in system changes which will impact timescales + business case needed to justify investment**
  - **Risk of self rationing amongst low income/fuel poor customers**
  - **Potential to link messages to energy disclosure requirements**
  - **Market forces v regulation**