



## **E.ON – Reset Review**

E.ON announced its Reset Review in November 2011, to “reset” its relationship with its customers across its whole business. E.ON appointed an Independent Customer Council of business leaders and consumer experts (Allan Leighton – ex-CEO of ASDA, Paddy Tipping – ex-Energy Select Committee Chair and Justine Roberts – founder of Mumsnet) to pressure-test its ideas and also involved the UK’s main consumer bodies, such as Consumer Focus and Which? to challenge it on the areas it covered. E.ON also worked with its 28,000 strong “YourSay” customer panel as well as its own employees, through its internal “MySay” panel.

E.ON looked at numerous aspects of its relationship with customers as part of the Reset Review, including tariffs, bills, how customers pay, how products are sold, and how support is offered to customers. The project was originally set up for six months from January 2012 but has been extended through 2012, with the support of Allan Leighton and Paddy Tipping. The changes E.ON has made to date are described below.

### *Simplification of tariffs*

E.ON cut the number of tariffs it offered by almost a quarter in February 2012 and withdrew certain products that had previously been criticised as being confusing. In autumn 2012 it reduced the number further, so that at most, customers will have a choice of five products. At the same time it abolished two-tier pricing on non-standard products, moving these to a single rate and standing charge. Standard products will transfer to a single rate from 2013.

Also, in autumn 2012, E.ON launched an easy-to-use online tariff checker to help customers to find the best deal for them. E.ON is also writing to all customers, encouraging them to check that they are on the best deal for their circumstances, and is also proactively offering tariff advice through its call centres.

### *Fairer access to tariffs*

From April 2012, E.ON ensured that all tariffs were available through all channels, whether customers bought over the telephone, internet or face to face, and that existing customers were given the same choice of tariffs as new customers. Further, E.ON indicated it would not offer promotional products exclusively to new customers.

### *Simpler billing*

E.ON introduced a new simple, single sheet bill in 2012, which customers can better understand.

### *Improving customer service*

E.ON switched its customer service and sales numbers from 0845 to 0345 in summer 2012, meaning that customers with inclusive mobile call packages should see no charge for calling E.ON and that, at most, customers would be charged at a local rate. In addition, E.ON committed to train all front-line colleagues to give energy efficiency advice, so that customers could simply access the energy efficiency help they wanted. E.ON has also invested to reduce call waiting times by adding extra support at its UK contact centres during winter 2012.



### *Increasing transparency*

E.ON showed its commitment to transparency around profits, with clear figures published in March 2012 and available through E.ON's website to show how much money it makes and what it spends it on. In addition, key complaints data, which it first published in March 2012, will continue to be published every quarter on E.ON's website to increase customers' confidence in how complaints are handled and resolved and how E.ON is working to address any underlying causes. This is coupled with a customer complaints forum, attended by senior E.ON employees and customers, to ensure complaints are heard first-hand and that measures are put in place to prevent repeat occurrences.

E.ON is also committed to market liquidity and transparency, as evidenced by its actions on the day-ahead UK power markets including the N2EX auction, where it has been an active supporter. E.ON was the first company to sign a gross-bidding agreement with N2EX and, by summer 2012, was trading volumes in N2EX equivalent to nearly 60% of its UK generation, with its total volume of trading being 4.2 times greater than the volume of power it generated.

E.ON also offers a number of wholesale gas and power products for gas and electricity suppliers and can help other suppliers meet their customers' needs through the provision of non-standard products. These include bespoke gas and power products for other wholesale market participants, including non-standard shaped volume products, which can help suppliers meet their customers' predicted load profile; hedging options, which can help suppliers balance unexpected changes in their customers' demand; and management of upstream power supply activities for other suppliers.

### *Engaging with customers*

Following research which showed that customers preferred dealing face to face with UK brands, E.ON announced in August 2012 that it was trialling the opening of a city centre concept 'store', providing face-to-face customer service, help and advice, and its Nottingham 'store' opened in October 2012.

### *Help for small businesses*

E.ON introduced a Code of Practice for energy brokers to make sure that SME customers could trust the information they received when looking for new tariffs. It also reviewed its SME renewals process, including putting contract end dates on bills, so that customers have greater awareness of important deadlines so they can talk to us about what options are available to them, at the right time. .

### *Helping vulnerable customers*

E.ON has been looking at how it can help vulnerable customers in a way that goes beyond just efficiently fulfilling its Government obligations through looking at how it can improve understanding of the specific needs of each vulnerable customer and provide them with appropriate support. It is creating a hardship fund to help those customers in debt or struggling with their payments and looking at Energy Help Checks for its most vulnerable customers, covering energy efficiency advice, measures, income support and tariff checks.